



FWC
**FORT WORTH
CHRISTIAN SCHOOL**
Known. Loved. Valued.

BRAND STANDARDS

Effective 6.24.22

Developed by North Star Marketing northstarmarketing.com



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ACADEMIC TYPOGRAPHY



LOGO FONTS

✓ **BROTHER 1816
EXTRABOLD**
fonts.adobe.com

✓ **Phoreus Cherokee Semibold**
fonts.adobe.com

RECOMMENDED SUPPORTING FONT SCHEME

Fort Worth Christian School's academic logo has been designed with a unique family of fonts. To protect the integrity of the FWC academic brand, please use the following fonts as you produce everyday communications. These fonts are free, open-source typefaces available from Google Fonts.

✓ Josefin Sans Light
Josefin Sans Light Italic
Josefin Sans Regular
Josefin Sans Regular Italic
Josefin Sans Semibold
Josefin Sans Semibold Italic
Josefin Sans Bold
Josefin Sans Bold Italic

fonts.google.com

✓ Zilla Slab
Zilla Slab Italic
Zilla Slab Bold
Zilla Slab Bold Italic

fonts.google.com

✓ Open Sans Light
Open Sans Light Italic
Open Sans Regular
Open Sans Regular Italic
Open Sans Semibold
Open Sans Semibold Italic
Open Sans Bold
Open Sans Bold Italic
Open Sans ExtraBold
Open Sans ExtraBold Italic

fonts.google.com

FWC ACADEMIC COLOR STANDARDS

The primary colors for Fort Worth Christian School academic brand are Cardinal Red (PMS 186C) and Black (Pantone Black). The secondary colors are Dark Red (Pantone 187C), Charcoal (Pantone Black 90%), Medium Gray (Pantone Black 20%), and Light Gray (Pantone Black 5%), and white. These colors should be used consistently across all applications.

PRIMARY BRAND COLORS

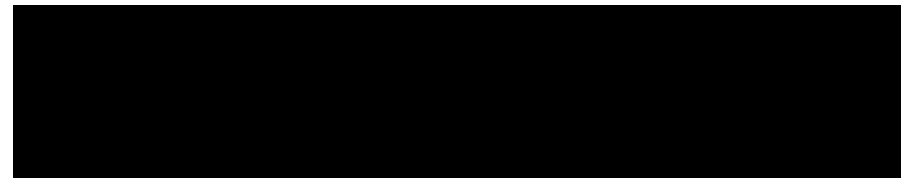


PANTONE 186C

CMYK: 2, 100, 85, 6

RGB: 192, 52, 55

HEX: #C03437



PANTONE BLACK

CMYK: 0, 0, 0, 100

RGB: 0, 0, 0

HEX: #000000

SECONDARY BRAND COLORS



PANTONE 187C

CMYK: 7, 100, 82, 26

RGB: 157, 45, 51

HEX: #9D2D33



PANTONE BLACK 90%

CMYK: 0, 0, 0, 90

RGB: 56, 56, 56

HEX: #383838

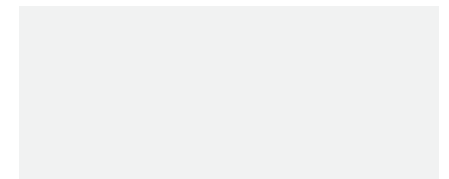


PANTONE BLACK 20%

CMYK: 0, 0, 0, 20

RGB: 209, 210, 212

HEX: #D1D2D4



PANTONE BLACK 5%

CMYK: 0, 0, 0, 5

RGB: 244, 245, 245

HEX: #F4F5F5

ACADEMIC LOGO USAGE

The examples on this page demonstrate acceptable uses of the Fort Worth Christian School academic brand. The logo is supplied with multiple layout variations.

LOGO DISPLAY STANDARDS



✔ Vertical Stacked Left Logo

FWC-Academic Logo-Vert Left Stacked-wTagline



✔ Centered Logo

FWC-Academic Logo-Centered-wTagline



✔ Horizontal Logo

FWC-Academic Logo-Horiz-wTagline



FWC-Academic Icon



FWC-Academic Icon-On Dark



FWC-Academic Icon-On Red



FWC-Academic Icon-White



FWC-Academic Icon-BW



FWC-Academic Icon-On Dark

Known. Loved. Valued.

