Our Brand.

BRAND
GUIDELINES

THIS GUIDE CONTAINS THE BASIC ELEMENTS OF OUR BRAND

Contents

OUR LOGOS AND COLORS

Flagler Schools is proud of the logos that brand our District to the rest of the world. Protecting to use of our logos is extremely important to the District. *Anyone interested in obtaining permission to use the Flagler Schools logo is asked to contact the District's Coordinator of Communications at 386-437-7526 or by email at wheelerj@flaglerschools.com to make a request.* Please include your name and contact information, business or organization you represent and how you wish to use the logo.

This is the landscape version of our logo and is the preferred logo version for all printed collateral including advertising, banners, billboards, fliers, posters, publications, and website graphics.

This is the stacked version of the logo and can be used whenever this style dicates.

This shortened version of the logo can be used whenever this style dicates.

OUR LOGOS AND COLORS

SIZE RESTRICTIONS

In order to maintain maximum legibility, the district logo should not be smaller than the specifications shown below.

If there is a need for a smaller logo or of the legibility of "Flagler Schools" would be compromised, the lone "Flagler F" may be used.

¾"

flaglerschools

¾"

flaglerschools

CLEAR SPACE REQUIREMENTS

Wherever possible, placement of the district and department logos in layout should allow for clear space around the elements of that logo.

Photos and other graphical elements such as type should not overlap or touch the Flagler Schools logo.
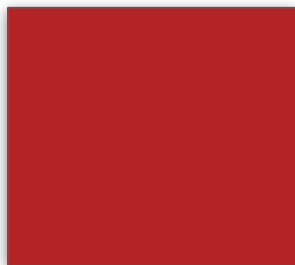
flaglerschools

OUR LOGOS AND COLORS

Since the debut of our new logo a few years ago, it and the associated palette have been tweaked in various ways. These guidelines are meant to bring everything into one document and to clear up any possible questions. We have our foundational blue and red color palette as well as supporting, secondary colors. Secondary colors are designed to compliment our primary colors. Do not use them as alternatives. Please refrain from straying from this palette.

pantone 647c

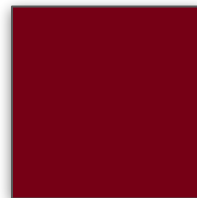**cmyk** 50 : 16 : 0 : 47

rgb 8 : 93 : 135

pantone 7599c

hex# 085d87

cmyk 0 : 56 : 55 : 30

rgb 179 : 36 : 39

hex# b32427

Secondary Colors

pantone 7463c

cmyk 31 : 12 : 0 : 69

rgb 2 : 50 : 80

hex# 02325a

pantone 306c

cmyk 66 : 19 : 0 : 0

rgb 0 : 147 : 255

hex# 00aeff

pantone 697

cmyk 30 : 100 : 94 : 43

rgb 118 : 0 : 21

hex# 760015

pantone Cool Gray 4C

cmyk 27 : 20 : 19 : 0

rgb 187 : 189 : 192

hex# bbbdc0

OUR LOGOS AND COLORS

Color

Full-color w/ Tag
May not be used on any color background other than white or a very light background.

Full-color no Tag
May not be used on any color background other than white or a very light background.

Solid Black/White
For one-color solid black reproduction or routine photocopying purposes.

The full-color logo is the preferred version of our logo and should be used on white ONLY.

The additional options should only be used depending on the layout needs or limitations on reproductions.

OUR LOGOS AND COLORS

Logo Misuses

Do not substitute colors.
The logo should not be in any color other than the allowable district colors.

Do not switch colors.
The district colors on the logo should never be switched or altered.

Do not screen.
The logo should not be a screen or tint of the original colors.

Do not distort.
The logo should not be compressed or expanded.

Do not resize elements.
Size of individual elements should not be altered.

Do not rotate.
The logo should never be rotated.

Do not place on photos.
The logo should not be placed over a photograph or patterned background in which it is obscured.

Do not add elements.
Clip art or other elements should not be added to any part of the logo.

OUR TYPOGRAPHY

Family: Robato, Arial

Flagler Schools uses the Roboto font as our primary font. It is a clean, clear sans-serif typeface, created by Christian Robertson.
Arial can be used in place of Roboto when it is not available.

Roboto Thin AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
Roboto Light AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
Roboto Normal
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
Roboto Medium
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
Roboto Bold
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
Roboto Black AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Arial AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
Arial Bold AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

OUR TYPOGRAPHY

WE ARE SEEKING CONSISTENCY SO PLEASE FOLLOW THESE SETTINGS

Lorem Ipsum Dolor Sit Amet

consectetur adipiscing elit Nam non lorem et enim vestibulum blandit

Officiumquam Iunto Hillo

Vivamus malesuada nulla lacus, a imperdiet justo tempus vel. Duis laoreet diam at sem Commodo Aenean luctus tempus malesuada

Mus ad enis arunt, es enis alique sequaercidi officiumquam iunt hilloet eritate ndandionem Voloriam, ullam hil ipsum aut volorec tiunt.

Ed Est voluptate dus voluptam, que nonsedi nos Alibus nem ut imetir aut ea consequid quo et audanimusdae Re pro que iditis iundesenis etur?

Integer in ipsum vel lorem rhoncus
Aliquet ut vel magna. Ut efficitur
Et felis vel ultrices. Curabitur
Vulputate consequat dui, eu pretium
Totor aliquam at. Cras gravida
Tortor eget tristituqe laculis.

HEADLINE
Roboto Bold
Size: 36 pt

SUBHEAD/INTRO
Roboto Light
Size: 22 pt

HEADING
Roboto Bold
Size: 22 pt

LEAD-IN/PULL QUOTE
Roboto Bold
Size: 12 pt

BODY
Roboto Normal
Size: 12 pt

CALL OUT/CAPTION
Roboto Normal
Size: 8 pt

OUR STATIONARY

LETTERHEAD

Our official communications should create positive first impressions. As such, we've created the following letterhead to create that positive, professional appearance.

The district letterhead should be used for official correspondence from School Board Members and the Superintendent's office on their behalf.

The official name of our district is the Flagler County Public School District. We refer to the district as Flagler Schools.

BOARD OF EDUCATION

William Furry
Chairman
District 2

Christy Chong
Vice Chairman
District 4

Derek Barrs
Board Member
District 1

Dr. Colleen Conklin
Board Member
District 3

Cheryl Massaro
Board Member
District 5

Dani Nieves
Student School Board Member
Flagler-Palm Coast
High School

Jeh-Hanni Strong Jaimes
Student School Board Member
Matanzas High School

Jessica DeFord
Principal of the Year
Belle Terre Elementary School

Sara Novak
Assistant Principal of the Year
Matanzas High School

Allison Kucharski
Teacher of the Year
Rymfire Elementary School

Jimmy Sorrentino
Employee of the Year
Buddy Taylor Middle School

LaShakia Moore
Superintendent

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