

# How Brand Brings a Community Together



PERKINS+WILL

# WHAT IS A BRANDED ENVIRONMENT?

A Branded Environment tells a story, supports a common vision and mission, sparks emotional human connections, triggers pride and motivation, and creates a sense of belonging, excitement, engagement and ownership.



**What can  
educational  
branding do?**



**FRUITS OF THEIR LABORS.** "If we do not grow through what we are given, we have won over and over again just to maintain it." "To know is to owe." "Nothing stays with us." "To know is to owe."



PERKINS+WILL



Engage your  
students

# WATT FAMILY INNOVATION CENTER



Achieve your  
educational goals



YOU DON'T TAKE  
SHORTCUTS.  
MICHELLE OBAMA

I NEVER CUT CLASS.



TRUTH MATTERS.

Find your voice



Create community










# Celebrate Diversity

PERKINS+WILL



**Why did Billerica  
decide to integrate  
branding in the new  
High School?**







STRATEGY

## EXISTING BRAND

- Some expressed extreme loyalty to the Chief's logo:
  - "We've been the Indians, want to stay the Indians"
  - pays tribute to local history
  - using likeness honors valor/bravery; survivors
- Others expressed concern:
  - Avoid using on anything permanent; too expensive to replace if mandated
  - Some consider offensive to Native Americans
- Consider incorporation of a modernized/stylized B logo



LOGO



WEBSITE, COLLATERAL, APPAREL



GO INDIANS!



# BRAND DISCUSSION

## WHAT DIFFERENTIATES BILLERICA HIGH SCHOOL?

### *Program and partnerships*

- Arts programs, science programs, athletic, music programs **success** of co-curricular activity above and beyond the core.
- Relationships with companies, **partnerships**
  - robotics team- helping to fund, grants, self-sustaining models
  - emd sorto, transformed 1975 lab (donated reconstructed lab).
  - will want to showcase partnerships.
  - some students do internships,
  - connections. need something, just ask

### *Small town atmosphere*

- small town, 40k people, connections never more than 6 steps from anybody in town
- peabody's were born in Billerica, everything built on this foundation; current trust, still giving back.
- **FAMILY**: youth sports...tradition, team, slogan...family. (band of brothers),
- Yankee doodle homecoming, community celebrations
- takes history and carry it forward

### *Extensive history*

- one of the oldest towns, inhabited as early as 1635. not part of history that Billerica hasn't touched upon
- pemberton, mitchell boys school, one of earliest libraries.
- bunker hill, first person who died from Billerica
- Yankee doodle thomas ditson (from Billerica) went to boston to buy a firearm, the british soldier tricked him, tarred and feathered him, marched him through town singing (doodle- country bumpkin) macaroni- fancy social people. Sang it to us as ridicule. Word got out, sam adams wrote nasty letter that this was done, ditson lived through it (unusual) That is fact, not legend.

## HOW IS BILLERICA CURRENTLY PERCEIVED?

- Some people say we have a chip on shoulder
- We are the underdogs
- Sports Illustrated sportstown usa, late 90s.
- Used to be "country", gang culture in the 60s.