FWC-Tagline-White

Known. Loved. Valued.

FWC-Tagline

Known. Loved. Valued.

FWC-Tagline-White

ACADEMIC LOGO USAGE



LOGO DISPLAY STANDARDS

✔ Minimum Size

The academic logo without tagline should not be utilized with less than .5" icon width. When using with the tagline, legibility should determine the minimum size.

✔ Correct Buffer Zone

A buffer zone equal to or greater than the width of the letter "O" should be used as a guide for proper margins around the logo.

✔ Correct Alignment

When aligning content with the Fort Worth Christian School logo, align to the left edge of the "F" in the "FWC" icon and edge of the logo text, whichever option best suits the scenario.

✔ Centering Content to Icon

To achieve a visual center for content alignment, use the "FWC" only for centerline.

ACADEMIC LOGO FILES

The logo assets delivered with your new brand have been organized in folders according to their proper usage. If you are unsure of what file to use for a project, please refer to the file type summary listed on the back page of this guide or call North Star Marketing for further assistance.

PRESS

EPS (VECTOR FILES)

COLOR

FWC-Academic Icon.eps
FWC-Academic Logo-Centered-wTagline.eps
FWC-Academic Logo-Centered.eps
FWC-Academic Logo-Horiz-wTagline.eps
FWC-Academic Logo-Horiz.eps
FWC-Academic Logo-Vert Left Stacked-wTagline.eps
FWC-Academic Logo-Vert Left Stacked.eps
FWC-Academic Logotype-Horiz.eps
FWC-Academic Logotype-Vert Left Stacked.eps
FWC-Tagline.eps

ON DARK

FWC-Academic Icon-On Dark.eps
FWC-Academic Logo-Centered-On Dark.eps
FWC-Academic Logo-Centered-wTagline-On Dark.eps
FWC-Academic Logo-Horiz-On Dark.eps
FWC-Academic Logo-Horiz-wTagline-On Dark.eps
FWC-Academic Logo-Vert Left Stacked-On Dark.eps
FWC-Academic Logo-Vert Left Stacked-wTagline-On Dark.eps

ON RED

FWC-Academic Logo-Horiz-wTagline-On Red.eps
FWC-Academic Icon-On Red.eps
FWC-Academic Logo-Centered-On Red.eps
FWC-Academic Logo-Centered-wTagline-On Red.eps
FWC-Academic Logo-Horiz-On Red.eps
FWC-Academic Logo-Vert Left Stacked-On Red.eps
FWC-Academic Logo-Vert Left Stacked-wTagline-On Red.eps

WHITE

FWC-Academic Logo-Vert Left Stacked-wTagline-White.eps
FWC-Academic Icon-White.eps
FWC-Academic Logo-Centered-White.eps
FWC-Academic Logo-Centered-wTagline-White.eps
FWC-Academic Logo-Horiz-White.eps
FWC-Academic Logo-Horiz-wTagline-White.eps
FWC-Academic Logo-Vert Left Stacked-White.eps
FWC-Academic Logotype-Horiz-White.eps
FWC-Academic Logotype-Vert Left Stacked-White.eps
FWC-Tagline-White.eps

BW

FWC-Academic Logo-Centered-wTagline-BW.eps
FWC-Academic Icon-BW.eps
FWC-Academic Logo-Centered-BW.eps
FWC-Academic Logo-Horiz-BW.eps
FWC-Academic Logo-Horiz-wTagline-BW.eps
FWC-Academic Logo-Vert Left Stacked-BW.eps
FWC-Academic Logo-Vert Left Stacked-wTagline-BW.eps
FWC-Academic Logotype-Horiz-BW.eps
FWC-Academic Logotype-Vert Left Stacked-BW.eps
FWC-Tagline-BW.eps

PDF (VECTOR FILES)

COLOR

FWC-Academic Icon.pdf
FWC-Academic Logo-Centered-wTagline.pdf
FWC-Academic Logo-Centered.pdf
FWC-Academic Logo-Horiz-wTagline.pdf
FWC-Academic Logo-Horiz.pdf
FWC-Academic Logo-Vert Left Stacked-wTagline.pdf
FWC-Academic Logo-Vert Left Stacked.pdf
FWC-Academic Logotype-Horiz.pdf
FWC-Academic Logotype-Vert Left Stacked.pdf
FWC-Tagline.pdf

