FARMINGTON AREA PUBLIC SCHOOLS
STYLE AND BRAND GUIDE

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Version.3.1
November 2020

There is no off switch on a Tiger.

- German Proverb

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Farmington Area Public Schools
Style and Brand Guide

These guidelines provide the tools you will need to maintain the consistency of ISD 192's visual identity.

Introduction

WELCOME TO FARMINGTON AREA PUBLIC SCHOOLS

Establishing a consistent and controlled message of who we are is essential to presenting a strong, unified image of our schools. These guidelines reflect **ISD 192's** dedication to quality, consitency and style.

The **Farmington Area Public Schools** brand, including the logo, name, colors and identifying elements, are valuable school assets that you should be proud of, they reflect our commitment to our students, faculty and staff.

If you have any questions, or need additional info, please contact: smcconnaughey@farmington.k12.mn.us
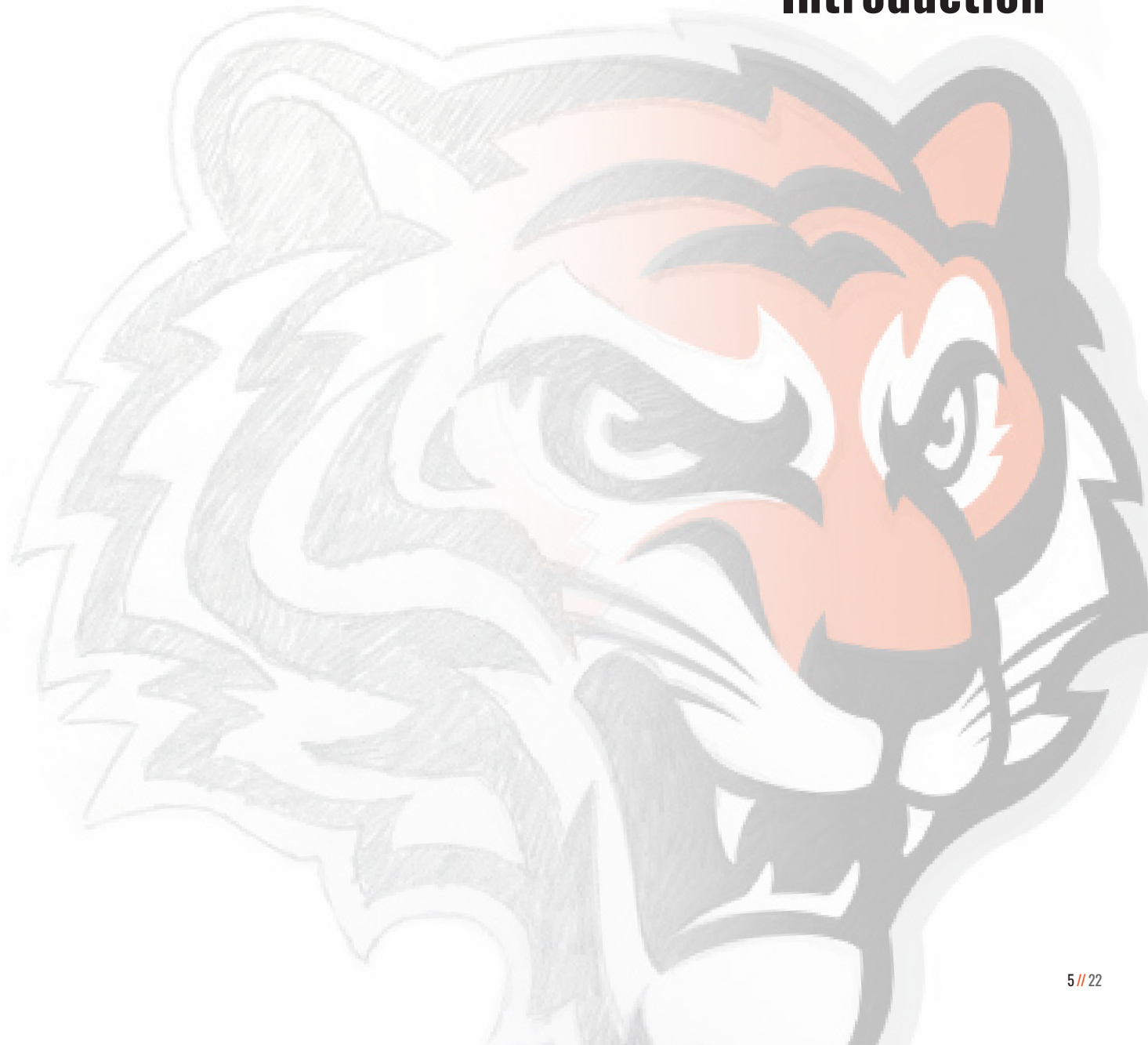
The Logo Versions