## WHAT CHALLENGES DO YOU HAVE?

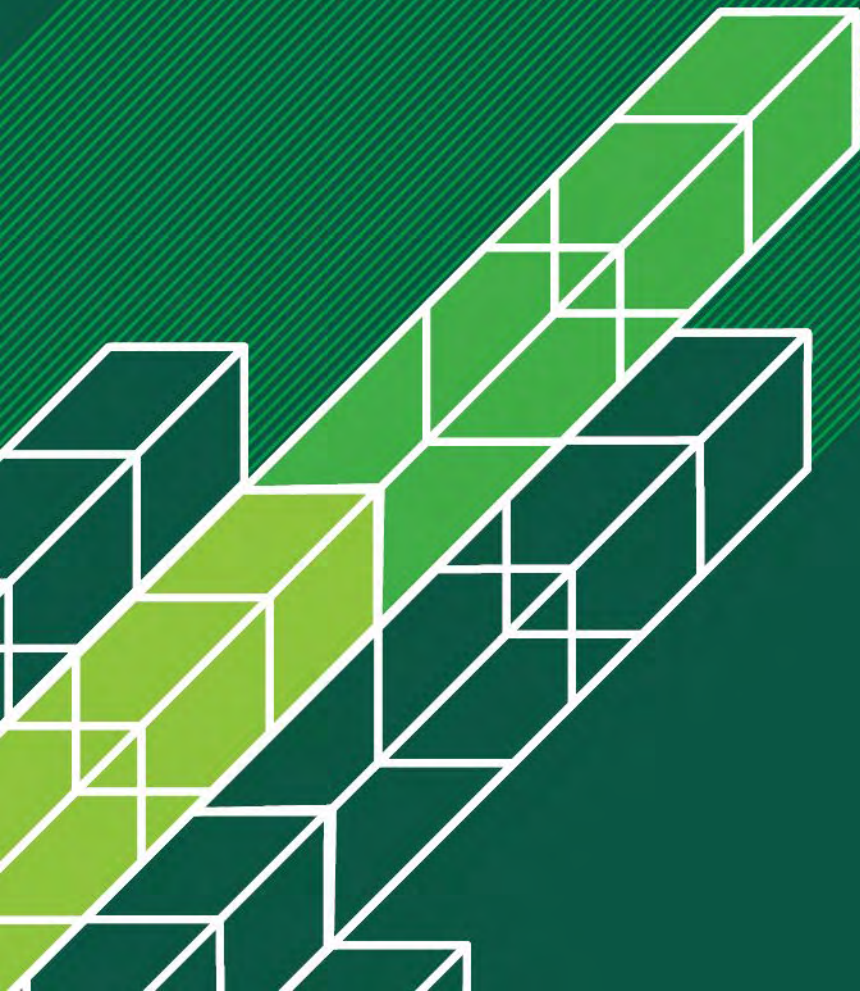
- **Retaining students** who opt for vocational / private schools
- We need **help telling stories** and **getting credit**: - better explain about where you're from
- At graduation valediction discussed class accomplishments, "despite the fact we're from Billerica"; you're not successful in spite of being from Billerica. **you are successful because you are from Billerica**

## WHAT STORIES DO YOU WANT TO TELL?

- **memorial** / the military: - pay honor to those who lay down their lives
- Tremendous amount of **tradition**. "What will your tradition be?"
- talk about why we are the Indians
- need to teach the history, give a reason to **be prideful**
- We have smart kids going big places: **Alumni** stories
- Set example for kids: explain how love of math led to alumni becoming leader with Celtics
- Celebrate the **quiet successes, outstanding citizens**, making huge **impacts on the world**
- huge story about New England

## WHAT KIND OF CULTURE DO WE WANT TO CREATE?

- **humble pride**.
- People are so **real, refreshing, truthful**.
- Such a great sense of pride. sense of deep, deep rooted tradition.
- **Inclusive**: civic commons, now includes everybody: athletics, high school, and community alike
- **treat others as you want to be treated**. prideful about the Indians. celebrate heritage.
- Reflects the **charm of our town**....mills, columns
- Infuse the green and white
- acknowledging the elementary schools, welcome to everything from the past.



# Reflection With Direction

Honoring the past,  
Aiming for the future.





**WE ARE  BILLERICA**

**BILLERICA  
AMERICA**

**BMHS**



I AM  
**BILLERICA**

WE ARE  
**BILLERICA**



**B** honorable

home of the brave.

**B** strong

soar to new heights.

