cfb

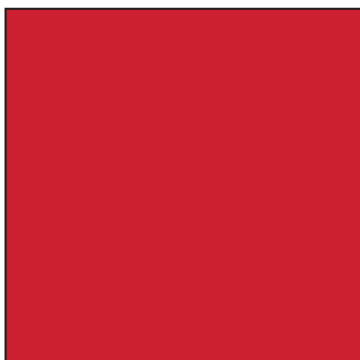## CARROLLTON-FARMERS BRANCH ISD

PANTONE ®
200 C

PANTONE®
COOL GREY 2 C

PANTONE®
PROCESS BLACK

STYLE GUIDE

CARROLLTON-FARMERS BRANCH ISD
District 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.

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:

Amy Johnson
johnsonamy@cfbisd.edu
972.968.6164

ABOUT US

Educating more than 24,000 students across 38 campuses, Carrollton-Farmers Branch ISD is a hub of cultural diversity encompassing 53.42 miles in all or parts of six cities in Dallas and Denton counties. CFBISD embraces a population representing 116 countries and 55 different languages. We welcome all students and are committed to providing real-world opportunities for high achievement and success.

c f b

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 Carrollton-Farmers Branch ISD 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

CARROLLTON-FARMERS BRANCH ISD

- or-

(without district name)

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

PRIMARY LOGO ACCEPTABLE VARIATIONS

OUR LOGO

LOGO GUIDELINES

safe zone

.25"

.25"

.25"

CARROLLTON-FARMERS BRANCH ISD

.25"

.25"

The tip of the arrow should not be skewed and cannot exceed the outside edge of the "b."

.25" safe zone all the way around

.25" between bottom of arrow point and top of the letter "f."

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

1.0 inch

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

LOGO HORIZONTAL VARIATIONS

NORMAL TYPE TRACKING

CARROLLTON-FARMERS BRANCH INDEPENDENT SCHOOL DISTRICT

15 PT. TYPE TRACKING

FONT: CENTURY GOTHIC REGULAR
TYPE: ALL CAPS
INDEPENDENT SCHOOL DISTRICT 15 PT. TYPE TRACKING

cfb CARROLLTON-FARMERS BRANCH ISD

FONT: CENTURY GOTHIC REGULAR
TYPE: ALL CAPS
LEADING 33.46pt

In this variation the district name must not extend above the lower case cfb.

LOGO WITH MOTTO

CARROLLTON-FARMERS BRANCH ISD
HIGH EXPECTATIONS FOR ALL

DISTRICT NAME
FONT: CENTURY GOTHIC REGULAR
TYPE: ALL CAPS
LEADING 33.46pt

MOTTO
FONT: CENTURY GOTHIC BOLD
TYPE: ALL CAPS
LEADING 33.46pt

In this variation the district name must not extend above the tip of the arrow. A 1pt. black rule separates the district name from the motto. The motto is Century Gothic Bold in all caps.

LOGO USAGE

DEPARTMENTAL APPLICATION

All departments must use the logo with the department name listed below it. The department name type is Century Gothic Bold in upper and lower case as seen in example.

No exceptions will be considered. Unique graphics can only be created and used for District initiatives and events.

cfb
CARROLLTON-FARMERS BRANCH ISD
Communication Services

Century Gothic bold, upper and lower case 6pt. type minimum

or

cfb
COMMUNICATION SERVICES

An alternative departmental logo without District name can be used for embroidery or circumstances that would cause the font to be smaller than 6pt.

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 USE THE LOGO WITH THE TAG LINE "LEARN MORE. ACHIEVE MORE.

DON'T SKEW OR BEND.

DON'T STRETCH, CONDENSE OR CHANGE THE DIMENSIONS.

DON'T ROTATE.

DON'T ALTER THE PLACEMENT OR SCALE OF 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.

STYLE GUIDE

COLOR PALETTE

Our style guide exists to help us all consistently communicate our culture, our values, and our message. All district departments must follow the guidelines as described here.

