

Introduction

Fayette County Public Schools are known for excellence beyond their classrooms, preparing students for the world ahead. Every interaction with the FCPS brand has an opportunity to inspire and make an impression on its audience.

This guide sets the parameters for a consistent and strong brand. From the way we speak to the way we show up visually matters and together these elements create the FCPS brand experience.

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Visual Identity



Visual Identity

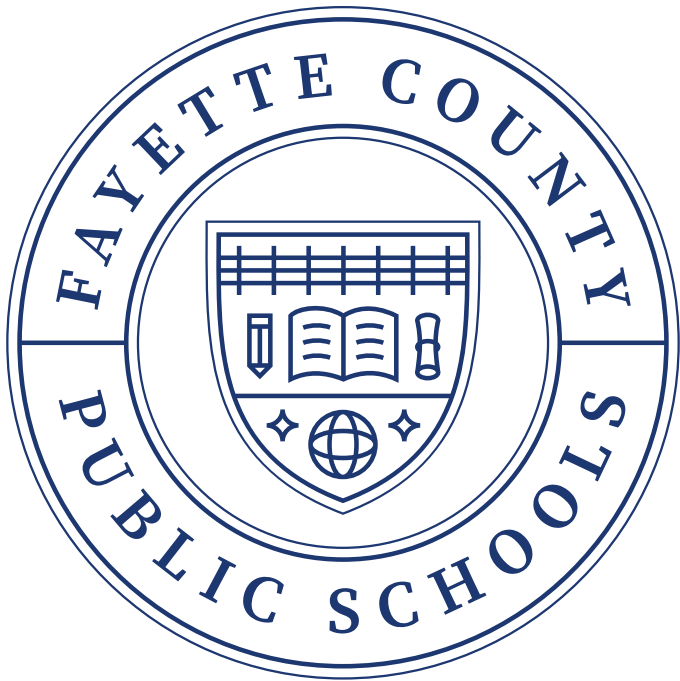
Logo



Logo

A brand’s visual identity is the sum of all the parts. Everything from the logo itself to the typography and photography, all the way to the billboards, websites and print materials; it’s everywhere the brand is present visually. It is an entire system that needs both flexibility and consistency. A logo represents that entire brand distilled down to a single mark. It needs to stand on its own while evoking the greater sense of the brand. The complete identity system works together to create a professional yet inviting brand for Fayette County Public Schools.

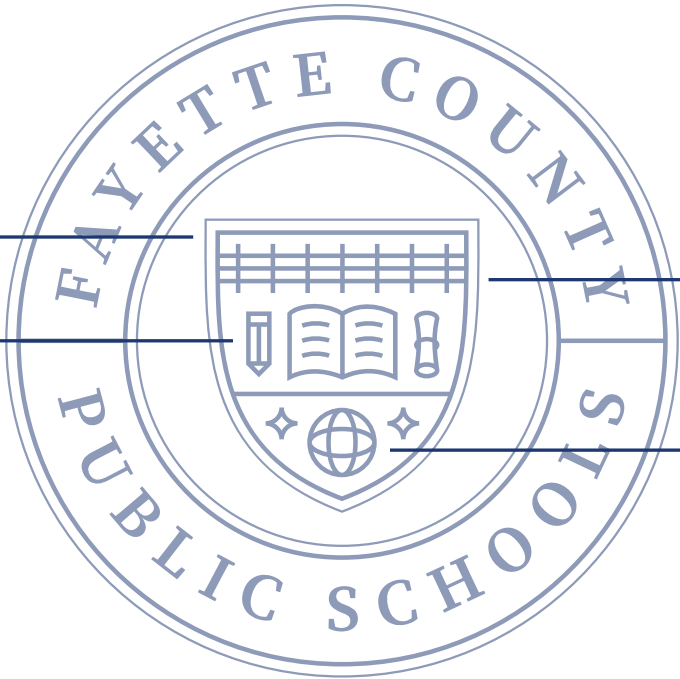
The primary FCPS logo features a seal with a serif typeface that embodies the theme of academia. Commonly seen in educational institutions, seals indicate authenticity and tell the story of the brand. From the shape of the crest to the globe and star icons, this seal is packed with small details that represent the FCPS mission and county it serves. This primary logo should be used in most instances where it fits. This logo can be Commonwealth Navy or white.



Primary Logo

Crest shape is the same as the Lafayette family crest. Fayette County was named after Marquis de Lafayette.

From left to right, we find a pencil, a book, and a diploma representing one’s educational journey, starting with learning to write and ending with graduation.



The fence represents the horse fencing seen across the county.

Just as the north star is a directional guide, FCPS guides students along their educational journeys preparing them for a global society.

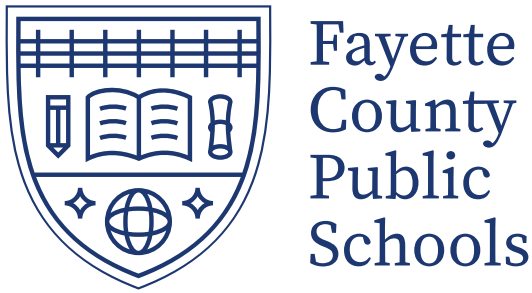
Secondary Logos

In horizontal instances, use the full horizontal and full stacked horizontal logos, depending on the amount of space available.

Full Horizontal Logo



Full Stacked Horizontal Logo



Tertiary Logos

In instances where space is limited, tertiary logos are great to use. There may be instances where only the logotype or only the crest is needed, as well.

Use your best judgement when considering which logo to use and if it could be someone’s first time interacting with the brand. These tertiary logos do not have every element of the primary and secondary logos.

