FAIRBORN CITY SCHOOLS

Brand Guide

FAIRBORN
CITY SCHOOLS

SKYHAWKS

Introduction

About Fairborn

OUR COMMUNITY AND OUR SCHOOLS

Fairborn, Ohio is located approximately 12 miles east of Dayton, and our schools are located throughout the community, serving as hubs of collaboration, community, and connection. The Fairborn City School District primarily serves students in Fairborn, Bath Township, and Wright Patterson Air Force Base, with a student population of just over 4,200. The City of Fairborn has an estimated 33,780 residents that come to us from all around the state, country, and world.
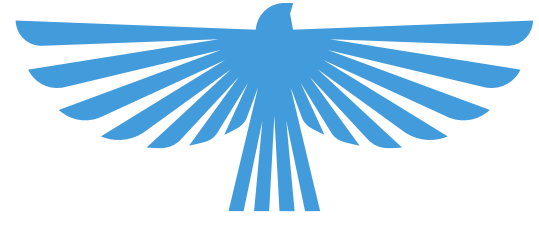
The Fairborn City School district is relentless in the pursuit of personal and academic excellence that prepares all students for success.

In partnership with our community, The Fairborn City School district will provide a safe and nurturing environment that values individual differences.

MISSION & VISION

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01 Logo

Stacked Logo
Primary logo used most often

This is the primary logo and lockup for Fairborn City Schools. The full color logo consists of the Skyhawk icon (the logomark) paired with the Fairborn City Schools type lockup (the logotype).

FAIRBORN
CITY SCHOOLS

Horizontal Logo
Used less often

FAIRBORN
CITY SCHOOLS

Logotype
Secondary logo used less often

FAIRBORN
CITY SCHOOLS

Logomark
Used as the spirit mark

The logomark consists of the Skyhawk illustration presented on its own. This reduces the logo down to a single identifying mark. Find out more of its use as the spirit mark in the Elements section.
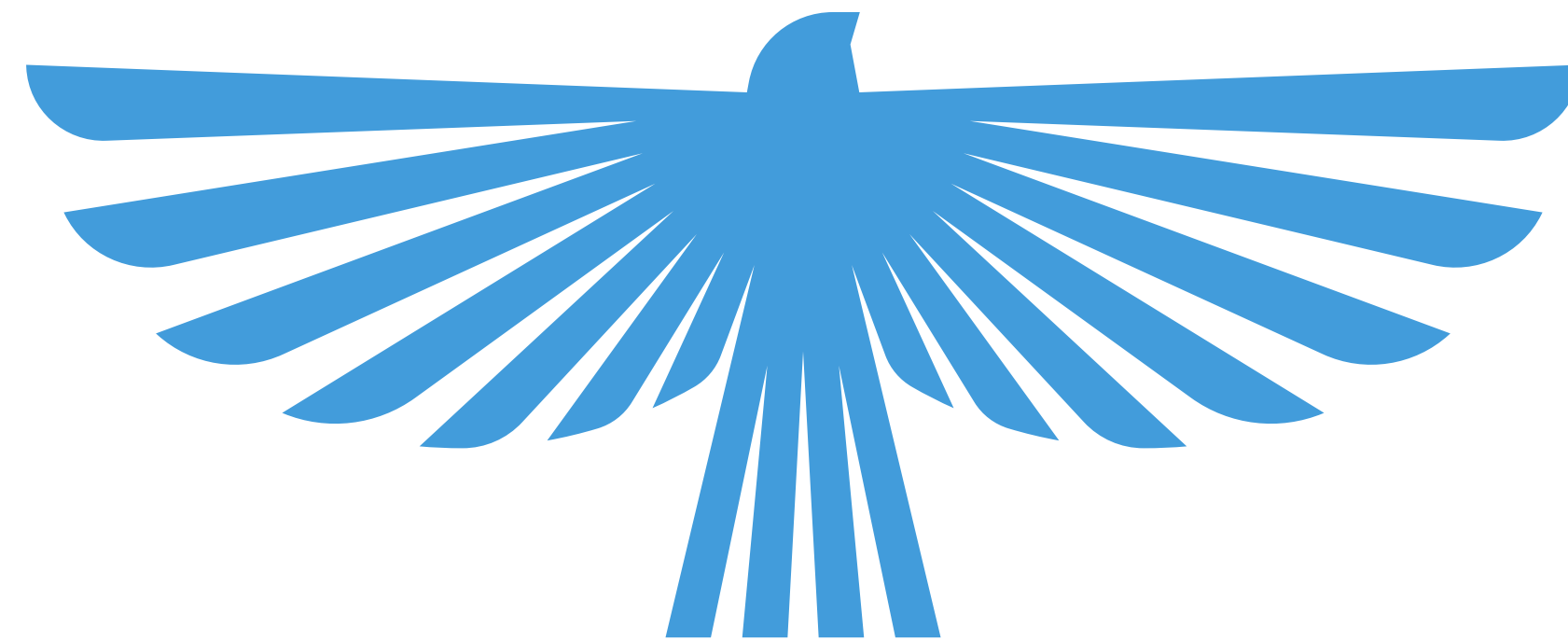
Clearspace

Always keep a clear space around the logo to isolate the logo from any competing graphic elements. Follow this for all versions of the logo.

Minimum Size

There is no limit at large scale, but be careful at smaller sizes. The logo should always be legible. If legibility is an issue, it's too small.

Stacked Logo
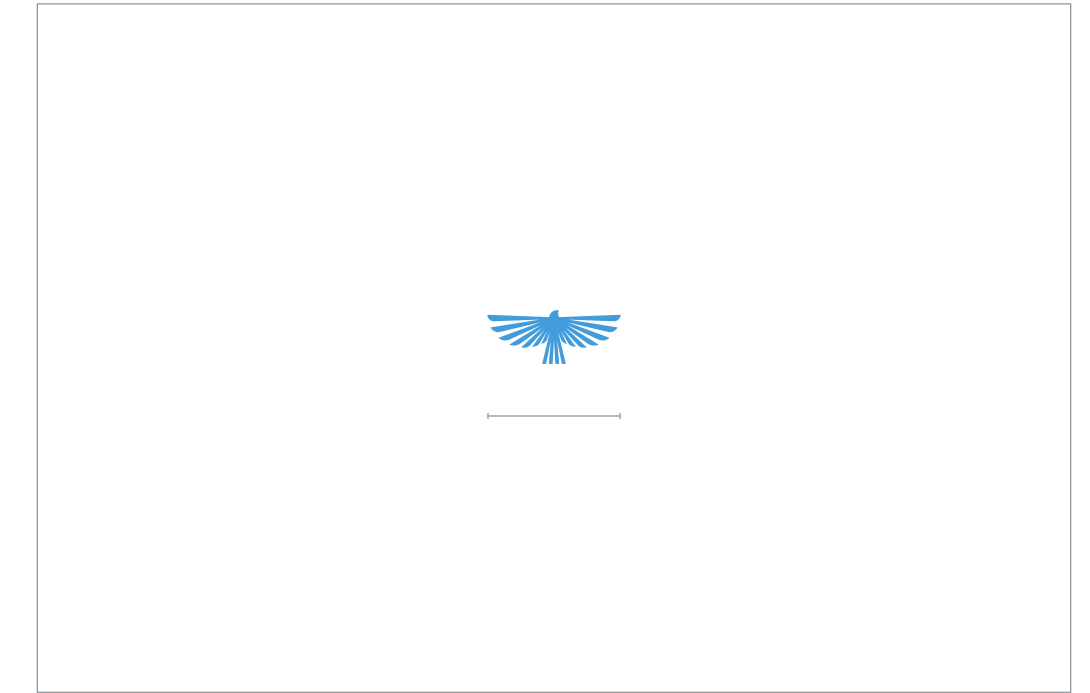Recommended minimum size is 100 pixels wide for screen, and 1 inch wide for print.

