FBISD

INSPIRE • EQUIP • IMAGINE

Fort Bend Independent School District

BRAND STANDARDS

Introduction

The district is committed to ensuring that its visual and design identity is presented in a clear and consistent manner across all print and digital publications.

These guidelines provide an important reference to ensure that all key visual elements, the color palette and typography are consistently applied across all communication materials.

Correct usage of the design guidelines, and the district logo, is imperative in all official publications, both print and digital, and in general communications.

In instances where the guidelines have not been followed, the district may insist on corrections to ensure appropriate presentation.

The designs and layouts shown in this document are officially approved and devised to allow flexibility of use. It is vital however that the logos are used exactly as described to maintain a coherent and distinctive identity for the district.

Please note no other logos and branding are acceptable.

Only in very exceptional cases will additional or stand-alone logos and brand expressions be considered for departments and/or programs. Approval will only be given by the Chief Communications Officer once it has been demonstrated that a clear academic or market imperative underlines the requirement.

The Fort Bend ISD Logo

The Fort Bend ISD logo is the property of the school district. The FBISD logo should be used to promote FBISD related activities. Employees may use the logo to promote the district, schools, departments, programs and initiatives.

The logo should always appear in a solid color format that can be used for district correspondence, envelopes, reports, business cards, electronic presentations, videos, awards, publications, promotional materials, website, printed materials, etc.

Do not combine the logo with any other text, image, or any other organization's logo.

Logo

Our logo is the most visible representation of who we are. In a sense, it's our face, so it's important for us to uphold the design so that it remains the same in all materials.

FBISD
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Do not tilt or rotate logos.

Do not add shadows or other elements.

Do not distort or alter proportions.

Do not place images on or near the logos.

Logo Colors

The district logo is available in several color options, but some versions should not be used on certain background colors from the district's color palette.

The approved color options are the brick red and gray combination, black or white.

Approved logo colors

Full Color

One Color

Reverse Color

Using The Logo On Different Backgrounds

White Background
When the district logo appears on a white background, the primary configuration is the gray FB and SD with the star/I and tagline in brick red.

Brick Red Background
When the district logo appears on a brick red background, it reverses to white.

Black Background
When the district logo appears on a black background, it reverses to white.

Gray Background
When the district logo appears on an gray background, it becomes black.

Using The Logo On Imagery

When placing the logo over a photograph or video, the placement should be in an area of the photograph where there are no distracting patterns or elements and the logo is clearly legible over the image. The photograph or video should be visible through the logo, instead of creating a box of color around the logo.

Logo Spacing

In order to maintain the integrity of the logo, please note the required minimum distance allowed around the wordmark is the height of the letter "F" in FBISD, as seen in the example below.

Minimum Size
There is a minimum reproduction size for the logos to ensure that the tag line INSPIRE • EQUIP • IMAGINE is still legible.

Print - The minimum reproduction width for the logo is 1.125" or 108 pixels.

←——— 1.125" ——→

Social Media - The minimum reproduction width for the logo is 115 pixels high.

In particular circumstances (for example merchandise/small gift items) where the single colour logos are required below the minimum sizes, or where the detail will not hold up because of the process used, please contact the Communications Department.

FBISD Department Logos

Department logos are for internal use only. All communications directed to the community must use the FBISD logo.

The two approved formats include a horizontal and vertical identifier. To protect the integrity of the brand, departments will no longer have individual logos. FBISD departments may not use their unit name without the "FBISD" logo appearing in its designated format and may not use a logo that has not been created or approved by the Communications Department.

FBISD Star

The FBISD star should not be used alone or as a graphic element.

File Type Guidelines

Which file do I use? What does it all mean when it comes to a logo? If you don't live in the graphics world and know these by heart, here is a quick reference to help you know what they are and why they are so important.

File Types
Three types of logo files are available of the FBISD logo.