**B** bold

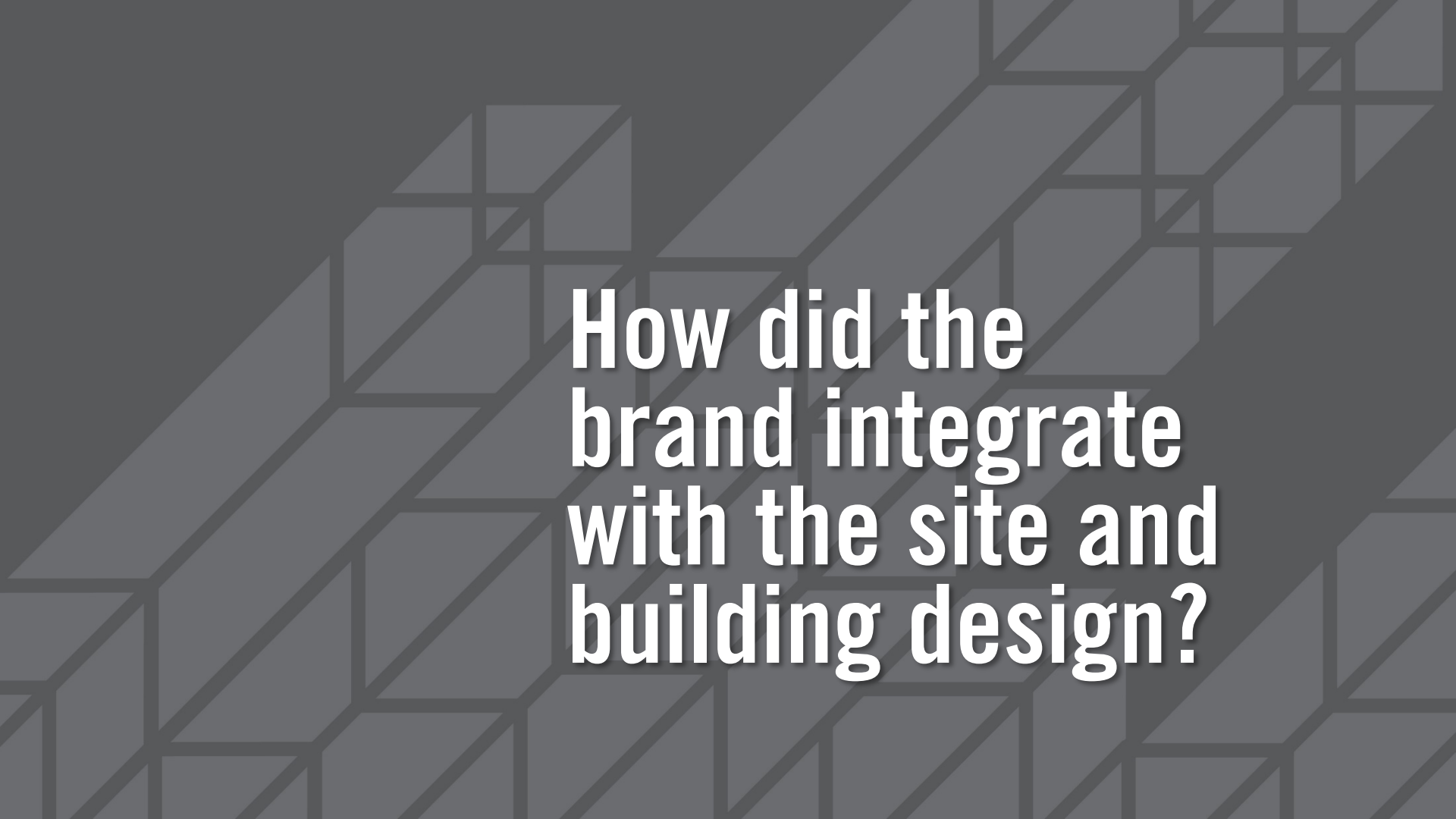
make the mark.

**B** proud

aim for the future.



intersections  
directional lines  
passage of light  
repetition / pattern



**How did the  
brand integrate  
with the site and  
building design?**



WELCOME

WELCOME

# MAIN ENTRY



Inspiration / Visual Listening Likes



Respect  
Individuality  
Community  
Enrichment

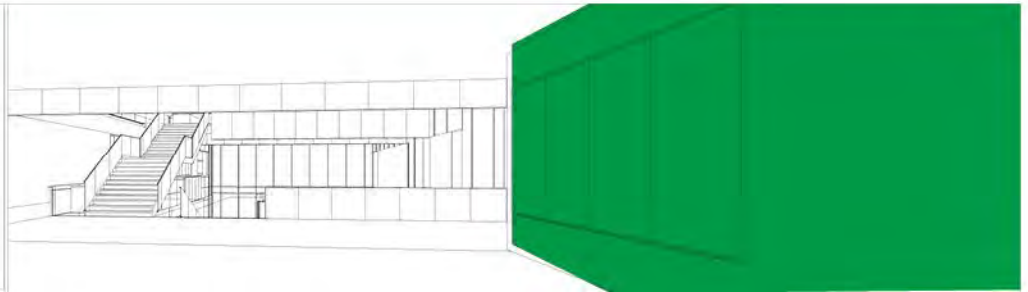
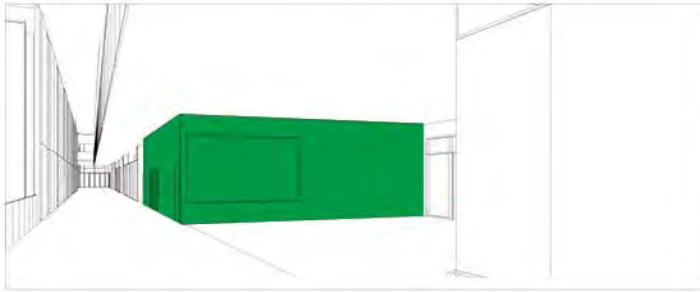
**Shared Values: The strength of community**

Billerica Memorial High School is a community dedicated to preparing students for life in the 21st Century. We adhere to this shared responsibility of students, parents, staff, and the Billerica community by developing lifelong learners. As such, we value individuality and recognize strength found in an environment of respect and acceptance. Ultimately, we define success as maximizing the intellectual, emotional, physical, social, and other development of each member of our school.

Welcome to your school.