Horizontal Logo
Recommended minimum size is 165 pixels wide for screen, and 1.75 inch for print.

Logotype
Recommended minimum size is 100 pixels wide for screen, and 1 inch for print.

Logomark
Recommended minimum size is 50 pixels wide for screen, and 0.5 inch for print.

Usage
On White and Navy

The full color primary stacked logo and horizontal logo may only be used on a white background (A, B). For instances involving a navy background, the logotype may be changed to white (C, D). Below are the preferred color and background options.

A

FAIRBORN
CITY SCHOOLS

B

FAIRBORN
CITY SCHOOLS

C

FAIRBORN
CITY SCHOOLS

D

FAIRBORN
CITY SCHOOLS

Usage
On color

As a secondary option the logo may be used on color. When using the logo on color it's best to use a single color version. Contrast is important to maintain legibility.

Usage
On photography

Tips
1. When using the logo over photography always use a single color version.
2. Avoid using photos with busy backgrounds or too much detail.
3. Apply a darker or lighter transparent overlay on the image to help make the text more readable.
4. Photos with shallow depth of fields work best.
5. Contrast is key.

Don'ts

× **Do not** rotate or scale any parts of the logo

× **Do not** reflect any parts of the logo

× **Do not** stretch, skew, or distort the proportions

× **Do not** alter the position, proportions or layout of any part of the logo

× **Do not** change or alter the logo typeface in any way

× **Do not** add stroke, drop shadow, gradient or any other effects to the logo

× **Do not** change or alter the colors of the logo in any way

× **Do not** outline the logo

02

Athletic Logo

ATHLETIC LOGO
DONT'S

Athletic Logo
Used for athletics only

Don'ts

×
Do not reflect any parts of the athletic logo.

×
Do not add stroke, drop shadow, gradient, or any other effects to the athletic logo
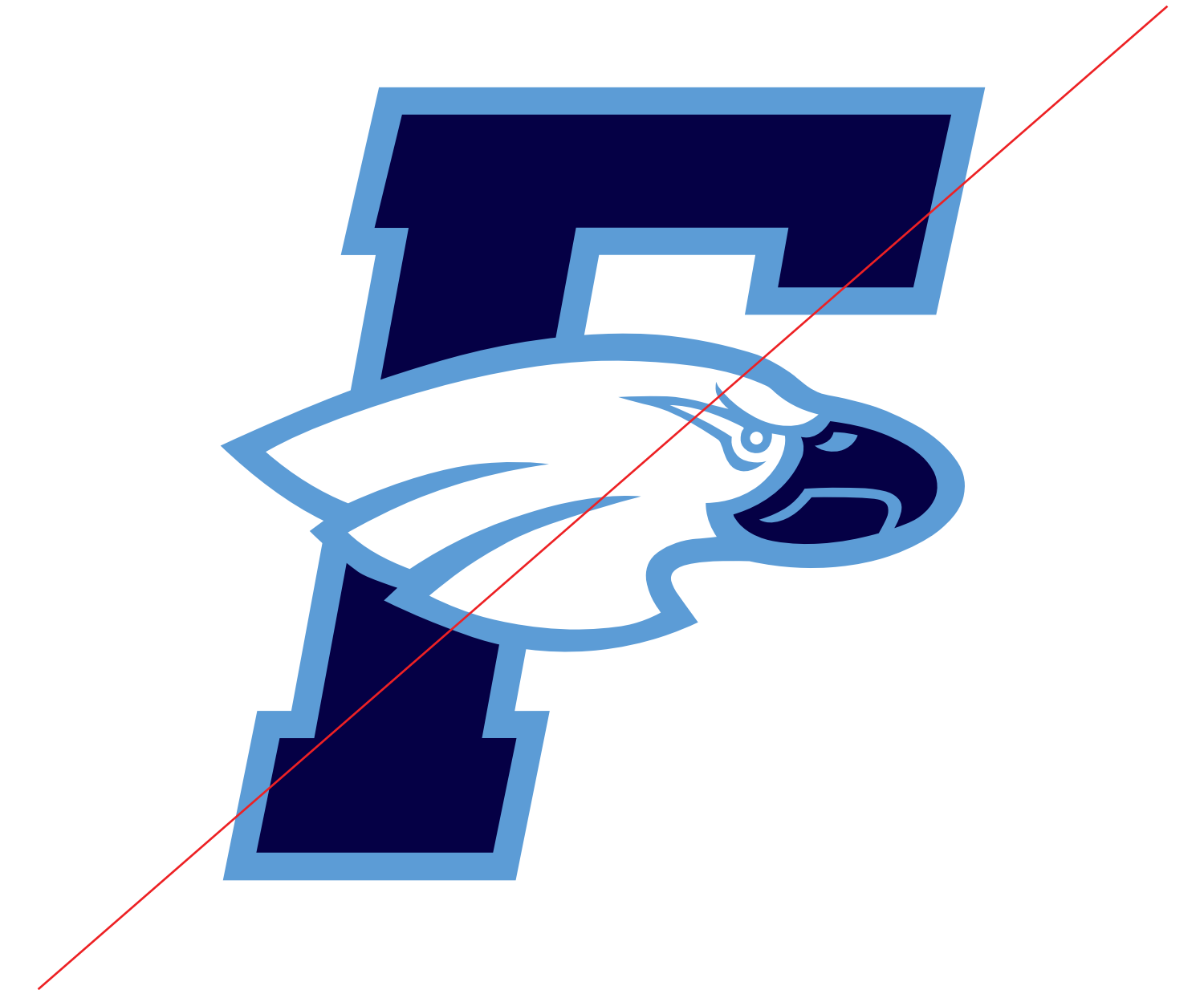
×
Do not use the athletic logo to replace the Fairborn City Schools logo. **They are not interchangeable.**

3

Academic Crest

Academic Crest
Used for formal academic cases only

The academic crest is used for formal cases like graduation diplomas and academic certificates. The crest should never be used in place of the logo. The crest should always be used in a single color.

The academic crest is made of symbols that represent the academic institution that is Fairborn City Schools.

Stars
Excellence, new beginnings

Torch
Wisdom, illumination

Laurel
Success, prosperity

Pencil
Creativity, potential

Hawk
Intelligence, focus, leadership

Shield
Protection, community

Date
Reconstitution of FHS
and the birth of the Skyhawks

Quill
Skyhawk feather, knowledge

FAIRBORN
CITY SCHOOLS
19   50

Versions

Single Color
Our primary academic crest in navy. Used over white backgrounds.

Reverse
Our secondary version of the academic crest. Used over dark backgrounds only.