Monograms

Monogram Crest Logo

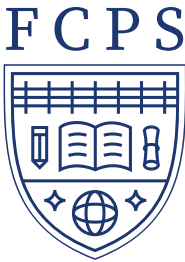


Monogram Logo



Crests

Vertical Logo



Icon Crest Logo



Wordmarks

Logotype Horizontal Logo

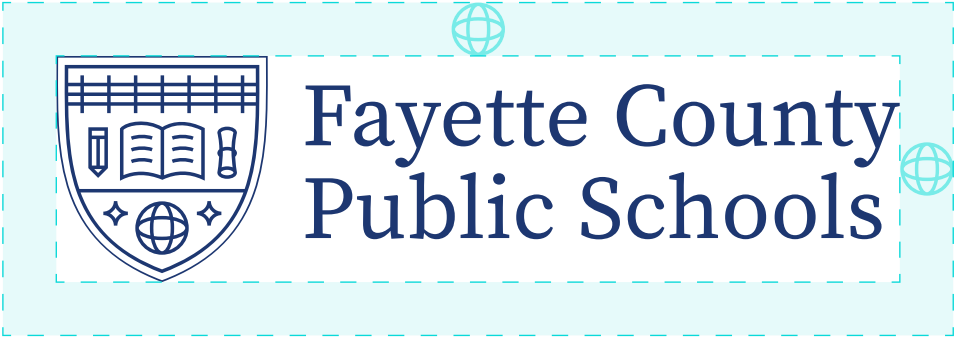
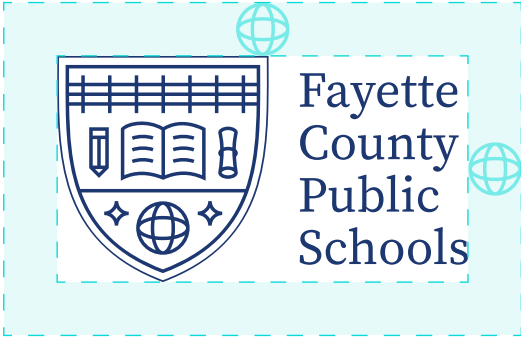
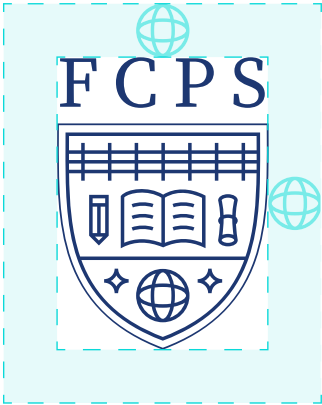
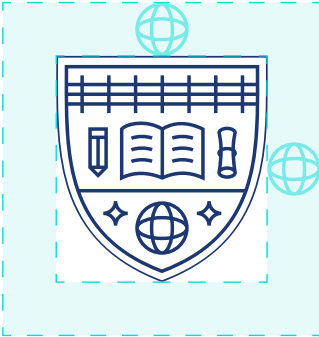
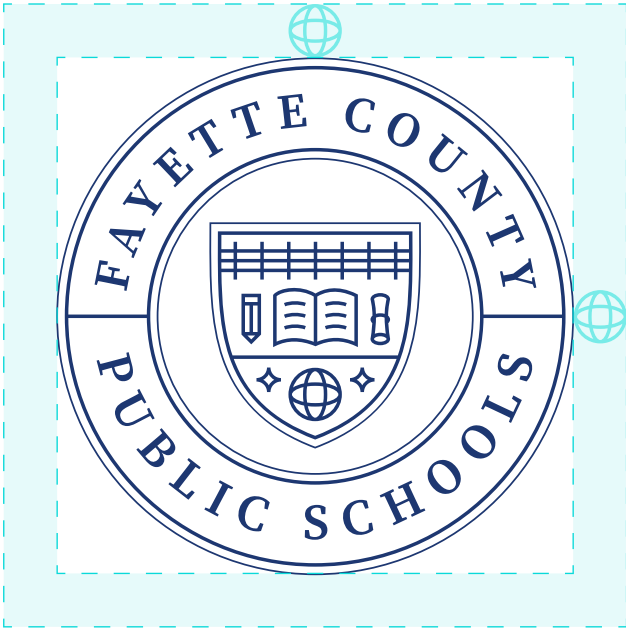


Logotype Stacked



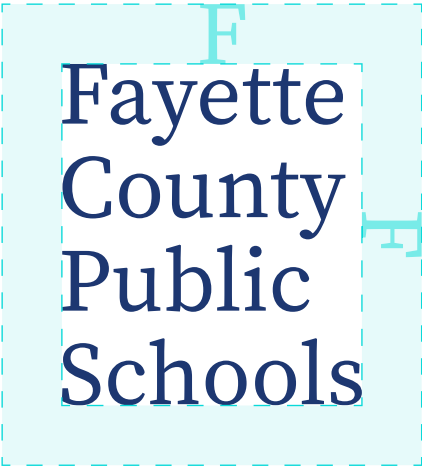
Logo Spacing

In order to achieve maximum clarity, the logo needs margins between it and any neighboring objects. Giving the logo enough breathing room allows it to stand out. For the logos that include the crest, use the globe icon as a reference for how much white space to include around the logo.



Logo Spacing

For the monogram and wordmark logos, use the uppercase F as a reference for how much white space to include around the logo.



Logo Minimum Size

Logos should never go below the minimum size requirement in order to maintain legibility and impact. The small details are hard to see when the logos are too small.

Primary Logo



1 inch (width)
72 px (width)

Full Horizontal Logo



1.75 inch (width)
126 px (width)

Full Stacked Horizontal Logo

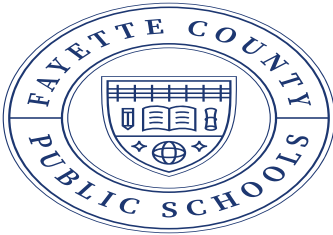


1 inch (width)
72 px (width)

Logo Don'ts

The logo needs to be treated with respect and should not be altered in such a way that it loses its integrity. Some of the most likely alterations are seen on this and the next page, although this list is not exhaustive.

These rules apply to all versions of the logo.



Do not stretch or warp the logo.



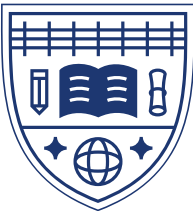
Do not rotate the logo.



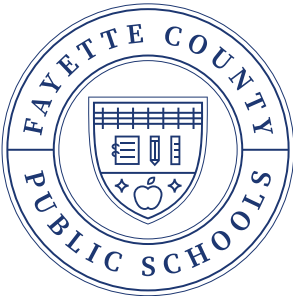
Do not alter or change the typeface used in the logo.



