CYPRESS·FAIRBANKS ISD

BRAND STANDARDS AND GUIDELINES

CYPRESS ◆ FAIRBANKS
INDEPENDENT SCHOOL DISTRICT

LEARN • EMPOWER • ACHIEVE • DREAM

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LEARN • EMPOWER • ACHIEVE • DREAM

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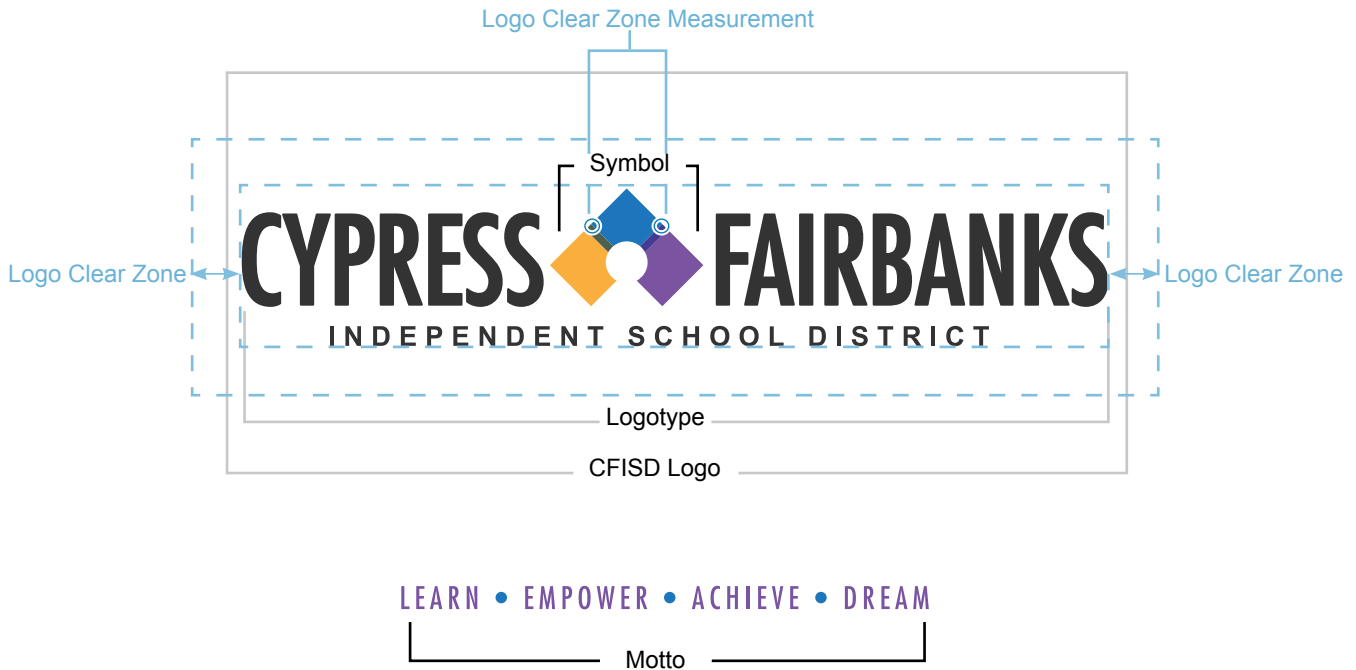
Basic Guidelines for Use of the Cypress-Fairbanks Independent School District Logo and Name

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.

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

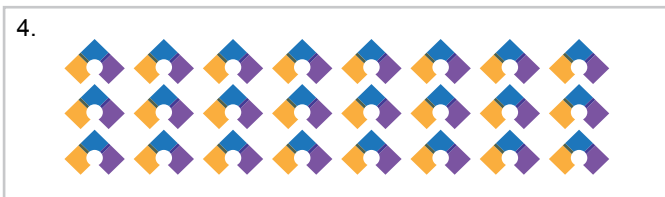Condensed logo on dark background

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.

1.

2.

3.

4.

5.

6.

7.

8.

9.

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.

- The Cypress-Fairbanks Independent School District logo may be used on district stationery items: letterhead, envelopes, business cards, etc.
- The Cypress-Fairbanks Independent School District logo may never be used so small that it compromises the integrity of the mark.
- The logo used on stationery must include the district motto.

