FREMONT
SCHOOL DISTRICT 79

Branding Guidelines

Learn.
Lead.
Empower.

Setting our Fremont Brand

What is branding? Branding is the process of creating a strong, positive perception of your organization and it's products in your customer's mind. Branding goes way beyond just a logo or graphic element. Your brand is the way your customer perceives you. If your branding is consistent and easy to recognize, it can help people feel more at ease with your products or services. A brand that is consistent and clear puts the customer at ease because they know exactly what to expect each and every time they experience the brand. A quality brand gives people something to believe in and something to stand behind.

This guide is designed to aid in the appropriate use and application of the Fremont School District 79 logos and other assets.

Our logos, colors, and typography are visual representation of our brand. They are designed to conjure an immediate, positive perception by the viewer. Branding materials also function as a reminder of the culture we strive to build and maintain as we pursue our mission to ensure learning for all.

The information contained in this guide has been compiled as a resource for all staff members for use internally and externally as you work with vendors, ensuring each element is reproduced correctly. The Public Relations Department is available to help.

Director of Public Relations
Nick Brilowski
nbrilowski@fsd79.org
847-566-0169 x4005

District Logos

PRIMARY LOGO

PRIMARY LOGO WITH WORDMARK

ROUNDEL LOGO

The primary logos for Fremont School District 79 are the solo F or the F logo with the accompanying wordmark. The roundel logo also may serve as a primary logo.

No other names, titles or elements should be added in conjunction with any of these marks.

Wherever possible, the full-color primary logo above should be used. If space or background color is not conducive for it, one of the alternative logos below can be used.

WORDMARK

MONO-COLOR LOGO

For use when a mono-color logo is required by a vendor.

SECONDARY LOGOS

Mascot Logos

FSD79 mascot logos are primarily for use at the school level and for athletics. The District logos shall be used primarily at the District level, for official school business, as well as in presentations.

PRIMARY LOGO

SECONDARY LOGO

ROUNDEL LOGO

WORDMARKS

ADDITIONAL LOGOS

Size, Spacing and Orientation

To ensure the integrity and legibility of the logo in various media, it should be applied at the proper size. The sizes shown are appropriate for screens. Larger sizes may be required for print media, signage, apparel, etc. When branding thin items such as pens or pencils, use a horizontal or wordmark logo.

On all sides, the margin/white space should be measured from the farthest edge of the logo. No element should encroach on this space.

MINIMUM SIZE

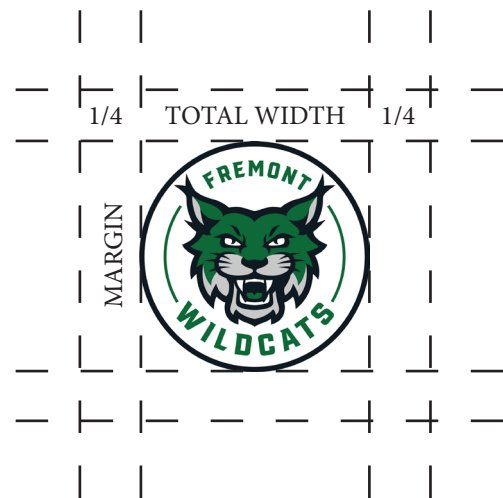### 1.0 INCHES WIDE | 1.0 INCHES HIGH

1.0 INCH

MARGIN

LEAVE A MARGIN THAT IS ONE QUARTER OF THE LOGO WIDTH.

1/4   TOTAL WIDTH   1/4

MARGIN

With all logos, the margin must be maintained on all sides. If the logo is produced within a larger than 4-inch diameter, the margin can be reduced to 1/10 of the logo width. Adequate margin ensures prominence of the logo.

ORIENTATION

THE DOTS ON EITHER SIDE MUST REMAIN HORIZONTALLY LEVEL. DO NOT ROTATE THE LOGO.

Logo Misuse

Consistent use of the Fremont School District 79 logos is essential to our identity being recognizable. The following is not an exhaustive list, but a few examples of things you should not do to a logo.

✗

Don't stretch, condense or change the dimensions.

✗

Don't rotate the logo.

✗

Don't add additional artwork to the logo.

✗

Don't change the colors.

✗

Don't add styles or effects.

✗

Don't alter or replace fonts.