Don'ts

×
Do not alter the colors in any way. Always use a single color version.

×
Do not change or remove any of the elements of the crest

×
Do not use the academic crest to replace the Fairborn City Schools logo. **They are not interchangeable.**

Color

04

PRIMARY COLORS
EXPANDED PALETTE
PROPORTION
WEB ACCESSIBILITY
CONTRAST
USAGE

Primary Colors

White, navy, and columbia are the primary colors for Fairborn City Schools. Bold, confident, and the forefront of the visual identity.

NAVY

Hex: #080048
RGB: 08 , 02 , 72
CMYK: 100, 98, 29, 51

COLUMBIA

Hex: #439CDA
RGB: 67, 156 , 218
CMYK: 68, 27, 0, 0

WHITE

Hex: #FFFFFF
RGB: 0 , 0 , 0
CMYK: 0, 0, 0, 0

Expanded Palette

The expanded palette adds tints of columbia and navy with the addition of a neutral palette of grays and black.

White
Hex: #FFFFFF
RGB: 0 , 0 , 0
CMYK: 0, 0, 0, 0

Navy
Hex: #080048
RGB: 08 , 02 , 72
CMYK: 100, 98, 29, 51

Dark Blue 1
#1A2166

Dark Blue 2
#213375

Dark Blue 3
#365794

Dark Blue 4
#4066A6

Light Gray 1
#DBDEDE

Light Gray 2
#B8BABF

Mid Gray 3
#91999E

Mid Gray 4
#6E757D

Dark Gray 5
#4A4F54

Dark Gray 6
#262629

Black
#000000

Columbia
Hex: #439CDA
RGB: 67, 156 , 218
CMYK: 68, 27, 0, 0

Light Blue 1
#78B5ED

Light Blue 2
#99C7F2

Light Blue 3
#BAD9F5

Light Blue 4
#DEEDFA

Columbia Text
#1C74B2
RGB: 28, 126, 178

Proportion

The primary brand colors and should always be used more over any other colors. White should have the largest proportion, followed by navy, then columbia. Other colors from the expanded palette should be used sparingly and have the least amount of proportion.

Web Accessibility

SPECIAL CONTRAST REQUIREMENTS FOR WEB AND DIGITAL USE

The Web Content Accessibility Guidelines (WCAG) are a set of recommendations for making web content more accessible. Contrast and color use are vital to accessibility. Users, including users with visual disabilities, must be able to perceive content on the page.

You can learn more about the WCAG at webaim.org/articles/contrast

Web Accessibility

Web Content Accessibility Guidelines (WCAG) requires a contrast ratio of at least 4.5:1 for normal text and 3:1 for large text. Since Columbia (#439CDA) on white fails to have a high enough contrast ratio the color needs to be adjusted for legibility and accessibility standards. The same goes for white over Columbia. Text that is part of a logo or brand name has no contrast requirement. Therefore, the logo is exempt from these rules.

Columbia Text
#1C74B2

This color has been tested and has a high enough contrast ratio to be used for text on white.

Use the Columbia Text color in digital and web applications (website, social media, digital ads)

COLUMBIA TEXT #1C74B2

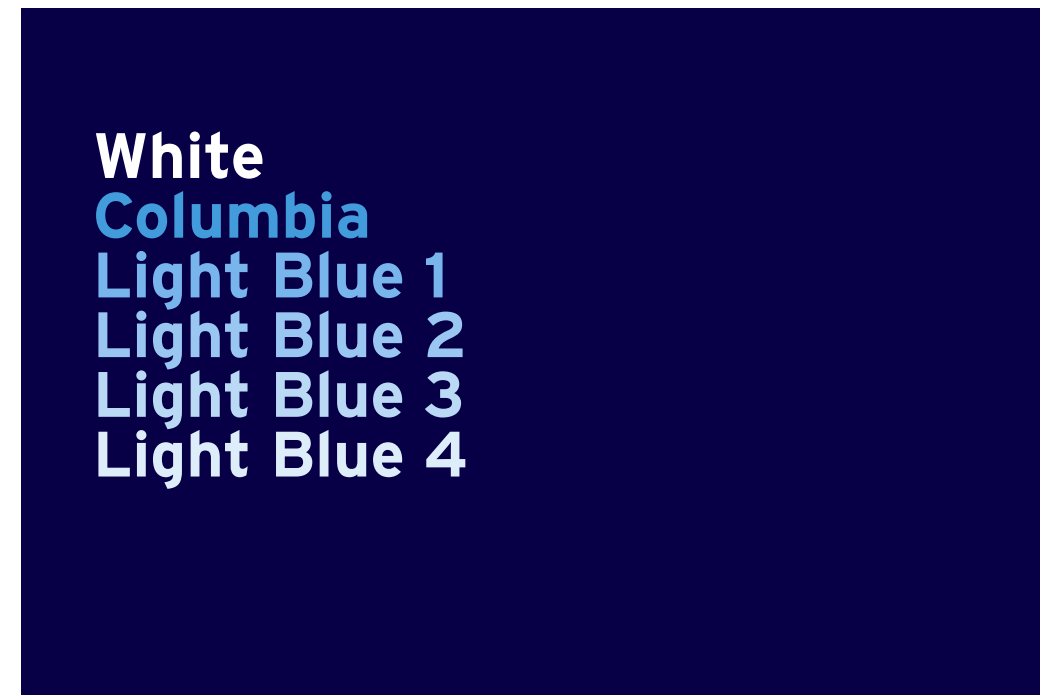## ABCDEFGHIJKLMNOPQRSTVWXYZ
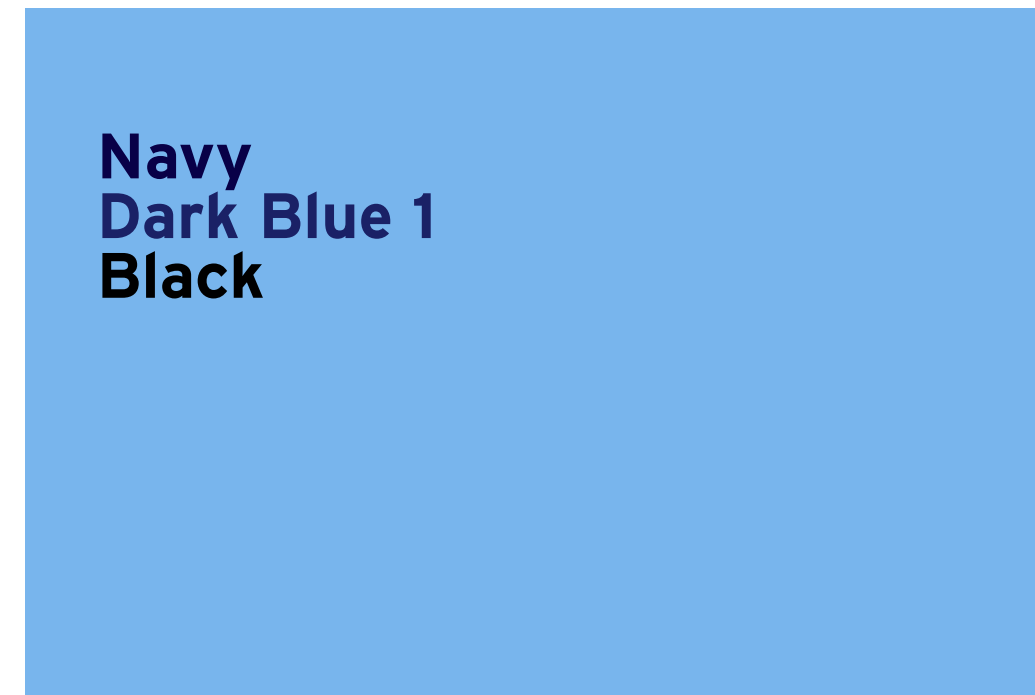## 1234567890+-/?!&()%*