- The District Logo

- The School Logos

- The Community Education Logo

- The Athletics & Activities Logos

- The Community Education Program Logos

- The School Acronym Logos

Logo Versions

ABOUT THE LOGOS

The Farmington Area Public Schools have created a comprehensive identity system that represents the many divisions, activities and programs available in our district. The marks have been designed to capture the spirit and excitement we feel as a district, as well as the pride we feel being Tigers. Below is a sample of the versions available for the District, Schools, Community Education, and Athletics & Activities. **The Farmington Tigers word mark, and the Tiger head and Tiger paw logos are trademarks owned by ISD 192. Use of ISD 192 trademarks is prohibited, unless expressly authorized.**

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1 THE DISTRICT LOGO

This logo features the Tiger brand mark and district name. The design has been created in full color, black and white (greyscale), and one color designs in black and white.

2 THE SCHOOL LOGOS

This logo features the Tiger brand mark and has a version for each of the eight schools. The design has been created in full color, black and white (greyscale), and one color designs in black and white.
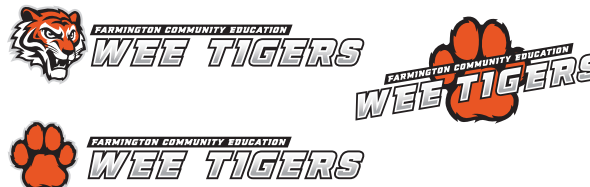
3 COMMUNITY EDUCATION LOGO

This logo features the Tiger paw brand mark and Community Education title. The design has been created in full color, black and white (greyscale), and one color designs in black and white.

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4 ATHLETICS & ACTIVITIES LOGOS

This logo features the Tiger and Paw Brand mark and has a version for each of the 25 Athletics & Activities. Additionally, this design also has a logo featuring an arched banner with both Tiger and Paw as well as a diagonal banner with paw. The design has been created in full color, black and white (greyscale), and one color designs in black and white .

5 COMMUNITY EDUCATION PROGRAM LOGOS

This logo features the Tiger and Paw Brand mark and has a version for each of the ten community education programs. Additionally, this design also has a logo featuring the paw in a diagonal banner. The design has been created in full color, black and white (greyscale), and one color designs in black and white.

6 SCHOOL ACRONYM LOGOS

This logo features the Paw Brand mark and has a version with the acronym for each of the eight schools. The design has been created in full color, black and white (greyscale), and one color designs in black and white.

The Logo Files

- Full Color

- Black & White (greyscale)

- One Color (white)

- One Color (black)

Logo Files

FILE TYPES

The files for each logo color and file format is organized in folders based on specific application: print or web. Print files are saved as JPEGs and web files are saved as transparent PNGs. Additionally, you will find a vector folder that contains the original native files in Adobe Illustrator. For best quality, use the vector files whenever possible.

1 **FULL COLOR/ BLACK & WHITE (GREYSCALE)**

The Full Color files for each logo version have been exported as CMYK JPEGs for print and RGB PNGs for web use. The native Illustrator vector files are saved in the CMYK colorspace. The black & white files for each logo version have been exported as greyscale JPEGs for print and RGB PNGs for web use.

3 **ONE COLOR (WHITE)**

The one color white files for each logo version have been exported as RGB PNGs for web. These files can also be used for print since unlike JPEGs they have the ability to be transparent.

4 **ONE COLOR (BLACK)**

The one color black files for each logo version have been exported as greyscale JPEGs for print and RGB PNGs for web use.

Logo Usage

- Clear Space

- Background Color Applications

- Changing Proportion

- Changing Colors

- Tilting

- Adjusting Contrast

Logo Usage

THE RULES OF THE ROAD...

In order to maintain consistency with the "brand", it's important that when using these materials you stay within accepted use. Below you will find a few "rules of thumb" to keep in mind.

1 **CLEAR SPACE**
The logo must have a generous amount of space separating it from other graphic elements and text. The clear space should be equal to half the height of the logo, which is also about as much as the x-height of the letters. Images should not be shown behind the logo or within the clear space limits.

