



How we look.

BRAND GUIDELINES

THIS IS A GUIDE TO THE BASIC ELEMENTS THAT MAKE UP OUR BRAND. IT WILL LET YOU GET TO KNOW US BETTER.

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What is a Brand Identity?

A brand identity represents the values, services, ideas and personality of an organization. It is designed to increase recognition and build perceptions of the organization.

Why use these guidelines?

Frisco ISD aims to achieve quality and consistency in visual messaging in order to build brand loyalty.

The identity system in this document has been created to fulfill this purpose. The guidelines explain how to correctly use our logo, colors and fonts.

When in doubt, please contact the Communications Department, and we will be happy to assist.

This document is available to download:

http://www.friscoisd.org/docs/default-source/communications/fisd_brand.pdf

OUR LOGOS & COLORS. HISTORY & CONSTRUCTION.

History

Our current logo was developed in 1998 and originally had the blue and gold now associated with Frisco High School. The current color palette was adopted in 2017.

Construction

The graphic element is a very traditional "F" in front of a golden sun.







The supporting typeface and collateral are clean and minimalist to reinforce our identity as a quality, professional organization.



OUR LOGOS & COLORS. PALETTE.

The contemporary color palette will play prominently into our brand moving forward. Dark blue and gold are the foundational colors and should be dominant in the majority of branded documents.

Color Palette // Contemporary

	pantone 534 cmyk 97 : 74 : 37 : 23 rgb 24 : 67 : 102 hex # 184366		pantone 7405 cmyk 11 : 30 : 100 : 0 rgb 232 : 178 : 15 hex # e8b20f
	pantone 7724 cmyk 82 : 17 : 62 : 2 rgb 14 : 153 : 126 hex # 0e987d		pantone 7655 cmyk 43 : 81 : 17 : 1 rgb 156 : 81 : 138 hex # 9c518a
	pantone 7579 cmyk 3 : 79 : 87 : 0 rgb 233 : 91 : 55 hex # e95b37		pantone 7581 cmyk 34 : 71 : 77 : 29 rgb 134 : 76 : 57 hex # 864c39
	pantone 7709 cmyk 62 : 12 : 20 : 0 rgb 85 : 154 : 191 hex # 5ab3c4		

If you need a grey, please use one of these.

Color Palette // Greys

	pantone Black 7 cmyk 0 : 0 : 0 : 90 rgb 65 : 64 : 66 hex # 404041
	pantone 424 cmyk 0 : 0 : 0 : 70 rgb 109 : 110 : 113 hex # 6d6e70
	pantone Cool Gray 7 cmyk 0 : 0 : 0 : 50 rgb 147 : 149 : 152 hex # 939597
	pantone Cool Gray 4 cmyk 0 : 0 : 0 : 30 rgb 188 : 190 : 192 hex # bbbdc0
	pantone 7541 cmyk 0 : 0 : 0 : 10 rgb 230 : 231 : 232 hex # e6e7e8

OUR LOGOS & COLORS. MAIN VERSIONS.



This is the landscape version of the logo and is the preferred version of the logo for all printed collateral including publications, advertising, billboards, posters, flyers, website graphics and banners.



This is the stacked version of the logo and can be used whenever the design dictates.

EXCLUSION ZONE, a little elbow room to help us stand out.

The minimum exclusion zone margin for all our logos is based on the width of the "F" in the typographic element of the logo. With all logos, a clear-space must be maintained on all sides. When one of our contemporary colors is used behind the white version of the logo, it must extend to a minimum of the same dimensions on all sides.

On all sides, the exclusion zone should be measured from the farthest edge of the logo. No element may encroach on this space except approved branding for departments.



OUR LOGOS & COLORS. SMALLER VERSIONS.

Only use the "ISD" version of the logo at smaller sizes as outlined in the upcoming pages.

The only exception is approved branding for departments.



This is the stacked version of the logo with "Independent School District" abbreviated.



This is the landscape version of the logo with "Independent School District" abbreviated.

SIZE, when to use which logo.



Print: 1.5 inches & above
Screen: 100 pixels & above



Print: 0.75 inches & above
Screen: 50 pixels & above












Print: 0.75 - 1.5 inches
Screen: 50 - 100 pixels



Print: 0.5 - 0.75 inches
Screen: 25 - 50 pixels

WE WANT TO LOOK GOOD ALL THE TIME, SO TAKE TIME TO CONSIDER MISUSES OF OUR LOGO.

