



Fresno Unified
School District

FUTURE READY **STARTS HERE** 

BRANDING GUIDE

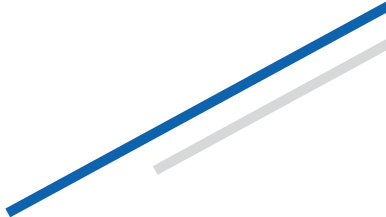


TABLE OF CONTENTS

LOGO GUIDELINES 3-9

SLOGAN USE GUIDELINES 10-12

Primary logo	3
Logo Guidelines	4
Logo Versions	5
Inverted Logos	6
Minimum Padding	7
Logo Violations	8
Logo Format Variations	9



Primary Slogan Logo	10
Slogan Options	11
Slogan Inverted Options	12
We are FUSD Lettermark	13

DEPARTMENT AND SCHOOL LOGO GUIDELINES 13-16

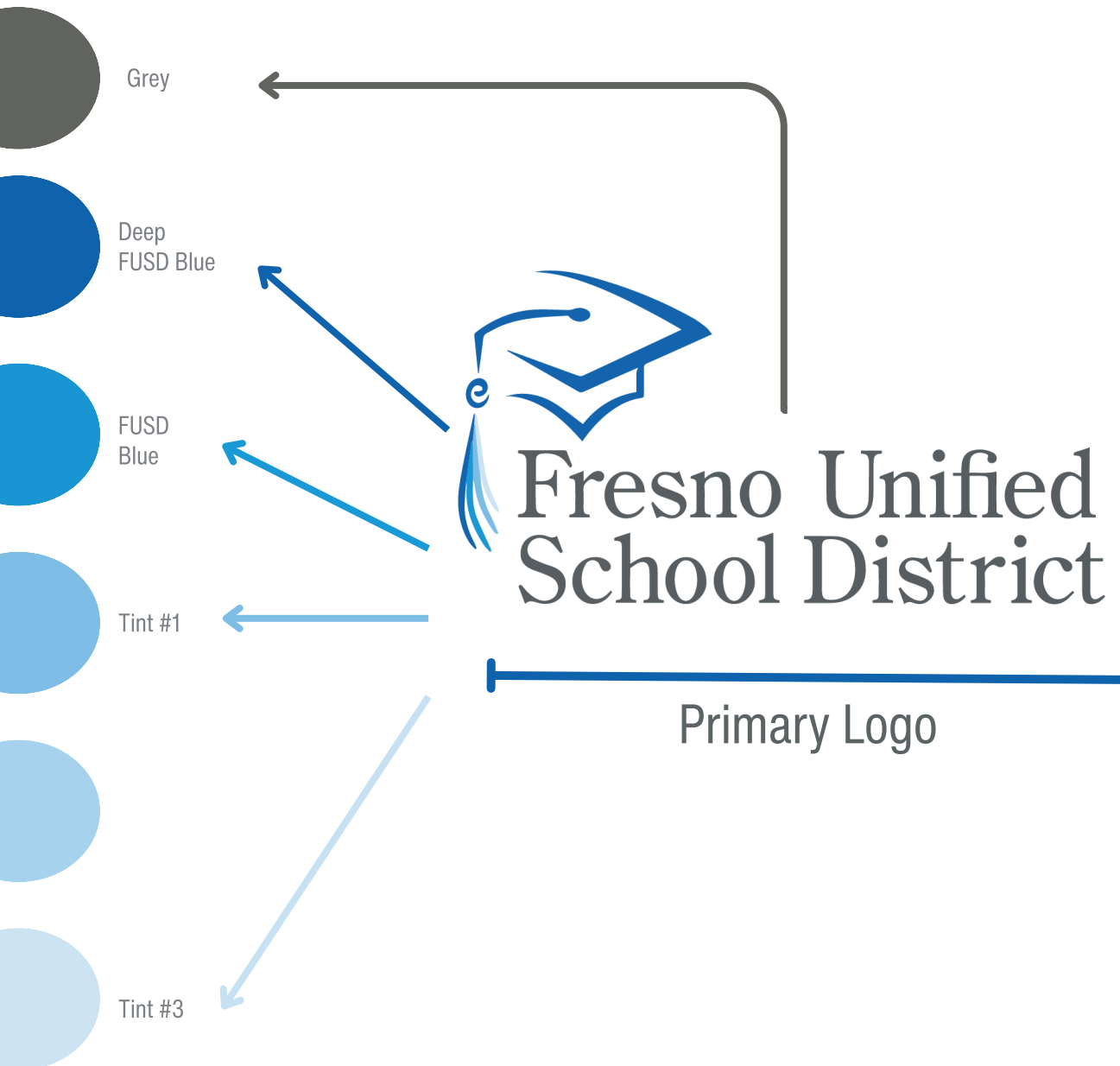
COLOR AND IMAGERY GUIDELINES 17-20

Department Logo	14
Color Palette	15
School Logo	16
Program, Events, and Initiatives	17
Email Etiquette	18



Font Families	19
Color and Text Accessibility	20
Watermark	21
Artificial Intelligence (AI) Guidelines	22

PRIMARY LOGO



Let's break it down. The logo uses five colors. Fresno Unified Deep FUSD Blue is used for the mortarboard at the top of the logo. The detailing in the tassel uses three additional shades of the same blue. The final color is a standard dark grey.

LOGO GUIDELINES

The primary logo combines the mortarboard emblem with the Fresno Unified School District wordmark. The design of the Fresno Unified School District emblem is inspired by our primary focus—education—and uses the iconic symbol of graduation: the mortarboard. If you look closely, you will notice a hidden lowercase "e" formed between the graduation cap and the tassel, representing education at the heart of our identity.

The mortarboard is positioned at the top left of the logo. The wordmark is based on the classic academic typeface, Times New Roman, reinforcing the district's educational foundation. As a distinctive design element, the "fi" in Unified is connected as a custom ligature, creating a unique and recognizable wordmark. The emblem and wordmark are always provided as a unified pair and should never be separated. The emblem should not be used without the wordmark.



LOGO VERSIONS



Primary Logo (Vertical)



Secondary Logo (Horizontal)

Our logo comes in both vertical and horizontal configurations. The wordmark and mortarboard emblem were custom-designed exclusively for Fresno Unified School District and should never be recreated or substituted. Although the wordmark is inspired by Times New Roman, it is not simply typed in that font. It includes custom design elements, such as the connected "fi" in Unified, making it unique to our identity. Likewise, the mortarboard emblem should never be used independently. These elements are integral to our brand identity and should not be altered, separated, or reproduced.