CYPRESS FAIRBANKS
INDEPENDENT SCHOOL DISTRICT
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1"   1.875"   2.75"   1.875"   1"   .5"
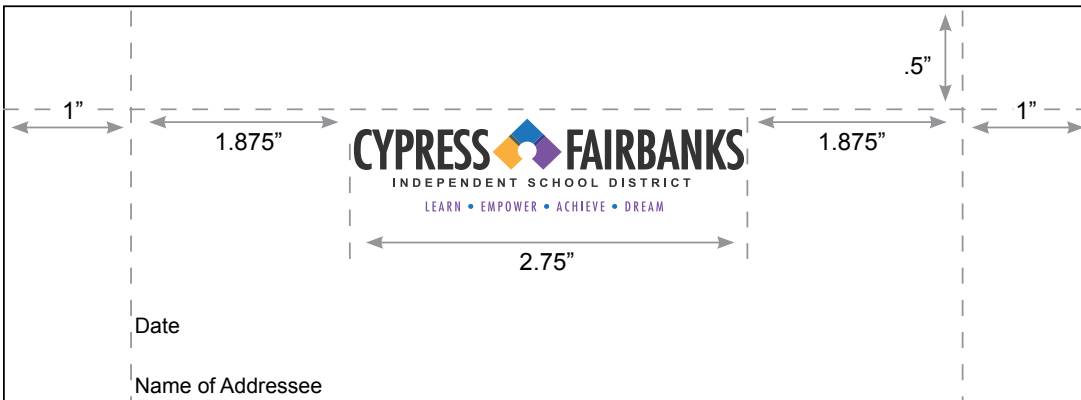
Date

Name of Addressee
Company Name
Address
City, State, Zip

Salutation:

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusm
incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam
trud exercitation ullamco laboris nisi ut aliquip ex ea commodo conse
aute irure dolor in reprehenderit in voluptate velit esse cillum dolore e
pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa
deserunt mollit anim id est laborum.

Complimentary close,

Name of sender

Title

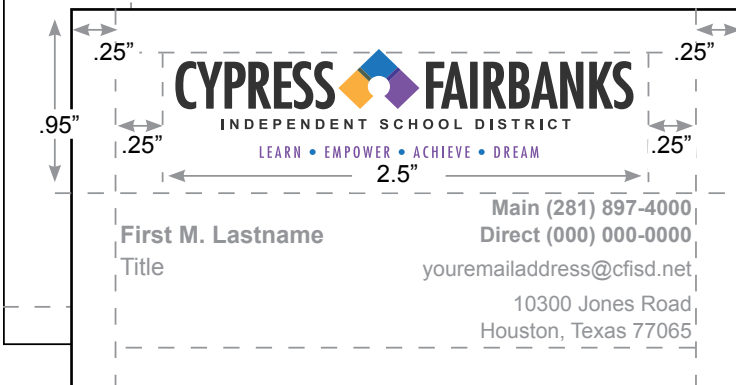CC/cc
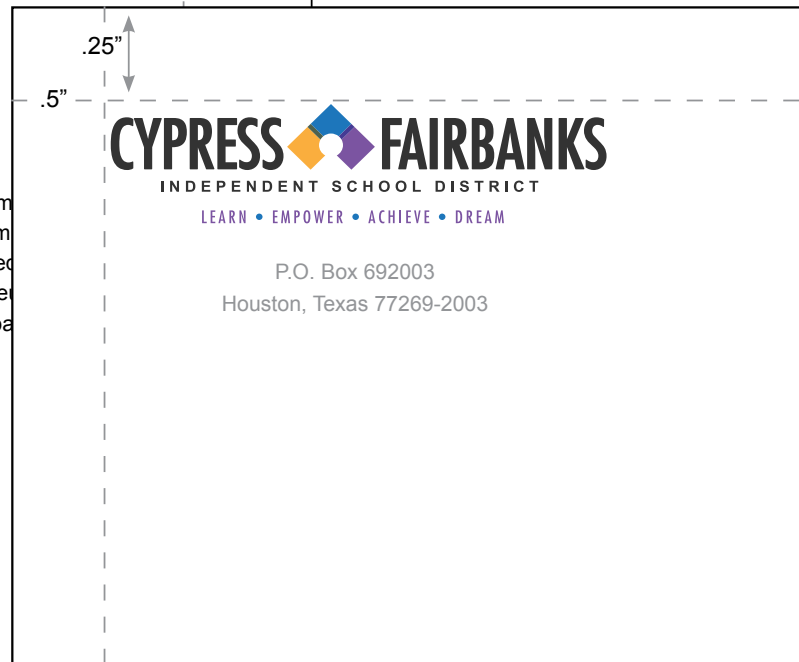
CYPRESS FAIRBANKS
INDEPENDENT SCHOOL DISTRICT
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.25"   .5"

