

Frenship ISD Identity Guidelines

(Updated June 2017)



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The following document includes the official identities of Frenship ISD. The following identities are accompanied with guidelines detailing proper usage of each logo.



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FRENSHIP TIGER HEAD

The Frenship tiger head logo is the official logo of Frenship and is intended to be used over a wide variety of media. The tiger head can be presented facing either left or right. Color schemes or patterns on the tiger head should not be altered in any way.

Below is the official tiger head logo for Frenship ISD:



FRENSHIP TIGER PAW

The Frenship tiger paw logo is also a recognized logo of Frenship and can be used in a wide variety of media. The tiger paw is designed to be used in one color only but can be used to represent Frenship in either blue, yellow, or black.

Below is the tiger paw logo for Frenship ISD:



FRENSHIP “F”

Frenship ISD also acknowledges the following “F” logo as an official logo for district and media use. The “F” is Algerian font and is designed to be used in one color only. It can also represent Frenship in either blue, yellow, or black.

Below is the “F” logo for Frenship ISD:



Frenship ISD Identity Guidelines

Frenship Official Seal

FRENSHIP OFFICIAL SEAL

The following is the official seal of Frenship ISD. The seal should always appear straight and should never be tilted. It is also designed to be used in one color only, preferably blue.

Below is the Official Seal for Frenship ISD:



Frenship ISD Identity Guidelines

Official Frenship ISD Color Palettes

OFFICIAL FRENSHIP ISD COLOR PALETTES

The following colors have been selected to represent the official colors of Frenship ISD. The primary colors are the official colors of Frenship ISD and should be used across all mediums and forms of communication. These colors should be used on all Frenship ISD identities such as logos and promotional graphics.

Below is a list of colors that should be used in order to strengthen and support the identity of Frenship ISD:



PMS 2738

C: 100

M: 87

Y: 0

K: 2



PMS 116

C: 0

M: 16

Y: 100

K: 0



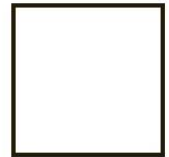
BLACK

C: 20

M: 30

Y: 40

K: 100



WHITE

C: 0

M: 0

Y: 0

K: 0

Frenship ISD Identity Guidelines

Available Logo File Formats

AVAILABLE LOGO FILE FORMATS

All four of the Frenship ISD logos mentioned in the document have been created in six hi-resolution file formats with each color available. Each of the logos are designed and ready for professional use in all mediums and forms of communication (i.e., websites, letterheads, promotional items, etc.).

The file formats include:

- .ai
- .eps
- .jpg
- .pdf
- .png
- .tif

District Contact Information

DISTRICT CONTACT INFORMATION

Any requests to obtain the Frenship ISD logo files or any inquiries about appropriate usage can be made with the FISH Office of Public Relations and Information.

Frenship Independent School District
c/o Office of Public Relations and Information

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