BW

FWC-Tagline-BW.pdf
FWC-Academic Icon-BW.pdf
FWC-Academic Logo-Centered-BW.pdf
FWC-Academic Logo-Centered-wTagline-BW.pdf
FWC-Academic Logo-Horiz-BW.pdf
FWC-Academic Logo-Horiz-wTagline-BW.pdf
FWC-Academic Logo-Vert Left Stacked-BW.pdf
FWC-Academic Logo-Vert Left Stacked-wTagline-BW.pdf
FWC-Academic Logotype-Horiz-BW.pdf
FWC-Academic Logotype-Vert Left Stacked-BW.pdf

OFFICE/WEB

PNG (300DPI RASTER)

COLOR

FWC-Academic Icon.png
FWC-Academic Logo-Centered-wTagline.png
FWC-Academic Logo-Centered.png
FWC-Academic Logo-Horiz-wTagline.png
FWC-Academic Logo-Horiz.png
FWC-Academic Logo-Vert Left Stacked-wTagline.png
FWC-Academic Logotype-Horiz.png
FWC-Academic Logotype-Vert Left Stacked.png
FWC-Tagline.png

ON DARK

FWC-Academic Icon-On Dark.png
FWC-Academic Logo-Centered-On Dark.png
FWC-Academic Logo-Centered-wTagline-On Dark.png
FWC-Academic Logo-Horiz-On Dark.png
FWC-Academic Logo-Horiz-wTagline-On Dark.png
FWC-Academic Logo-Vert Left Stacked-On Dark.png
FWC-Academic Logo-Vert Left Stacked-wTagline-On Dark.png

ON RED

FWC-Academic Icon-On Red.png
FWC-Academic Logo-Centered-On Red.png
FWC-Academic Logo-Centered-wTagline-On Red.png
FWC-Academic Logo-Horiz-On Red.png
FWC-Academic Logo-Horiz-wTagline-On Red.png
FWC-Academic Logo-Vert Left Stacked-On Red.png
FWC-Academic Logo-Vert Left Stacked-wTagline-On Red.png

WHITE

FWC-Academic Icon-White.png
FWC-Academic Logo-Centered-White.png
FWC-Academic Logo-Centered-wTagline-White.png
FWC-Academic Logo-Horiz-White.png
FWC-Academic Logo-Horiz-wTagline-White.png
FWC-Academic Logo-Vert Left Stacked-White.png
FWC-Academic Logo-Vert Left Stacked-wTagline-White.png
FWC-Academic Logotype-Horiz-White.png
FWC-Academic Logotype-Vert Left Stacked-White.png
FWC-Tagline-White.png

BW

FWC-Academic Icon-BW.png
FWC-Academic Logo-Centered-BW.png
FWC-Academic Logo-Centered-wTagline-BW.png
FWC-Academic Logo-Horiz-BW.png
FWC-Academic Logo-Horiz-wTagline-BW.png
FWC-Academic Logo-Vert Left Stacked-BW.png
FWC-Academic Logo-Vert Left Stacked-wTagline-BW.png
FWC-Academic Logotype-Horiz-BW.png
FWC-Academic Logotype-Vert Left Stacked-BW.png
FWC-Tagline-BW.png

SVG (VECTOR FILES)

COLOR

FWC-Academic Icon.svg
FWC-Academic Logo-Centered-wTagline.svg
FWC-Academic Logo-Centered.svg
FWC-Academic Logo-Horiz-wTagline.svg
FWC-Academic Logo-Horiz.svg
FWC-Academic Logo-Vert Left Stacked-wTagline.svg
FWC-Academic Logo-Vert Left Stacked.svg
FWC-Academic Logotype-Horiz.svg
FWC-Academic Logotype-Vert Left Stacked.svg
FWC-Tagline.svg

ON DARK

FWC-Academic Icon-On Dark.svg
FWC-Academic Logo-Centered-On Dark.svg
FWC-Academic Logo-Centered-wTagline-On Dark.svg
FWC-Academic Logo-Horiz-On Dark.svg
FWC-Academic Logo-Horiz-wTagline-On Dark.svg
FWC-Academic Logo-Vert Left Stacked-On Dark.svg
FWC-Academic Logo-Vert Left Stacked-wTagline-On Dark.svg

