

Berrien Springs Public Schools

Branding Style Guides



PRIMARY BRAND LOGOS

PRIMARY LOGO



PRIMARY ATHLETIC LOGO



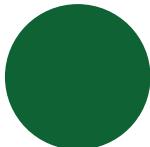
SECONDARY BRAND LOGOS



BRAND COLORS



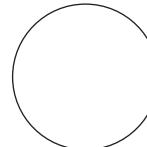
KELLY GREEN (PRIMARY)
PMS: 7738 C
HEX/WEB: #48A23F
CMYK: 74 0 98 2
RGB: 72 162 63



DARK GREEN (SECONDARY)
PMS: 2427 C
HEX/WEB: #066225
CMYK: 77 5 99 54
RGB: 6 98 37



BLACK
PMS: BLACK
HEX/WEB: #000000
CMYK: 50 50 50 100
RGB: 0 0 0



WHITE
PMS: WHITE
HEX/WEB: #FFFFFF
CMYK: 0 0 0 0
RGB: 255 255 255

BRAND FONT

Open Sans Light

Open Sans Normal

Open Sans Semi Bold

Open Sans Bold

Open Sans Extra Bold

Logo Alterations: Do not modify the colors of our logos or distort them in any manner.

Shamrock Orientation: Ensure the stem is oriented to the right side when incorporating the plain and athletic shamrock logo.

Logos and Colors: This guide encompasses the official logos, colors, and fonts representative of Berrien Springs Public Schools. Alternative logos or colors are not permitted in any branding or communication materials.

Name Usage

Mars Elementary
Sylvester Elementary
Berrien Springs Middle School (BSMS)
Berrien Springs High School (BSHS)
Discovery Academy (DA)
Berrien Springs Virtual Academy (BSVA)

Official #hashtags

#shamrockpride
#rocknation

Branding Statement

"Together, inspiring each student to think, learn, achieve and care in a global community."