

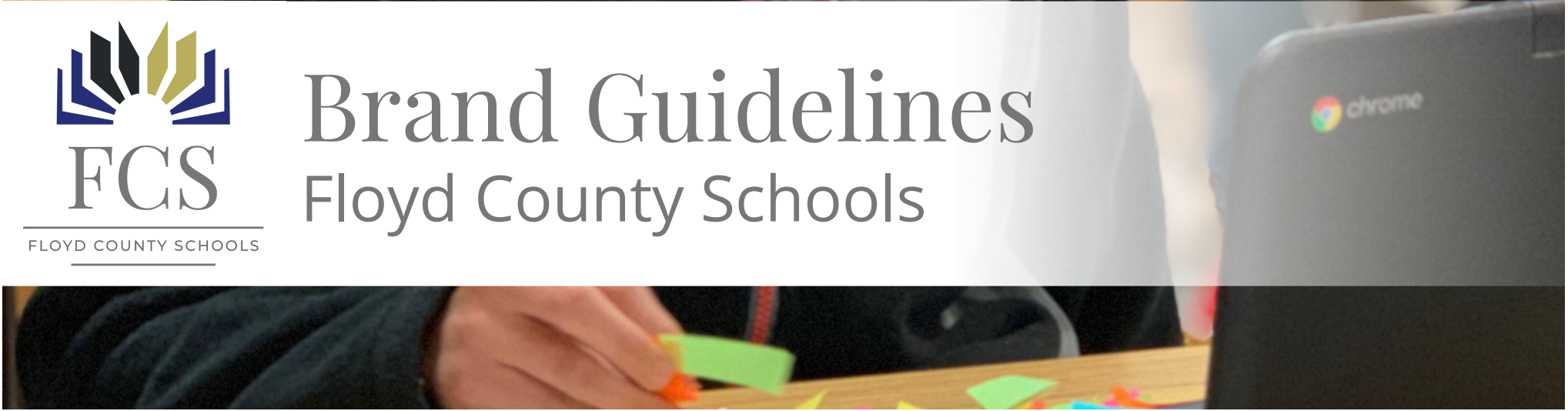


FCS

FLOYD COUNTY SCHOOLS

Brand Guidelines

Floyd County Schools





IDENTITY OVERVIEW

The Floyd County Schools (FCS) identity celebrates an energetic synergy of unity, innovation, progress, and student achievement.

The graphic identity and visual style defines our organization with a bold and dynamic freshness that visually states success. The identity standards help to eliminate confusion for our target audiences while adding a connection to who we are.

The purpose of this guide is to assist FCS employees and students as they create brochures, newsletters, fliers, documents, T-shirts, and other marketing and communication pieces that include the FCS name or logo.

1.1

LOGO ARRANGEMENTS

The FCS logo is an outward expression and representation of who we are. It consists of three main elements – the mark, the signature, and the tagline. They all symbolically express:

- Unity through the use of attendance area colors.
- Forward progress through the use of linear elements.
- Sincerity through the typography.
- Success through the tagline.
- Innovation through all elemental combinations.

There are four logo arrangements, or “lock-ups.” Use the first lock-up for larger formats in which the tagline can be easily read, such as on t-shirts. The second version should be used on most professional pieces and with Spanish speaking audiences. The third lock-up can be used on small formats where simplicity is important. Lastly, the fourth lock-up is to be used to improve contrast against backgrounds and imagery.

1.



2.



3.



4.



1.1

LOGO ARRANGEMENTS

There are a few specialty logo arrangements to be used by schools and departments on professional materials, such as on letterheads and business cards. The first lock-up is to be customized with each school's logo and name. The second lock-up is only used for schools with specialty programs or departments. The FCS logo should always be on the left, followed with the school's logo in the middle, and the specialty program or department logo on the right.

One logo should not dominate over another in the lock-up. To ensure this does not happen, keep each logo the same height throughout.

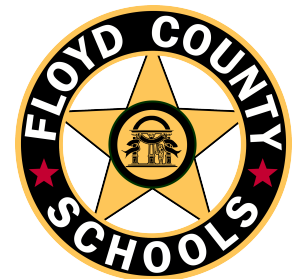
1.



Armuchee Elementary School

Floyd County Schools

2.



