

April 12, 2016

**Name and style proposal for Beeville ISD STEAM Magnet School:**

# THE JOE BARNHART ACADEMY

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## A Beeville ISD Magnet School

**Name:**

- The name will always include the word “The” orally or in print.
- The name will not be shortened to “The Barnhart Academy”, “Barnhart Academy”, “Barnhart School”, or any other derivation orally or in print.
- The style of the name will be in Times New Roman font, all upper case, with the first letter of each word in large upper case and the remainder of the word in small upper case.
- The name will have a 2 pt drop shadow at a 275° angle.
- The color of the name will match the navy blue color specified in the Beeville ISD style guide produced by BrandCave.

**Tag Line:**

- Underneath the name will be the tagline “A Beeville ISD Magnet School”.
- Rationale is that once the District increases the number of magnet schools, this tag line can be used to brand all schools and to make sure the schools and the District are always associated together.

- The style of the name will be in Times New Roman font with the first letter of each word capitalized and the remainder of the word in small letters with the exception of “ISD” which will be in all caps.
- The tagline will have a 1 pt drop shadow at a 275° angle.
- “ISD” will never have periods after each letter such as “I.S.D.”
- The color of the tagline will match the orange color specified in the Beeville ISD style guide produced by BrandCave.

**Black Line:**

- A simple black line will be the divider between the name and the tag line.
- The black line will be a line with rounded edges and not a standard straight edge line.