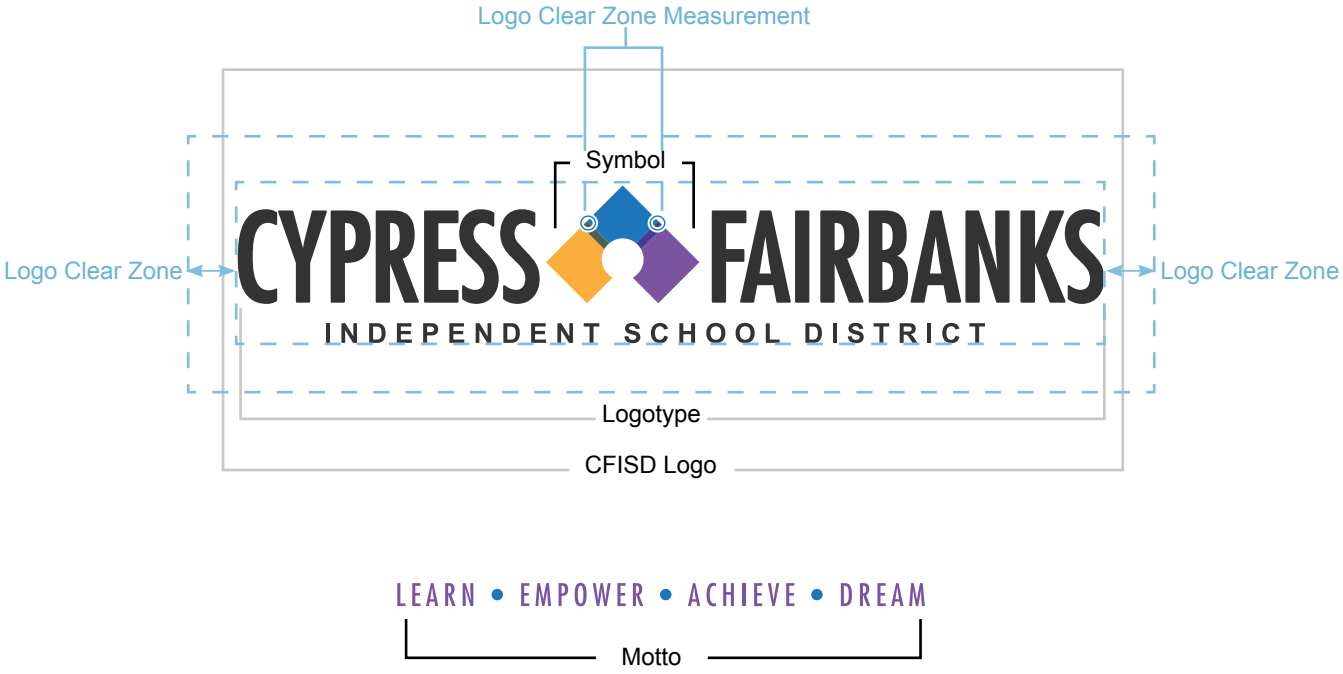
CYPRESS-FAIRBANKS INDEPENDENT SCHOOL DISTRICT LOGO



Basic Guidelines for Use of the Cypress-Fairbanks Independent School District Logo and Name

The Cypress-Fairbanks Independent School District logo should appear prominently on all communication materials created by the district unless the district seal is used for specific purposes.

To accommodate the technical needs of various media, there are several official versions of the Cypress-Fairbanks Independent School District logo for use in print applications, screen applications (web, video broadcast, electronic presentations), and merchandising applications such as apparel.

In all applications, the logo should be reproduced at a size that maintains the integrity of the mark and yields clean and legible lettering and art detail. In order to display the logo to its best effect and ensure maximum impact, a clear zone surrounding the logo must be used. The width (left corner to right corner) of the blue shape found within the logo's symbol (shown above) should be used as the standard area of measurement when determining the clear zone area. This is the minimum distance to be kept clear of all other type, graphic elements and images.

In using the name of the district–in any and all media–use "Cypress-Fairbanks Independent School District" on first reference and "CFISD" on secondary reference.

When appropriate, school logos of Cypress-Fairbanks Independent School District may also be included in CFISD materials, as long as the CFISD logo's clear zone area is maintained. Please do not attempt to create art for the CFISD logo, symbol, or logotype for any application.

Art will be provided by the Cypress-Fairbanks Independent School District communications department.

Always use these formal, official versions of the district name; never create your own.

COLOR

Logo on light color background

Logo on dark color background

Grayscale Logo

1 Color Logo

CMYK Swatches

C=0,M=48,Y=88,K=8	C=68,M=64,Y=16,K=1	C=81,M=63,Y=0,K=0	C=60,M=51,Y=51,K=20	C=96,M=95,Y=0,K=0	C=69,M=63,Y=62,K=58

PMS Swatches

PMS 143C	PMS 7677C	PMS 7461C	PMS 7736C 93%	PMS 7672C	PMS NEUTRAL BLACK 93%C

RGB Swatches

R=250,G=173,B=61	R=122,G=84,B=161	R=29,G=118,B=187	R=78,G=97,B=78	R=69,G=58,B=147	R=51,G=51,B=51

CORRECT USES

Full logo with motto.

Full logo with without motto.

Full stacked logo with motto.

Full stacked logo without motto.

Condensed logo.

Condensed stacked logo.

Full logo with motto on dark background

Condensed logo on dark background

Full grayscale logo with motto.

Full white/1 color logo with motto on background with color.

Full black/1color logo with motto on light background.

INCORRECT USES

1.

2.

3.

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10.

1. Don't stretch, skew or attempt to make the logo 3-dimensional in any way.
2. Don't apply any effects that change the logo.
3. Don't recolor the logo.
4. Don't make a pattern or texture out of the logo.
5. Don't rotate the logo.
6. Don't add letterspacing.
7. Don't tighten letterspacing.
8. Don't crop any part of the symbol, logotype, motto or any part of the logo.
9. Don't substitute another typeface for Futura Std. Medium Condensed or Arial Bold.
10. Don't change the proportions of the symbol, logotype, motto or any part of the logo when used as a complete unit.

Not Shown:

- Don't combine the logo with any other elements—such as logos, words, graphics, photos, slogans or symbols that might seem to create a hybrid mark.