

CFBISD Brand Manual

Style and Usage Guide



Updated 2017

OUR IDENTITY

Carrollton-Farmers Branch Independent School District has long been known as an innovative leader in education. This is what sets us apart from other public school districts. That's what people think about us -- people who have businesses in our community; people who work in our schools; people whose children attend our schools; people who are educators in other school districts.

From the inside, our people are innovators. They value creativity, relevance and rigor in learning. They respect and honor the diversity of our families. Our staff will not compromise high expectations for themselves or their students. They live the character values of cooperation, integrity, pride, respect, responsibility, service and citizenship.

Everyone who works in CFBISD is a valuable team member; each job in CFBISD is here to support the concept "high achievement for each student." Without quality people who truly care about the education and welfare of all children, CFBISD would not be known as a leader in education across Texas and the nation.

Our students are so fortunate because they have quality, learning-focused facilities. These buildings are well-maintained and have tremendous technology thanks to a community who has supported bond referendums through the years. The technology ranges from computer labs, laptops, smart boards, tablets, and mobile devices. Innovation goes beyond technology. Innovation means taking an appropriate risk. Innovation means being a creative thinker. Innovation means being a lifelong learner.

What sets CFBISD apart from other school districts? Creativity, relevance and rigor are not just found in our Fine Arts; they permeate the curriculum because we know that students find school work much more appealing when what they are learning relates to today's world. The District offers Academies and Programs of Choice for high school students including: BioMed Academy, Law Academy, Academy of Media and Technology, Math Engineering Technology Science Academy, International Business Academy, International Baccalaureate (elementary through high school diploma programme), and an Early College High School. We offer award-winning fine arts programs, including orchestra, band, dance, visual arts, choir, theater, speech, mock trial, debate, and more. We offer a variety of programs to meet the individual needs of each student and their interests, including career and technical programs (vet med, culinary arts, robotics, auto mechanics, cosmetology, special education, dual credit, Advanced Placement, Gifted, STEM, etc.). We offer a full array of extracurricular classes, clubs, and programs for all age levels. At the high school level, students have the opportunity to be a part of athletics, fine arts, and more than 100 clubs and organizations.

The Carrollton-Farmers Branch Independent School District (CFBISD) is located in north Dallas and encompasses portions of Carrollton, Farmers Branch, Irving, Coppell, Dallas and Addison. The six cities we serve are vibrant corporate and residential communities, attracting and supporting a diverse local economy. Residents in the cities we serve are drawn to their community for the high quality of life, abundant parks, schools, and safe neighborhoods.

For example, Forbes recently ranked Carrollton No. 12 on its list of America's Best Places to Move. Areavibes.com ranked Carrollton as the third-best place to live in America.

HOW TO USE THIS GUIDE

The district has varying needs in designing materials for print, web and other media. This guide includes sections that address the various visual elements and styles used in various media and the guidelines for their use. If you have any questions or comments please feel free to contact the Strategic Communications Office. Your input is valued and appreciated.

OUR BRAND

The official CFBISD brand and tagline is: "Learn More. Achieve More."

VISUAL IDENTITY

Color is an important tool for our brand system. Using color in a consistent way reinforces our brand and fosters trust and recognition.

The district has officially amended the district logo to include our brand "Learn More. Achieve More." The new official colors are red (see color guide) and black. The logo may be used in black and white, solid red or reversed out on a black background.

COLOR GUIDE

Red and black are the official colors and the primary palette we use to represent Carrollton-Farmers Branch ISD.

The colors play a major role in establishing our identity and should be implemented consistently in all Web applications and print communications.

Primary Palette:

RED

PANTONE: 186

CMYK: 16, 100, 87, 6 | RGB: 195, 0, 47 | HEX: #c3002f



No variations or transparency may be used for the official CFB RED (per color guide above)

Black

100%



No variations or transparency may be used for the official BLACK (per color guide above)

OTHER APPLICATIONS

Printing on textiles, plastics, and other surfaces may not result in a color reproduction that is representative of our red color (Pantone 186). Please refer to standard Pantone color chips for accurate color matching.

Web and video viewing of colors varies by monitor and viewing conditions. The logo displayed on digital screens must be Web safe HEX of # c3002f.

FONT

Our official font in the CFBISD logotype and wordmark is Century Gothic Bold. The words Carrollton and Farmers Branch are separated by a hyphen centered between the two words.

Century Gothic Bold is the primary font. The font is considered to be ideal for children's books, school use and language teacher. The wide range of weights make it ideal for use in headlines, subheads, call outs, captions and emphasis within text. The Century Gothic family is used extensively in the publication templates. While Century Gothic is most often used in headers, there is no prohibition in use for body copy. As with all sans-serif faces, adequate spacing between lines is needed to maintain legibility. The typeface is available worldwide in both PC and Apple formats.

Licensing restrictions prevent us from distributing the Century Gothic typefaces for free. Century Gothic is a trademark of The Monotype Corporation plc. Century Gothic is a TrueType font that is provided free with the Microsoft Office Value Pack.

A close and acceptable google font is Muli and can be downloaded from fonts.google.com.