<p>01 DON'T stretch, condense or change the dimensions.</p> <p>02 DON'T alter the placement or scale of elements.</p> <p>03 DON'T add colors to individual elements.</p> <p>04 DON'T alter or replace the typefaces of the identity.</p> <p>05 DON'T skew or bend.</p> <p>06 DON'T rotate.</p> <p>07 DON'T change the colors.</p> <p>08 DON'T add extra elements.</p> <p>09 DON'T use drop shadows, strokes or other visual effects.</p>	<p>01</p>  <p>02</p>  <p>03</p>  <p>04</p>  <p>05</p>  <p>06</p>  <p>07</p>  <p>08</p>  <p>09</p> 
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SAY HELLO TO EVERYONE IN THE FAMILY. IF YOU CAN'T FIND IT HERE, WE DON'T WANT YOU TO USE IT.

Our District logo exists in both a stacked and a landscape version. Use of either the stacked or landscape logos should be determined according to their suitability for the layout.

The use of the F-sun graphic in isolation should be carefully considered and implemented, and be restricted to supporting promotional materials. It is not recommended that the F-sun graphic be used as the default identifier in place of the complete logo.

There are two full-color options of our logo for each of the stacked and landscape logos.

Stacked Versions



Landscape Versions



THE FAMILY. WHITE ON DARK BACKGROUNDS.

We also have white versions of our logo. These are used on our darker contemporary colored backgrounds, black and grey.

Stacked Versions

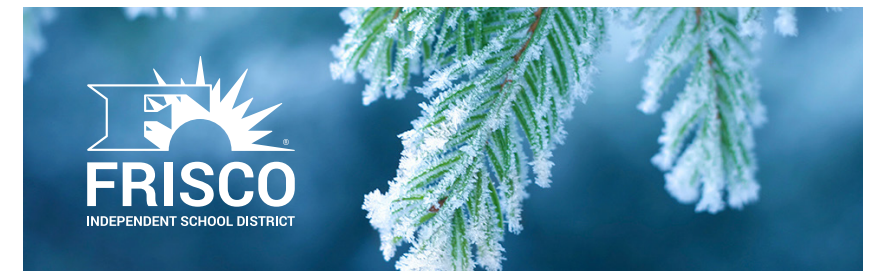


Landscape Versions



THE FAMILY. WHITE ON DARK PHOTOS.

The white versions of our logo can also be used over dark photos.



THE FAMILY. BLACK ON LIGHT BACKGROUNDS.

We also have black versions of our logo. These are used on our lighter contemporary colored backgrounds, white and light grey.

Stacked Versions



Landscape Versions



THE FAMILY. BLACK ON LIGHT PHOTOS.

The black versions of our logo can also be used over light photos.



THE FAMILY. SOCIAL MEDIA.

We don't like using "FISD" because it does not make us identifiable from other school districts that begin with an "F."

So please restrict the usage of our "FISD" logo to social media icons.



THE FAMILY. DEPARTMENTS.

All departments will be branded in the same way to show our unity.



Departments can be provided with contemporary and white versions of their identity.





HIGH SCHOOLS.
CENTENNIAL TITANS.
EMERSON MAVERICKS.
FRISCO RACCOONS.

HIGH SCHOOLS.
HERITAGE COYOTES.
INDEPENDENCE KNIGHTS.
LEBANON TRAIL BLAZERS.





	pantone 200 cmyk 3 : 100 : 70 : 12 rgb 186 : 12 : 47 hex # ba0c2f
	pantone 2757 cmyk 100 : 95 : 4 : 42 rgb 0 : 30 : 96 hex # 001e60





	pantone 540 cmyk 100 : 84 : 39 : 33 rgb 0 : 48 : 87 hex # 003057
	pantone 5425 cmyk 56 : 33 : 24 : 0 rgb 122 : 151 : 171 hex # 7a97ab





	pantone 286 cmyk 100 : 75 : 0 : 0 rgb 0 : 51 : 160 hex # 0033a0
	pantone 109 cmyk 0 : 9 : 100 : 0 rgb 255 : 209 : 0 hex # ffd100





	pantone 188 cmyk 16 : 100 : 65 : 58 rgb 118 : 35 : 47 hex # 76232f
	pantone 4525 cmyk 9 : 12 : 47 : 18 rgb 197 : 183 : 131 hex # c5b783












	pantone 2695 cmyk 91 : 100 : 8 : 59 rgb 46 : 26 : 71 hex # 2e1a47
	pantone White cmyk 0 : 0 : 0 : 0 rgb 255 : 255 : 255 hex # ffffff



	pantone 348 cmyk 96 : 2 : 100 : 12 rgb 0 : 132 : 61 hex # 00843d
	pantone 130 cmyk 0 : 32 : 100 : 0 rgb 242 : 169 : 0 hex # f2a900

HIGH SCHOOLS.
 LIBERTY REDHAWKS.
 LONE STAR RANGERS.
 MEMORIAL WARRIORS.



