



FIELD MIDDLE SCHOOL
STYLE GUIDE

FIELD MIDDLE SCHOOL SCHOOL STYLE GUIDE

OUR BRAND

The Carrollton-Farmers Branch ISD brand lives everywhere. It's the **STORIES** we tell. The **EXPERIENCES** we provide. The **RELATIONSHIPS** we build. Our brand should be authentic, consistent and unifying. These are the guidelines, themes and tools we need to integrate our brand into everything we do.

STORIES. EXPERIENCES. RELATIONSHIPS.

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The information contained in this style guide has been compiled as a resource for all staff members and vendors to ensure that each element is reproduced correctly. For help with district logos or mascots please contact:

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OUR LOGO

A logo is a graphic mark or emblem used to aid and promote instant public recognition. It's our most valuable communications asset. This guide is designed to aid in the appropriate use and application of the **Field Middle School** logo.

Our logo is a visual representation of our brand. A brand is the way a company, organization, or individual is perceived by those who experience it. More than simply a name, term, design, or symbol, a brand is the recognizable feeling a product or business evokes. It also functions as a reminder of the culture we strive to build and maintain as we pursue our mission. In other words, the logo goes hand-in-hand with our district brand, so proper use is crucial.

When used, the district logo should appear as shown below*.

PRIMARY LOGO



-OR-



FIELD MIDDLE SCHOOL

(Without school name)

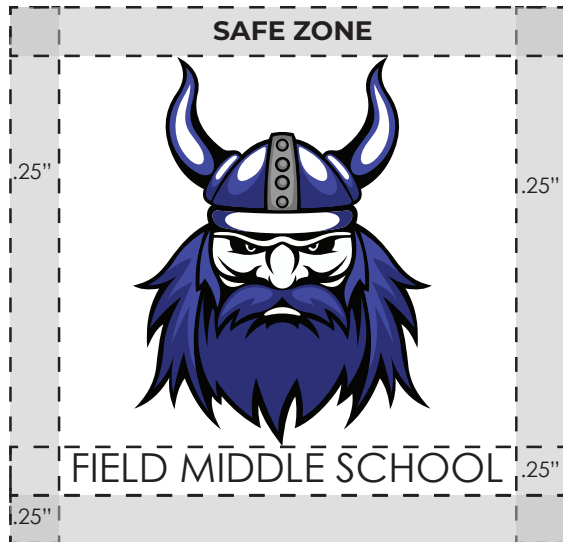
School name spelled out in all caps
Font: Century Gothic Regular
Type minimum: 6pt

ACCEPTABLE LOGO VARIATIONS



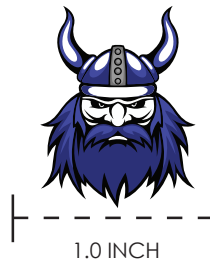
OUR LOGO

LOGO GUIDELINES



.25" safe zone all the way around

School name must be centered under logo with equal space between the bottom of logo and the bottom of the safe zone.



The minimum size of the logo is 1.0 inch in width and cannot include the district name.

LOGO HORIZONTAL VARIATIONS



OUR LOGO

LOGO INTEGRITY

Maintaining logo integrity is vital to our brand. Please notify Communication Services if you find a logo that is out of compliance.

Ensure vendors follow this style guide and all printed logos meet compliance.

EXAMPLES OF LOGO MISUSE:

DON'T STRETCH, CONDENSE OR
CHANGE THE DIMENSIONS.



DON'T SKEW OR BEND.



DON'T ALTER THE PLACEMENT
OR SCALE OF ELEMENTS.



DON'T ROTATE.



DON'T ADD COLORS TO
INDIVIDUAL ELEMENTS.



DON'T CHANGE THE COLORS.



DON'T ADD COLORS TO
INDIVIDUAL ELEMENTS.

DON'T ADD EXTRA ELEMENTS.



DON'T ALTER OR REPLACE THE
TYPEFACES OF THE IDENTITY.



DON'T USE DROP SHADOWS,
STROKES OR OTHER VISUAL
EFFECTS.



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