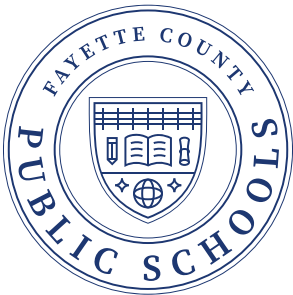
Do not change the text to outlines.



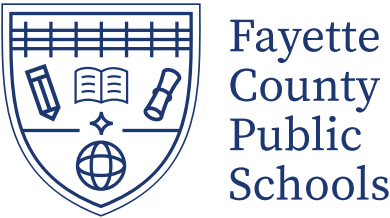
Do not change any part of the logo to filled shapes.



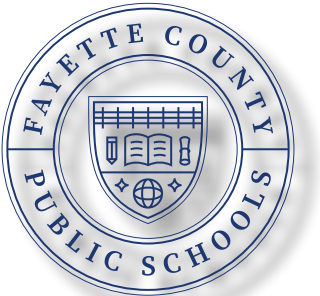
Do not change the icons in the logo.



Do not change the size, spacing, or placement of the letters of the logo.



Do not change the size, spacing, or placement of the elements of the logo.



Do not add a drop shadow to the logo.

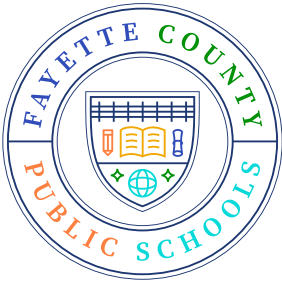
Logo Don'ts

The logo needs to be treated with respect and should not be altered in such a way that it loses its integrity. Some of the most likely alterations are seen on this and the previous page, although this list is not exhaustive.

These rules apply to all versions of the logo.



Do not create new logos with the icons in the seal.



Do not use multiple colors in the logo, even from the approved color palette.



Fayette County Public Schools
Office of Public Engagement

Do not change the colors for department logos. For individual schools, see page 31.



Do not place the logo on an image where it could hurt its visibility. If you're not sure, tweak the photo or add a color background to the logo.



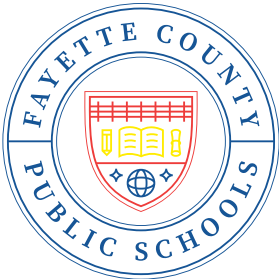
Do not place the logo on a color where it could hurt its visibility.



Do not flip the logo.



Do not replace the crest with another logo icon or illustration.



Do not use the old color palette.

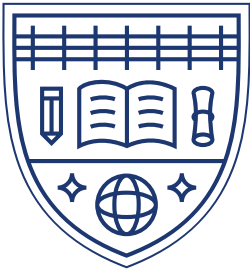


Do not use the old logo from the previous brand identity.

FCPS Department Logos

The Fayette County Public Schools brand is strongest when all entities look and feel like they are a part of the same organization. FCPS departments should follow the style on this page for logos.

The full horizontal FCPS logo and the horizontal wordmark logo are altered so that a dividing line and the name of the department can be added below Fayette County Public Schools. The name of the department should be in the FCPS sans serif font, Schibsted Grotesk Medium. Department logos should always be Commonwealth Navy or white.



Fayette County Public Schools

Office of Public Engagement

Fayette County Public Schools

Office of Public Engagement

Fayette County Public Schools

Office of Sustainability

Fayette County Public Schools

Office of Instructional Technology

School Logo Treatment

The whole is greater than the sum of its parts. When every FCPS school is connected to the parent brand, all parties are elevated. This logo treatment connects individual schools to the FCPS brand and provide consistency across the district. Individual schools can maintain their existing logos and make it clear they are a part of FCPS.

School logos are paired with either text or the FCPS crest. The name of the school is the FCPS sans serif font, Schibsted Grotesk. The tag below needs to always be in the FCPS serif font, Source Serif 4. When using only the logo marks, a dividing line is between the school logo and the FCPS crest. An important note is that the FCPS tag and the school name + tag changes to be the color of the individual school brand.

In instances where schools have two logos, such as a crest and an athletic logo, one needs to be selected as the primary logo. That is the logo that should be used in these lockups.



Arlington Elementary School
A Fayette County Public School



Arlington Elementary School
A Fayette County Public School



School Logo Treatment

The whole is greater than the sum of its parts. When every FCPS school is connected to the parent brand, all parties are elevated. This logo treatment connects individual schools to the FCPS brand and provide consistency across the district. Individual schools can maintain their existing logos and make it clear they are a part of FCPS.

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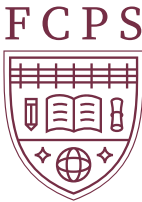
In instances where schools have two logos, such as a crest and an athletic logo, one needs to be selected as the primary logo. That is the logo that should be used in these lockups.



Jessie Clark Middle School
A Fayette County Public School



Jessie Clark Middle School
A Fayette County Public School



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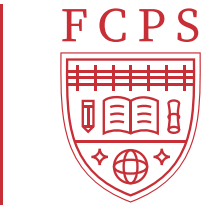
In instances where schools have two logos, such as a crest and an athletic logo, one needs to be selected as the primary logo. That is the logo that should be used in these lockups.



Lafayette High School
A Fayette County Public School



Lafayette High School
A Fayette County Public School



Visual Identity

Color



Primary Colors

Color is an important element of the FCPS visual identity as it brings in energy and excitement. Six vibrant colors with two neutrals make up the primary color palette and are used throughout all brand materials in one way or another.

Commonwealth Navy

HEX: 1D3771

RGB: 29, 55, 113

CMYK: 100, 89, 28, 14

Pantone: 3584C

Ashland Aqua

HEX: 0BD9D8

RGB: 11, 217, 216

CMYK: 63, 0, 24, 0

Pantone: 310C

Goldenrod

HEX: F3A900

RGB: 243, 169, 0

CMYK: 3, 37, 100, 0

Pantone: 143C

Lexington Blue

HEX: 0057A8

RGB: 0, 87, 168

CMYK: 100, 72, 0, 0

Pantone: 286C

Fayette Orange

HEX: FD8040

RGB: 253, 128, 64

CMYK: 0, 62, 81, 0

Pantone: 1485C

Kentucky Bluegrass

HEX: 009109

RGB: 0, 145, 9

CMYK: 86, 17, 100, 5

Pantone: 7738C

Black

HEX: 0A0E14

RGB: 10, 14, 20

CMYK: 78, 69, 63, 82

Pantone: 5395C

White

HEX: FFFFFFFF

RGB: 255, 255, 255

CMYK: 0, 0, 0, 0

Pantone: n/a

Secondary Colors

The secondary color palette exists when a lighter tint of a color is needed, such as UI/UX design. These should be used very sparingly.

