

LEADERSHIP ACADEMY AT FOREST OAK

BRANDING GUIDE

LOGO OPTIONS

There are three iterations (full color, light, and dark) of the campus logo. Files are accessible via the Admin Team portal and are saved in .png (transparent background) format.

FULL COLOR: WITH/WITHOUT SCHOOL NAME



LIGHT LOGO: WITH/WITHOUT SCHOOL NAME



DARK LOGO: WITH/WITHOUT SCHOOL NAME



TYPEFACES

LAN uses the following typefaces for Forest Oak Google-based branded assets (Slides/Docs):

HEADING

Interstate (ALL CAPS)

LEADERSHIP ACADEMY NETWORK

SUBHEADING*

Arial - Bold (ALL CAPS)

PROJECT SUBHEADING

BODY COPY*

Arial - Regular (Sentence Case)

Udignatur aut voluptia dit, to que plibus alibus consed evelis et pe vene nus es etus. Udignatur aut voluptia dit, to que plibus alibus consed evelis et pe vene nus es etus.

**When available (ex. Microsoft-based applications), subheadings should be featured in Acumin Pro Condensed - Semi-Bold and body copy should be Acumin Pro - Regular.*

COLOR PALETTE

FWISD has designated the following as official campus colors. To help with color matching for your projects, the color codes are listed in three formats:

CMYK Used for printed materials

RGB Used for digital/screen based materials (ex. social media, presentations, and emailed flyers)

HEX A streamlined version of RGB. Most often used for websites, but can be used for digital/screen-based materials (ex. social media, presentations, and emailed flyers).



BLACK
CMYK: 0/0/0/100
RGB: 0/0/0
HEX: 000000



LAFO GOLD
CMYK: 18/25/77/0
RGB: 213/183/91
HEX: D5B65C



LAFO MAROON
CMYK: 0/97/100/50
RGB: 138/24/26
HEX: 8A181A