		<p>pantone 1797 cmyk 2 : 97 : 85 : 7 rgb 203 : 51 : 59 hex # cb333b</p>
		<p>pantone Black cmyk 75 : 68 : 67 : 90 rgb 0 : 0 : 0 hex # 000000</p>
		<p>pantone 8240 cmyk 51 : 35 : 35 : 2 rgb 134 : 147 : 151 hex # 869397</p>
		<p>pantone 289 cmyk 100 : 76 : 12 : 70 rgb 12 : 35 : 64 hex # 0c2340</p>
		<p>pantone 116 cmyk 0 : 14 : 100 : 0 rgb 255 : 205 : 0 hex # ffcd00</p>
		<p>pantone black cmyk 63 : 62 : 59 : 94 rgb 45 : 41 : 38 hex # 2d2926</p>

HIGH SCHOOLS.
 PANTHER CREEK PANTHERS.
 REEDY LIONS.
 WAKELAND WOLVERINES.



		<p>pantone black 6 cmyk 6 : 3 : 0 : 87 rgb 16 : 24 : 32 hex # 101820</p>
		<p>pantone 8180 cmyk 7 : 4 : 0 : 40 rgb 135 : 144 : 154 hex # 87909a</p>
		<p>pantone 357 cmyk 92 : 18 : 94 : 61 rgb 33 : 87 : 50 hex # 215732</p>
		<p>pantone 2955 cmyk 100 : 60 : 10 : 53 rgb 0 : 56 : 101 hex # 003865</p>
		<p>pantone 021 cmyk 0 : 65 : 100 : 0 rgb 254 : 80 : 0 hex # fe5000</p>
		<p>pantone 2767 cmyk 100 : 90 : 10 : 77 rgb 19 : 41 : 75 hex # 13294b</p>

MIDDLE SCHOOLS.
CLARK COUGARS.
COBB CYCLONES.
FOWLER FALCONS.



	pantone 109 cmyk 0 : 9 : 100 : 0 rgb 255 : 209 : 0 hex # ffd100
	pantone Black cmyk 75 : 68 : 67 : 90 rgb 0 : 0 : 0 hex # 000000





	pantone 285 cmyk 90 : 48 : 0 : 0 rgb 0 : 114 : 206 hex # 0072ce
	pantone 159 cmyk 1 : 72 : 100 : 7 rgb 203 : 96 : 21 hex # cb6015





	pantone 032 cmyk 0 : 86 : 63 : 0 rgb 239 : 51 : 64 hex # ef3340
	pantone Process Black cmyk 0 : 0 : 0 : 100 rgb 39 : 37 : 31 hex # 27251f

MIDDLE SCHOOLS.
GRIFFIN GATORS.
HUNT HUSKIES.
LAWLER LEGENDS.



	pantone 355 cmyk 91 : 0 : 100 : 0 rgb 0 : 150 : 57 hex # 009639
	pantone 109 cmyk 0 : 9 : 100 : 0 rgb 255 : 209 : 0 hex # ffd100



	pantone 350 cmyk 80 : 21 : 79 : 64 rgb 44 : 82 : 52 hex # 2c5234
	pantone 295 cmyk 100 : 69 : 8 : 54 rgb 0 : 40 : 85 hex # 002855



	pantone 7566 cmyk 7 : 67 : 98 : 23 rgb 173 : 100 : 51 hex # ad6433
	pantone White cmyk 0 : 0 : 0 : 0 rgb 255 : 255 : 255 hex # ffffff

MIDDLE SCHOOLS.
MAUS MOUNTAIN LIONS.
NELSON NIGHTHAWKS.
PEARSON PATRIOTS.



