MCWHORTER ELEMENTARY SCHOOL
STYLE GUIDE

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.

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

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 **McWhorter Elementary School** logo.

Our logo is a visual representation of our brand. A brand is the way a company, organiza-tion, 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-

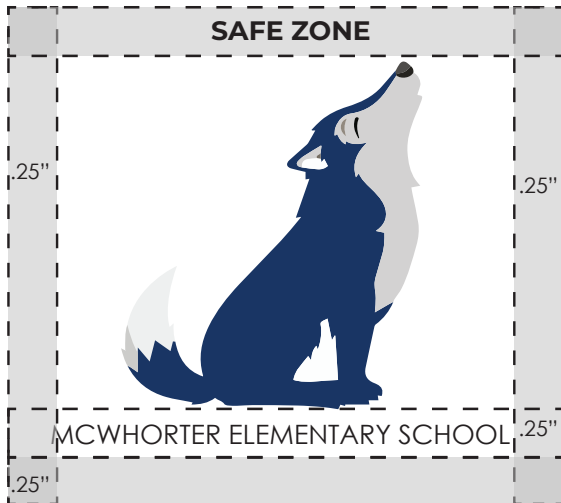MCWHORTER ELEMENTARY SCHOOL

(Without school name)

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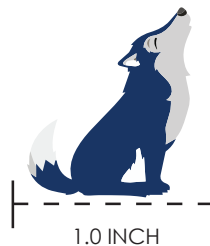
ACCEPTABLE LOGO VARIATIONS

OUR LOGO

LOGO GUIDELINES

SAFE ZONE

.25"

.25"

.25"

.25"

MCWHORTER ELEMENTARY SCHOOL

.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.

1.0 INCH

LOGO HORIZONTAL VARIATIONS

NORMAL TYPE TRACKING

MCWHORTER ELEMENTARY SCHOOL
CARROLLTON-FARMER BRANCH ISD

15pt. TYPE TRACKING

FONT: CENTURY GOTHIC REGULAR
TYPE: ALL CAPS
CARROLLTON_FARMERS BRANCH ISD 15 PT. TYPE TRACKING

In this variation the school name must not extend above the logo.

MCWHORTER ELEMENTARY SCHOOL

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

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 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.

MCWHOTER ELEMENTARY SCHOOL

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

STYLE GUIDE

COLOR PALLETE

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

The school 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 ®

3517 C

CMYK: 0, 100, 96, 6
RGB: 193, 0, 22
HEX:#a7030d

PANTONE ®

2955 C

CMYK: 100, 52, 0, 58
RGB: 0, 56, 101
HEX: #003366

STYLE GUIDE

TYPEFACE

Our official font in the CFBISD logotype and wordmark is **Century Gothic**. 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.

MCWHORTER ELEMENTARY SCHOOL

BLAIR ELEMENTARY SCHOOL must be in Century Gothic Regular in all caps. The mimimum font size is 6pt.

MCWHORTER ELEMENTARY SCHOOL
CARROLLTON-FARMER BRANCH ISD

Exceptions to spelling the school 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 **McWhorter** brand plays a critical part in the schools identity. By using the official name in the proper format builds greater recognition.

Correct Formal: McWhorter Elementary

CORRECT usage:

+ **McWhorter Elementary**

+ **Kathryn S. McWhorter Elementary**

+ **McWhorter Elementary School**

INCORRECT usage:

X **Kathryn S McWhorter Elementary**

X **K S McWhorter Elementary**

X **KS McWhorter Elementary**

X **Mc Whorter Elementary**

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.]

McWhorter Elementary School
CARROLLTON-FARMERS BRANCH ISD — [LOGO 300px X 56px - do not stretch or resize]

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

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

font color: black

John Doe
Teacher
Mathmatics

McWhorter Elementary School
CARROLLTON-FARMERS BRANCH ISD

Office Phone: 888.888.8888
Website: (school website)
Twitter: (@school twitter)

McWhorter Elementary School
3678 Timberglen Rd, Dallas, TX 75287

STYLE GUIDE

OTHER INQUIRES

For all other inquires, listed below, please refer to the CFBISD District Style Guide. If your inquire is not included on the list below contact the CFBISD Communication Services.

- Business Cards
- Letterhead
- Presentations
- Editorial Guide
  - Academic Degrees
  - Acronyms
  - Ages
  - Ampersands
  - Bullets
  - Classes and Courses
  - Commas
  - Dates
  - Grade Levels
  - Numbers
  - Prekindergarten
  - Superintendent
  - Telephone
  - Titles
  - Time of Day