WEB AND DIGITAL DEVICES

Open Sans is the primary font selected for navigation, sub navigation, headlines and subheadlines. This font is web friendly and replaces Century Gothic in a web/digital environment. Consistent use of this sans serif typeface provides consistency and the desired hierarchy of information.

Open Sans can be [downloaded for free](#) via Google Fonts.

LOGOTYPE

A logotype is defined as the words used in the official logo. The Carrollton-Farmers Branch ISD logo is the foundational design element of the entire identity system. It is important to use the logo consistently, as outlined in this manual, to maintain the logo's integrity. The logo comprises the lowercase initials cfb with

an upward pointing arrow. The logo should not be stretched or distorted in any manner. **Do not** change the proportional relationships between the logo and logotype. Hold down the shift key when scaling the logo to prevent skewing. The logo/logotype may not be rotated to any angle.

“Carrollton” and “Farmers Branch” are separated by a hyphen with no spaces on either side centered between the two with normal tracking and kerning. “Independent School District” has normal leading and kerning. “Learn more. Achieve more.” has 21 point leading and normal kerning. The word Learn will always be capitalized and the word more should be lowercase.

Examples of Logotype acceptable use:

cfb (Century Gothic Bold)
Carrollton-Farmers Branch ISD (Century Gothic Bold)

These logotype may be used in red (see color guide) and black, red only or black only. It may be reversed to white on a black background. **No other** colors may be used.

LOGO



official logo in red and black



logo without district name



logo without tagline and district name



official logo in black



logo in black without district name



logo in black without tagline and district name

OUR WORDMARK

A **wordmark**, subset of the term logotype, is a standardized graphic representation of the name of a company, institution, or product name used for purposes of identification and branding. A wordmark is usually a distinct text-only typographic treatment. The organization name is incorporated as a simple graphic treatment to create a clear, visually memorable identity. The representation of the word becomes a visual symbol of the organization or product.

The Carrollton-Farmers Branch wordmark is a means by which we are recognized. The wordmark has been specially drawn and spaced and must never be redrawn or changed. The wordmark should never be stacked, positioned or disproportioned in any way, other than that designated by the guidelines. It may be used in red (see color guide) and black, red only or black only. No other colors may be applied.

Carrollton-Farmers Branch ISD Learn more. Achieve more.	Carrollton-Farmers Branch ISD
official wordmark with tag	official wordmark without tag

OUR NOMENCLATURE

The consistent use of the Carrollton-Farmers Branch brand plays a critical part in the district's identity. By using the official name in the proper format builds greater recognition.

The recommended designations for the district:

Correct Formal: Carrollton-Farmers Branch Independent School District
Carrollton-Farmers Branch ISD

Correct Informal: CFBISD

cfb

Incorrect usage C-FBISD
C-FB ISD
CFBisd
C-FB

When used in copy the complete name "Carrollton-Farmers Branch Independent School District" should be used upon first mention. Thereafter, "CFBISD" may be employed to reference the district.

OFFICIAL SEAL

The Carrollton-Farmers Branch ISD seal is employed for a variety of specific applications, including certificates, diplomas and commemorative items. The seal should not be used for applications that are not directly related to the official business of the district.

The seal may be embossed on a gold foil sticker or paper. Seals may be requested through the Strategic Communications Office or the Human Resources Department.

Any manipulation or alteration to the seal is strictly prohibited.



LOGO AS A WATERMARK

The official formal district mark may be used as a watermark in 20% grey only. It must follow the same rules as outlined in this manual for logotype. It must remain proportional and in good quality.



PRINTING GUIDELINES

Whenever possible the logo/logotype should be printed in two colors: Red - PMS 186 and 100% black. However, when two colors are not possible, the logo may be printed in red (PMS 186) only or black only.

Business Cards

Contact the Purchasing Department for a list of approved print vendors.

Name	email@cfbisd.edu
Campus	www.campusname.cfbisd.edu
Title	
	 /
	 @
	office: 972-968-0000 cell: 000-000-0000 fax: 972-968-000
	address city, TX zip

Letterhead and Envelope


This example is for a campus. The school name will appear in the upper left corner and is set in 12 pt. Myriad Pro. The address will be set in 12 pt. Myriad Pro centered at the bottom of the page with a half inch margin.

Envelopes will have the campus name below the CFBISD logo/logotype and is set in 12 pt Myriad Pro font. The address on the letterhead will be set in 12 pt. Myriad Pro font.

Individual letterhead and envelopes follow the same guidelines with Principal name in 18 pt Myriad Pro type and Office of the Principal directly below in 12 pt. Myriad Pro.


Contact the Purchasing Department for a list of approved print vendors.

Campus Name Here



Learn more.
Achieve more.
Carrollton-Farmers Branch ISD

Physical address • City, Texas, zip code • Phone (972) 968-0000 • Fax (972) 968-0000



Learn more.
Achieve more.
Carrollton-Farmers Branch ISD

Campus or Department
physical address
City, Texas zip code

MULTIMEDIA GUIDELINES

It is critical that the district logo be used properly on all multimedia presentations. This includes the internet and PowerPoint presentations. The logo must have a transparent background if being used on top of a color background in order to avoid having a white box behind it.

PowerPoint templates and logos with a transparent background are available for download on the district website. If you need assistance, please contact the Strategic Communications Office.