Columbia

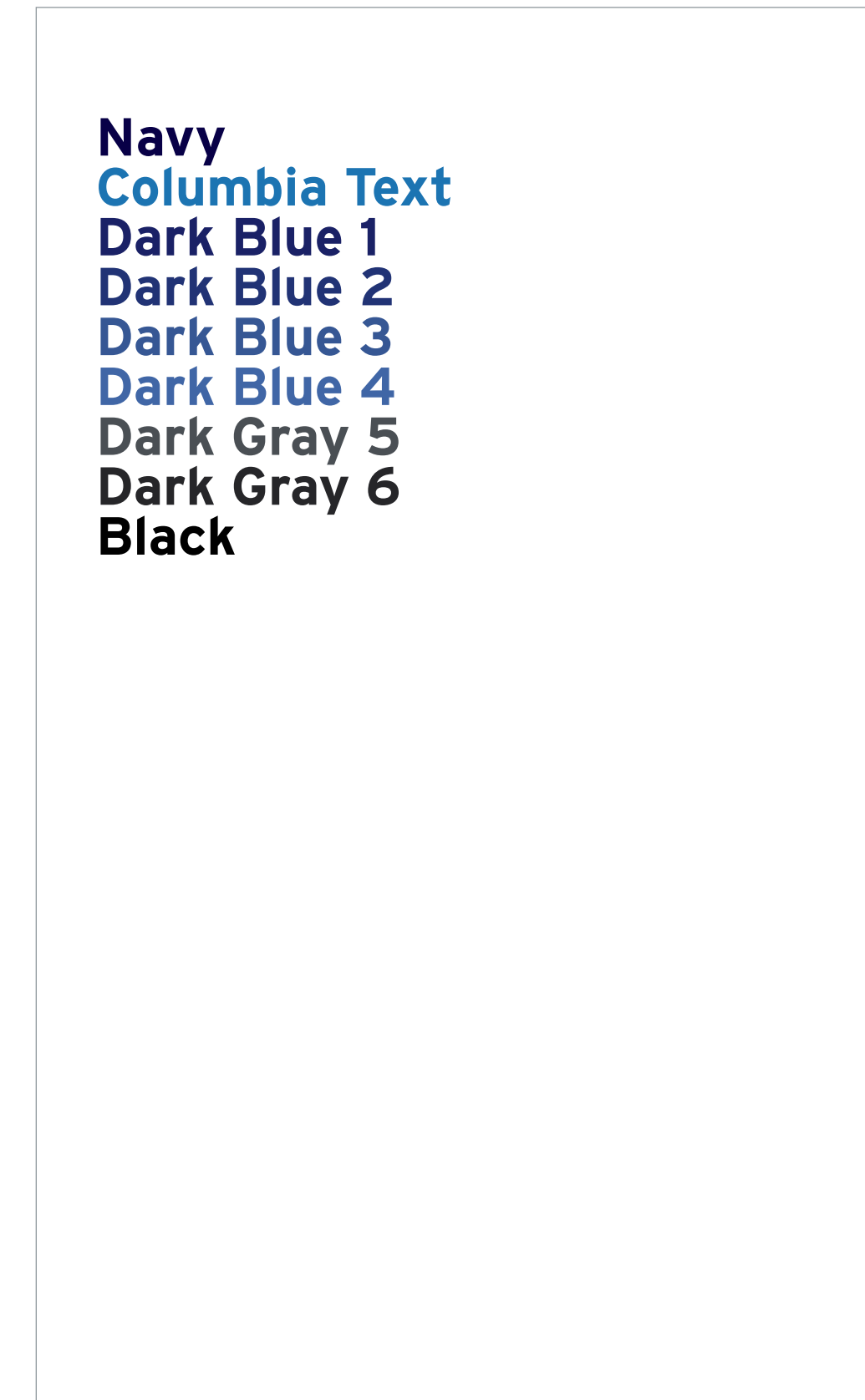Columbia Text

Contrast
Text over color

For legibility and web accessibility, colors must meet the recommended contrast ratio. For best practices, use the following approved combinations when using text over color. Avoid using dark blues over navy. Use light blue 1 instead of columbia for backgrounds. Gray should be used minimally and should only be used over white or light gray.

White
Columbia
Light Blue 1
Light Blue 2
Light Blue 3
Light Blue 4

✓
On Navy

Navy
Dark Blue 1
Black

✓
On Light Blue 1

Navy
Columbia Text
Dark Blue 1
Dark Blue 2
Dark Blue 3
Dark Blue 4
Dark Gray 5
Dark Gray 6
Black

