



Belding Area Schools

The right size. The right choice.

Belding High School

Michael Ostrander • Principal

Joel Wilker • Assistant Principal

Requirements and Specifications for Artwork for New Belding Area Schools Mascot

On March 20, 2017, the Belding Area Schools Board of Education approved the name “Black Knights” to be used as the mascot for the district beginning with the 2017-2018 academic year. With the new name in place, Belding Area Schools is accepting artwork and graphic design for logos, typography, and branding elements. Below are general requirements, specifications, and requests for any individual, group, or company wishing to submit design work. The submission deadline is Monday, April 10, 2017. At that time, a committee will review the work and select an individual, group, or company to work with for further edits. Submissions should include the elements listed below, along with an estimated cost of design work and rights for the designs. The current “Old English B” letter mark will still be part of our future branding.

Specifications:

1. All artwork must be submitted in electronic format as an EPS or AI (vector) file.
2. Artwork should include Pantone, Hex, CMYK, and RGB color identification. Belding Area Schools uses orange and black as primary colors, with white and gray/silver serving as accent colors.
3. Logos should be submitted for the following:
 - a. Primary Mark
 - b. Primary Wordmark
 - c. Activity Wordmark
 - d. Mascot
 - e. Mascot Head
 - f. Juvenile Mascot/Mark (for elementary use, K-5)
4. Typography/Font should be specifically identified and consistent for all wordmarks.
5. Include background findings, sketches, and/or design features as necessary.

It is understood that submissions represent drafts and may require additional editing. Designers may submit multiple design options in the same submission packet. All submissions must be sent to: Michael Ostrander, HS Principal

ostrandm@bas-k12.org

Subject: Design Submission for Belding Black Knights