EPS
EPS (Encapsulated PostScript) files are created from mathematical curves and lines that stay in focus and in proportion no matter the file size. This means there is no pixelation and a graphic will look the same at 1 inch as it does at 10 feet. These files are ideal for uses from letterhead to billboards. An EPS of your graphic should be the first thing sent when it is to be designed and/or printed.

- Files are resizable, print worthy, and transparent
- Should always be used for printed files

JPG
JPG is a good file type for Powerpoint presentations and other digital applications that does not demand much of an image. JPGs are pixel based. They are also compressed and generally have a low resolution to keep the file size low. A JPG graphic may appear acceptable on screen, however, JPGs are not recommended for printing. JPGs do not support a transparent background.

PNG
PNG is another good option for digital use. Unlike JPGs, PNGs have a transparent background.

- Should be used for on-screen applications, such as Microsoft Powerpoint or digital marketing.
- Should not be used for printed documents

03 Color

Color Modes

RGB, CMYK, and PMS refer to the color format of an image.

RGB files are used for digital screens (digital ads, presentations and videos) – never for printing.

CMYK is for four-color printing and is not always accurate when it comes to reproducing a specific brand color.

PMS, or Pantone Matching System, solves the accuracy issues associated with CMYK. PMS is a universally recognized color scheme to which every printing press subscribes. It is often referred to as spot colors, where as CMYK is referred to process.

Always reproduce colors using the formulas specified in this guide. Do not use the standard software translation values when converting PMS colors to CMYK, RGB or HEX.

Primary Brand Colors

The FBISD official colors should be used on all materials produced in color and be a dominant part of any design to reinforce the FBISD brand.

Brick Red

PMS: 7623
RGB: R 143, G 40, B 41
CMYK: C 28, M 93, Y 86, K 27
HEX: 8A2A2B

Cool Gray

PMS: Cool Grey 11
RGB: R 85, G 85, B 89
CMYK: C 65, M 57, Y 52, K 29
HEX: 53565A

Greige
PMS: 7529
RGB: R 183, G 169, B 154
CMYK: C 30, M 30, 38, K 0
HEX: B7A99A

Gold
PMS: 1235
RGB: R 255, G 184, B 29
CMYK: C 0, M 32, Y 94, K 0
HEX: FFB81C

Orange
PMS: 159
RGB: R 197, G 106, B 46
CMYK: C 18, M 67, Y 96, K 5
HEX: CB6015

Green
PMS: 362
RGB: R 79, G 134, B 61
CMYK: C 73, M 26, Y 100, K 11
HEX: 509E2F

Teal
PMS: 3145
RGB: R 13, G 111, B 116
CMYK: C 88, M 40, Y 49, K 15
HEX: 00778B

Dark Blue
PMS: 2955
RGB: R 33, G 81, B 120
CMYK: C 93, M 69, Y 31, K 14
HEX: 003865

Purple
PMS: 260
RGB: R 118, G 38, B 95
CMYK: C 55, M 97, Y 34, K 18
HEX: 642667

Secondary Brand Colors

The FBISD secondary colors are for use by the Superintendent's Office and the Board of Trustees.

Burnt Red

PMS: 7630
RGB: R 101, G 50, B 49
CMYK: C 40, M 78, Y 69, K 46
HEX: 653231

Black

RGB: R 0, G 0, B 0
CMYK: C 0, M 0, Y 0, K 100
HEX: 000000

Gold

PMS: 124
RGB: R 236, G 170, B 0
CMYK: C 7, M 35, Y 100, K 0
HEX: ECAA00

Orange

PMS: 1525
RGB: R 188, G 72, B 0
CMYK: C 19, M 83, Y 100, K 10
HEX: CB6015

Green

PMS: 364
RGB: R 73, G 118, B 41
CMYK: C 74, M 32, Y 100, K 19
HEX: 497629

Teal

PMS: 3165
RGB: R 0, G 78, B 90
CMYK: C 100, M 53, Y 52, K 33
HEX: 004E5A

Dark Blue

PMS: 2965
RGB: R 0, G 38, B 62
CMYK: C 100, M 78, Y 48, K 54
HEX: 00263E

Purple

PMS: 7659
RGB: R 94, G 54, B 84
CMYK: C 60, M 83, Y 42, K 31
HEX: 5E3654

Primary Color Tints

The FBISD official colors can be used as tints for backgrounds and graphics.