✓
On White

Navy
Dark Blue 1
Dark Blue 2
Dark Gray 5
Dark Gray 6
Black

✓
On Light Gray 1

Black
Dark Blue 1
Dark Blue 2
Dark Blue 3

✕
Not enough contrast

White
Light Blue 1
Light Blue 2
Light Blue 3
Light Blue 4
Dark Blue 2
Dark Blue 3
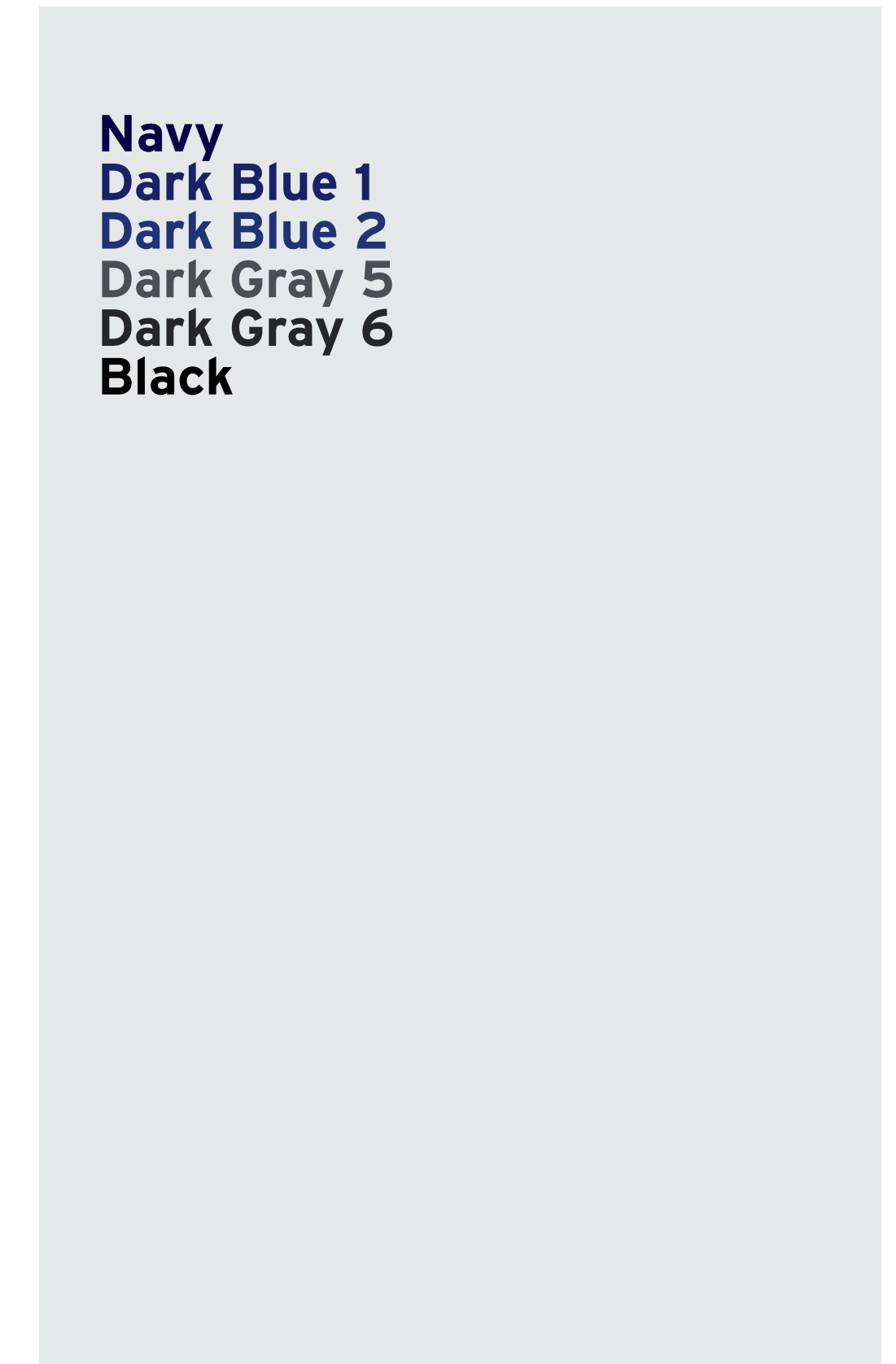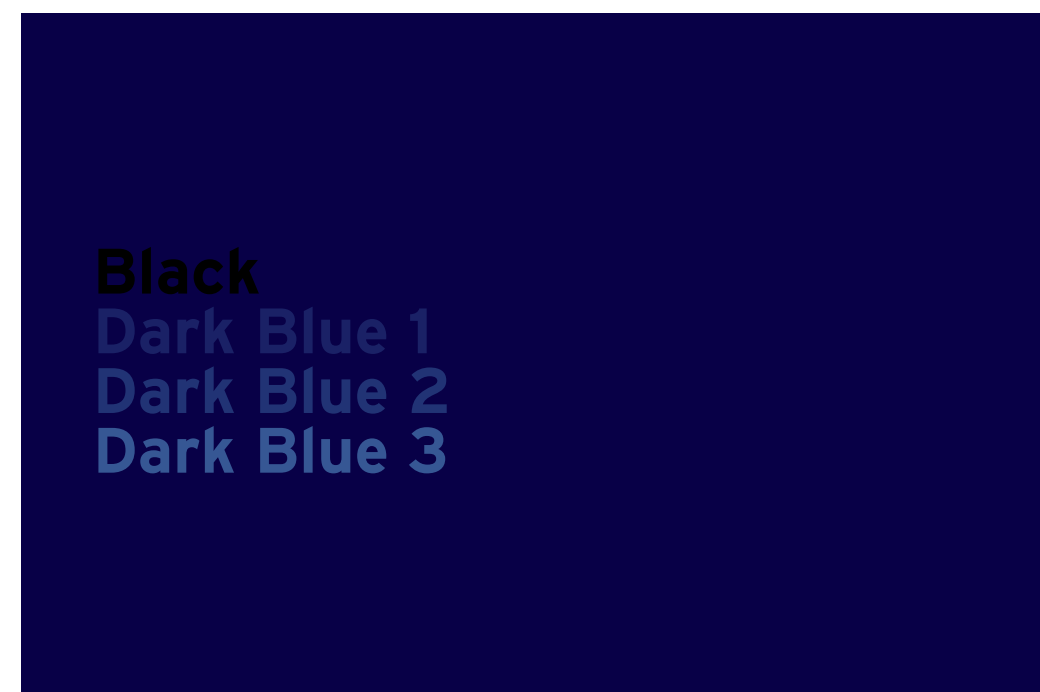
✕
Not enough contrast

Usage
High contrast vs low contrast

High Contrast
Most of the visual identity uses high contrast. This has the most visual impact and maintains consistency.

Low Contrast
Used less often for elements, backgrounds, and layering. When using text as a background design element it should be low contrast. All important text information should always use high contrast.

Usage
Social Media Posts
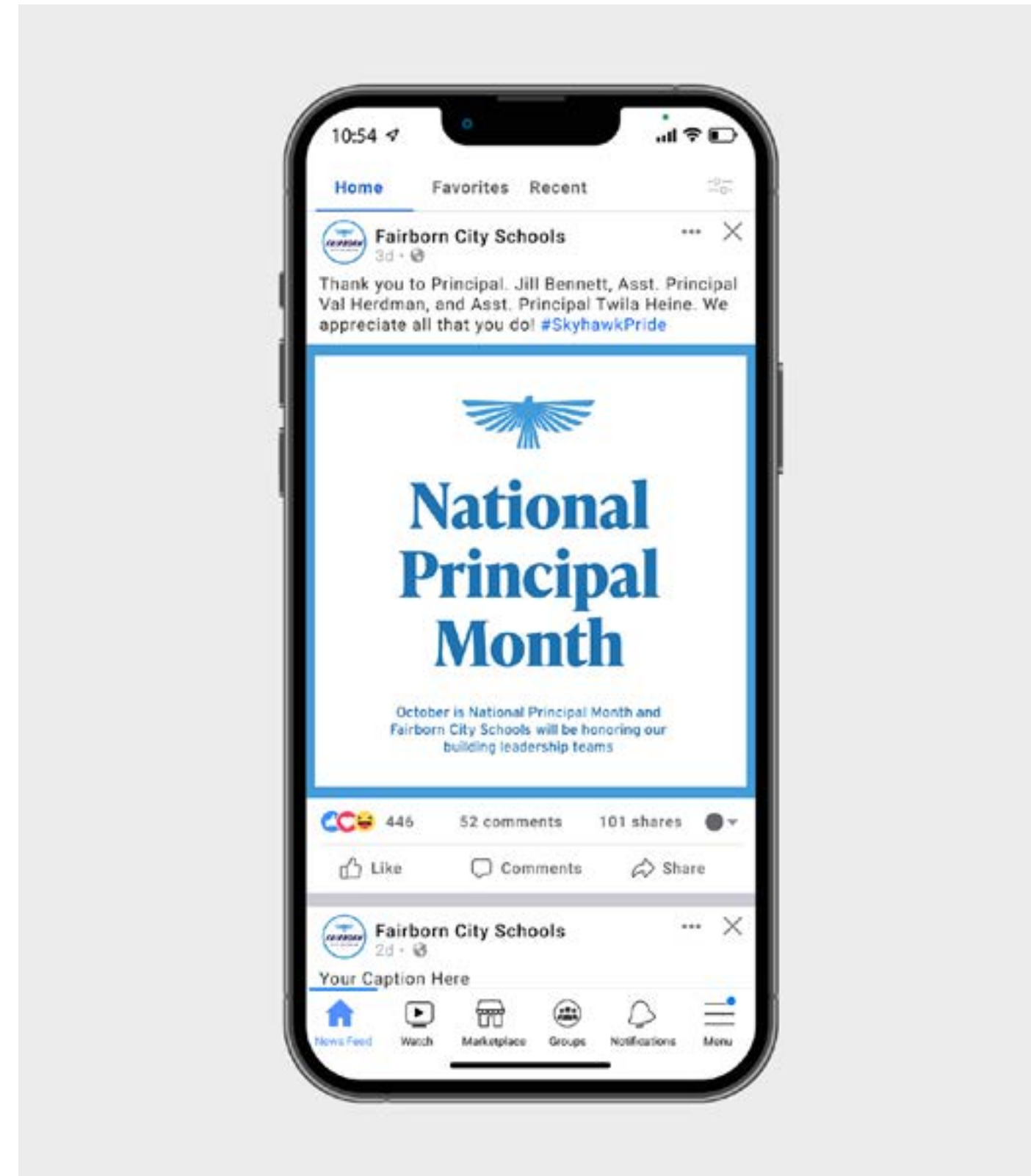
Web Content Accessibility Guidelines extend to social media posts or anything designed for the screen or web. For best practices, follow the contrast rules and approved color combinations. Text that is part of a logo or brand name has no contrast requirement.