Coosa High School

Floyd County Schools

1.2

LOGO SPACING

The FCS identity should include a clear space around the perimeter where it is free of all text and artwork. The clear space should be a minimum of $\frac{1}{4}$ of the width of the logo on all sides. Any other visual or written elements violating this space will interfere with the legibility of the design. A good rule of measurement is the height of "FCS" found within the logo. That is the minimum suggested margin, but additional space is always encouraged.



1.3

LOGO RESTRICTIONS

Follow these rules to ensure brand consistency and maximum impact. As a general rule, don't alter the logos, but use them as they were provided.

Do not change the color of the logo.



Do not skew the logo.



Do not use clashing backgrounds.



Do not create additional lock-ups.



2

COLOR

Use these colors to guide your designs and layouts, for both print and digital purposes, to ensure you're staying consistent with the brand.

Color Palette

PANTONE
COOL GRAY 9 C

CMYK 0,0,0,11

RGB 119,119,119

HEX 777777

PANTONE
3581 C

CMYK 65,58,0,56

RGB 40,48,113

HEX 283071

PANTONE
426 C

CMYK 94,77,53,94

RGB 37,40,42

HEX 25282A

PANTONE
5845 C

CMYK 0,4,44,28

RGB 183,175,103

HEX B7AF67

Uses for color

Pantone

Use when color consistency is imperative. Use coated values for glossy paper, uncoated for matte paper.

RGB & HEX

Use in digital contexts like websites, screens, and projection.

CMYK

Use for typical printing, when color consistency is not imperative. Often more economical than Pantone.

Grayscale

Use for printing when color is unavailable.

3

TYPOGRAPHY

The PLAYFAIR DISPLAY and OPEN SANS font families are the designated FCS fonts. The fonts can be used without any limitations for commercial and non-commercial purposes. The humanistic geometric forms of this font pair nicely with those used in the logotype.

If you need to download these fonts to use with any desktop application, they can be found for free in Google Fonts. The Open Sans typeface should be used for most purposes, like subheaders, body copy, links, and captions. The secondary typeface, Playfair Display, should be used for headers.

When choosing typography, consider size, color, and contrast to achieve optimal hierarchy and consistency across the brand. In size, headers should be 12-16pt, subheaders should be 10-14pt, and body copy and captions should be 8-14pt.

FLOYD COUNTY SCHOOLS

and FOCUS CONNECT SUCCEED ----ALWAYS use Open Sans in ALL CAPS
*Three spaces between mission words

Primary Weights

PLAYFAIR DISPLAY REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
0123456789 \$&@!

PLAYFAIR DISPLAY BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
0123456789 \$&@!

PLAYFAIR DISPLAY ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
0123456789 \$&@!

OPEN SANS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
0123456789 \$&@!

OPEN SANS SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
0123456789 \$&@!

OPEN SANS BOLD

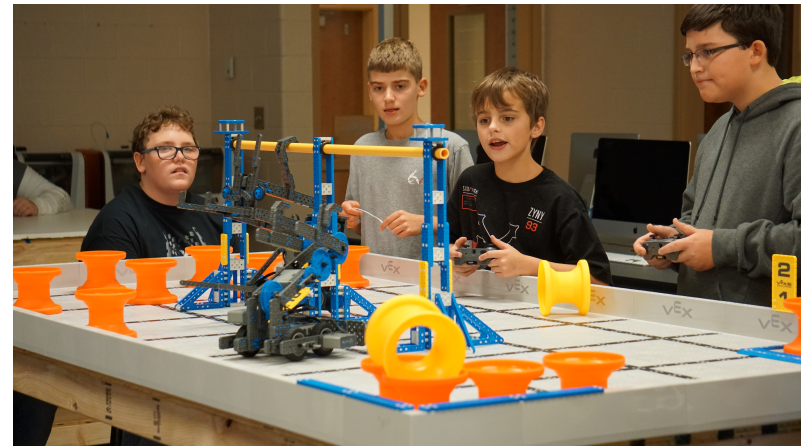
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
0123456789 \$&@!

4

BRAND IMAGERY

Our imagery should focus on students in school settings by highlighting learning experiences and the resources provided to students. FCS is driven to provide their students with the best opportunities, and the imagery should be optimistic and energetic to reflect that. Photos should be in a candid style with a bright and natural feel.

