



How we look.

LOGO GUIDELINES

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
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.

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 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.

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

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



REEDY HIGH SCHOOL



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