2 **BACKGROUND COLOR APPLICATIONS**
When using the logo on backgrounds other than white, appropriate file usage will depend on available colors (full color, black & white/grey scale or one-color). Only use the .png or .ai files when a transparent background is needed, jpeg files are not transparent and would show a "white box" around the logo on colored backgrounds.

3 **DO NOT** CHANGE PROPORTION

Do not stretch or squeeze the logo. To constrain proportion, hold down the shift key while resizing. (This is the same on Mac and PC)

4 **DO NOT** CHANGE COLOR

The colors of the logos should not be adjusted outside of the established color palette.

5 **DO NOT** TILT THE LOGO

The positioning of the logo must always be horizontal. Do not tilt or skew.

6 **MAINTAIN** CONTRAST

When using dark or light backgrounds, always make sure you use the appropriate file and adjust opacity values sparingly.

The School Colors
- Primary Color System
- Secondary Color System

The Primary Color Palette and Color Codes

PRIMARY COLOR SYSTEM

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Color plays an important role in the Farmington Area Public Schools identity program. The colors below are standards for various media. A palette of primary colors has been developed, which comprise the "One Voice" color scheme.

Consistent use of these colors will contribute to the cohesive and harmonious look of the Farmington Area Public Schools identity across all relevant media. Check with your designer or printer when using the corporate colors that they will be always be consistent.

Explanation:
Farmington Area Public Schools has two official colors: orange and black. These colors have become a recognizable identifier for the district.

Usage:
They can be utilized in any variation of tone to add depth and contrast to official materials, unless otherwise specified. (see logo usage)

PRIMARY COLOR ORANGE

–

COLOR CODES

CMYK   :   C004 M081 Y100 K000
Pantone :   7579C
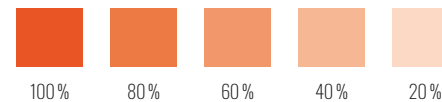RGB   :   R229 G086 B037
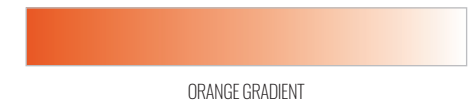Web   :   #e55625

PRIMARY COLOR BLACK

–

COLOR CODES

CMYK   :   C000 M000 Y000 K100
Pantone :   Black 3C
RGB   :   R035 G031 B032
Web   :   #231f20

Tiger Orange

COLOR TONES

| 100 % | 80 % | 60 % | 40 % | 20 % |

THE GRADIENT

ORANGE GRADIENT
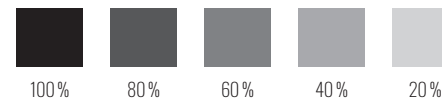
Tiger Black

COLOR TONES

| 100 % | 80 % | 60 % | 40 % | 20 % |

THE GRADIENT

BLACK GRADIENT

The most magnificent creature in the entire world, the tiger is.

- Jack Hanna

The Secondary Color System and Color Codes

SECONDARY COLOR SYSTEM

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The secondary colors are complementary to our official colors.

Usage:
They can be utilized in any variation of tone to add depth and contrast to official materials
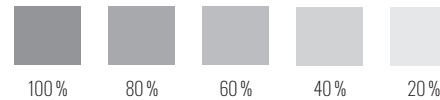
SECONDARY COLOR
TIGER GREY

-

COLOR CODES

CMYK	:	C000 M000 Y100 K050
Pantone	:	Cool Grey
RGB	:	R147 G149 B152
Web	:	#939598

Tiger Grey

COLOR TONES

100 %	80 %	60 %	40 %	20 %

THE GRADIENT

GREY GRADIENT

SECONDARY COLOR
TIGER DARK ORANGE

-

COLOR CODES

CMYK	:	C004 M081 Y100 K025
Pantone	:	7599C
RGB	:	R182 G068 B026
Web	:	#b6441a

Tiger Dark Orange

COLOR TONES

100 %	80 %	60 %	40 %	20 %
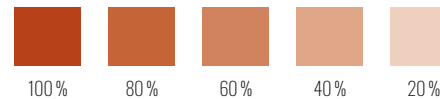
THE GRADIENT

GREY GRADIENT

The Primary Font

OSWALD

DESIGNER : VERNON ADAMS

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THE FONT

Oswald is a reworking of the classic style historically represented by the 'Alternate Gothic' sans serif typefaces. The characters of Oswald were initially re-drawn and reformed to better fit the pixel grid of standard digital screens. Oswald is designed to be used freely across the internet by web browsers on desktop computers, laptops and mobile devices.

