How Brand Brings a Community Together
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?
Connect your community and fuel imaginations
Engage your students
Achieve your educational goals
I NEVER CUT CLASS.

YOU DON’T TAKE SHORTCUTS.
MICHHELLE OBAMA

Find your voice

TRUTH MATTERS.
Create community
Honor legacy
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
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 d'istwan (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. Seng it to us as ridicule.
  Word got out, sam adams wrote nasty letter that this was done, d'istwan lived through it (usual) 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....mill, 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.
intersections
directional lines
passage of light
repetition / pattern
How did the brand integrate with the site and building design?
CONCEPTS
WELCOME
WELCOME
MAIN ENTRY

Inspiration / Visual Listening Likes

Welcome to your school.

Rendering
WELCOME + FIXED SOCIAL
ATRIUM / COMMONS

Inspiration / Visual Listening Likes

Elevation
Inspiration / Visual Listening Likes

BISTRO
COLLABORATIVE LEARNING
COLLABORATIVE LEARNING

TOUCH DOWNS

Inspiration / Visual Listening Likes
COLLABORATIVE LEARNING

TOUCH DOWNS
FLUID SOCIAL

CORRIDORS /// TO BE STUDIED

Inspiration / Visual Listening Likes

Respect
Individuality
Community
Enrichment
How does the brand live on?
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

More Academic, More Formal

More Athletic, More Informal
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 BbCc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
Aa BbCc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
Aa BbCc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
Aa BbCc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
Aa BbCc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
Aa BbCc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
Aa BbCc 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 BbCc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
Aa BbCc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
Aa BbCc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
Aa BbCc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
Aa BbCc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
Aa BbCc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
Aa BbCc 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.
SAMPLE VOICE

INVENTIVE
HOME OF THE BRAVE.

HONORABLE
MAKE THE MARK.

DETERMINED
SOAR TO NEW HEIGHTS.

PROUD
AIM FOR THE FUTURE.
SAMPLE APPLICATIONS
Why Brand Matters

CREATE 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
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