ON RED

FWC-Academic Icon-On Red.svg
FWC-Academic Logo-Centered-On Red.svg
FWC-Academic Logo-Centered-wTagline-On Red.svg
FWC-Academic Logo-Horiz-On Red.svg
FWC-Academic Logo-Horiz-wTagline-On Red.svg
FWC-Academic Logo-Vert Left Stacked-On Red.svg
FWC-Academic Logo-Vert Left Stacked-wTagline-On Red.svg

WHITE

FWC-Academic Icon-White.svg
FWC-Academic Logo-Centered-White.svg
FWC-Academic Logo-Centered-wTagline-White.svg
FWC-Academic Logo-Horiz-White.svg
FWC-Academic Logo-Horiz-wTagline-White.svg
FWC-Academic Logo-Vert Left Stacked-White.svg
FWC-Academic Logo-Vert Left Stacked-wTagline-White.svg
FWC-Academic Logotype-Horiz-White.svg
FWC-Academic Logotype-Vert Left Stacked-White.svg
FWC-Tagline-White.svg

BW

FWC-Academic Icon-BW.svg
FWC-Academic Logo-Centered-BW.svg
FWC-Academic Logo-Centered-wTagline-BW.svg
FWC-Academic Logo-Horiz-BW.svg
FWC-Academic Logo-Horiz-wTagline-BW.svg
FWC-Academic Logo-Vert Left Stacked-BW.svg
FWC-Academic Logo-Vert Left Stacked-wTagline-BW.svg
FWC-Academic Logotype-Horiz-BW.svg
FWC-Academic Logotype-Vert Left Stacked-BW.svg
FWC-Tagline-BW.svg

ATHLETIC TYPOGRAPHY



LOGO FONTS

✓ **JAWBREAK
SANS CUT**

[fonts.com](https://www.fonts.com)

✓ **BROTHER 1816 EXTRABOLD**

[fonts.adobe.com](https://www.fonts.adobe.com)

58

58

58

FWC ATHLETIC COLOR STANDARDS

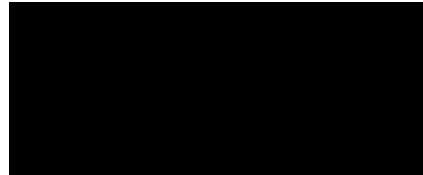
The primary colors for Fort Worth Christian School athletic brand are Cardinal Red (PMS 186C) and Black (Pantone Black), Bright Yellow (Pantone 108C), and White. The secondary colors are Charcoal (Pantone Black 90%), and Light Gray (Pantone Black 5%). These colors should be used consistently across all applications.

PRIMARY BRAND COLORS



PANTONE 186C

CMYK: 2, 100, 85, 6
RGB: 192, 52, 55
HEX: #C03437



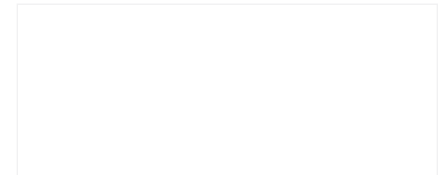
PANTONE BLACK

CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
HEX: #000000



PANTONE 108C

CMYK: 0, 5, 98, 0
RGB: 251, 214, 72
HEX: #FBD648



WHITE

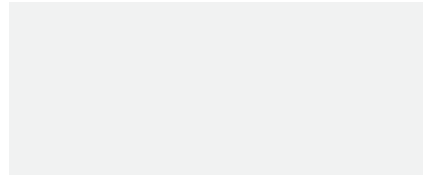
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: #FFFFFF

