

# THE FALCON MIDDLE SCHOOL BRAND

## Using the Falcon Middle 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 Falcon Middle School logo is the backbone of your brand. Using it correctly on all FMS publications projects professionalism and establishes an identity you audience can associate with. Incorrect use of the FMS 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



#8e218  
CMYK: 28, 92, 100, 28  
RGB: 142, 43, 24



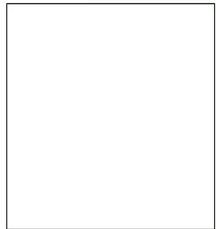
#2b2b2e  
CMYK: 72, 66, 61, 64  
RGB: 43, 43, 46



#aeadb2  
CMYK: 33, 27, 24, 0  
RGB: 174, 104, 178



#f8e145  
CMYK: 5, 6, 85, 0  
RGB: 248, 225, 69



#ffffff  
CMYK: 0, 0, 0, 0  
RGB: 255, 255, 255

## Style Guide

### Spell Out School Names, Use Consistent Acronyms

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

### Our Brand Fonts

The District 49 brand consists of two font families, Adobe Garamond Pro and Arial. The Falcon Middle 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.