District style guidelines apply to all internal and external communications including: Advertising, Apparel, Banners, Brochures, Fliers/posters, Invitations, Newsletters, Presentations, Reports, Signage and Stationery.
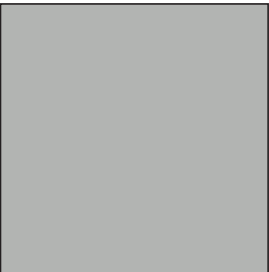
Color Palette
Our colors are one of our most distinctive visual identity traits. It's important to understand what is provided and what each type is used for. Understanding color will ensure the best final product.

PANTONE ®
200 C

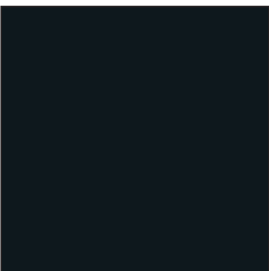No variations or transparency may be used for the official CFB RED (per color guide above)

CMYK: 18, 100, 86, 9
RGB: 186, 12, 47
HEX: #c10230

PANTONE®
COOL GREY 2 C

Transparency is allowed for photo and video watermarks.

CMYK: 19, 15, 16, 0
RGB: 204, 204, 204
HEX: #cccccc

PANTONE®
PROCESS BLACK

CMYK: 75, 68, 67, 90
RGB: 0, 0, 0
HEX: #000000

STYLE GUIDE

TYPEFACE

Our official font in the CFBISD logotype and wordmark is Century Gothic. Century Gothic is the only font allowed to be used in the logo. Century Gothic is a trademark of The Monotype Corporation. 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.

Century Gothic, Montserrat, Open Sans and Muli are the suggested typefaces to be used for the development of any communication initiative. Other project specific typefaces may by used by Communication Services on a case-by-case basis.

Muli is the only typeface assigned for use on the web. It is the default font on our website template and should never be changed without prior, written approval from the District Webmaster.

Lowercase cfb must be **Century Gothic Bold**.

Carrollton-Farmers Branch ISD must be in Century Gothic Regular in all caps. The mimimum font size is 6pt.

CARROLLTON-FARMERS BRANCH INDEPENDENT SCHOOL DISTRICT

Exceptions to spelling the district name out in all caps will be considered for special circumstances. Please contact Communication Services for approval.

STYLE GUIDE

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

Usage of the acronym CFBISD

• Always write out the full name of Carrollton-Farmers Branch Independent School District upon first reference, followed by the acronym itself written in capital letters and enclosed by parentheses. Subsequent references to the acronym can be made just by the capital letters alone. For example: CFBISD.
• Unless appearing at the end of a sentence, do not follow CFBISD with a period.
• Do not use a hyphen or space between the letters in CFBISD.
• The acronym can be pluralized with the addition of a lowercase s.
• The acronym can be made possessive with an apostrophe followed by a lowercase s.

Example: CFBISD's Winter School Showcase

CORRECT usage: ☑ CFBISD   INCORRECT usage: ☒ C-FBISD
☒ C-FB ISD
☒ CFB-ISD
☒ CFBisd
☒ C-FB
☒ CFB

EMAIL SIGNATURE

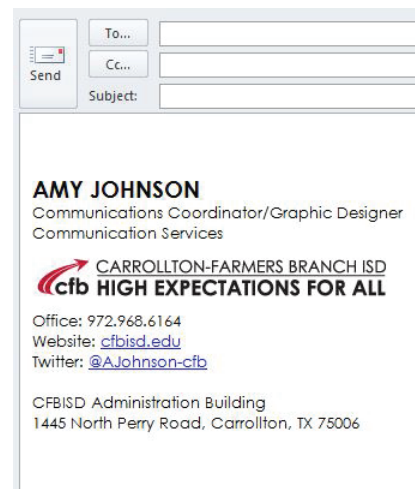Employees will create their own email signature in Microsoft Outlook using the following guidelines:

