

How we look.

LOGOGUIDELINES

GREETINGS.

Frisco ISD is proud to have you as one of our branding partners. In this document, you will find all trademarked and registered logos, along with the color palettes for each campus and graphic.

The use of the attached logos is limited to the capacity outlined in the contracted services by Frisco ISD. Anything produced outside of the contract that has not been approved by FISD designees will be considered a violation of use of Frisco ISD intellectual property.

OUR LOGOS & COLORS. DISTRICT.



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.

Only use the "ISD" version of the logo at smaller sizes when the text would otherwise become too small to be read easily.



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.

Color Palette // Contemporary



pantone 534 97:74:37:23 cmyk rgb 24:67:102 hex# 184366



pantone 7405 cmyk 11:30:100:0 rgb 232:178:15 hex# e8b20f

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

- **01 DON'T** stretch, condense or change the dimensions.
- **02 DON'T** alter the placement or scale of elements.
- 03 DON'T add colors to individual elements.
- **04 DON'T** alter or replace the typefaces of the identity.
- 05 DON'T skew or bend.
- 06 DON'T rotate.
- 07 DON'T change the colors.
- 08 DON'T add extra elements.
- **09 DON'T** use drop shadows, strokes or other visual effects.





07





02













06



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.





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







200 3:100:70:12 186:12:47 ba0c2f



2757 pantone 100:95:4:42 cmyk 0:30:96 rgb hex# 001e60







540 100:84:39:33 0:48:87 003057



5425 pantone 56:33:24:0 cmyk rgb 122:151:171 hex# 7a97ab











pantone cmyk rgb hex#

109 0:9:100:0 255:209:0 ffd100

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



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



ffcd00

black

63:62:59:94

45:41:38

2d2926

hex#

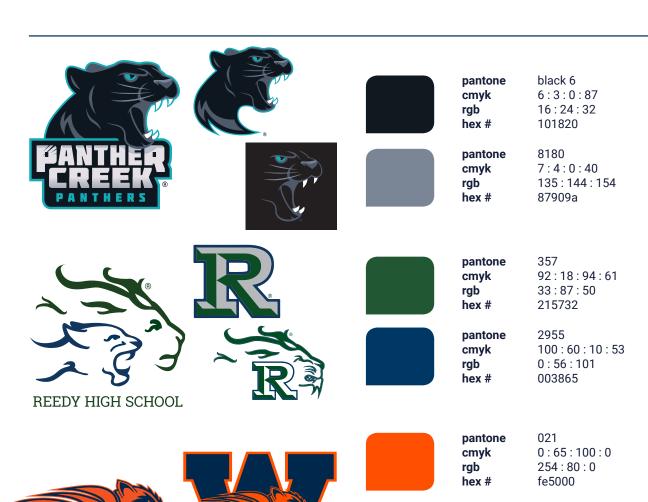
cmyk

hex#

rgb

pantone

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



pantone

cmyk

rgb hex# 2767

13294b

100:90:10:77 19:41:75