SECONDARY BRAND COLORS



PANTONE BLACK 90%

CMYK: 0, 0, 0, 90
RGB: 56, 56, 56
HEX: #383838



PANTONE BLACK 5%

CMYK: 0, 0, 0, 5
RGB: 244, 245, 245
HEX: #F4F5F5



**ATHLETIC
LOGO
USAGE**



FWC-Athletic-Cardinals-wMascot



FWC-Athletic-Fort Worth Christian Cardinals Seal



FWC-Athletic-FWC-wMascot

FORT WORTH CHRISTIAN



FWC-Athletic-Fort Worth Christian-v2-wMascot

FWC

FWC-Athletic-FWC Only

FORT WORTH CHRISTIAN



FWC-Athletic-Fort Worth Christian-v2-wMascot-Red

CARDINALS

FWC-Athletic Logo-Lion Only-BW

CARDINAL

FWC-Athletic Logo-Lion Only-BlueWhite

**FORT WORTH
CHRISTIAN**

FWC-Athletic-Fort Worth Christian-v1

FORT WORTH CHRISTIAN

FWC-Athletic-Fort Worth Christian-v2



FWC-Athletic-Mascot Only-White



FWC-Athletic-Mascot Only-Red



FWC-Athletic-Mascot Only-BW



FWC-Athletic-FWC Baseball-wMascot



FWC-Athletic-Cardinal Baseball-wMascot



*Editable files have been provided to FWC in order to create custom logos with various sports titles to be added in-house.

ATHLETIC LOGO FILES

PRESS

EPS (VECTOR FILES)

COLOR

FWC-Athletic-Cardinal Baseball-wMascot.eps
FWC-Athletic-Cardinal Baseball.eps
FWC-Athletic-Cardinal Blank.eps
FWC-Athletic-Cardinals Only.eps
FWC-Athletic-Cardinals-wMascot.eps
FWC-Athletic-Fort Worth Christian Cardinals Seal.eps
FWC-Athletic-Fort Worth Christian-v1-wMascot.eps
FWC-Athletic-Fort Worth Christian-v1.eps
FWC-Athletic-Fort Worth Christian-v2-wMascot.eps
FWC-Athletic-Fort Worth Christian-v2.eps
FWC-Athletic-FWC Baseball-wMascot.eps
FWC-Athletic-FWC Baseball.eps
FWC-Athletic-FWC Only.eps
FWC-Athletic-FWC-wMascot.eps
FWC-Athletic-Mascot Only.eps

ON DARK

FWC-Athletic-Cardinal Baseball-OnDark.eps
FWC-Athletic-Cardinal Baseball-wMascot-OnDark.eps
FWC-Athletic-Fort Worth Christian-v1-OnDark.eps
FWC-Athletic-Fort Worth Christian-v1-wMascot-OnDark.eps
FWC-Athletic-FWC Baseball-OnDark.eps
FWC-Athletic-FWC Baseball-wMascot-OnDark.eps

RED

FWC-Athletic-Cardinal Baseball-Red.eps
FWC-Athletic-Cardinal Baseball-wMascot-Red.eps
FWC-Athletic-Cardinal Blank-Red.eps
FWC-Athletic-Cardinals Only-Red.eps
FWC-Athletic-Cardinals-wMascot-Red.eps
FWC-Athletic-Fort Worth Christian Cardinals Seal-Red.eps
FWC-Athletic-Fort Worth Christian-v1-Red.eps
FWC-Athletic-Fort Worth Christian-v1-wMascot-Red.eps
FWC-Athletic-Fort Worth Christian-v2-Red.eps
FWC-Athletic-Fort Worth Christian-v2-wMascot-Red.eps
FWC-Athletic-FWC Baseball-Red.eps
FWC-Athletic-FWC Baseball-wMascot-Red.eps
FWC-Athletic-FWC-wMascot-Red.eps
FWC-Athletic-Mascot Only-Red.eps

WHITE

FWC-Athletic-Cardinal Baseball-White.eps
FWC-Athletic-Cardinal Baseball-wMascot-White.eps
FWC-Athletic-Cardinal Blank-White.eps
FWC-Athletic-Cardinals Only-White.eps
FWC-Athletic-Cardinals-wMascot-White.eps
FWC-Athletic-Fort Worth Christian Cardinals Seal-White.eps
FWC-Athletic-Fort Worth Christian-v1-White.eps
FWC-Athletic-Fort Worth Christian-v1-wMascot-White.eps
FWC-Athletic-Fort Worth Christian-v2-White.eps
FWC-Athletic-Fort Worth Christian-v2-wMascot-White.eps
FWC-Athletic-FWC Baseball-White.eps
FWC-Athletic-FWC Baseball-wMascot-White.eps
FWC-Athletic-FWC Only-White.eps
FWC-Athletic-FWC-wMascot-White.eps
FWC-Athletic-Mascot Only-White.eps

