



**FAIRFIELD**

# **BRAND GUIDELINES**

# Why a Brand Guide

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It is important that we communicate and promote our district in a consistent and effective manner. The Fairfield brand is a reflection of our district, and the guide will help establish how our district is viewed in the community and beyond.

The creation of this guide stemmed from Fairfield having no official colors or logos. Through the committee's research, it was found that over a dozen logos and multiple colors were being used across the district.

Consistent use of this guide will help us establish a common look and feel across our uniforms, signage, and communications. We worked as a committee to produce the enclosed, and we are confident that the brand guide will provide the consistency to effectively promote our district.

# Contact

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The images contained in this guide are the “official” logos of Fairfield Local School District. The images in this guide may be used for all internal and external materials and communication. Additional information and images for use can be found at the following:

- Website: [www.fairfieldlocal.org](http://www.fairfieldlocal.org)
- Images: (link)
- Phone: 937-780-2221
- Fax: 937-780-6900

# Logo

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Logo



Improper Use



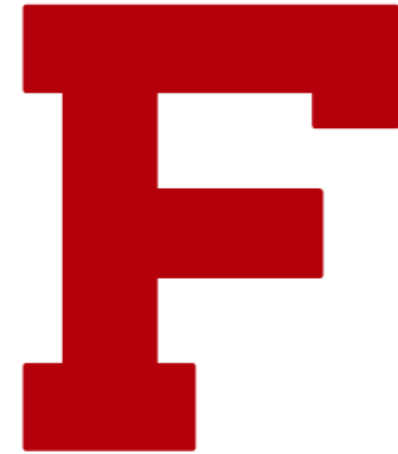
# Alternate Logos

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Full Body Logo

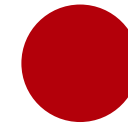


Letter Logo



# Color

The official colors for Fairfield are red and white. It was decided over time that black and gray would be accents. The use of accents must be approved by the administration. The adoption of this guide will ensure consistency in applying the primary and accent colors of Fairfield. The official colors in this guide will be used in all official Fairfield materials.



#B3000A  
R:179 G:0 B:10  
C:18 M:100 Y:100 K:16

## COLOR VARIATIONS



#FFFFFF  
R:255 G:255 B:255  
C:0 M:0 Y:0 K:0



#FFFFFF  
R:255 G:255 B:255  
C:0 M:0 Y:0 K:0



#808080  
R:128 G:128 B:128  
C:53 M:45 Y:44 K:09

# Typography

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Typography plays a major role in creating a consistent look for Fairfield across all logos.

**ARIZON** has been selected for its versatility and legibility. It offers design flexibility for all graphic communications.

## ARIZON TYPEFACES

**A B C D E F G H I J K L M N**

**P R S T U V W X Y Z**

**a b c d e f g h i j k l m n**

**o p r s t u v w x y z**

# Usage Guidelines

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Fairfield sponsored uniforms, signage, fundraisers, and communications will use this guide, so we ensure a consistent and effective brand image.

However, we also want to encourage our supporting organizations (i.e. PTO, Boosters, etc...) to be creative when promoting our district. This guide can be used by these organizations, but it in no way limits their creativity in using different styles.

Thank you to all members of the staff, board, and community for the time spent to develop a brand that Fairfield and our community can be proud of.

Go Lions!

Public Relations Team





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[www.fairfieldlocal.org](http://www.fairfieldlocal.org)