P.O. Box 692003
Houston, Texas 77269-2003

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INDEPENDENT SCHOOL DISTRICT
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.25"   .25"   .95"   .25"   .25"   2.5"

First M. Lastname
Title

Main (281) 897-4000
Direct (000) 000-0000
youremailaddress@cfisd.net

10300 Jones Road
Houston, Texas 77065

www.cfisd.net   Facebook

Video Bug

The video bug for Cypress-Fairbanks Independent School District video materials is a ghosted 1 color or full color version of the logo.
• Position the bug in the lower right of every frame throughout the video as needed.
• The video bug isn't required if the district name or logo is visible during a portion of the video.
• The art will be provided by the Cypress-Fairbanks Independent School District communications department.

Video Bumper and Audio Intro

Cypress-Fairbanks Independent School District videos can use standard bumpers to identify the district
• The bumper includes the Cypress-Fairbanks Independent School District options below (web version) on a solid black background and photo or graphic background.
• An opening bumper fades in (3 seconds) at the beginning of the video.
• Opening titles, all content, and credits appear after the opening bumper.
• A closing bumper fades out (3 seconds) at the end of the video.

Successful one color logo treatment

Successful full color logo treatment

Successful full color logo treatment with photo or graphic background

SOCIAL MEDIA

FACEBOOK: TIMELINE

Gap 210 px

Cover Photo 851 x 315 px

Profile Photo

160 x   160 px

Gap 23 px

CFISD

Border 5 px

CYPRESS **FAIRBANKS**
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Gap 658 px