INVERTED VERSIONS

We offer two versions of our inverted logo: a horizontal and a vertical configuration. These versions are interchangeable depending on the platform, background color, or imagery used, allowing the logo to remain clear and legible across a variety of applications.

Both the wordmark and mortarboard emblem were custom-designed specifically for the Fresno Unified School District logo and should never be recreated or substituted. Although the wordmark is inspired by Times New Roman, it is not simply typed in that font. It includes custom design elements, such as the connected "fi" in Unified, making it unique to our identity. Likewise, the mortarboard emblem should never be used independently. These elements are integral to our brand identity and should not be altered, separated, or reproduced.



Primary Logo (Vertical)



Secondary Logo (Horizontal)

MINIMUM PADDING



Give the logos a little room to breathe. The minimum clear space around the logo, which is equal to two times the diameter of the "e" in the mortarboard, is crucial for ensuring visibility and maintaining the integrity of the logo's design. This is the rule for all Fresno Unified logos, horizontal or vertical.

LOGO VIOLATIONS



The unauthorized use or modification of our logos, such as (but not limited to) those depicted here are strictly prohibited and are in violation of our branding standards. These variations compromise the clarity, professionalism, and brand identity that we strive to maintain across all communications. It's essential that all materials, whether print or digital, adhere to our established guidelines to ensure that the Fresno Unified School District's image is represented accurately and effectively.



HORIZONTALLY STRETCHED



VERTICALLY STRETCHED



FADED



ARCHED



PIXELATED

Fresno Unified
School District



THE LOGO CANNOT BE SEPARATED, AND THESE ELEMENTS CANNOT BE USED ON THEIR OWN.



TWISTED



UNBALANCED



INCORRECT COLORS



F AND I NOT CONNECTED



FLIPPED

LOGO FORMAT VARIATIONS

VINYL LOGO VERSION

The vinyl version of the Fresno Unified logo is intended for production methods that are limited to solid colors. In these applications, the graduation cap tassel is reproduced in a single color (FUSD Dark Blue) to accommodate production limitations.