EXAMPLE:

NAME   [CENTURY GOTHIC BOLD ALL CAPS 12pt.]
Title   [CENTURY GOTHIC REGULAR 10pt.]
Department   [CENTURY GOTHIC REGULAR 10pt.]

cfb CARROLLTON-FARMERS BRANCH ISD HIGH EXPECTATIONS FOR ALL   [LOGO 300px X 56px - do not stretch or resize]

Office phone:
Website: [CENTURY GOTHIC REGULAR 10pt.]
Twitter: [CENTURY GOTHIC REGULAR 10pt.]
                            [CENTURY GOTHIC REGULAR 10pt.]

Location
Address   [CENTURY GOTHIC REGULAR 10pt.]
                            [CENTURY GOTHIC REGULAR 10pt.]

font color: black

AMY JOHNSON
Communications Coordinator/Graphic Designer
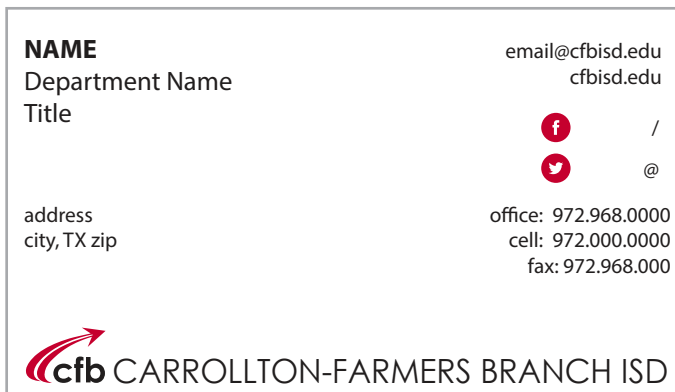Communication Services

cfb CARROLLTON-FARMERS BRANCH ISD HIGH EXPECTATIONS FOR ALL

Office: 972.968.6164
Website: cfbisd.edu
Twitter: @AJohnson-cfb

CFBISD Administration Building
1445 North Perry Road, Carrollton, TX 75006

ALTERNATE EMAIL SIGNATURE OPTIONS: *An alternate email signature using the Superintendent's annual theme is optional. Campus staff may use the campus mascot email signature. Contact Amy Johnson for assistance.*

STYLE GUIDE

BUSINESS CARDS

NAME
Department Name
Title

email@cfbisd.edu
cfbisd.edu

f   /

t   @

address
city, TX zip

office: 972.968.0000
cell: 972.000.0000
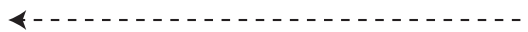fax: 972.968.000

cfb CARROLLTON-FARMERS BRANCH ISD

District business cards should use the approved template (available for download.) Do not use alternate or modified templates without written approval from Communication Services. All district employees including campuses will use the same approved template.

NAME BADGE

cfb
CARROLLTON-FARMERS BRANCH ISD
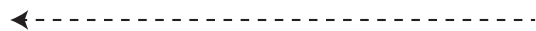
NAME IN ALL CAPS
Title

District name badges should use the approved template (available for download.) Do not use alternate or modified templates without written approval from Communication Services. All district employees including campuses will use the same approved template.

LETTERHEAD

cfb
CARROLLTON-FARMERS BRANCH ISD

1445 North Perry Road
Carrollton, TX 75006

NAME
Title

office: 972.968.6100
fax: 972.968.6200

District letterhead should use the approved template (available for download.) Do not use alternate or modified templates without written approval from Communication Services.

PRESENTATIONS

District approved Google Slide and Powerpoint templates *(available for download at cfbisd.edu/styleguide)* are strongly recommended to aid in the delivery of your message to internal and external audiences. Presentations should not be overcrowded with text and should include photography and other visuals to help illustrate your message.