Rendering



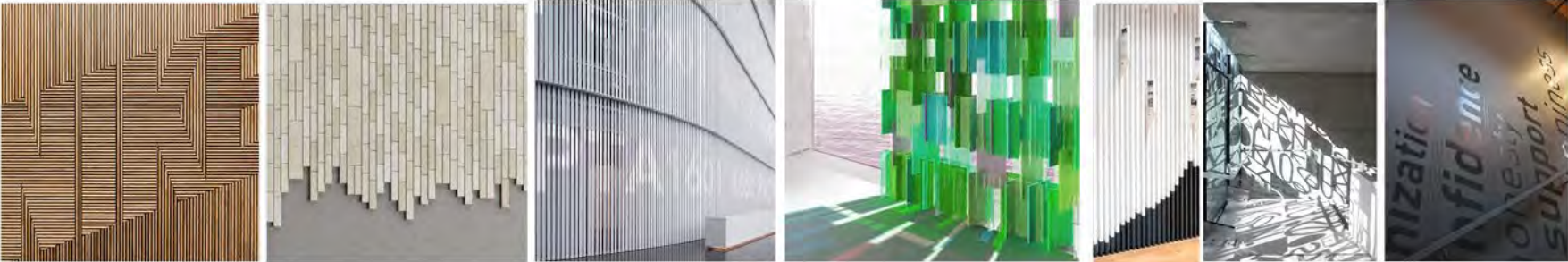
FIXED SOCIAL

WELCOME+FIXED SOCIAL

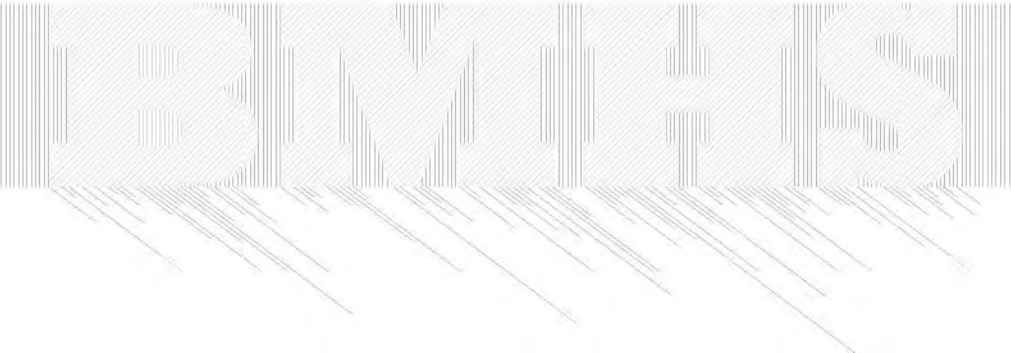
# ATRIUM / COMMONS



Inspiration / Visual Listening Likes



Elevation







WELCOME+FIXED SOCIAL

# MEDIA BISTRO ENTRY



Inspiration / Visual Listening Likes



## BISTRO

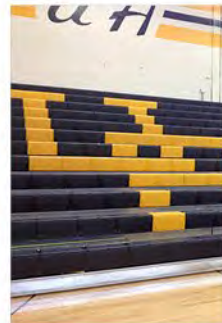
PERFORMANCE

PERFORMANCE

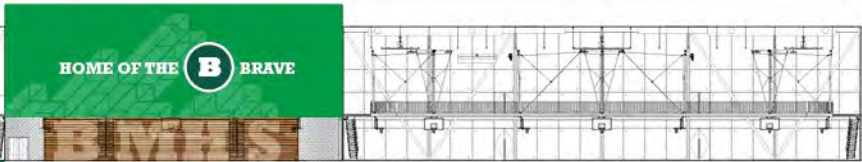
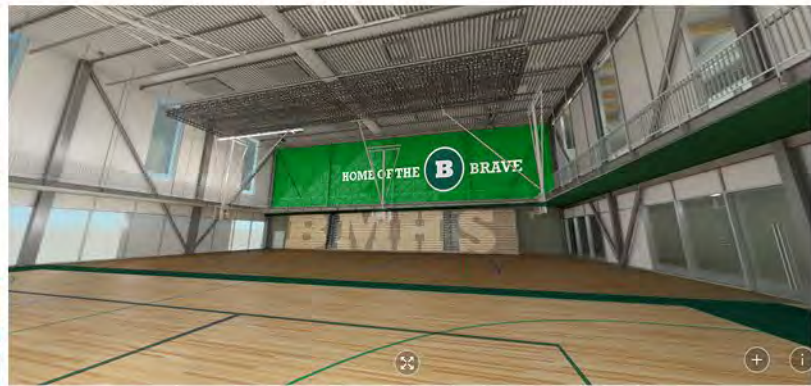
# GYMNASIUM