Light Commonwealth Navy

HEX: CDD6ED

RGB: 205, 214, 237

CMYK: 17, 11, 0, 0

Pantone: 2706C

Light Ashland Aqua

HEX: 93D6DC

RGB: 147, 214, 220

CMYK: 40, 0, 14, 0

Pantone: 635C

Light Goldenrod

HEX: F8C669

RGB: 248, 198, 105

CMYK: 2, 23, 68, 0

Pantone: 1215C

Light Lexington Blue

HEX: BEDCF3

RGB: 190, 220, 243

CMYK: 23, 5, 0, 0

Pantone: 2708C

Light Fayette Orange

HEX: FBC2A3

RGB: 251, 194, 163

CMYK: 0, 27, 33, 0

Pantone: 162C

Light Kentucky Bluegrass

HEX: C5E2C9

RGB: 197, 226, 201

CMYK: 23, 1, 25, 0

Pantone: 2260C

Light Black

HEX: EEF1F9

RGB: 238, 241, 249

CMYK: 5, 3, 0, 0

Pantone: 656C

Web Accessibility

Key elements need to use high contrast color combinations for legibility purposes. Text and user interface elements, such as buttons, should maintain these contrast standards.

This table is an exploration of the FCPS color palette. Most color combinations were tested for their contrast ratio for usage on the web. The first column is the text or graphic object color and the second column is the background color. The next five columns list the test result of the Web Content Accessibility Guidelines (WCAG) for both Normal and Large text for levels AA and AAA as well as graphic objects for level AA. Lastly, we see the contrast ratio of the two colors.

WCAG 2.0 level AA requires a contrast ratio of at least 4.5:1 for normal text and 3:1 for large text. WCAG 2.1 requires a contrast ratio of at least 3:1 for graphics and user interface components. WCAG Level AAA requires a contrast ratio of at least 7:1 for normal text and 4.5:1 for large text. Large text is defined as 14 point (typically 18.66px) and bold or larger, or 18 point (typically 24px) or larger.

More information about web accessibility can be found at webaim.org/resources/contrastchecker

Text	Background	AA Normal	AAA Normal	AA Large	AAA Large	Graphic Objects	Ratio
		Pass	Pass	Pass	Pass	Pass	11.43:1
		Pass	Pass	Pass	Pass	Pass	7.17:1
		Fail	Fail	Fail	Fail	Fail	1.76:1
		Fail	Fail	Pass	Fail	Pass	4.1:1
		Fail	Fail	Fail	Fail	Fail	2:1
		Fail	Fail	Fail	Fail	Fail	2.51:1
		Pass	Pass	Pass	Pass	Pass	19.34:1
		Fail	Fail	Fail	Fail	Fail	1.59:1
		Pass	Fail	Pass	Pass	Pass	6.49:1
		Fail	Fail	Fail	Fail	Fail	2.75:1
		Pass	Fail	Pass	Pass	Pass	5.7:1
		Pass	Fail	Pass	Pass	Pass	4.53:1
		Fail	Fail	Fail	Fail	Fail	1.69:1
		Fail	Fail	Fail	Fail	Fail	1.59:1
		Fail	Fail	Pass	Fail	Pass	4.07:1
		Fail	Fail	Fail	Fail	Fail	1.72:1
		Fail	Fail	Pass	Fail	Pass	3.58:1
		Fail	Fail	Fail	Fail	Fail	2.84:1
		Fail	Fail	Fail	Fail	Fail	2.69:1
		Pass	Fail	Pass	Pass	Pass	6.49:1
		Fail	Fail	Pass	Fail	Pass	4.07:1
		Fail	Fail	Fail	Fail	Fail	2.36:1
		Fail	Fail	Fail	Fail	Fail	1.13:1
		Fail	Fail	Fail	Fail	Fail	1.43:1
		Pass	Pass	Pass	Pass	Pass	10.98:1
		Fail	Fail	Fail	Fail	Fail	2.75:1
		Fail	Fail	Fail	Fail	Fail	1.72:1
		Fail	Fail	Fail	Fail	Fail	2.36:1
		Fail	Fail	Fail	Fail	Fail	2.07:1
		Fail	Fail	Fail	Fail	Fail	1.64:1
		Pass	Fail	Pass	Pass	Pass	4.65:1