✓
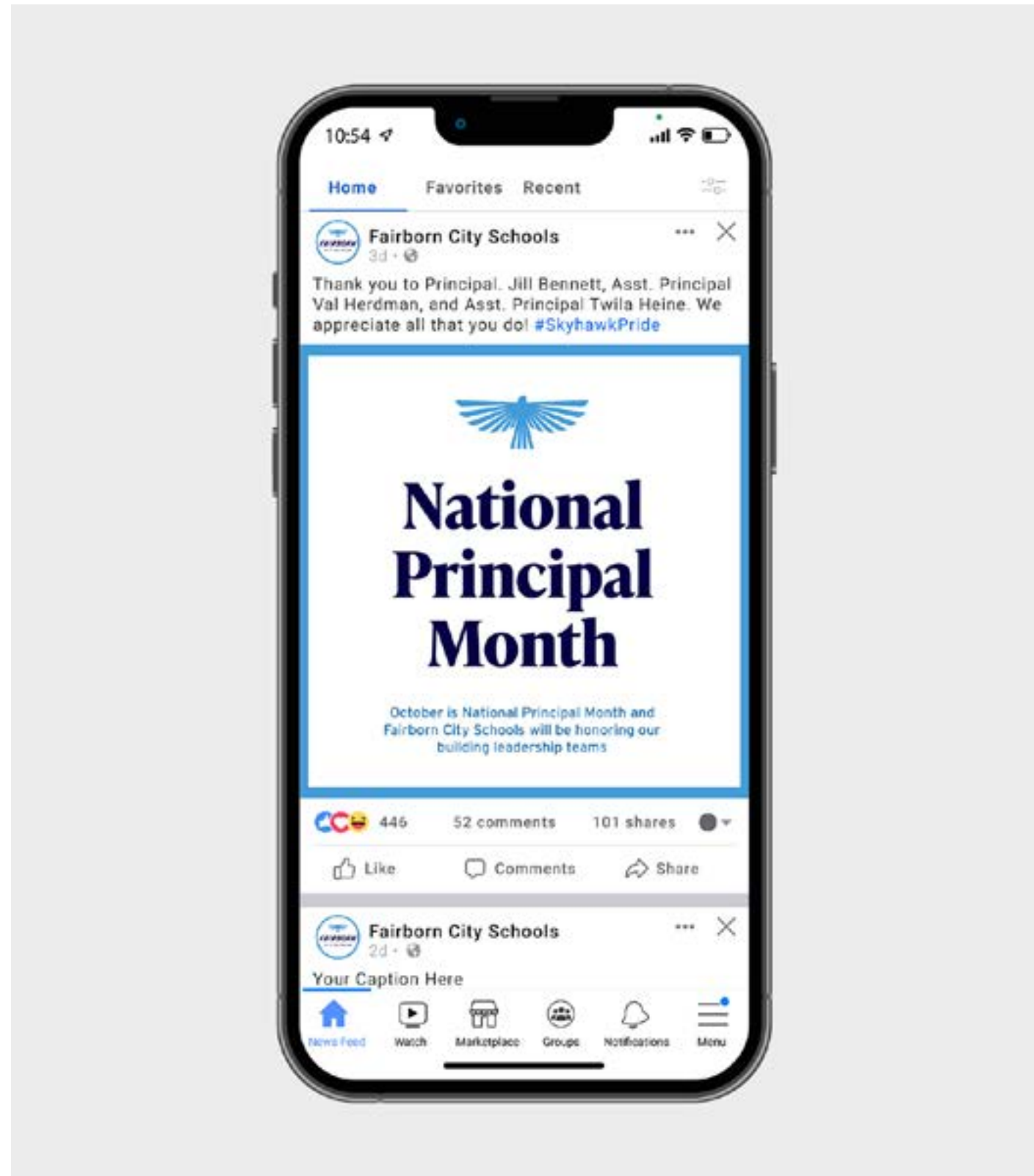
Using Navy (#080048) over white

✓

Using Columbia Text (#1C74B2) over white

✕
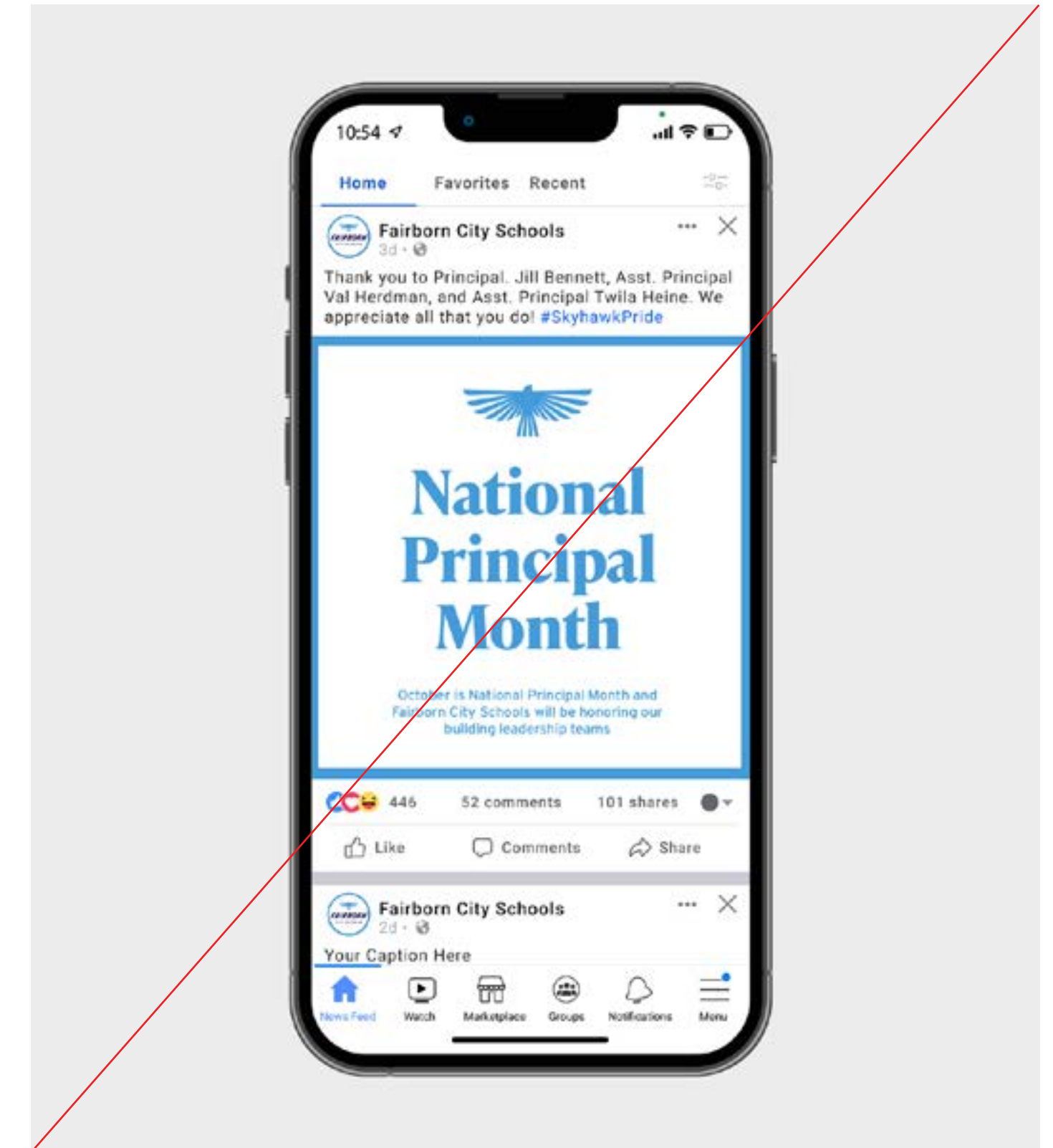
Not enough contrast

Typography

05

Typefaces

Interstate
Our primary sans typeface used for body, headlines, subheads, and more.

This font is available through Adobe Fonts.
fonts.adobe.com/fonts/interstate

INTERSTATE

ABCDEFGHIJKLMNOPQRSTVWXYZ
abcdefghijklmnopqrstvwxyz
1234567890+-/?!&()%*

Typefaces

IvyPresto Text
Our primary serif typeface
used for titles, headlines,
and subheads.

This font is available
through Adobe Fonts.
fonts.adobe.com/fonts/
ivypresto-text

IvyPresto Text

ABCDEFGHIJKLMNOPQRSTVWXYZ
abcdefghijklmnopqrstvwxyz
1234567890+-/?!&()%*

Typefaces

Apotek Condensed
Our display typeface used for large scale display type and headlines. Used in all caps only.

This font is available through Adobe Fonts.
fonts.adobe.com/fonts/apotek

APOTEK CONDENSED

ABCDEFGHIJKLMNOPQRSTVWXYZ
1234567890+-/?!&()%*

Type weight provides hierarchy to distinguish between pieces of information. Use this as a guide for typeface weights used in the Fairborn City Schools brand.

Interstate

Light
Light Italic
Regular
Regular Italic
Bold
Bold Italic

IvyPresto Text

Bold
Bold Italic

APOTEK CONDENSED

SEMIBOLD

Setting Type

Large titles
1.1 multiplier
Ex: 90pt x 1.1 = 99pt leading
-20 tracking
Title case or sentence case

Large Titles
Type Size x 1.1 = Leading

Large headlines
1.0 multiplier
Ex: 72pt x 1.0 = 72pt leading
30 tracking
All caps

LARGE HEADLINES
TYPE SIZE X 1.0 = LEADING

Small headlines
1.2 multiplier
Ex: 32pt x 1.2 = 43.2pt leading
30 tracking
All caps

SMALL HEADLINES
TYPE SIZE X 1.2 = LEADING

Setting Type

"Leading" is the term used to describe the space between lines of text. Leading is also called line height. It's important to use consistent leading whenever setting text. To calculate the leading value, use the equation appropriate for the type style.

Subheadlines
1.2 multiplier
Ex: 30pt x 1.2 = 36pt leading
Title case or sentence case

Subheadlines
Type Size x 1.2 = Leading

Paragraph
1.4 multiplier
Ex: 16pt x 1.4 = 22.4pt leading
Sentence case

Paragraph type size x 1.4 = leading
Optae pliatium accum inctiae aut fuga. Nam volupti coreiur sinvelitae et liqui delitium eventorem esed mos demquia nobitibus repel ea ne soluptas etus poresti ut et aut aspersp idendae ea quiducitis di delendae provitia.