Vinyl Version

Cut vinyl decals
window graphics
Vehicle graphics
fleet decals

Production methods that
cannot reproduce
gradients, tints, or multiple
color values



FULL COLOR VERSION

For all other applications where multiple colors can be reproduced, the tassel must use the approved blue color variations shown in the Primary Logo. The single-color tassel should only be used for vinyl or other production methods that require a simplified two-color logo.



Full Color Version

District and school websites
Digital presentations
Email signatures
Social media graphics
Event banners and backdrops
Digital advertisements
Video graphics and title screens
Anything that supports:
Full-color printing

Do not substitute the single-color tassel in full-color applications. Always use the approved Primary Logo artwork when multi-color reproduction is available.

INVERTED

The inverted logo is only used on dark backgrounds where the primary Logo would not be visible.



PRIMARY SLOGAN LOGO

Fresno Unified has a slogan that serves to reinforce our values and goals. Utilizing our slogan is especially beneficial in promotional materials, advertisements, website banners, and social media posts, where a concise and memorable message can bolster recognition.

IMPORTANT:

The slogan can live on its own only if the Fresno Unified logo is somewhere else in the design/ marketing materials. The slogan/ logo must remain in the same condition, no skewing or changing it in any way.



Primary Slogan



Inverted Slogan

SLOGAN OPTIONS

To provide flexibility across a variety of communication and design needs, several approved logo and slogan lockups have been developed. These standard versions are intended for use on light or white backgrounds and help maintain a consistent Fresno Unified brand while accommodating different layouts and applications.



Primary Logo and Slogan



Secondary Logo and Slogan



Side by Side

The approved standard slogan logo options include:

- Primary Logo with Vertical Slogan – Best suited for layouts with more vertical space, such as posters, flyers, presentations, and digital graphics.
- Secondary Logo with Horizontal Slogan – Ideal for wider formats, including website headers, banners, email signatures, and other horizontal applications.
- Horizontal Side-by-Side Lockup with Divider – Features the logo and slogan separated by a vertical divider, creating a clean, balanced layout for professional communications, signage, and marketing materials where additional horizontal space is available.

Always use the approved logo files provided and do not recreate, rearrange, or alter the relationship between the logo and slogan.

SLOGAN INVERTED OPTIONS

Inverted (reversed) slogan logo options have been developed specifically for use on dark, colored, or high-contrast backgrounds where the standard versions may not provide sufficient visibility. These approved variations preserve legibility, maintain visual consistency, and ensure the integrity of the Fresno Unified brand across all applications.

The inverted slogan logo is offered to ensure versatility and maintain brand visibility across various backgrounds and contexts. This flexibility helps to preserve brand consistency, ensuring that the logo remains effective whether placed on light or dark. Fonts and dimensions should remain consistent as the regular slogan logo.

The same approved logo configurations are available as inverted versions:

- Primary Logo with Vertical Slogan
- Secondary Logo with Horizontal Slogan
- Horizontal Side-by-Side Lockup with Divider

Use only the approved inverted logo files and do not recreate, modify, or substitute colors for these versions.



Primary Logo and Slogan



Secondary Logo and Slogan



Side by Side

WE ARE FUSD LETTERMARK

The WE ARE FUSD lettermark represents more than a visual element—it embodies the collective spirit of Fresno Unified. It serves as a unifying symbol that reflects our shared commitment to students, families, and one another.

Regardless of department, school, program, or position, every employee plays a vital role in advancing Fresno Unified's mission. The WE ARE FUSD lettermark reinforces that we are one district working together toward a common purpose: **ensuring every student has the opportunity to learn, grow, and succeed.**

The lettermark may be used across internal and external communications to promote district pride, celebrate achievements, and reinforce the culture of collaboration that defines Fresno Unified. **It is intended to complement—not replace—the official Fresno Unified logo, serving as an expression of unity and our shared identity.**



Primary Lettermark



Inverted Lettermark

Usage Guidelines

- Use the WE ARE FUSD lettermark to reinforce district-wide unity and pride.
- Pair the lettermark with messaging that reflects collaboration, service, and student success.
- Do not alter, distort, recreate, or separate the elements of the lettermark.
- Maintain the approved colors, proportions, and clear space outlined in this guide.
- The lettermark should always appear as an endorsement of the Fresno Unified brand and should never be used in place of the official district logo where the primary logo is required.

