



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.

Contents

01	DISTRICT LOGOS & COLORS	<p>What is a Brand Identity?</p> <p>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.</p> <p>Why use these guidelines?</p> <p>Frisco ISD aims to achieve quality and consistency in visual messaging in order to build brand loyalty.</p> <p>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.</p> <p>When in doubt, please contact the Communications Department, and we will be happy to assist.</p> <p>This document is available to download: http://www.friscoisd.org/docs/default-source/communications/fisd_brand.pdf</p>
16	CAMPUS LOGOS & COLORS	
27	TYPOGRAPHY	
29	STATIONERY	
32	CHECKLIST	

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

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

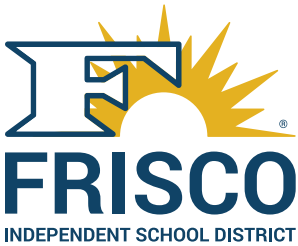
Color Palette // Greys

	pantone cmyk rgb hex #	Black 7 0 : 0 : 0 : 90 65 : 64 : 66 404041
	pantone cmyk rgb hex #	424 0 : 0 : 0 : 70 109 : 110 : 113 6d6e70
	pantone cmyk rgb hex #	Cool Gray 7 0 : 0 : 0 : 50 147 : 149 : 152 939597
	pantone cmyk rgb hex #	Cool Gray 4 0 : 0 : 0 : 30 188 : 190 : 192 bbdbc0
	pantone cmyk rgb hex #	7541 0 : 0 : 0 : 10 230 : 231 : 232 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.

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.

01

02

03

04

05

06

07

08

09





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.



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.





pantone 1797
cmyk 2 : 97 : 85 : 7
rgb 203 : 51 : 59
hex # cb333b


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





pantone 8240
cmyk 51 : 35 : 35 : 2
rgb 134 : 147 : 151
hex # 869397

pantone 289
cmyk 100 : 76 : 12 : 70
rgb 12 : 35 : 64
hex # 0c2340





pantone 116
cmyk 0 : 14 : 100 : 0
rgb 255 : 205 : 0
hex # ffcd00

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





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

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



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



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



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 cmyk rgb hex #	195 19 : 90 : 50 : 55 120 : 47 : 64 782f40
	pantone cmyk rgb hex #	282 100 : 90 : 13 : 68 4 : 30 : 66 041e42





	pantone cmyk rgb hex #	3415 97 : 10 : 86 : 18 0 : 119 : 73 007749
	pantone cmyk rgb hex #	White 0 : 0 : 0 : 0 255 : 255 : 255 ffffff





	pantone cmyk rgb hex #	7421 18 : 100 : 45 : 67 109 : 36 : 57 7d2248
	pantone cmyk rgb hex #	White 0 : 0 : 0 : 0 255 : 255 : 255 ffffff

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





	pantone cmyk rgb hex #	267 82 : 97 : 0 : 0 95 : 37 : 159 5f259f
	pantone cmyk rgb hex #	109 0 : 9 : 100 : 0 255 : 209 : 0 ffd100



	pantone cmyk rgb hex #	295 100 : 69 : 8 : 54 0 : 40 : 85 002855
	pantone cmyk rgb hex #	142 0 : 21 : 70 : 5 241 : 190 : 72 f1be48



	pantone cmyk rgb hex #	296 100 : 73 : 28 : 86 4 : 28 : 44 041c2c
	pantone cmyk rgb hex #	292 59 : 11 : 0 : 0 105 : 179 : 231 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



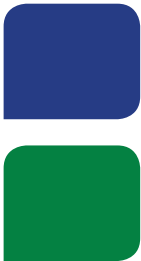


pantone	200
cmyk	3 : 100 : 70 : 12
rgb	186 : 12 : 47
hex #	ba0c2f



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 #	cfc9c9

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

Aa	Aa	Aa	Aa	Aa	Aa
Aa	Aa	Aa	Aa	Aa	Aa
Thin	Light	Regular	Medium	Bold	Black

Roboto Serif

Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa
Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa
Thin	Extra Light	Light	Regular	Medium	SemiBold	Bold	ExtraBold	Black

Roboto Slab

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 aliquе 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
469.633.6000
469.633.6050 (fax)

Administration Building
5515 Ohio Drive
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

Phone. 469.633.6060
Fax. 469.633.6050

Email. durhamj@friscoisd.org
Web. www.friscoisd.org



FRISCO
INDEPENDENT SCHOOL DISTRICT