EDITORIAL GUIDE

This section includes some of the items you are likely to encounter. We will periodically update this guide as our style preferences evolve and when clarification of guidelines is needed. The District uses Associated Press style guidelines.

Academic Degrees

When writing advanced degrees, use the abbreviation with periods (Ex. Steve Smith, Ph.D.) On second reference, you may use Dr. Smith. Use an apostrophe for bachelor's degree and master's degree. Omit the apostrophe in associate degree and doctoral degree.

Acronyms

Spell out the full name on first reference unless the acronym is widely recognized. SAT is an example of a widely recognized acronym inside and outside academic circles. Generally, omit periods in acronyms. Use Carrollton-Farmers Branch Independent School District on first reference or Carrollton-Farmers Branch ISD followed by the acronym itself written in capital letters and enclosed by parentheses (CFBISD.) Subsequent references to the acronym can be made just by the capital letters alone. For example: CFBISD.

CFBISD – when using the District acronym, note the following:
- Unless appearing at the end of a sentence, do not follow CFBISD with a period.
- Do not use a hyphen or space between the letters in CFBISD.
- The acronym can be pluralized with the addition of a lowercase s.
- The acronym can be made possessive with an apostrophe followed by a lowercase s. Example: CFBISD's Winter School Showcase

Ages

Use figures for people and animals, but spell out for inanimate objects. (Ex. The student is 15 years old. The textbook is two years old) Use hyphens for ages expressed as adjectives before a noun or as substitutes for a noun. (Ex. the 7-year-old boy. The boy is 7 years old)

Ampersands

Spell out "and." Avoid using ampersands (&) unless they are part of an official title or in use on the District website.

Bullets

Each bullet should start with a capital letter. Keep the structure consistent and avoid mixing sentences and phrases in a bulleted list. A series should be followed by a semi-colon at the end of each bullet and then a period with the final sentence.

EDITORIAL GUIDE

Classes and Courses

Lowercase general references to subjects. (Ex. mathematics, history, photography) The subject should be capitalized If the subject includes the name of a country or language. (Ex. English literature) Capitalize exact course titles and those followed by a numeral. (Ex. U.S. Military History; Biology I)

Commas

In a series eliminate the comma before the conjunction, unless it is needed for clarification. (Ex. The flag is red, white and blue.)

Dates

When a month is used with a specific date, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov. and Dec. (Ex. Aug. 15, 2006, was the due date.) Spell out all months if using them alone or with only a year. (Ex. August 1980 was one of the hottest months on record.) If using only a month and a year, do not separate the year with a comma. (Ex. October 1989 was unusually cold.) If using the month, day and year, set off the year with a comma. (Ex. Feb. 1, 2015, was the last day to register.)

Grade Levels

Generally, spell out numbers one through nine. (Ex. ninth grade). Use figures for 10 and above. Use all numerals in a mixed situation. (Ex. 5th grade and 10th grade) Use a hyphen for ninth-graders, etc.

Numbers

Spell out the word percentage rather than using the % symbol in written communication. (Ex. 50 percent of staff answered the survey.)

Prekindergarten

Use prekindergarten on first reference. You can use Pre-K on subsequent references.

Telephone

Use periods rather than the - symbol. (Ex. 972.968.3000)

EDITORIAL GUIDE

Titles

Capitalize when they precede a person's name. (Ex. The children sang to Principal Bill Smith as he entered the cafeteria).

Time of Day

Use 8 a.m. instead of 8:00 a.m. Do not repeat a.m. and p.m. unnecessarily.
(Ex. 4-5 p.m., 9 a.m.-3:30 p.m., 10 a.m.-noon, 2 p.m., or 4 to 5 p.m., 9 a.m. to 3:30 p.m., etc.)
Use noon and midnight.

The information contained in this style guide has been compiled as a resource for all staff members and vendors to ensure that our image, communications and brand are presented consistently and correctly. Please contact Communication Services for assistance with any items identified in this guide.