DEPARTMENT LOGO

We offer vertical and horizontal versions of our department logos. Maintaining consistent branding across department logos within Fresno Unified is essential for creating a unified organizational identity. This consistency presents a cohesive visual image, enhancing professionalism and reinforcing our audience's association with Fresno Unified as a cohesive institution.

IMPORTANT:

If your department co-branded logo is incorrect in the files we provided in our Communications SharePoint, please submit a Let's Talk request under Media Support to provide correct logo options or discuss your specific needs.

Co-branding applies to all branded information and products – banners, digital, letterhead, clothing, accessories, promotional materials, emails, etc.



Primary Logo and Slogan



Secondary Logo and Slogan



Primary Logo and Slogan



Secondary Logo and Slogan

Multi-Department Logo Usage

When two Fresno Unified departments collaborate, a single co-branded department logo should be requested instead of using two separate logos. Both department names must appear on one line beneath the logo. If the department names cannot fit on a single line, the Primary Fresno Unified logo should be used instead.

For projects involving three or more departments, use the Primary Fresno Unified logo without department names. This approach reinforces a unified district identity and maintains a clean, consistent brand.

SCHOOL LOGO

IMPORTANT:

Schools can use the co-branded logo OR place the full Fresno Unified logo (outlined on page 5) somewhere else in their design based on their preference.

If your school's co-branded logo is incorrect in the files we provided in our Communications SharePoint, please submit a Let's Talk request under Media Support to provide correct logo options.

Student uniforms are not subject to co-branding (e.g. band, athletics, music).

Co-branding applies to all branded information and products, including (but not limited to) banners, digital, letterhead, clothing, accessories, all promotional materials, emails, etc. If you have questions on this, please email Communications at Communications@fresnounified.org.

To control costs, co-branding can be a color already included in the school brand. The Fresno Unified logo can be added in a single color. This will ensure folks don't have additional costs based on additional colors to co-brand.

School logos are designed to reflect each school's unique identity and community spirit while maintaining alignment with the overarching Fresno Unified brand.

We offer vertical and horizontal versions of school logos and should not be recreated in the Times New Roman Serif font or used separately from our official branding guidelines.



Fresno Unified
School District

Primary Emblem Logo



AHWAHNEE MIDDLE SCHOOL
Fresno Unified School District

Secondary Emblem Logo



Fresno Unified
School District

Primary Emblem Logo



AHWAHNEE MIDDLE SCHOOL
Fresno Unified School District

Secondary Emblem Logo

IMPORTANT: IF YOUR SCHOOL CO-BRANDED LOGO IS INCORRECT IN THE FILES WE PROVIDED IN OUR COMMUNICATIONS SHAREPOINT, PLEASE SUBMIT A LET'S TALK REQUEST UNDER MEDIA SUPPORT TO PROVIDE CORRECT LOGO OPTIONS.

COLOR PALETTE

Fresno Unified blue is the signature color and should be prominently placed for brand impact. Accent colors (red, yellow, and green) are to be used minimally to emphasize important content.

CMYK colors are recommended for a majority of print jobs; PMS colors should be used for all color print jobs (ex: spot colors for high-profile print jobs and for selecting blue products, including fabrics, paint, and other custom-color materials); RGB and hex values are for digital use cases only.

Using consistent colors across newsletters, signs, and online platforms creates a unified and professional look. This consistency reinforces the district's identity and helps people recognize and remember the brand.