Paragraph type size x 1.4 = leading
Optae pliatium accum inctiae aut fuga. Nam volupti coreiur sinvelitae et liqui delitium eventorem esed mos demquia nobitibus repel ea ne soluptas etus poresti ut et aut aspersp idendae ea quiducitis di delendae provitia cuptatur rererum quiatem recae nos nisciam etur reius doluptur accaborporis aut rendit eum alibus reic to et vendaeperio invernamus que aut et quistecatem et, undit, quunditatus dolorest eturi sunti que con ene reptate et la quid magnihi ciassus doloribus ma ent parum quo.

Captions
1.4 multiplier
Ex: 16pt x 1.4 = 22.4pt leading
30 tracking
All caps

CAPTIONS
TYPE SIZE X 1.4 = LEADING

Hierarchy

Size, scale and position all play a factor in how information is read. Always ensure there is a purposeful difference between type sizes. Type sizes are for example only.

Paragraph styles

Large titles

Large headlines

Small headlines

Subheadlines

Paragraph

Caption

Large title
IvyPresto Text Bold
90pt / 99pt leading
-20 tracking
All caps

Small headline
Interstate Bold
36pt / 43.2pt leading
30 tracking
All caps

Paragraph
Interstate Light
24pt / 33.6pt leading
Sentence case

What does it mean to be a Skyhawk?

LIMITLESS POTENTIAL

The legacy of Fairborn City Schools is one rooted in unity. The joining of two villages. The reconstitution of two schools. The coming together of peoples from all around the world happening in and around this city everyday. And it's that coalescing of knowledge and culture that has caused generations of Fairborn students to rise skyward with limitless potential.

What does it mean to be a Skyhawk? *It means to soar.*

Hierarchy

Size, scale and position all play a factor in how information is read. Always ensure there is a purposeful difference between type sizes. Type sizes are for example only.

Paragraph styles

Large titles

Large headlines

Small headlines

Subheadlines

Paragraph

Caption

Large headline
Apotek Condensed Semibold
60pt / 66pt leading
30 tracking
All caps

Subheadline
IvyPresto Text Bold
30pt / 36pt leading
Title case or sentence case

Caption
Interstate Bold
16pt / 22.4pt leading
30 tracking
All caps

FAIRBORN CITY SCHOOLS

Our Community & Schools

The Fairborn City School District primarily serves students in Fairborn, Bath Township, and Wright Patterson Air Force Base, with a student population of just over 4,200.