Inspiration / Visual Listening Likes



# COURT GRAPHICS





WE ARE



PERFORMANCE  
STADIUM



Cut Out Signage Detail



PERFORMANCE  
STADIUM





COLLABORATIVE LEARNING

# TOUCH DOWNS

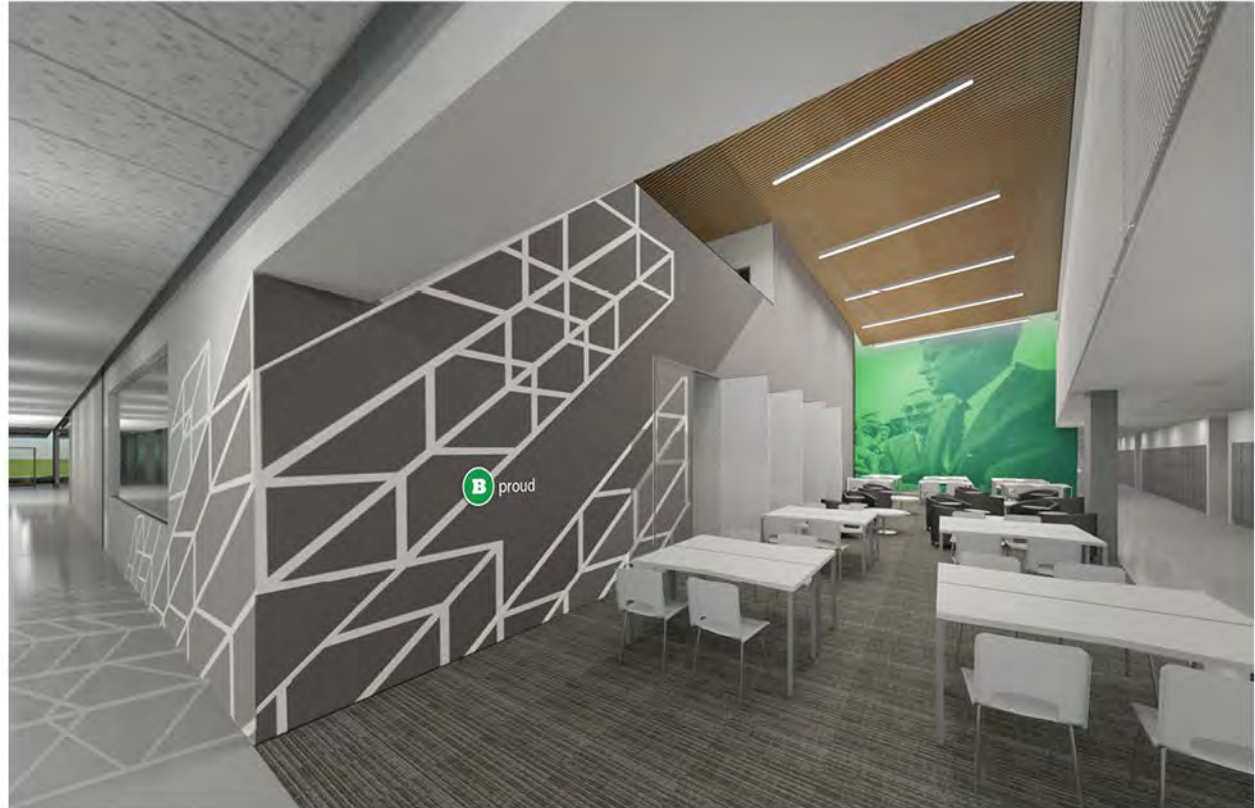
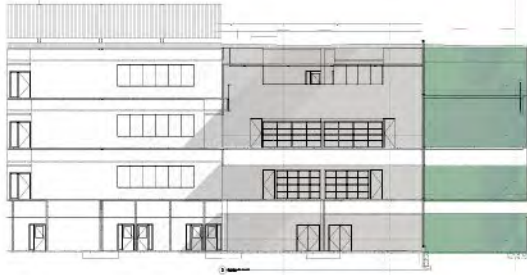