pantone 195
cmyk 19 : 90 : 50 : 55
rgb 120 : 47 : 64
hex # 782f40



pantone 282
cmyk 100 : 90 : 13 : 68
rgb 4 : 30 : 66
hex # 041e42



pantone 3415
cmyk 97 : 10 : 86 : 18
rgb 0 : 119 : 73
hex # 007749



pantone White
cmyk 0 : 0 : 0 : 0
rgb 255 : 255 : 255
hex # ffffff



pantone 7421
cmyk 18 : 100 : 45 : 67
rgb 109 : 36 : 57
hex # 7d2248



pantone White
cmyk 0 : 0 : 0 : 0
rgb 255 : 255 : 255
hex # ffffff



MIDDLE SCHOOLS.
PIONEER HERITAGE PANTHERS.
ROACH RAMS.
SCOGGINS SEAHAWKS.



pantone 267
cmyk 82 : 97 : 0 : 0
rgb 95 : 37 : 159
hex # 5f259f



pantone 109
cmyk 0 : 9 : 100 : 0
rgb 255 : 209 : 0
hex # ffd100



pantone 295
cmyk 100 : 69 : 8 : 54
rgb 0 : 40 : 85
hex # 002855



pantone 142
cmyk 0 : 21 : 70 : 5
rgb 241 : 190 : 72
hex # f1be48



pantone 296
cmyk 100 : 73 : 28 : 86
rgb 4 : 28 : 44
hex # 041c2c





pantone 292
cmyk 59 : 11 : 0 : 0
rgb 105 : 179 : 231
hex # 69b3e7

MIDDLE SCHOOLS.
STAFFORD SPARTANS.
STALEY MUSTANGS.
TRENT TIMBERWOLVES.





	pantone 1817 cmyk 30 : 85 : 59 : 70 rgb 100 : 51 : 53 hex # 643335
	pantone 109 cmyk 0 : 9 : 100 : 0 rgb 255 : 209 : 0 hex # ffd100





	pantone Reflex Blue cmyk 100 : 89 : 0 : 0 rgb 0 : 20 : 137 hex # 001489
	pantone White cmyk 0 : 0 : 0 : 0 rgb 255 : 255 : 255 hex # ffffff

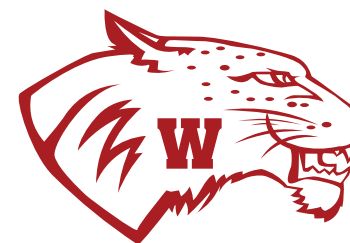


	pantone 187 cmyk 7 : 100 : 82 : 26 rgb 166 : 25 : 46 hex # a6192e
	pantone 288 cmyk 100 : 80 : 6 : 32 rgb 0 : 45 : 114 hex # 002d72

MIDDLE SCHOOLS.
VANDEVENTER VIKINGS.
WESTER WILDCATS.
WILKINSON BULLDOGS.





	pantone 269 cmyk 80 : 98 : 5 : 27 rgb 81 : 45 : 109 hex # 512d6d
	pantone 877 cmyk 45 : 34 : 34 : 0 rgb 138 : 141 : 143 hex # 8a8d8f

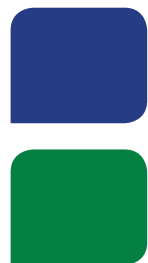


	pantone 1795 cmyk 0 : 96 : 93 : 2 rgb 210 : 38 : 48 hex # d22630
	pantone 109 cmyk 0 : 9 : 100 : 0 rgb 255 : 209 : 0 hex # ffd100



	pantone 200 cmyk 3 : 100 : 70 : 12 rgb 186 : 12 : 47 hex # ba0c2f
	pantone 424 cmyk 57 : 47 : 48 : 14 rgb 112 : 115 : 114 hex # 707372

SPECIAL PROGRAMS.
BRIGHT ACADEMY.
CAREER AND TECHNICAL
EDUCATION CENTER.



pantone 295
cmyk 100 : 91 : 15 : 3
rgb 38 : 60 : 133
hex # 263c85

pantone 348
cmyk 88 : 25 : 99 : 11
rgb 4 : 129 : 66
hex # 048142



pantone black
cmyk 63 : 62 : 59 : 94
rgb 45 : 41 : 38
hex # 2d2926

pantone 2330
cmyk 14 : 12 : 11 : 0
rgb 207 : 205 : 201
hex # cfcdc9

TYPOGRAPHY IS THE
BACKBONE OF DESIGN.
GETTING IT RIGHT
IS PARAMOUNT.

Family. Roboto.

Our typeface is Roboto. This full font family comes in a range of weights to suit a multitude of purposes. It is optimized for print, web, and mobile interfaces.

