



Fort Bend Independent School District

BRAND STANDARDS

01 Brand	1
02 Logo	4
03 Color	10
04 Type	14
05 Social Media	16
06 Video	18

D1 Brand

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.

02 Logo

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 material, website and printed materials.

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 material.



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, all black or all 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 and brick red.



Brick Red Background

When the district logo appears on a brick red background, the logo reverses to white.



Black Background

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



Gray Background

When the district logo appears on a gray background, the logo should be 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, where the single color logos are required below the minimum sizes, or where the detail will not retain integrity because of the production 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 files are available for 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 a high quality 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 including 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.

<div>Brick Red</div> <div> PMS: 7623 RGB: R 143, G 40, B 41 CMYK: C 28, M 93, Y 86, K 27 HEX: 8A2A2B </div>	<div>Cool Gray</div> <div> PMS: Cool Grey 11 RGB: R 85, G 85, B 89 CMYK: C 65, M 57, Y 52, K 29 HEX: 53565A </div>	<div> PMS: 7529 RGB: R 183, G 169, B 154 CMYK: C 30, M 30, 38, K 0 HEX: B7A99A </div> <div>Greige</div>
		<div> PMS: 1235 RGB: R 255, G 184, B 29 CMYK: C 0, M 32, Y 94, K 0 HEX: FFB81C </div> <div>Gold</div>
		<div> PMS: 159 RGB: R 197, G 106, B 46 CMYK: C 18, M 67, Y 96, K 5 HEX: CB6015 </div> <div>Orange</div>
		<div> PMS: 362 RGB: R 79, G 134, B 61 CMYK: C 73, M 26, Y 100, K 11 HEX: 509E2F </div> <div>Green</div>
		<div> PMS: 3145 RGB: R 13, G 111, B 116 CMYK: C 88, M 40, Y 49, K 15 HEX: 00778B </div> <div>Teal</div>
		<div> PMS: 2955 RGB: R 33, G 81, B 120 CMYK: C 93, M 69, Y 31, K 14 HEX: 003865 </div> <div>Dark Blue</div>
		<div> PMS: 260 RGB: R 118, G 38, B 95 CMYK: C 55, M 97, Y 34, K 18 HEX: 642667 </div> <div>Purple</div>

Secondary Brand Colors

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

<div>Burnt Red</div> <div>PMS: 7630 RGB: R 101, G 50, B 49 CMYK: C 40, M 78, Y 69, K 46 HEX: 653231</div>	<div>Black</div> <div>RGB: R 0, G 0, B 0 CMYK: C 0, M 0, Y 0, K 100 HEX: 000000</div>	<div>PMS: 124 RGB: R 236, G 170, B 0 CMYK: C 7, M 35, Y 100, K 0 HEX: ECAA00</div> <div>Goldenrod</div>
		<div>PMS: 1525 RGB: R 188, G 72, B 0 CMYK: C 19, M 83, Y 100, K 10 HEX: CB6015</div> <div>Ochre</div>
		<div>PMS: 364 RGB: R 73, G 118, B 41 CMYK: C 74, M 32, Y 100, K 19 HEX: 497629</div> <div>Moss</div>
		<div>PMS: 3165 RGB: R 0, G 78, B 90 CMYK: C 100, M 53, Y 52, K 33 HEX: 004E5A</div> <div>Spruce</div>
		<div>PMS: 2965 RGB: R 0, G 38, B 62 CMYK: C 100, M 78, Y 48, K 54 HEX: 00263E</div> <div>Navy Blue</div>
		<div>PMS: 7659 RGB: R 94, G 54, B 84 CMYK: C 60, M 83, Y 42, K 31 HEX: 5E3654</div> <div>Eggplant</div>

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 Microsoft 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

05 Social Media

Twitter Tips and Guidelines

Twitter is the only approved social media platform for department and campus use. Below are some helpful tips and guidance for official Fort Bend ISD department and campus accounts.

