BRAND GUIDELINES

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.
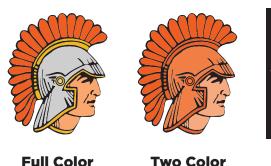
Logo

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

FONTS

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