FRANCIS HOWELL SCHOOL DISTRICT

brand book

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brand matters

IT'S MORE THAN A LOGO

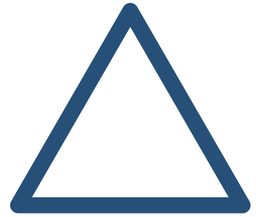
Our brand is our identity — it embodies how we want the community to perceive our District. Keeping our logos, fonts and colors consistent will create a sense of familiarity that goes with our quality educational programs and services.

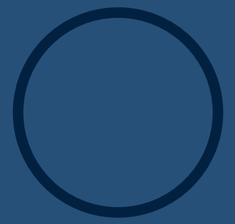
This brand book acts as a resource for how to properly apply our brand standards to all types of applications — flyers, web, signage, memos and more.

symbols, meaning

ELEMENTS THAT MAKE UP OUR LOGO

The triangle represents the three points of focus for the District — home, school and community. The circle represents never-ending student support. The hands holding up the globe represent lifting up our students to become successful, lifelong learners.







logo variations

Reverse Navy



This is the preferred logo on any solid, light color background. It cannot be used at sizes less than 3/4 inch wide.

Reverse White

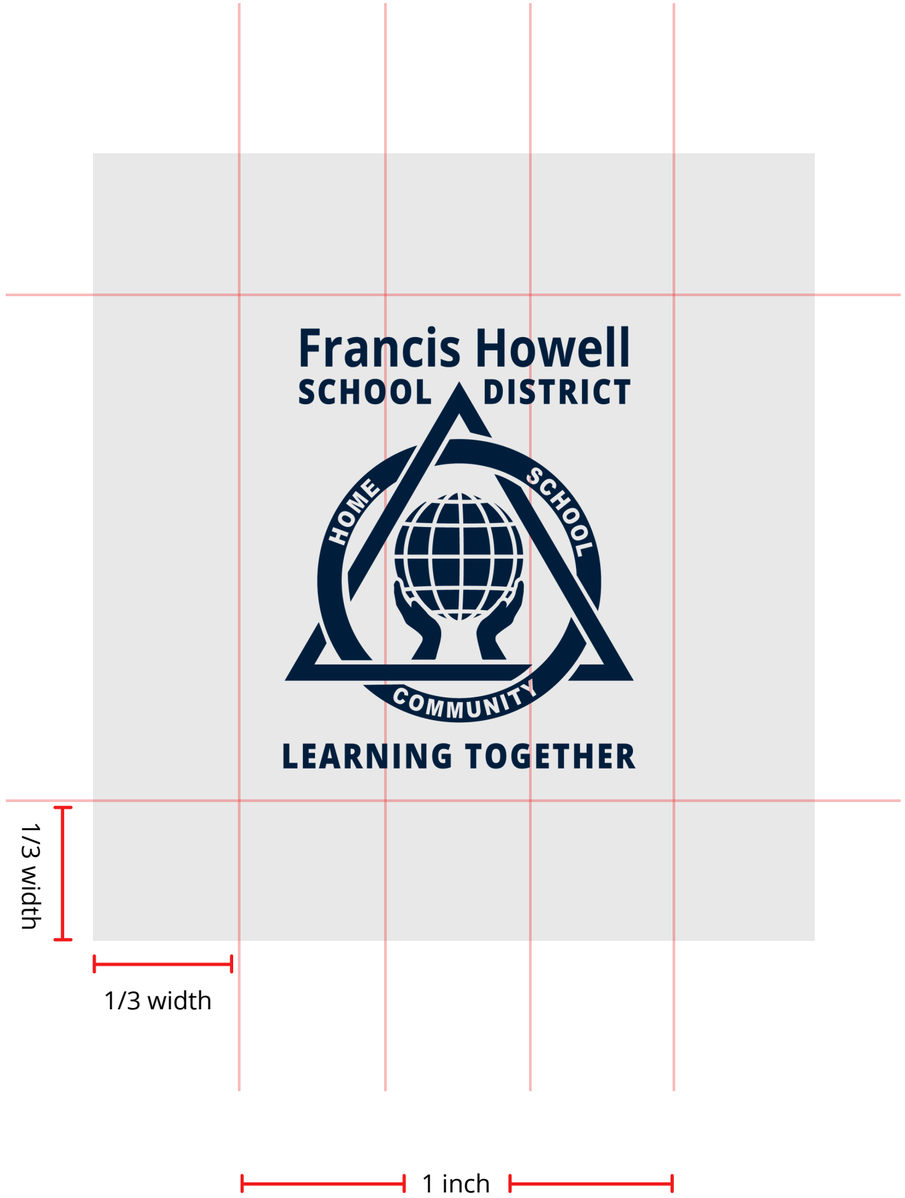


This is the preferred logo on any background that is not white. It cannot be used at sizes less than 3/4 inch wide.

Reverse Blue



This is the preferred logo on any solid, light color background. It cannot be used at sizes less than 3/4 inch wide.



exclusion zones

BORDER YOUR LOGO WITH SPACE

The logo should not be closer than 1/3 of the logo's width to any other object or the edge of the design. For example, if the logo is 1 inch wide, the margin from the edge of the logo to something else should be 1/3 inch or more.

reminders

RULES TO KEEP IN MIND

Learn more and view our full logo policy **here**.



DO NOT change the color.
Use only the three variations listed.



DO NOT crop
the logo (including the text at the top and bottom).

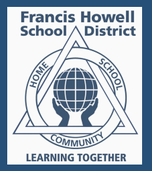


DO NOT add shadows
or effects.



DO NOT rotate
the logo.

DO NOT use the white color logo over a light background or image.



DO NOT use the logo with a white background on a colored background.


FOX
SPORTS
1
HOWELL FOOTBALL
STATE BOUND
2022
CHAMPIONS





color palette

CONSISTENCY CREATES RECOGNITION

Repeated use of colors will strengthen the District's identity. Blue and navy are Francis Howell's primary colors. Gold and grey serve as accent colors. Black is also an appropriate color to use for copy or accents.

BLUE
#265078
R: 38, G: 80, B: 120

NAVY
#022140
R: 2, G: 33, B: 64

GOLD
#F4BD38
R: 244, G: 189, B: 56

GREY
#E8E8E8
R: 232, G: 232, B: 232

font family

COMMUNICATE WITH STYLE

Stick with these fonts for the Francis Howell look. Consider using all caps for the header OR sub-header to add visual interest. In cases where these fonts aren't available on your computer, the Arial font family should be used.

Francis
Howell

heading:	**Raleway Heavy**
sub-heading:	**Raleway (bold)**
body copy:	Open Sans







imagery, video

VISUALS HELP TELL OUR STORY

Use high-quality visuals with subjects in focus and free of clutter. Subjects should be somewhat distant from their background to create a soft/out-of-focus background feel. All visuals should strive to achieve a consistent light, airy look.

Consider placing a color burn over lower-quality images to mask the imperfections (see left).

In portraits, subjects should be positioned to either the left or right side of the frame and shown from the waist up or closer. Do not flip the image horizontally in layout, unless necessary.

For fun, try to prioritize backgrounds or subjects that coordinate with the District's brand colors.

questions

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