- Tag the district's FBISD account (@FortBendISD) in campus and department posts to ensure that we see the post for retweeting purposes. We want to share your good news!
- Check "ur gramr" before posting. Abbreviations are fine (it IS Twitter), but be sure there are no major errors or omissions of key words to avoid any confusion.
- Elementary – Photograph students from behind during activities or ensure that any students whose faces are shown have photo permissions on file.
- Promote your Twitter account to your parents and students.
- Use hashtags (#) to promote the school and begin "conversations" that can be followed/shared.
- Post regularly to keep your Twitter feed fresh and to increase your followers and reach.

Do Not tweet or Retweet

- Posts that support a specific political party, candidate or viewpoint
- Posts that support a religious group or viewpoint though holiday greetings are acceptable
- Posts that show support or give opinions about sensitive social topics
- Posts that support commercial establishments that are not direct sponsors of FBISD or your campus though thanking a business for their support or sponsorship is acceptable.

Do Not Follow

- Students' personal feeds. Communicate with your students that if they want to be retweeted by the campus, suggest they include the campus Twitter handle in their post so that it will show up in the campus Twitter notifications and can be reviewed by the campus Twitter administrator. They can also use hashtags so that you can follow a particular online conversation.
- Parents' personal feeds, unless the parent works for the District
- Commercial business feeds unless that business is a direct sponsor of FBISD or your campus and their feed is school-appropriate
- Any feed whose content violates FBISD Board Policy, local, state, or federal laws
- Any feed whose content is discriminatory regarding race, color, religion, gender, sex, national origin, disability and/or age

06 Video

The Secrets to Capturing Great Video Content

The Communications department loves hearing about what's happening on your campuses! We appreciate you sharing content with us to help amplify your stories. As you capture videos to submit via Share Your Story on the Communications department's webpage, please follow these tips to ensure the best possible video and audio.

Be Clear and Concise

- Research shows that shorter videos perform better with audiences.
- No submitted videos should be longer than 90 seconds. The audience's attention will begin to drift after that.
- If you're recording an interview, set a goal for what you want to say and stick to your key points. Some teleprompting apps are available on the App Store such as "Teleprompter" from JoeAllenPro Limited which will allow you to follow a script and record yourself if you need help forming what to say and sticking to it.

Shoot at the Highest Possible Quality

- Check your device's settings to confirm that you are shooting the highest possible quality.
- Suggested video formats:
 - High Definition (HD) 1920x1080 30 fps
 - 4K Ultra High Definition (UHD) 3840x2160 30 fps
- Mobile devices will sometimes switch to a lower resolution to save storage space on your device or your cloud storage space.

Properly Compose Your Shots

- Composition describes how you arrange the elements in your shot.
- Always film video horizontally (landscape) as opposed to vertically (portrait).
- Horizontal video lines up with the alignment of our eyes naturally and more closely matches the "lens" we see life through everyday.
- Professionals most often implement the "Rule of Thirds" when composing a shot:



- The Rule of Thirds states that an image should be imagined as divided into nine equal parts by two equally spaced horizontal lines and two equally spaced vertical lines. Important elements, such as the subject of an interview or the object of interest, should be placed along these lines or their intersections.
- iPhone users can turn on an overlay that will display the Rule of Thirds lines as a grid, if desired. Settings>Camera>Turn the "Grid" toggle on
- Key Vocabulary:
 - **Headroom:** This term refers to the space between your subject's head and the top of your frame (screen). Be sure to leave "some" space here as to not crowd or crop your subject's head in the frame.
 - **Lead Space/Lead Room:** This term refers to the space in front of the subject when shooting from the side/profile of the subject. You want to leave negative space in front of the speaker as to not crowd them to the edge.
- A good rule of thumb is to place the subject's eyes on the top horizontal line and to use the vertical lines to frame your subject so that they sit the appropriate vertical line so that they have more room in the direction they are looking. An example is given below. Kelly will add overlay in ID 🤖

Find the Right Environment

- Record your video in a well-lit area.
- Do a test recording. Cameras and mics can sometimes hear things we cannot.
- Avoid environments where:
 - the main light source is behind you, such as a window or lamp
 - there may be a lot of background noise.

