

## Visual Identity Guide

### **Purpose Statement**

The purpose of the Farmington Area Public Schools Visual Identity Guide is to ensure that publications and other communications reflect the character, quality, and mission of our school district. Any communication that represents Farmington Area Public Schools as a whole, or any of the district's individual schools, should conform to the Visual Identity and guidelines listed here.

### **Colors**

The official colors of Farmington Area Public Schools are orange and black. Below are the numbers used to identify our exact school colors in document creation programs and when dealing with designers.

- **Pantone**  
Orange: 716 C  
Black: 100% Black
- **CMYK Values**—this is used for print publications  
Orange: 3, 64, 100, 0  
Black: 100, 100, 100, 100
- **RGB Values**—this is used for electronic publications  
Orange: 247, 92, 0  
Black: 0, 0, 0
- **Hexadecimal Values**—this is used for the Web  
Orange: #F75C00 or #FF5500 (websafe)  
Black: #000000

### **Email Signature**

The purpose of an email signature is to provide contact information and reinforce the district image. Always **include** your name, job title, business address, phone number, and a link to the district website.

You may also include a fax number, social media links, your email address, a link to a specific school site, the district motto, or the district logo.

Please **do not include** other pictures, quotes, personal or extraneous information.

The preferred font for the district email signature is 10 point Century Gothic. See further instruction and examples below.



## Email Signature Structure:

First and Last Name, Job Title  
School or Building (link to website if desired)  
Business address  
Phone | Fax | email | Social Media Links  
Link to District Website (if not included elsewhere)  
Motto/Logo

## Email Signature Example:

Sally Reynolds, Communications Generalist  
[Farmington Area Public Schools](#)  
20655 Flagstaff Avenue, Farmington, MN 55024  
**Tel:** 651-463-5079 | **Twitter:** @District192  
**Facebook:** [facebook.com/isd192](#)

"Igniting learning. Impacting community. Inventing our tomorrows."



## Logos

- Farmington Area Public Schools has a primary and a secondary logo. One of these must appear on all communications (printed, broadcast, or electronic).



*Primary Logo*



*Secondary Logo*

- The Farmington Area Public Schools logos may only be used with permission of District 192. To enquire about using the logo and to receive high-resolution files, please call the District Communications Office at (651)463-5079.
- The Farmington Area Public Schools logo may only be reproduced from authorized electronic files maintained by the District Communications Office, (651)463-5079. Do not copy and paste any Farmington Area Public Schools logo from the internet. This will drastically lessen the quality of the image and is not appropriate.



### **In the Communication Resources Google Drive:**

- Types of logo files: JPEG, JPEG for Print, and EPS.
  - JPEG is to be used in electronic documents, including PDFs and Web pages.
  - JPEG for Print is to be used in print documents.
  - EPS files are for professional graphic design and printing projects. If a “vector file” is requested, this is the file type to send.
- Working with logo files:
  - Do not copy and paste or save any Farmington Area Public Schools logo from the Web or from a MS Word Document. This will drastically lessen the quality of the image and is not appropriate. Only use downloaded files.
  - After downloading and saving a JPEG file you may insert that file into a MS Word document, Web page, email, or similar communication. There you may resize and reposition the file, but
    - do not shrink the primary logo to less than three inches wide.
    - do not shrink the secondary logo to less than one inch wide.
    - do not distort the proportions of either logo in any way.
    - do not shift the orientation of the logo in anyway.
  - **See the Logo Style Guide for further instruction.**