When purchasing images for digital use, the minimum resolution is 72 dpi. When purchasing images for print use, the minimum resolution is 300 dpi. All photos should be in color.



5.1

PRINT LAYOUT

Refer to these existing materials for how to arrange type and image in a way that is consistent with the brand's look and feel.

Templates for Central Office Staff

Letterhead



BOARD OF EDUCATION
DR. TONY DANIEL, BOARD CHAIR
JAY SHELL, BOARD VICE CHAIR
CHIP HOOD
MELINDA JEFFERS
DR. MELINDA STRICKLAND
SUPERINTENDENT
DR. JEFFREY R. WILSON, Ed.D

Month XX, 20XX

Dear Name,

Ebitam aut alition et voluptate ipit lacearu ntiorum, quunt ut officiis sitatur, aceprerrora sunt quo te essi ut estiundit qui renis eos nihit et experum endignit untur, a volorer cillam andit, volore, sitis evenis et qui doloreprem voloria plit alibus quamus, conse nostis qui quiasped enimetus quiaestiam quo beaurptati ducid mo con pre dolupta turero mod quatur audae por reicidem fuga. Anda acipsam namet omniscipsam fuga.

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Sincerely,

Name

600 Riverside Parkway, N.E. • Rome, Georgia 30161-2938 • 706.234.1031 • www.FloydBOE.net

Business Card



Floyd County Board of Education
Dr. Jeff Wilson
Superintendent

Floyd County Schools Central Office
600 Riverside Parkway NE
Rome, Georgia 30161

Phone: 706.234.1031
Email: jwilson@floydboe.net

Front



FCS
FOCUS CONNECT SUCCEED

www.FloydBOE.net

Back

5.1

PRINT LAYOUT

Refer to these existing materials for how to arrange type and image in a way that is consistent with the brand's look and feel.

Templates with School Logos

Letterhead



MODEL HIGH SCHOOL
SCOTT SAVAGE, PRINCIPAL
ANGELA BROCK, ASSISTANT PRINCIPAL
MIKE HOUSE, ASSISTANT PRINCIPAL

Month XX, 20XX

Dear Name,

Ebitam aut alition et voluptate ipit lacearu ntiorum, quunt ut officiis sitatur, aceprerrora sunt quo te essi ut estiundit qui renis eos nihit et experum endignit untur, a volorer cillam andit, volore, sitis evenis et qui doloreprem voloria plit alibus quamus, conse nostis qui quiasped enimetus quiaestiam quo beaurptati ducid mo con pre dolupta turerio mod quatur audae por reicidem fuga. Anda acipsam namet omniscipsam fuga.

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Sincerely,

Name

3252 Calhoun Highway • Rome, Georgia 30161 • 706.236.1895 • www.FloydBOE.net

Business Card



Floyd County Schools
Jamey Alcorn
Principal, Pepperell High School

Pepperell High School
3 Dragon Drive
Lindale, Georgia 30147

Phone: 706.236.1844
Email: jalcorn@floydboe.net

Front



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FOCUS CONNECT SUCCEED

www.FloydBOE.net

Back

5.2

DIGITAL LAYOUT

Refer to these existing materials for how to arrange type and image in a way that is consistent with the brand's look and feel.

Google Account Profile Picture

Profile pictures for floydboe.net gsuite account holders should make faculty and staff identifiable as professionals in the district. A professional headshot or yearbook photo may be used. If one is not available, the default image from Google should be used.

Email Signature

In order to maintain a positive and consistent FCS brand and facilitate clear communication, personalized FCS Email signatures should be attached to all correspondence.

Email Signatures should be set in Normal size Sans Serif Bold. Remainder of text is set in Normal size Sans Serif without bolding. If a quote is desired, it must be below all of your information and must be encapsulated in quotations, Normal size Sans Serif Bold, and attributed to the originator.

Email Signature Restrictions

Email signatures **should not** include the following:

- FCS or school logo
- Personal philosophies, quotes, and/or slogans that are political or controversial in nature.
- Links to websites other than FCS, district schools, or department/ teacher class sites.

First and Last Name

Title

Department or School

Address

City, ST 00000

000.000.0000 ext.

www.FloydBOE.net

“Quote”- Attribute quote to the originator