Inspiration / Visual Listening Likes



COLLABORATIVE LEARNING

# TOUCH DOWNS





# CORRIDORS /// TO BE STUDIED



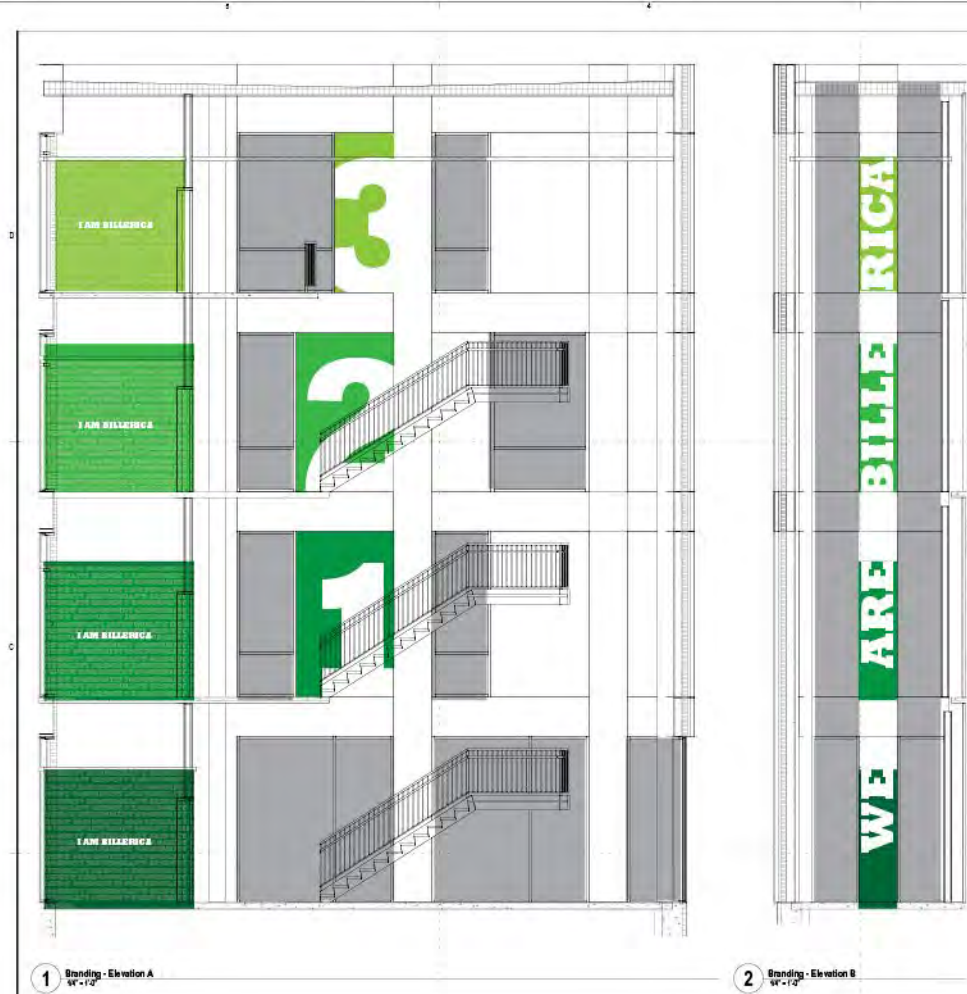
Inspiration / Visual Listening Likes



Respect  
Individuality  
Community  
Enrichment



# WEST STAIRS



# NORTH STAIRS





**How does the  
brand live on?**



# **BILLERICA**

MEMORIAL HIGH SCHOOL

BRAND GUIDE | 01.24.18





**BMHS**



Our brand is the collection of all things associated with Billerica Memorial High School. It is our mission, vision and values, experiences, memories and legacy.

Our identity is a visual symbol of these things. It represents what we stand for, the way we treat each other, our successes together, and unconditional support for one another.

Use this guide to ensure our brand identity is consistent and strong across applications. Together we'll present one unified BMHS to the world.



## OUR MISSION & VALUES

### EXCELLENCE THROUGH COMMUNITY

Billerica Memorial High School is a community dedicated to preparing students for life in the 21st Century. We believe in the shared responsibility of students, parents, staff, and the Billerica community in developing lifelong learners. As such, we value individuality and recognize strength in unity to ensure an environment of respect and acceptance. Ultimately, we define success as maximizing the intellectual, emotional, physical, social, and civic development of each member of our school.

#### RESPECT

Treating everyone in our community with dignity

#### INDIVIDUALITY

Supporting every member of our community in their diverse backgrounds, beliefs, and pursuits

#### COMMUNITY

Embracing our shared values and common goals

#### ENRICHMENT

Immersing yourself into activities that develop you individually and enhance our community

## OUR VISION

All students will learn when they have high quality teachers, supportive environments, and rigorous and relevant curriculum, within a culture of trust.

### THEORY OF ACTION

A plan to accomplish the mission and reach the vision of the Billerica Public Schools—we will create a culture in which each member of the community becomes empowered to reach his or her intellectual, social, and emotional potential when we commit and have the courage to CARE:

#### COMMUNITY

fostering collaboration and partnerships

#### ATMOSPHERE

welcoming, safe, and respectful for all

#### RIGOR AND RELEVANCE

preparing our students for college and career in the ever-changing global society

#### EXCELLENCE AND EQUITY

promoting and celebrating the inherent dignity of all



OUR VISUAL IDENTITY IS BUILT UPON...