Questions on appropriate usage can be sent to Director of Public Relations Nick Brilowski at nbrilowski@fsd79.org

Color Palette

Our colors are one of our most distinctive visual identity traits. It is important to understand what is provided and what each type is used for. Understanding color will ensure the best final product.

Pantone Matching System (PMS)	Pantone colors are premixed inks used in professional offset and screen printing as well as manufacturing applications. They provide an industry standard for specifying color for consistent reproduction.
CMYK (Cyan, Magenta, Yellow and Black)	4-Color Process is the standard ink system used by professional offset and digital printing. Most modern printers can reproduce these colors.
RGB (Red, Green and Blue)	Standard color system to reproduce digital color on screen. These colors appear brighter and more intense than CMYK colors. RGB colors sometimes appear as six character hexadecimal codes.

District Colors

Color	Green	Bright Green	Gray	Blue	Black
Pantone Value	PMS 349	PMS 362	Cool Gray 3	PMS 2935	Black 6
RGB Value	0-105-55	75-157-46	200-200-200	0-85-184	16-24-32
CMYK Value	90-33-99-25	75-15-100-2	21-17-17-0	100-68-4-0	82-70-60-75
Hex (web) Value	006937	4C9C2E	C8C8C8	0055B8	101820

Google Color Matches

In order to create custom colors in the Google Suite, choose the color picker. In the Custom column, click on the + icon and then enter the proper RGB values listed above.

Typography

Similar to logos and colors, typography plays an important role of an organization's brand identity.

GOOGLE FONTS
(for use in Google Docs, Google Slides and other Google apps)

**Georgia** is the official body text font to be used in any apps within the Google Suite.

ADOBE FONTS
(for use in printed materials, including publications)

Baskerville is the official body text font to be used within the Adobe Creative Suite.

Vitesse can be utilized as a headline font within the Adobe Creative Suite.

Logo Fonts

RINGSIDE WIDE
ULTRA

VITESSE
BLACK

RINGSIDE WIDE
BLACK

VTF REDZONE
CLASSIC OBLIQUE
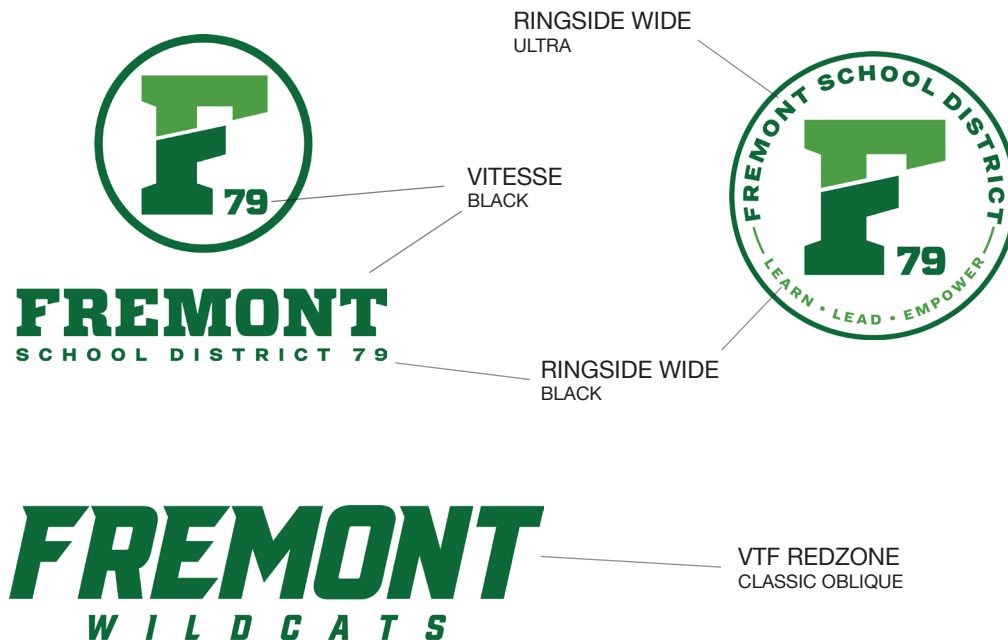
Please contact Director of Public Relations Nick Brilowski at nbrilowski@fsd79.org to acquire any of the Adobe licensed logo fonts listed above.