PANTONES

PMS 2145

PMS 279

PMS 2905

PMS 277

PMS 2708

PMS 279

PMS 185

PMS 116

PMS 2250

PMS 2145

PMS 1815

PMS 110

PMS 355

PMS P425

FUSD BLUE COLOR PALETTE

FUSD DEEP BLUE

HEX #0061AE

RGB (0,97,174)

CMYK (100,44,0,32)

FUSD BLUE

HEX #1F97D4

RGB (31,151,212)

CMYK (85,29,0,17)

BLUE TINT #1

HEX #82BBE6

RGB (130,187,230)

CMYK (43,19,0,10)

BLUE TINT #2

HEX #ADD2F0

RGB (173,210,240)

CMYK (28,13,0,6)

BLUE TINT #3

HEX #C9E2F7

RGB (201,226,247)

CMYK (19,9,0,3)

ORIGINAL COLOR PALETTE

FUSD BLUE

HEX #1F97D4

RGB (31,151,212)

CMYK (85,29,0,17)

PRIMARY RED

HEX #DA2C4D

RGB (218,44,77)

CMYK (0,80,65,15)

PRIMARY YELLOW

HEX #FFCB00

RGB (255,203,0)

CMYK (0,20,100,0)

PRIMARY GREEN

HEX #00B838

RGB (0,184,56)

CMYK (100,0,70,28)

NEW COLOR PALETTE

FUSD DEEP BLUE

HEX #0061AE

RGB (0,97,174)

CMYK (100,44,0,32)

VIVID RED

HEX #910500

RGB (145,5,0)

CMYK (0,97,100,43)

VIVID YELLOW

HEX #F0B605

RGB (240,182,5)

CMYK (0,24,98,6)

VIVID GREEN

HEX #00932D

RGB (0,147,45)

CMYK (100,0,69,42)

GREY

HEX #6D6264

RGB (93,98,100)

CMYK (7,2,0,61)

PROGRAMS, EVENTS, & INITIATIVES

We encourage creativity and individuality in designing and branding programs, events, and initiatives. To strengthen our identity, we strongly recommend co-branding these materials by including the co-branded department or school logo or the full Fresno Unified logo (as outlined on page 5). However, if co-branding incurs additional costs, it is not required.

If you have questions about what is considered a program, event, or initiative, please email communications@fresnounified.org.



EMAIL ETIQUETTE

The email signature serves as a digital business card, representing the brand in every email interaction. Clear email signature etiquette promotes proper communication standards, ensuring that all team members present a unified image and message.

IMPORTANT:

Email signature must include department's logo, followed by name, title, department name, address, phone number, the district website and the standard confidentiality statement as illustrated here.

Do not include additional logos/imagery as part of your signature.

[Canva Branded Email Signature Link](#)

Best regard,

First Name, Last Name

Title

Department

Address: 1234 M St, Fresno, CA 93721

Office: 559-123-4567



Stay Connected with Fresno Unified:

www.fresnounified.org

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FONT FAMILIES

Fonts used in the district logo include the following:

Times New Roman
Bebas Neue
Flash LTC

The additional styles of this font include:

Times New Roman
Styles: Italic, Bold, Regular (or any combination)

Bebas Neue
Styles: Kai, Bold, Regular

Bebas Neue Pro
Styles: Bold, Italic, Regular

Helvetica
Bold, Bold Oblique, Oblique, Regular
(or any combination)



Fresno Unified
School District

FUTURE READY **STARTS HERE**

Times New Roman

Flash LTC

WE ARE **FUSID**



Bebas Neue

COLOR & TEXT ACCESSIBILITY

Creating accessible content is crucial for reaching all audiences. By considering color and text choices, we enhance readability and ensure inclusivity. Here are a few things to consider:

Contrast Ratios

Ensure Sufficient Contrast: Aim for a contrast ratio of at least 4.5:1 for standard text and 3:1 for large text. This improves readability for users with visual impairments.

Color Usage

Avoid Color-Only Indicators: Provide information through text labels and symbols in addition to color to ensure clarity for all users.

Inclusive Color Palette:

Choose colors that are distinguishable for those with color vision deficiencies. Use simulations to test color combinations.

Light vs. Dark Backgrounds:

Use dark text on light backgrounds and light text on dark backgrounds for optimal contrast.

Resource: <https://color.review/>

Pass

Pass

Fail

Fail

QUESTIONS OR ADDITIONAL SUPPORT

If you have any questions regarding the Fresno Unified logo system, branding standards, approved logo usage or need a specific logo file or format, please contact the Communications Office.

We are happy to provide guidance, answer branding-related questions, and ensure the appropriate logo files are used consistently across all communications.

For assistance, please contact us at:

Communications Department:

communication@fresnounified.org

Keith Rybaczyk

Keith.Rybaczyk@fresnounified.org