BW

FWC-Athletic-Cardinal Baseball-BW.eps
FWC-Athletic-Cardinal Baseball-wMascot-BW.eps
FWC-Athletic-Cardinal Blank-BW.eps
FWC-Athletic-Cardinals Only-BW.eps
FWC-Athletic-Cardinals-wMascot-BW.eps
FWC-Athletic-Fort Worth Christian Cardinals Seal-BW.eps
FWC-Athletic-Fort Worth Christian-v1-BW.eps
FWC-Athletic-Fort Worth Christian-v1-wMascot-BW.eps
FWC-Athletic-Fort Worth Christian-v2-BW.eps
FWC-Athletic-Fort Worth Christian-v2-wMascot-BW.eps
FWC-Athletic-FWC Baseball-BW.eps
FWC-Athletic-FWC Baseball-wMascot-BW.eps
FWC-Athletic-FWC Only-BW.eps
FWC-Athletic-FWC-wMascot-BW.eps
FWC-Athletic-Mascot Only-BW.eps

The logo assets delivered with your new brand have been organized in folders according to their proper usage. If you are unsure of what file to use for a project, please refer to the file type summary listed on the back page of this guide or call North Star Marketing for further assistance.

PDF (VECTOR FILES)

COLOR

FWC-Athletic-FWC Baseball.pdf
FWC-Athletic-Cardinal Baseball-wMascot.pdf
FWC-Athletic-Cardinal Baseball.pdf
FWC-Athletic-Cardinal Blank.pdf
FWC-Athletic-Cardinals Only.pdf
FWC-Athletic-Cardinals-wMascot.pdf
FWC-Athletic-Fort Worth Christian Cardinals Seal.pdf
FWC-Athletic-Fort Worth Christian-v1-wMascot.pdf
FWC-Athletic-Fort Worth Christian-v1.pdf
FWC-Athletic-Fort Worth Christian-v2-wMascot.pdf
FWC-Athletic-Fort Worth Christian-v2.pdf
FWC-Athletic-FWC Baseball-wMascot.pdf
FWC-Athletic-FWC Only.pdf
FWC-Athletic-FWC-wMascot.pdf
FWC-Athletic-Mascot Only.pdf

RED

FWC-Athletic-Cardinal Baseball-Red.pdf
FWC-Athletic-Cardinal Baseball-wMascot-Red.pdf
FWC-Athletic-Cardinal Blank-Red.pdf
FWC-Athletic-Cardinals Only-Red.pdf
FWC-Athletic-Cardinals-wMascot-Red.pdf
FWC-Athletic-Fort Worth Christian Cardinals Seal-Red.pdf
FWC-Athletic-Fort Worth Christian-v1-Red.pdf
FWC-Athletic-Fort Worth Christian-v1-wMascot-Red.pdf
FWC-Athletic-Fort Worth Christian-v2-Red.pdf
FWC-Athletic-Fort Worth Christian-v2-wMascot-Red.pdf
FWC-Athletic-FWC Baseball-Red.pdf
FWC-Athletic-FWC Baseball-wMascot-Red.pdf
FWC-Athletic-FWC-wMascot-Red.pdf
FWC-Athletic-Mascot Only-Red.pdf

BW

FWC-Athletic-Cardinal Baseball-BW.pdf
FWC-Athletic-Cardinal Baseball-wMascot-BW.pdf
FWC-Athletic-Cardinal Blank-BW.pdf
FWC-Athletic-Cardinals Only-BW.pdf
FWC-Athletic-Cardinals-wMascot-BW.pdf
FWC-Athletic-Fort Worth Christian Cardinals Seal-BW.pdf
FWC-Athletic-Fort Worth Christian-v1-BW.pdf
FWC-Athletic-Fort Worth Christian-v1-wMascot-BW.pdf
FWC-Athletic-Fort Worth Christian-v2-BW.pdf
FWC-Athletic-Fort Worth Christian-v2-wMascot-BW.pdf
FWC-Athletic-FWC Baseball-BW.pdf
FWC-Athletic-FWC Baseball-wMascot-BW.pdf
FWC-Athletic-FWC Only-BW.pdf
FWC-Athletic-FWC-wMascot-BW.pdf
FWC-Athletic-Mascot Only-BW.pdf

OFFICE/WEB

PNG (300DPI RASTER)