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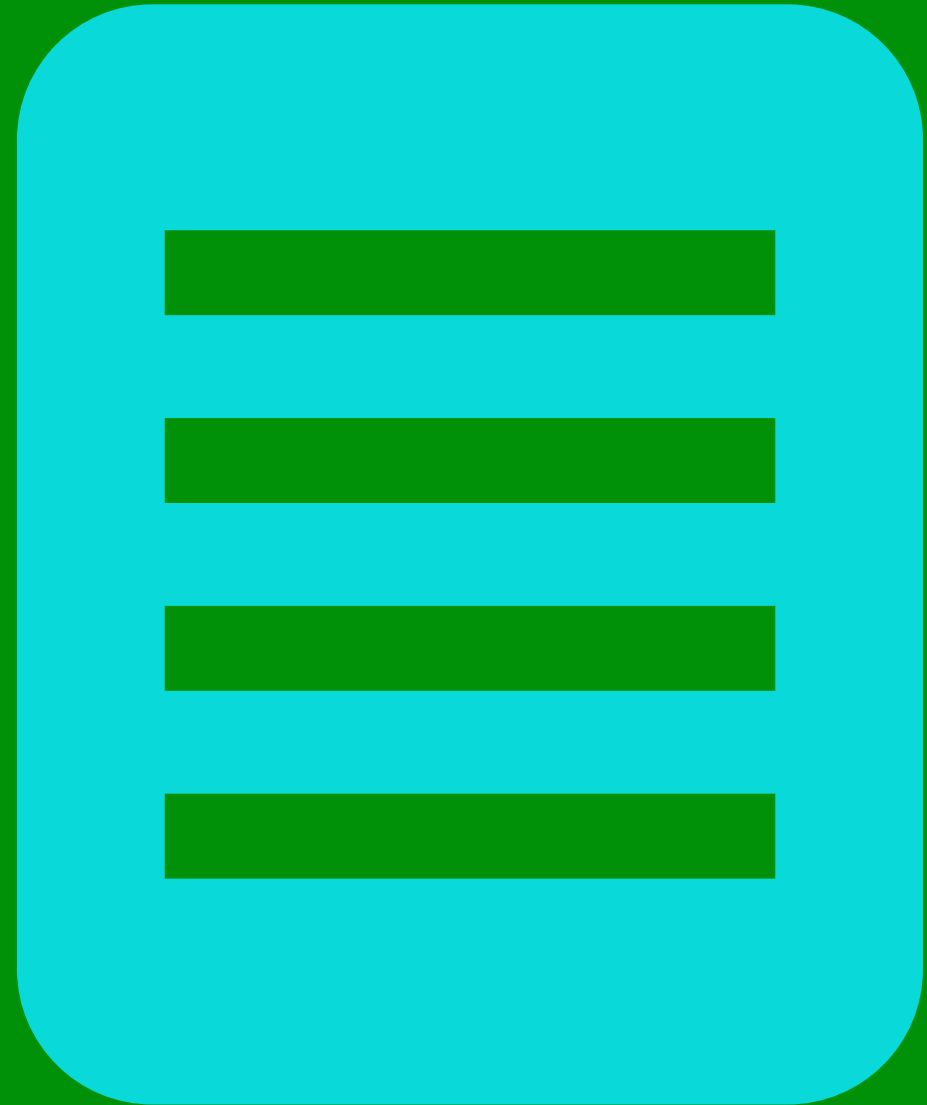
WCAG 2.0 level AA requires a contrast ratio of at least 4.5:1 for normal text and 3:1 for large text. WCAG 2.1 requires a contrast ratio of at least 3:1 for graphics and user interface components. WCAG Level AAA requires a contrast ratio of at least 7:1 for normal text and 4.5:1 for large text. Large text is defined as 14 point (typically 18.66px) and bold or larger, or 18 point (typically 24px) or larger.

More information about web accessibility can be found at webaim.org/resources/contrastchecker

Text	Background	AA Normal	AAA Normal	AA Large	AAA Large	Graphic Objects	Ratio
		Pass	Fail	Pass	Pass	Pass	5.7:1
		Fail	Fail	Pass	Fail	Pass	3.58:1
		Fail	Fail	Fail	Fail	Fail	1.13:1
		Fail	Fail	Fail	Fail	Fail	2.07:1
		Fail	Fail	Fail	Fail	Fail	1.25:1
		Pass	Pass	Pass	Pass	Pass	9.65:1
		Pass	Fail	Pass	Pass	Pass	4.53:1
		Fail	Fail	Fail	Fail	Fail	2.84:1
		Fail	Fail	Fail	Fail	Fail	1.43:1
		Fail	Fail	Fail	Fail	Fail	1.64:1
		Fail	Fail	Fail	Fail	Fail	1.25:1
		Pass	Pass	Pass	Pass	Pass	7.67:1
		Fail	Fail	Fail	Fail	Fail	1.69:1
		Fail	Fail	Fail	Fail	Fail	2.69:1
		Pass	Pass	Pass	Pass	Pass	10.98:1
		Pass	Fail	Pass	Pass	Pass	4.65:1
		Pass	Pass	Pass	Pass	Pass	9.65:1
		Pass	Pass	Pass	Pass	Pass	7.67:1
		Pass	Pass	Pass	Pass	Pass	7.85:1
		Pass	Pass	Pass	Pass	Pass	8.01:1
		Pass	Pass	Pass	Pass	Pass	7.01:1
		Pass	Pass	Pass	Pass	Pass	7.26:1
		Pass	Pass	Pass	Pass	Pass	7.22:1
		Pass	Pass	Pass	Pass	Pass	8.21:1
		Pass	Pass	Pass	Pass	Pass	10.11:1
		Pass	Pass	Pass	Pass	Pass	13.29:1
		Pass	Pass	Pass	Pass	Pass	13.55:1
		Pass	Pass	Pass	Pass	Pass	11.87:1
		Pass	Pass	Pass	Pass	Pass	12.29:1
		Pass	Pass	Pass	Pass	Pass	12.22:1
		Pass	Pass	Pass	Pass	Pass	13.9:1
		Pass	Pass	Pass	Pass	Pass	17.11:1

Visual Identity

Typography



Sans Serif Typeface

Schibsted Grotesk is the primary typeface for the FCPS brand. It is a steadfast and approachable sans serif typeface that can work in a variety of instances. Its high x-height and round letters emulate how children first learn to write, yet it still feels professional.

This is a google font and can be found by visiting: [https://
fonts.google.com/specimen/
Schibsted+Grotesk](https://fonts.google.com/specimen/Schibsted+Grotesk)

Schibsted Grotesk

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%^&*(),.::;

Schibsted Grotesk Regular

Schibsted Grotesk Medium

Schibsted Grotesk SemiBold

Schibsted Grotesk Bold

Schibsted Grotesk ExtraBold

Schibsted Grotesk Black

Schibsted Grotesk Italic

Schibsted Grotesk Medium Italic

Schibsted Grotesk SemiBold Italic

Schibsted Grotesk Bold Italic

Schibsted Grotesk ExtraBold Italic

Schibsted Grotesk Black Italic

Serif Typeface

Source Serif 4 is the secondary typeface for the FCPS brand that will primarily be used for headers and professional collateral. This elegant serif typeface pairs nicely with the sans serif typeface due to its high x-height.

Source Serif 4 looks best when the tracking is set to -10.

