

THE FALCON HIGH SCHOOL BRAND

Using the Falcon High School Logo

Establishing a brand is a fundamental step in developing relationships with staff, parents and students. A brand clearly defines the message of your school's educational objectives and delivers it to your target audience in a way they can relate to and easily understand. Establishing your brand can create loyalty, build trust and credibility, foster pride and promote a sense of belonging within your school community.



The FHS logo is the backbone of your brand. Using it correctly on all FHS publications projects professionalism and establishes an identity you audience can associate with. Incorrect use of the FHS logo can result in your audience losing trust in and connection to your brand.

Best Logo Practices

- Avoid mid tone background and never allow surrounding text to touch the logo
- Never skew, stretch or otherwise distort the logo
- Suggested uses: websites, brochures, fliers, advertisements and letterheads

Brand Colors



#6ba055
CMYK: 63, 18, 87, 2
RGB: 107, 160, 85



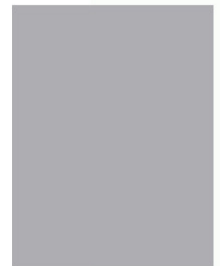
#c5b388
CMYK: 24, 25, 51, 0
RGB: 197, 179, 136



#386d2e
CMYK: 79, 34, 100, 24
RGB: 56, 109, 46



#000000
CMYK: 75, 68, 67, 90
RGB: 0, 0, 0



#aeadb2
CMYK: 33, 27, 24, 0
RGB: 174, 173, 178

Style Guide

Spell Out School Names, Use Consistent Acronyms

Always spell out Falcon High School on the first reference. For example, "Falcon High School educates hundreds of children." On subsequent references the acronym may be used. "Last week FHS, hosted a guest speaker."

Our Brand Fonts

The District 49 brand consists of two font families, Adobe Garamond Pro and Arial. The Falcon High School brand is welcome to use these font families in any materials created, including all print, digital and video media. The district fonts may be used together or individually depending on the needs of the specific document, stylistic choice of the author and where the document will ultimately be viewed. In most cases, Adobe Garamond Pro is used for titles and section headers. Garamond may be used as an alternative when the Adobe Garamond Pro font is not available. Arial is used in the main body of text. In general, Arial is better used in digital material and Adobe Garamond Pro is better suited for print applications, but both fonts may be used within a document to create style or enhance presentation.