All brands need clear, consistent standards for how they are portrayed across multiple communication channels. These guidelines are intended to ensure that the brand is articulated in a consistent and approved manner. They serve as a few simple rules to follow when communicating on behalf of Fairfield Community School District.

OVERVIEW
The following visual components establish our standards:

**Color**
Repetitious and consistent use of an established color palette will promote stronger brand recognition.

**Logo**
The logo, in all formats, represents the main idea behind our brand.

**Typography**
Consistent use of a set of fonts reinforces a unified brand appearance among all communication materials.

**Tagline**
A tagline serves as an outward expression of the organization’s mission, offering the opportunity to establish a compelling perception of purpose within the broader public.
THE BRAND

The Name
The name of the organization should always be listed as the Fairfield Community School District in all communications.

Logo
The logo has been designed to function as part of a flexible and cohesive visual system. The only acceptable logos are pictured on these pages. They may not be reconstructed or altered in any way. They must be reproduced from high-resolution digital files.

UNDERSTANDING OUR LOGO VISUAL SYSTEM

This is the logomark

This is the logotype

PRIMARY USE

PRIMARY LOGOMARK

Full Color  Two Color  Reversal

PRIMARY LOGOMARK WITH LOGOTYPE

Full Color  Two Color
ALTERNATE LOGOMARKS WITH LOGOTYPE

The logo specifically uses the **Museo Slab** font. This should only be used in relation to the logomark.

Primarily used for headlines, **Garamond Bold** can be used in both print and digital assets.

**Headline | Garamond Bold, 22 pts**

Primarily used for subheads, **Garamond Bold** can be used in both print and digital assets.

**Subhead | Garamond Bold, 14 pts**

Primarily used for body copy, **Garamond Regular** can be used in both print and digital assets to help keep large copy content sections legible.

**Body Copy | Garamond Regular, 11 pts**

COLOR GUIDELINES

Following the color guidelines will help in creating a consistent brand and maintaining the impact of the visual identity.

**Primary Color Palette**

- Black
  - CMYK: 0 0 0 100
  - RGB: 0 0 0
  - HEX: #000000

- PMS: Orange 021
  - CMYK: 2 78 100 0
  - RGB: 236 94 36
  - HEX: #eb5e23

**Secondary Color Palette**

- PMS: 427
  - CMYK: 18 14 14 0
  - RGB: 207 207 207
  - HEX: #cfcecf

- PMS: 2010
  - CMYK: 5 29 100 0
  - RGB: 241 183 28
  - HEX: #f0b61b

- PMS: 163
  - CMYK: 0 40 62 0
  - RGB: 249 168 109
  - HEX: #f9a86c