This is a google font and can be found by visiting: [https://
fonts.google.com/specimen/
Source+Serif+4](https://fonts.google.com/specimen/Source+Serif+4)

Source Serif 4
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*(),.::;

Source Serif 4 ExtraLight
Source Serif 4 Light
Source Serif 4 Regular
Source Serif 4 Medium
Source Serif 4 SemiBold
Source Serif 4 Bold
Source Serif 4 ExtraBold
Source Serif 4 Black

Source Serif 4 ExtraLight Italic
Source Serif 4 Light Italic
Source Serif 4 Italic
Source Serif 4 Medium Italic
Source Serif 4 SemiBold Italic
Source Serif 4 Bold Italic
Source Serif 4 ExtraBold Italic
Source Serif 4 Black Italic

Type Hierarchy

Schibsted Grotesk will be used in most outward facing branded materials such as flyers, billboards, social media, etc. Please use the following examples as guidelines for designing and laying out copy. Font size and leading will need to adjust depending on the specific deliverable, but the hierarchy will remain. Note that some deliverables may not need all of these elements.

Headline: Schibsted Grotesk Bold, Font size 60 pt, Leading 64 pt, Tracking -25

This is a headline.

Subline: Schibsted Grotesk Medium, Font size 24 pt, Leading 28 pt, Tracking 0

This is subline text.

Body: Schibsted Grotesk Regular, Font size 10 pt, Leading 16 pt, Tracking 0

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident.

Type Hierarchy

Select deliverables such as letterhead and business cards should use Source Serif 4 as the main typeface. This ensures a level of professionalism for these specific pieces. The following guidelines are the desired hierarchy when using this typeface. Note that some deliverables may not need all of these elements.

Headline: Source Serif 4 SemiBold, Font size 42 pt, Leading 48 pt, Tracking -10

This is a headline.

Subline: Source Serif 4 Regular, Font size 16 pt, Leading 20 pt, Tracking 0

This is subline text.

Body: Source Serif 4 Regular, Font size 10 pt, Leading 16 pt, Tracking 0

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident.

Type Hierarchy

Some instances such as the website and these brand guidelines, use both typefaces together. In this case, Headlines and Sublines should be Source Serif 4 and Body copy should be Schibsted Grotesk. Note that some deliverables may not need all of these elements.

Headline: Source Serif 4 SemiBold, Font size 42 pt, Leading 48 pt, Tracking -10

This is a headline.

Subline: Source Serif 4 Regular, Font size 16 pt, Leading 20 pt, Tracking 0

This is subline text.

Body: Schibsted Grotesk Regular, Font size 10 pt, Leading 16 pt, Tracking 0

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident.

Visual Identity

Illustrations

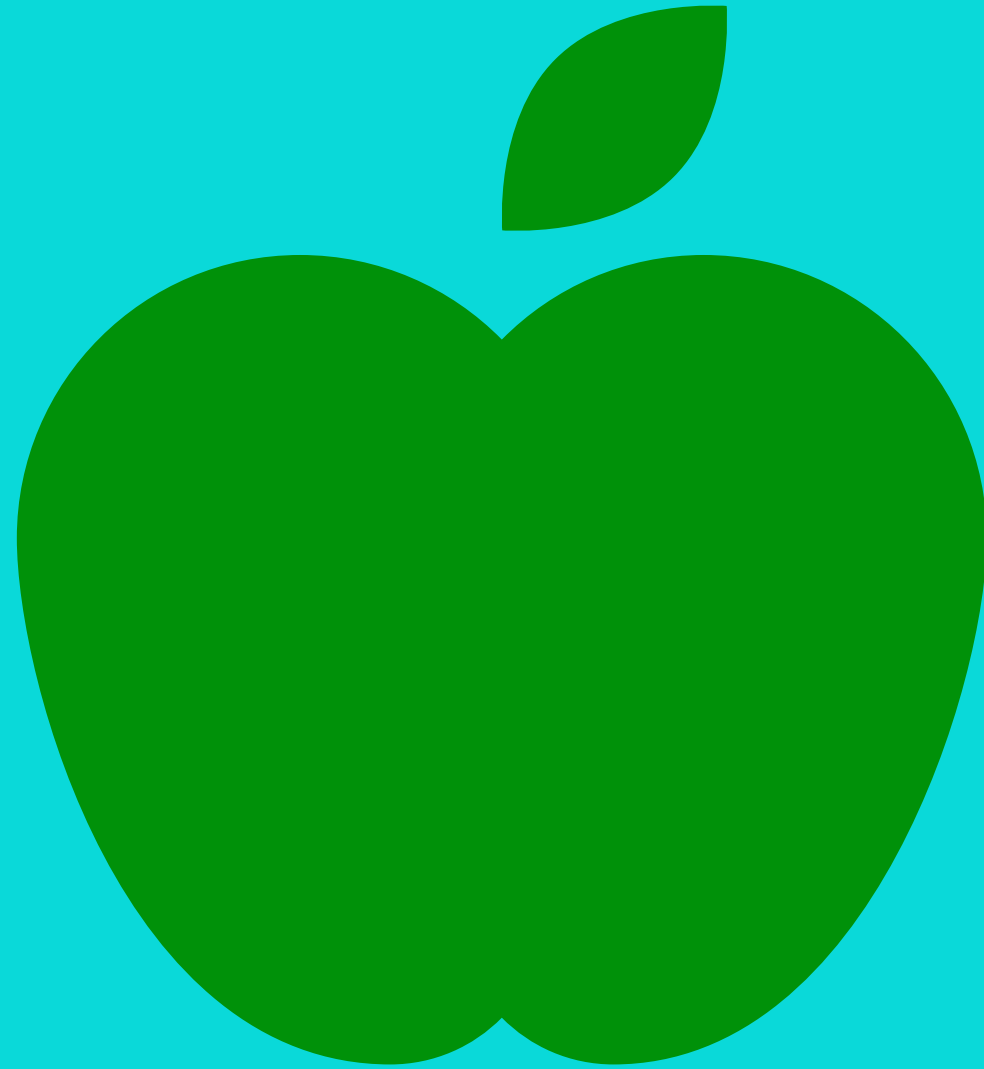


Illustration Style

The FCPS illustration style is simple and colorful. Illustrations are single colored, flat shapes that use negative space for smaller details. Each illustration represents one idea or object and are always relative in size to one another. Together, the icons create a playful and engaging element of the FCPS brand.