Since the initial launch in 2011, Oswald was updated continually by Vernon Adams until 2014. Vernon added Light and Bold weights, support for more Latin languages, tightened the spacing and kerning and made many glyph refinements throughout the family based on hundreds of users' feedback. In 2016 the family was updated by Kalapi Gajjar and Alexei Vanyashin to complete the work started by Vernon, and support languages that use the Cyrillic script. In January 2019, it was updated with a variable font weight axis.

Regular	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z
Figures	0 1 2 3 4 5 6 7 8 9
Special Characters	! " § $ % & / ( ) = ? ` ; : ¡ " ¶ ¢ [ ] | { } ≠ ¿ ' « ∑ € ® † Ω ¨ / ø π • ± ' æ œ @ ∆ º ª © ƒ ∂ , å ¥ ≈ ç

The Primary Font Cases

regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

demi-bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

demibold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

heavy

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

extra-light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

extralight

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

The Secondary Font

ARIAL

DESIGNER : ROBIN NICHOLAS AND PATRICIA SAUNDERS

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THE FONT

The Arial® typeface is one of the most widely used designs of the last 30 years. Drawn in 1982 by Monotype Imaging designers Robin Nicholas and Patricia Saunders for use in an early IBM® laser printer, Arial has become a staple for textual content. While some believe Arial has its design roots in the Helvetica® typeface, its foundation is actually in the Monotype Grotesque® design, drawn at the turn of the last century.

| Regular | A B C D E F G H I J K L M N O P Q R S T U V W X Y Z |
| | a b c d e f g h i j k l m n o p q r s t u v w x y z |

| Figures | 0 1 2 3 4 5 6 7 8 9 |

| Special Characters | ! " § $ % & / ( ) = ? ` ; : ¡ " ¶ ¢ [ ] \| { } ≠ ¿ ' |
| | « ∑ € ® † Ω ¨ / ø π · ± ' æ œ @ ∆ º ª © ƒ ∂ , å ¥ ≈ ç |

The Secondary Font Cases

| medium | A B C D E F G H I J K L M N O P Q R S T U V W X Y Z |
| | a b c d e f g h i j k l m n o p q r s t u v w x y z |

| medium italic | A B C D E F G H I J K L M N O P Q R S T U V W X Y Z |
| | a b c d e f g h i j k l m n o p q r s t u v w x y z |

| bold | A B C D E F G H I J K L M N O P Q R S T U V W X Y Z |
| | a b c d e f g h i j k l m n o p q r s t u v w x y z |

| bold italic | A B C D E F G H I J K L M N O P Q R S T U V W X Y Z |
| | a b c d e f g h i j k l m n o p q r s t u v w x y z |

| extra bold | A B C D E F G H I J K L M N O P Q R S T U V W X Y Z |
| | a b c d e f g h i j k l m n o p q r s t u v w x y z |

| extra bold italic | A B C D E F G H I J K L M N O P Q R S T U V W X Y Z |
| | a b c d e f g h i j k l m n o p q r s t u v w x y z |

| condensed | A B C D E F G H I J K L M N O P Q R S T U V W X Y Z |
| | a b c d e f g h i j k l m n o p q r s t u v w x y z |

| condensed bold | A B C D E F G H I J K L M N O P Q R S T U V W X Y Z |
| | a b c d e f g h i j k l m n o p q r s t u v w x y z |

The Logo Font

FARMINGTON TIGERS

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THE FONT

The Farmington Tigers font is the logo font for the Farmington Area Schools brand design. It has been built in four cases, regular, italic, bold and bold italic.

⚠ THIS FONT IS ONLY FOR USE IN PLACE OF A LOGO WHERE THE LOGO IS NOT FEASIBLE, FOR EXAMPLEE: FIELD ART.
THIS FONT IS NOT TO BE USED AS TYPOGRAPHY IN PLACE OF THE PRIMARY AND SECONDARY FONTS.

Regular	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
Figures	0 1 2 3 4 5 6 7 8 9
Special Characters	! @ # $ % ^ & * ( ) - + [ ] { } ; ' : " " , . < > / ?	\

The Logo Font Cases

regular	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
italic	*A B C D E F G H I J K L M N O P Q R S T U V W X Y Z*
bold	**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**
bold italic	***A B C D E F G H I J K L M N O P Q R S T U V W X Y Z***

DO YOU HAVE QUESTIONS? CONTACT US.

For further information please contact:

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www.farmington.k12.mn.us/staff_resources

SCAN TO DOWNLOAD THE COMPLETE BRAND MATERIALS PACKAGE