# **REFLECTION WITH DIRECTION**

Honoring the past,  
Aiming for the future.



# OUR LOGO SUITE

A range of logo expressions enables us to best match the occasion for representing BMHS, be it a formal academic ceremony, a friendly welcome upon entry to our school, or a fierce and noble mascot to rally spirit for the big game.



ACADEMIC SEAL



ACADEMIC LOGOS

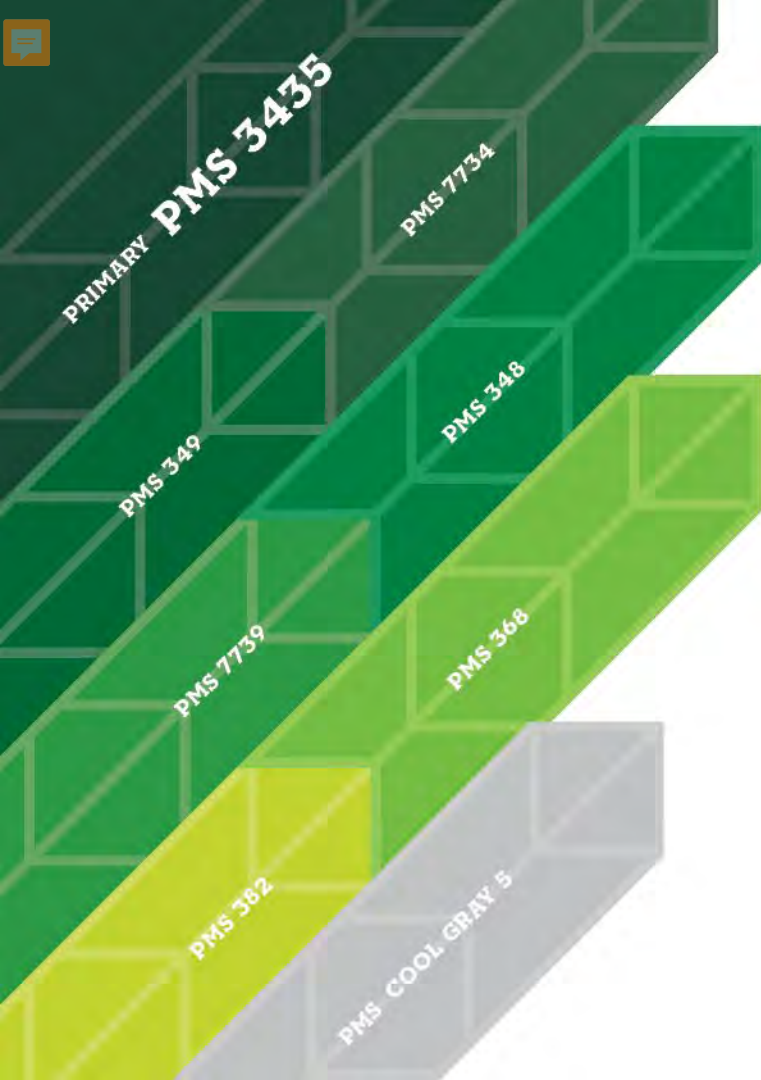


ATHLETIC LOGOS



MASCOT LOGO





## OUR COLOR FAMILY

Our primary green is Pantone Matching System (PMS) 3435. To create variety and interest in some instances, secondary highlight or contrast colors may be useful in better communicating information.



# TYPOGRAPHY

Our primary brand fonts are the Gotham family and the Neutraface Slab family.  
For websafe alternatives, use Arial and Courier.

## GOTHAM

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz*  
**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**  
***Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz***  
**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**  
***Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz***

## NEUTRAFACE SLAB

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz*  
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz*  
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz*  
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz*  
**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**



## GRAPHIC ELEMENTS & PATTERNS

Use the graphic elements below to create patterns and textures that extend and support the brand. Consider various scales, crops, colors and line weights.