Illustration Color Rules

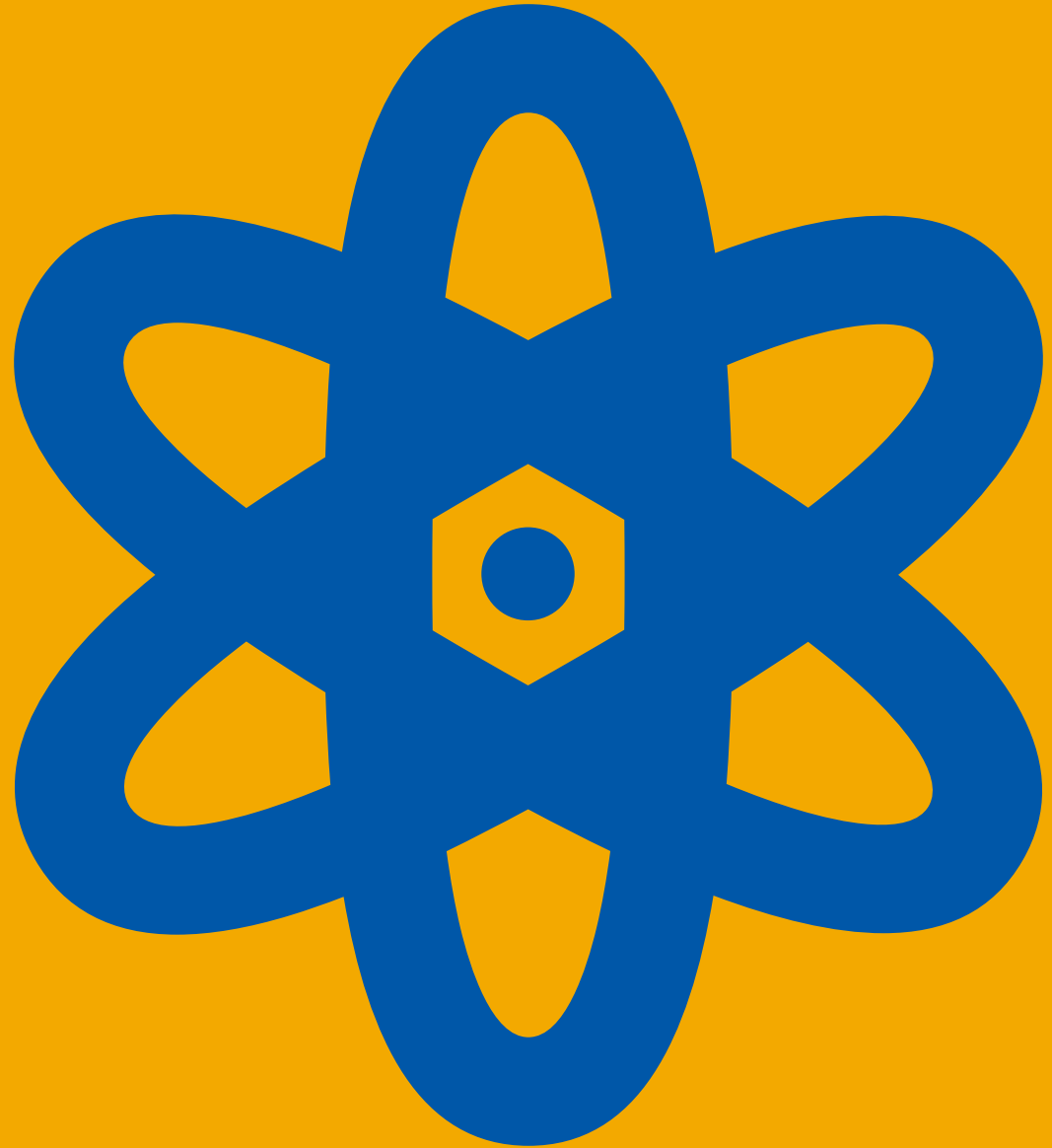
In order to create consistency throughout the brand, color considerations must be taken into account when using illustrations. Illustrations are often used as large graphic elements and their color should have enough contrast to the background color to be seen.

When multiple illustrations are used on a deliverable, they should be the same color, as seen in the example on the left. When a neutral background is used, such as white, illustrations may be multiple colors, as seen in the example on the right.



Visual Identity

Photography



Photography Style

Photography is an important element of the FCPS brand as it humanizes the brand. Strive for clear imagery that is well lit for a consistent and strong look. Colors should be true to what the eye sees for a natural look.

Engaging photos of single individuals are best for the photo treatment seen on the next page. When capturing new imagery, be sure to take photos of individuals with plenty of margin around them.