COLOR

FWC-Athletic-Cardinal Baseball-wMascot.png
FWC-Athletic-Cardinal Baseball.png
FWC-Athletic-Cardinal Blank.png
FWC-Athletic-Cardinals Only.png
FWC-Athletic-Cardinals-wMascot.png
FWC-Athletic-Fort Worth Christian Cardinals Seal.png
FWC-Athletic-Fort Worth Christian-v1-wMascot.png
FWC-Athletic-Fort Worth Christian-v1.png
FWC-Athletic-Fort Worth Christian-v2-wMascot.png
FWC-Athletic-Fort Worth Christian-v2.png
FWC-Athletic-FWC Baseball-wMascot.png
FWC-Athletic-FWC Baseball.png
FWC-Athletic-FWC Only.png
FWC-Athletic-FWC-wMascot.png
FWC-Athletic-Mascot Only.png

ON DARK

FWC-Athletic-Cardinal Baseball-OnDark.png
FWC-Athletic-Cardinal Baseball-wMascot-OnDark.png
FWC-Athletic-Fort Worth Christian-v1-OnDark.png
FWC-Athletic-Fort Worth Christian-v1-wMascot-OnDark.png
FWC-Athletic-FWC Baseball-OnDark.png
FWC-Athletic-FWC Baseball-wMascot-OnDark.png

RED

FWC-Athletic-Cardinal Baseball-Red.png
FWC-Athletic-Cardinal Baseball-wMascot-Red.png
FWC-Athletic-Cardinal Blank-Red.png
FWC-Athletic-Cardinals Only-Red.png
FWC-Athletic-Cardinals-wMascot-Red.png
FWC-Athletic-Fort Worth Christian Cardinals Seal-Red.png
FWC-Athletic-Fort Worth Christian-v1-Red.png
FWC-Athletic-Fort Worth Christian-v1-wMascot-Red.png
FWC-Athletic-Fort Worth Christian-v2-Red.png
FWC-Athletic-Fort Worth Christian-v2-wMascot-Red.png
FWC-Athletic-FWC Baseball-Red.png
FWC-Athletic-FWC Baseball-wMascot-Red.png
FWC-Athletic-FWC-wMascot-Red.png
FWC-Athletic-Mascot Only-Red.png

WHITE

FWC-Athletic-Cardinal Baseball-White.png
FWC-Athletic-Cardinal Baseball-wMascot-White.png
FWC-Athletic-Cardinal Blank-White.png
FWC-Athletic-Cardinals Only-White.png
FWC-Athletic-Cardinals-wMascot-White.png
FWC-Athletic-Fort Worth Christian Cardinals Seal-White.png
FWC-Athletic-Fort Worth Christian-v1-White.png
FWC-Athletic-Fort Worth Christian-v1-wMascot-White.png
FWC-Athletic-Fort Worth Christian-v2-White.png
FWC-Athletic-Fort Worth Christian-v2-wMascot-White.png
FWC-Athletic-FWC Baseball-White.png
FWC-Athletic-FWC Baseball-wMascot-White.png
FWC-Athletic-FWC Only-White.png
FWC-Athletic-FWC-wMascot-White.png
FWC-Athletic-Mascot Only-White.png

BW

FWC-Athletic-Cardinal Baseball-BW.png
FWC-Athletic-Cardinal Baseball-wMascot-BW.png
FWC-Athletic-Cardinal Blank-BW.png
FWC-Athletic-Cardinals Only-BW.png
FWC-Athletic-Cardinals-wMascot-BW.png
FWC-Athletic-Fort Worth Christian Cardinals Seal-BW.png
FWC-Athletic-Fort Worth Christian-v1-BW.png
FWC-Athletic-Fort Worth Christian-v1-wMascot-BW.png
FWC-Athletic-Fort Worth Christian-v2-BW.png
FWC-Athletic-Fort Worth Christian-v2-wMascot-BW.png
FWC-Athletic-FWC Baseball-BW.png
FWC-Athletic-FWC Baseball-wMascot-BW.png
FWC-Athletic-FWC Only-BW.png
FWC-Athletic-FWC-wMascot-BW.png
FWC-Athletic-Mascot Only-BW.png

SVG (VECTOR FILES)