CHEVRON FEATHER



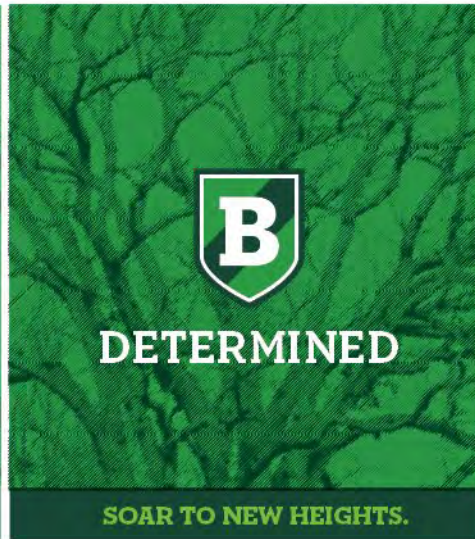
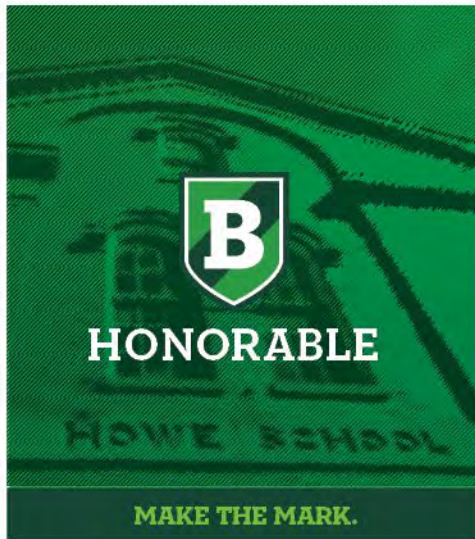
STITCH



DIRECTIONAL BANDING

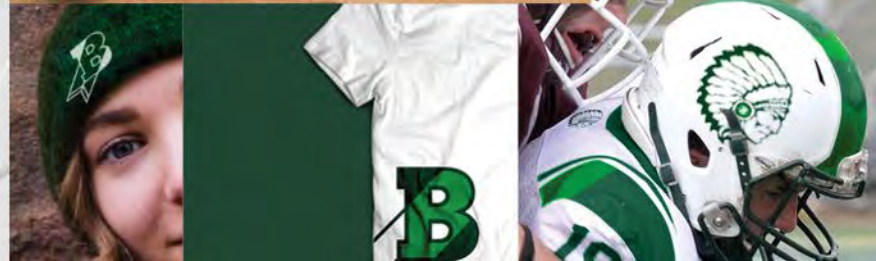


## SAMPLE VOICE





## SAMPLE APPLICATIONS





# Why Brand Matters

**CREATES A COMMON VISION FOR THE FUTURE**

**INSTILLS PRIDE + RESPECT**

**ESTABLISHES COMPETITIVE ADVANTAGE**

**INSPIRES AND MOTIVATES**

**BUILDS LOYALTY**

**ATTRACTS FUNDING**

**ELEVATES THE QUALITY OF EXPERIENCE**

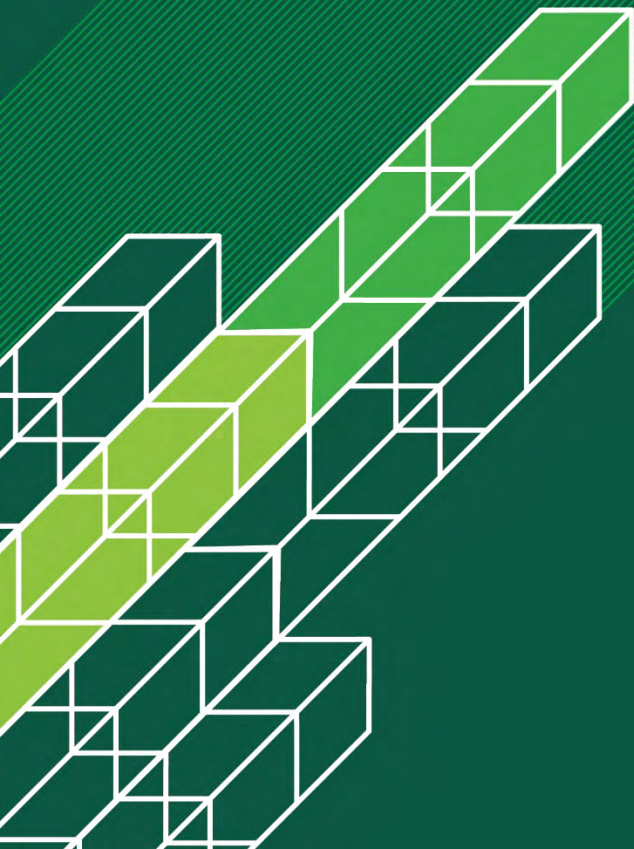
**IMPROVES QUALITY OF LIFE**

**ATTRACTS + RETAINS TOP TALENT**

**PROVIDES A CONSISTENT REPRESENTATION OF PLACE**

**ENHANCES POSITION**

**SPURS INNOVATION**



# How Brand Brings a Community Together



PERKINS+WILL