FAIRBORN CITY SCHOOLS

Don'ts

Do not alter paragraph styles or what has been determined for the brand's typography palette. Avoid the following treatments.

What does it mean to be a Skyhawk?

LIMITLESS POTENTIAL

What does it mean to be a Skyhawk? *It means to soar.*

×

Do not change or use typefaces that aren't part of the brand

What does it mean to be a Skyhawk?

LIMITLESS POTENTIAL

What does it mean to be a Skyhawk? *It means to soar.*

×

Do not use incorrect tracking or leading values

What does it mean to be a Skyhawk?

LIMITLESS POTENTIAL

What does it mean to be a Skyhawk? *It means to soar.*

×

Do not use any color outside of the brand color palette without approval

What does it mean to be a Skyhawk?

LIMITLESS POTENTIAL

What does it mean to be a Skyhawk? *It means to soar.*

×

Do not change or use different weights of the brand typefaces without approval

Elements

06

Spirit Mark
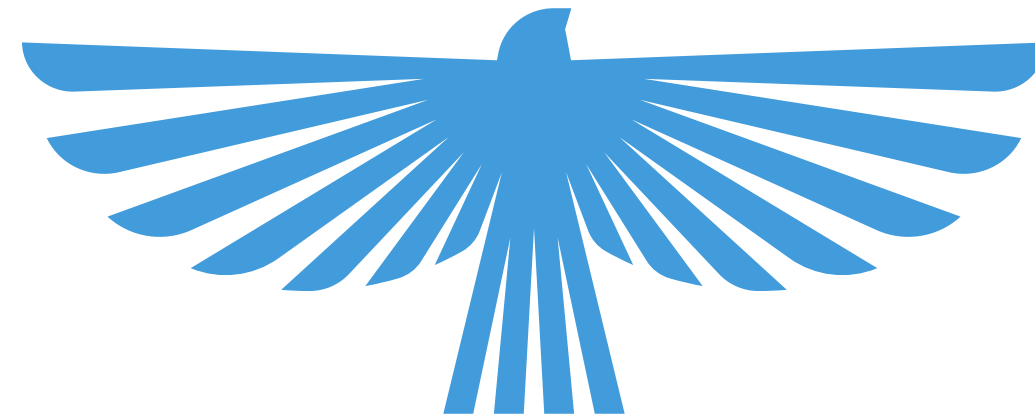**Using the logomark as a spirit mark**

As stated in the Logo section, Fairborn City Schools can be reduced down to a single identifying mark. The skyhawk logomark also acts as the spirit mark and can be used a graphic element for applications.

Half Wing

The half wing graphic is created from skyhawk logomark. It's main use is as an oversize background element. Both options follow the low contrast rules for backgrounds.

Dark Background

White Background

About Fairborn

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×
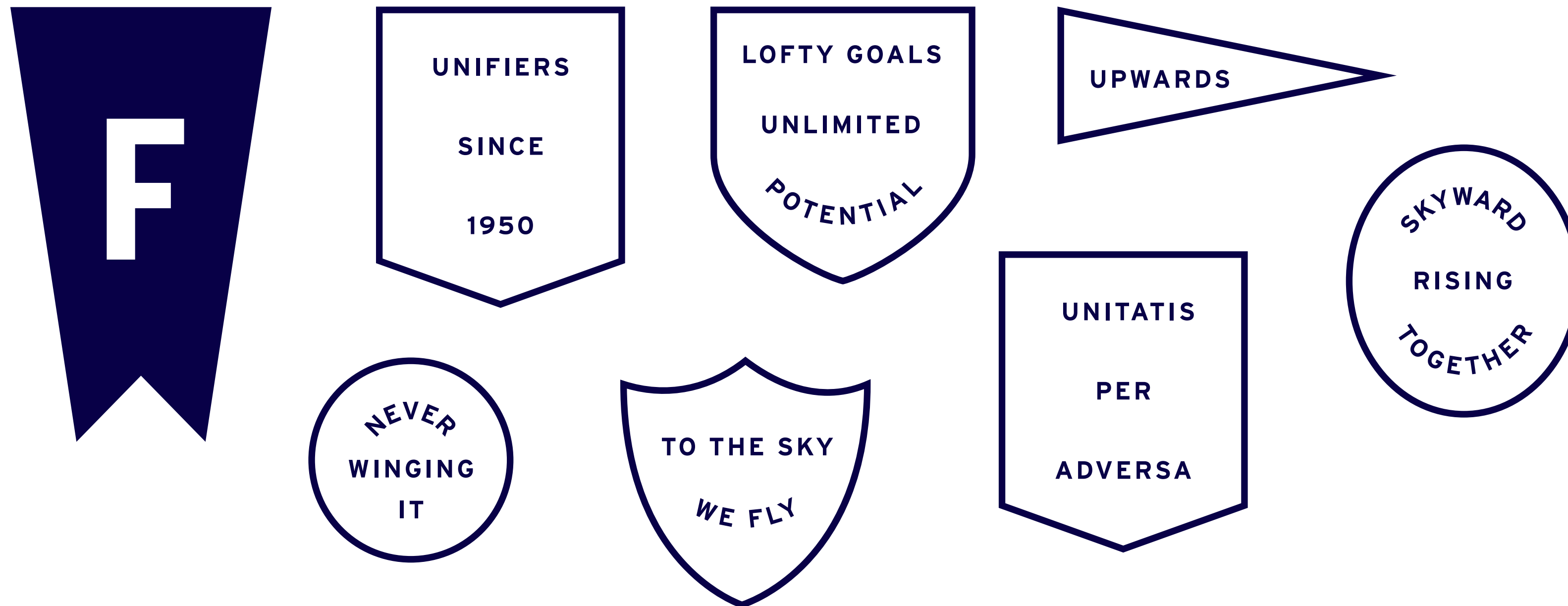**Do not** use high contrasting colors when used as a background
Do not use unapproved color combinations
Do not reflect or use on the left hand side of the composition
Do not use heavy text over the wing area

Pennants

Drawing inspiration from classic American academia, a series of pennants act as badges to add visual character to the brand. These graphics are accents and used minimally throughout the brand system.

F

UNIFIERS
SINCE
1950

LOFTY GOALS
UNLIMITED
POTENTIAL

UPWARDS

SKYWARD
RISING
TOGETHER

NEVER
WINGING
IT

TO THE SKY
WE FLY

UNITATIS
PER
ADVERSA

Usage

Tips
1. Only use 1-2 elements per composition
2. Follow color, type, and contrast rules
3. Use pennants at a smaller size compared to typography
4. When layering graphics maintain legibility for all elements
5. When using elements over photography do not crowd or block subjects in the photo

×
Do not use columbia as a background color
Do not use white text over columbia
Do not use pennants that are outlined as fills
Do not scale pennants larger than typography

Photography

Overview

Tone

Any photography should have an overall positive tone and feel. Photos should utilize natural light as much as possible and should be more candid than posed. When photographing students or staff, the subjects should always feel candid and natural.