[Download the fonts.](#)

Roboto

<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>
Aa	Aa	Aa	Aa	Aa	Aa
Thin	Light	Regular	Medium	Bold	Black

Roboto Serif

<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>
Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa
Thin	Extra Light	Light	Regular	Medium	SemiBold	Bold	ExtraBold	Black

Roboto Slab

<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>
Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa
Thin	ExtraLight	Light	Regular	Medium	SemiBold	Bold	ExtraBold	Black

USE THESE SETTINGS
TO MAKE SURE THE
TYPOGRAPHY IS
CONSISTENT.

Lorem Ipsum Dolor Sit Amet

consectetur adipiscing elit
Nam non lorem et enim
vestibulum blandit.

Officiumquam Iunt Hillo

**Vivamus malesuada nulla lacus, a imperdiet
justo tempus vel. Duis laoreet diam at sem
commodo Aenean luctus tempus malesuada.**

Mus ad enis arunt, es enis aliquae sequaercidi
officiumquam iunt hillo et eritate ndandionem
voloriam, ullam hil ipsum aut volorec tiunt.

Ed est voluptate dus voluptam, que nonsedi nos
alibus nem ut imetur aut ea consequid quo et
audanimusdae re pro que iditis iundesenis etur?

Integer in ipsum vel lorem rhoncus
aliquet ut vel magna. Ut efficitur
et felis vel ultrices. Curabitur
vulputate consequat dui, eu pretium
tortor aliquam at. Cras gravida
tortor eget tristique iaculis.

HEADLINE

Roboto Slab Bold
Size: 36 pt
Leading: 38 pt
Space After: 4 pt

SUBHEAD / INTRO

Roboto Thin
Size: 22 pt
Leading: 25 pt
Space After: 18 pt

HEADING

Roboto Black
Size: 20 pt
Leading: 21 pt
Space Before/After: 7 pt

LEAD-IN / PULL QUOTE

Roboto Serif ExtraBold
Size: 11 pt
Leading: 15 pt

BODY

Roboto Serif Regular
Size: 11 pt
Leading: 15 pt
Space After: 7 pt

CALLOUT / CAPTION

Roboto Regular
Size: 8 pt
Leading: 9 pt

STATIONERY. LETTERHEAD.



5515 Ohio Drive
Frisco, Texas 75035
469.633.6000
469.633.6050 (fax)
www.friscoisd.org

To ensure the consistency of this document and to promote our district brand with all other documents
as stated in our [guidelines](#), please download and install the [Roboto](#) and [Roboto Slab](#) fonts.

Please use the following styles in this document:

Heading 1

Lead-In. Normal.

Normal.

**STATIONERY.
BUSINESS CARDS.**



Our mission is to know every student by name and need.



First Last Name
Title

email@friscoisd.org Administration Building
469.633.6000 5515 Ohio Drive
469.633.6050 (fax) Frisco, Texas 75035

**DIGITAL STATIONERY.
E-MAIL SIGNATURES.**



First Last
Title 1
Title 2 (optional)
Title 3 (optional)

Phone One
Mobile (optional)
Fax (optional)
Email (optional)

Campus One
Campus One Address (if applicable)
Campus One Address (if applicable)

Campus Two (if applicable)
Campus Two Address (if applicable)
Campus Two Address (if applicable)

Additional Notes and [links](#) (optional)



First Last
Title 1
Frisco ISD (required)

Phone One
Mobile (optional)
Fax (optional)
Email (optional)

Heritage High School
14040 Eldorado Parkway (optional)
Frisco, TX 75035 (optional)

Additional Notes and [links](#) (optional)

IT IS BEST TO HAVE A CHECKLIST. THEN YOU KNOW THAT YOU HAVE DONE EVERYTHING RIGHT.

01 The Logo

Only use logos that are complete and in an appropriate version, created from original digital artwork. Please check that you have respected the minimum size and exclusion zone requirements.

02 Backgrounds

The logo should not appear on light or cluttered images without being reversed out.

03 Graphics

Check that any supporting graphics or graphic elements do not marginalize, obscure or overpower our logo.

04 Typography

Check that our typefaces have been used appropriately where applicable.

05 Design

Be sure to provide these guidelines to third parties or collaborating partners.

A final thought.

If in doubt, take a look back through this document.

We don't ask for much, just a little love and respect for our branding. We think we've created a flexible system that won't stifle your creativity.

Frisco Independent School District
5515 Ohio Drive, Frisco, Texas 75035

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FRISCO
INDEPENDENT SCHOOL DISTRICT