



# How we look.

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## LOGO GUIDELINES

## GREETINGS.

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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.

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## 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  
**cmyk** 97 : 74 : 37 : 23  
**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.

01



02 **DON'T** alter the placement  
or scale of elements.

02



03



03 **DON'T** add colors to  
individual elements.

04 **DON'T** alter or replace the  
typefaces of the identity.

04



05



06



05 **DON'T** skew or bend.

06 **DON'T** rotate.

07 **DON'T** change the colors.

07



08



09



09 **DON'T** use drop  
shadows, strokes or  
other visual effects.

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**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.



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

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



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



**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.

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



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



pantone black 6  
 cmyk 6 : 3 : 0 : 87  
 rgb 16 : 24 : 32  
 hex # 101820



pantone 8180  
 cmyk 7 : 4 : 0 : 40  
 rgb 135 : 144 : 154  
 hex # 87909a



pantone 357  
 cmyk 92 : 18 : 94 : 61  
 rgb 33 : 87 : 50  
 hex # 215732



pantone 2955  
 cmyk 100 : 60 : 10 : 53  
 rgb 0 : 56 : 101  
 hex # 003865



pantone 021  
 cmyk 0 : 65 : 100 : 0  
 rgb 254 : 80 : 0  
 hex # fe5000



pantone 2767  
 cmyk 100 : 90 : 10 : 77  
 rgb 19 : 41 : 75  
 hex # 13294b



**FRISCO**  
INDEPENDENT SCHOOL DISTRICT