TWITTER PROFILE

VISIBLE BKGD

Screen Resolution 90% = Visible 78 px

Res 67% = Visible 204 px

Res 43% = Visible 247 px

Res 21% = Visible 284 px

USER PROFILE

Header Image 520 x 260 px

User Interface

Tweets >
Following >
Followers >
Favorites >
Lists >

Recent Imgages

90 x
90 px

Header Image 520 x 260 px

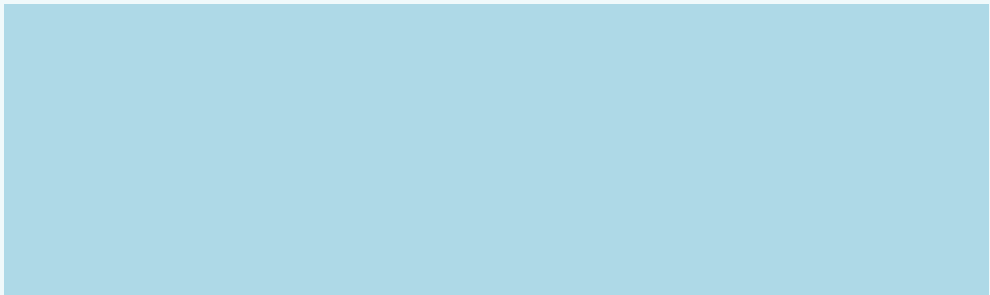Profile Picture

CFISD

81 x 81 px

SOCIAL MEDIA

LINKEDIN OVERVIEW

Horizontal Logo   100 x 60 px

CFISD

Cover Photo   646 x 220 px

YOUTUBE BRANDED CHANNEL

COVER ART 2560 x 1440 px

TV 2560 x 1440 px

Desktop
2560 x 423 px

Tablet
1855 x 423 px

CFISD

Channel Icon
98 x 98 px

TEXT/LOGO SAFE AREA
Min View on All Devices
1546 x 423 px

Desktop Min & Mobile View 1546 x 423 px

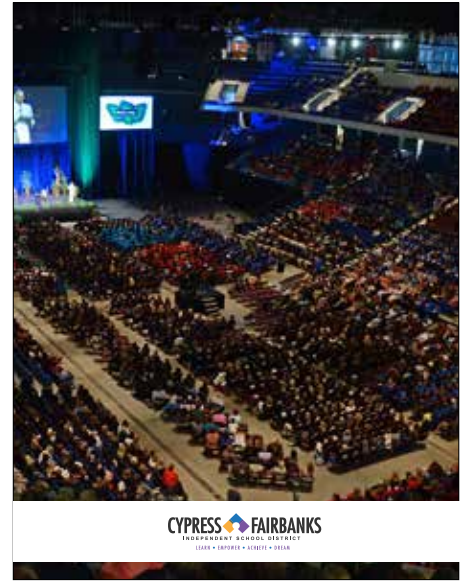**Logo Treatments in 8.5 x 11-inch and 11 x 17-inch Materials**

- Use the Cypress-Fairbanks Independent School District logo (print version) on the front of printed materials published by the district unless the district seal is used for specific purposes.
- Do not use the symbol without the Cypress-Fairbanks Independent School District logotype.
- Print the logo only in full color, white, black, or grayscale as provided by the communications department; no drop shadows; no color behind the logo unless the color is part of an overall background; no exceptions. Position the logo at the bottom of the front page, centered horizontally, with the logo 1/2-inch above the bottom edge of the page.
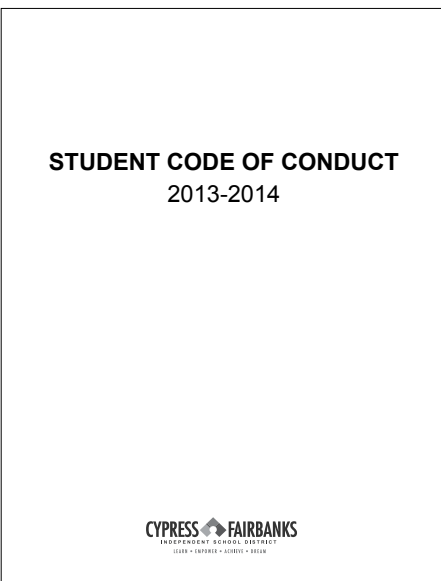

Logo does not read on photo above.

Successful full color logo treatment.

White bar is added to assure legibility of the logo.

STUDENT CODE OF CONDUCT
2013-2014

Successful grayscale logo treatment.

Successful full color logo treatment.

Successful two color logo treatment.

Postcards and Other Small Materials (5x7 inches, 4x6 inches, etc.)

- Use the Cypress-Fairbanks Independent School District logo (print version) on the front of printed materials published by the district unless the district seal is used for specific purposes.
- Do not use the symbol without the Cypress-Fairbanks Independent School District logotype.
- Print the logo only in full color, white, black, or grayscale as provided by the communications department; no drop shadows; no color behind the logo unless the color is part of an overall background; no exceptions. Position the logo at the bottom of the front page, centered horizontally, with the logo 1/2-inch above the bottom edge of the page.

Logo Treatments in Advertisements Less Than Full-Page Size

- Use the Cypress-Fairbanks Independent School District logo (print version).
- Position the logo in the bottom left of the advertisement with1/2-inch clear space on the left and bottom of the logo.
- Design the advertisement so that the words and details of the logo are clearly legible.

ELECTRONIC MEDIA

Logo Treatment in Electronic Presentations

- Use the electronic presentation templates provided by the communications department.
- Do not change the size, color, or position of the logo or its white background (first slide) or white bar (all following slides). Below the white bar, design the presentation as you need to.

Slide templates for PowerPoint, Keynote, and similar presentation software.

Logo Treatment on Website

- No content of any kind may appear above the header.
- Do not change the size, color, or position of the logo or its white background.

Slight drop shadow effect on symbol to make the logo prominent

Logo Treatment on Apparel

- The Cypress-Fairbanks Independent School District logo (print version) should always be reproduced at a size that maintains the integrity of the mark and yields clean and legible lettering and art detail. The decision about whether to use the full color version, one color version, or full color version on apparel should be made with this requirement in mind.
- In embroidery and screen print applications positioning the logo on the left, the logo should be a minimum of 2.75-inches wide and use the vertical version. In embroidery applications do not include the district motto.

Successful full color logo treatment for screen printing on light background.

Successful full color logo treatment for embroidery on light background.

Successful one color logo treatment for embroidery on dark background.

Successful one full logo treatment for embroidery on dark background.