COLOR

FWC-Athletic-Cardinal Baseball-wMascot.svg
FWC-Athletic-Cardinal Baseball.svg
FWC-Athletic-Cardinal Blank.svg
FWC-Athletic-Cardinals Only.svg
FWC-Athletic-Cardinals-wMascot.svg
FWC-Athletic-Fort Worth Christian Cardinals Seal.svg
FWC-Athletic-Fort Worth Christian-v1-wMascot.svg
FWC-Athletic-Fort Worth Christian-v1.svg
FWC-Athletic-Fort Worth Christian-v2-wMascot.svg
FWC-Athletic-Fort Worth Christian-v2.svg
FWC-Athletic-FWC Baseball-wMascot.svg
FWC-Athletic-FWC Baseball.svg
FWC-Athletic-FWC Only.svg
FWC-Athletic-FWC-wMascot.svg
FWC-Athletic-Mascot Only.svg

ON DARK

FWC-Athletic-Cardinal Baseball-OnDark.svg
FWC-Athletic-Cardinal Baseball-wMascot-OnDark.svg
FWC-Athletic-Fort Worth Christian-v1-OnDark.svg
FWC-Athletic-Fort Worth Christian-v1-wMascot-OnDark.svg
FWC-Athletic-FWC Baseball-OnDark.svg
FWC-Athletic-FWC Baseball-wMascot-OnDark.svg

RED

FWC-Athletic-Cardinal Baseball-Red.svg
FWC-Athletic-Cardinal Baseball-wMascot-Red.svg
FWC-Athletic-Cardinal Blank-Red.svg
FWC-Athletic-Cardinals Only-Red.svg
FWC-Athletic-Cardinals-wMascot-Red.svg
FWC-Athletic-Fort Worth Christian Cardinals Seal-Red.svg
FWC-Athletic-Fort Worth Christian-v1-Red.svg
FWC-Athletic-Fort Worth Christian-v1-wMascot-Red.svg
FWC-Athletic-Fort Worth Christian-v2-Red.svg
FWC-Athletic-Fort Worth Christian-v2-wMascot-Red.svg
FWC-Athletic-FWC Baseball-Red.svg
FWC-Athletic-FWC Baseball-wMascot-Red.svg
FWC-Athletic-FWC-wMascot-Red.svg
FWC-Athletic-Mascot Only-Red.svg

WHITE

FWC-Athletic-Cardinal Baseball-White.svg
FWC-Athletic-Cardinal Baseball-wMascot-White.svg
FWC-Athletic-Cardinal Blank-White.svg
FWC-Athletic-Cardinals Only-White.svg
FWC-Athletic-Cardinals-wMascot-White.svg
FWC-Athletic-Fort Worth Christian Cardinals Seal-White.svg
FWC-Athletic-Fort Worth Christian-v1-White.svg
FWC-Athletic-Fort Worth Christian-v1-wMascot-White.svg
FWC-Athletic-Fort Worth Christian-v2-White.svg
FWC-Athletic-Fort Worth Christian-v2-wMascot-White.svg
FWC-Athletic-FWC Baseball-White.svg
FWC-Athletic-FWC Baseball-wMascot-White.svg
FWC-Athletic-FWC Only-White.svg
FWC-Athletic-FWC-wMascot-White.svg
FWC-Athletic-Mascot Only-White.svg

BW

FWC-Athletic-Cardinal Baseball-BW.svg
FWC-Athletic-Cardinal Baseball-wMascot-BW.svg
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FWC-Athletic-FWC Baseball-wMascot-BW.svg
FWC-Athletic-FWC Only-BW.svg
FWC-Athletic-FWC-wMascot-BW.svg
FWC-Athletic-Mascot Only-BW.svg

LOGO FORMAT DEFINITIONS

EPS

(Encapsulated Postscript File)

An EPS file is a vector graphic. This format may be requested by commercial printers, signmakers, or embroidering companies. This file type is scalable without losing quality.

PDF

(Portable Document Format)

A vector PDF file is a versatile file that can be used for communication between sources and is easily viewable by most users. This file type is scalable without losing quality.

PNG

(Portable Network Graphics)

A PNG file is a bitmap graphic. It should be used when a transparent background is required. A high-resolution PNG can be used for electronic or print applications. It cannot be enlarged without losing image quality.

SVG

(Scalable Vector Graphics)

An SVG is an XML-based vector image format for web and animation usage. An SVG file can be scaled to different sizes without losing quality.



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Please contact us if you have any questions about this Brand Standards Guide.