Brick Red is not to be used as a tint.

Cool Gray	Greige	Gold	Orange	Green	Teal	Dark Blue	Purple
100%	100%	100%	100%	100%	100%	100%	100%
90%	90%	90%	90%	90%	90%	90%	90%
80%	80%	80%	80%	80%	80%	80%	80%
70%	70%	70%	70%	70%	70%	70%	70%
60%	60%	60%	60%	60%	60%	60%	60%
50%	50%	50%	50%	50%	50%	50%	50%
40%	40%	40%	40%	40%	40%	40%	40%
30%	30%	30%	30%	30%	30%	30%	30%
20%	20%	20%	20%	20%	20%	20%	20%
10%	10%	10%	10%	10%	10%	10%	10%

04 Type

Typography

Our fonts are a visual extension that expresses our voice. Myriad Pro and Minion Pro are our two typefaces that provide a strong, refined, yet academic style representative of the district. Consistent use of the fonts strengthen our brand recognition.

Use the two typefaces to create emphasis and hierarchy within your communications.

Primary Typeface - Myriad Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro Light
Myriad Pro Light Italic
Myriad Pro Regular
Myriad Pro Italic
Myriad Pro Semibold
Myriad Pro Semibold Italic
Myriad Pro Bold
Myriad Pro Bold Italic
Myriad Pro Black
Myriad Pro Black Italic
Myriad Pro Condensed Light
Myriad Pro Condensed Light Italic
Myriad Pro Condensed
Myriad Pro Condensed Italic

Myriad Pro Condensed Semibold
Myriad Pro Condensed Semibold Italic
Myriad Pro Condensed Bold
Myriad Pro Condensed Bold Italic
Myriad Pro Condensed Black
Myriad Pro Condensed Black Italic
Myriad Pro SemiCondensed Light
Myriad Pro SemiCondensed Light Italic
Myriad Pro SemiCondensed
Myriad Pro SemiCondensed Italic
Myriad Pro SemiCondensed Semibold
Myriad Pro SemiCondensed Semibold Italic
Myriad Pro SemiCondensed Bold
Myriad Pro SemiCondensed Bold Italic

Myriad Pro SemiCondensed Black
Myriad Pro SemiCondensed Black Italic
Myriad Pro SemiExtended Light
Myriad Pro SemiExtended Light Italic
Myriad Pro SemiExtended
Myriad Pro SemiExtended Italic
Myriad Pro SemiExtended Semibold
Myriad Pro SemiExtended Semibold Italic
Myriad Pro SemiExtended Bold
Myriad Pro SemiExtended Bold Italic
Myriad Pro SemiExtended Black
Myriad Pro SemiExtended Black Italic

Secondary Typeface - Minion Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Minion Pro Regular
Minion Pro Italic
Minion Pro Medium
Minion Pro Medium Italic
Minion Pro Semibold
Minion Pro Semibold Italic
Minion Pro Bold
Minion Pro Bold Italic

Minion Pro Condensed Regular
Minion Pro Condensed Italic
Minion Pro Medium Condensed
Minion Pro Medium Condensed Italic
Minion Pro SemiBold Condensed
Minion Pro SemiBold Condensed Italic
Minion Pro Bold Condensed
Minion Pro Bold Condensed Italic

Equivalent Fonts for MS Office Use

If you are unable to install Myriad Pro or Minion Pro on your computer, you can use the following Microsoft Office equivalent fonts:

Calibri or Times New Roman