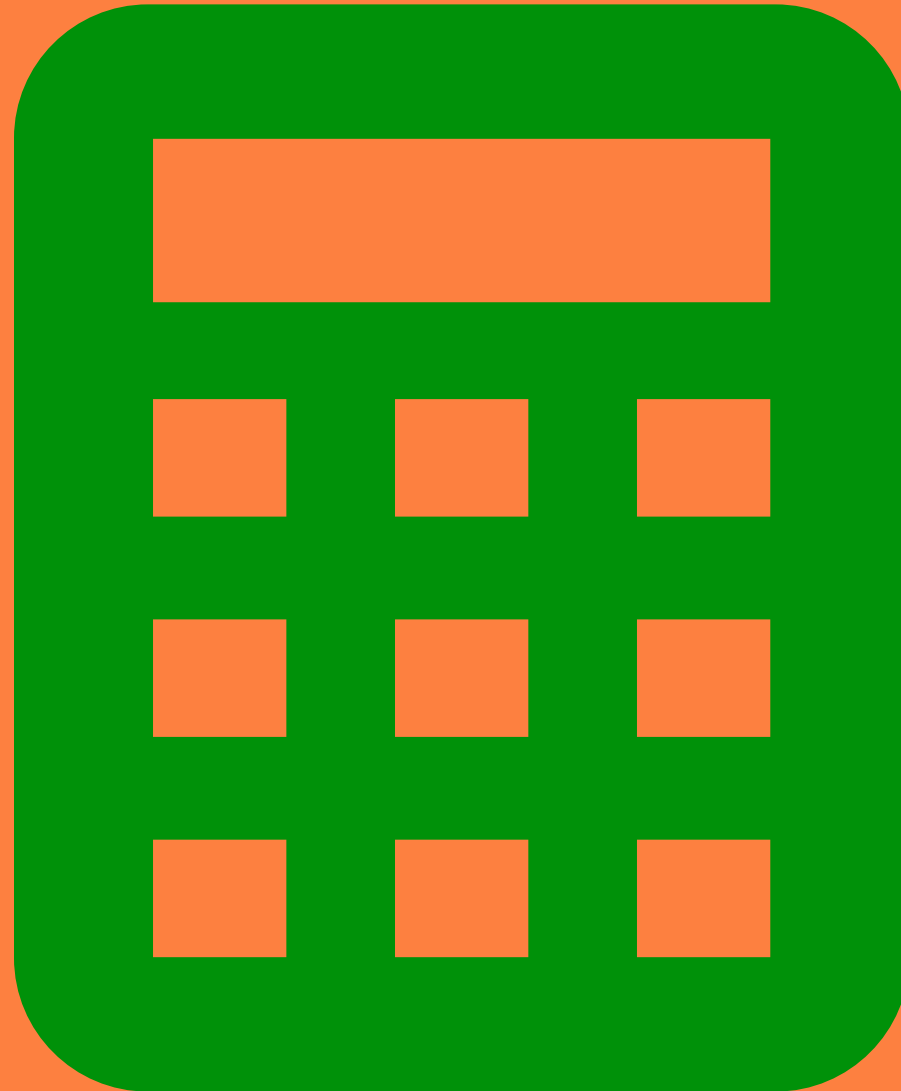
Photo Treatment

A cut-out photo treatment is used throughout the FCPS brand collateral to create a color block effect with a photo. Use colorful geometric shapes and cut-out photos of individuals peeking over the edge to create this look.



Visual Identity

Grids



Four Column Grids

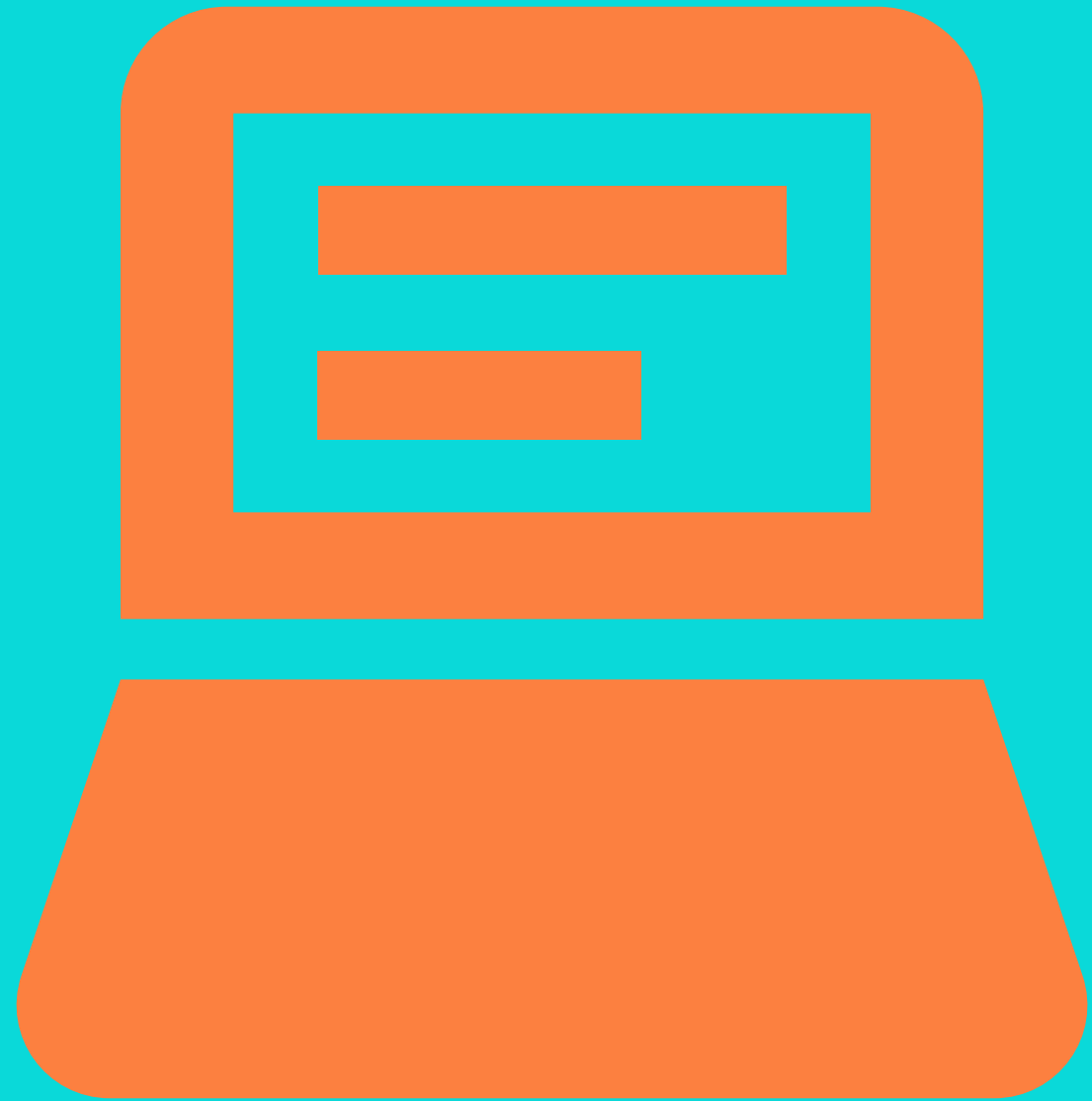
While grids are never seen, they work hard in the background to keep elements of a layout clear and organized. Layouts should have enough margin around the edges so that key elements are not cropped off the page. Items like images and illustrations may go to the edge, yet the logo and text should not.

Grids need to be divisible by four. For more complex layouts, use a 12 column grid. This provides more flexibility with the layout of the content. Most often, 3/4th of the space will hold the main and large content, while the remaining 1/4th is used for smaller elements. Just as this text block is in one column and the remaining three are for the image.

Rules, or thin lines, can be used to help organize content as well as add more visual interest. These are most often used on more professional deliverables. Rules should follow the widths of the columns.



In Action



Shirts



Stationery



Flyers & Posters



Banners & Stickers



