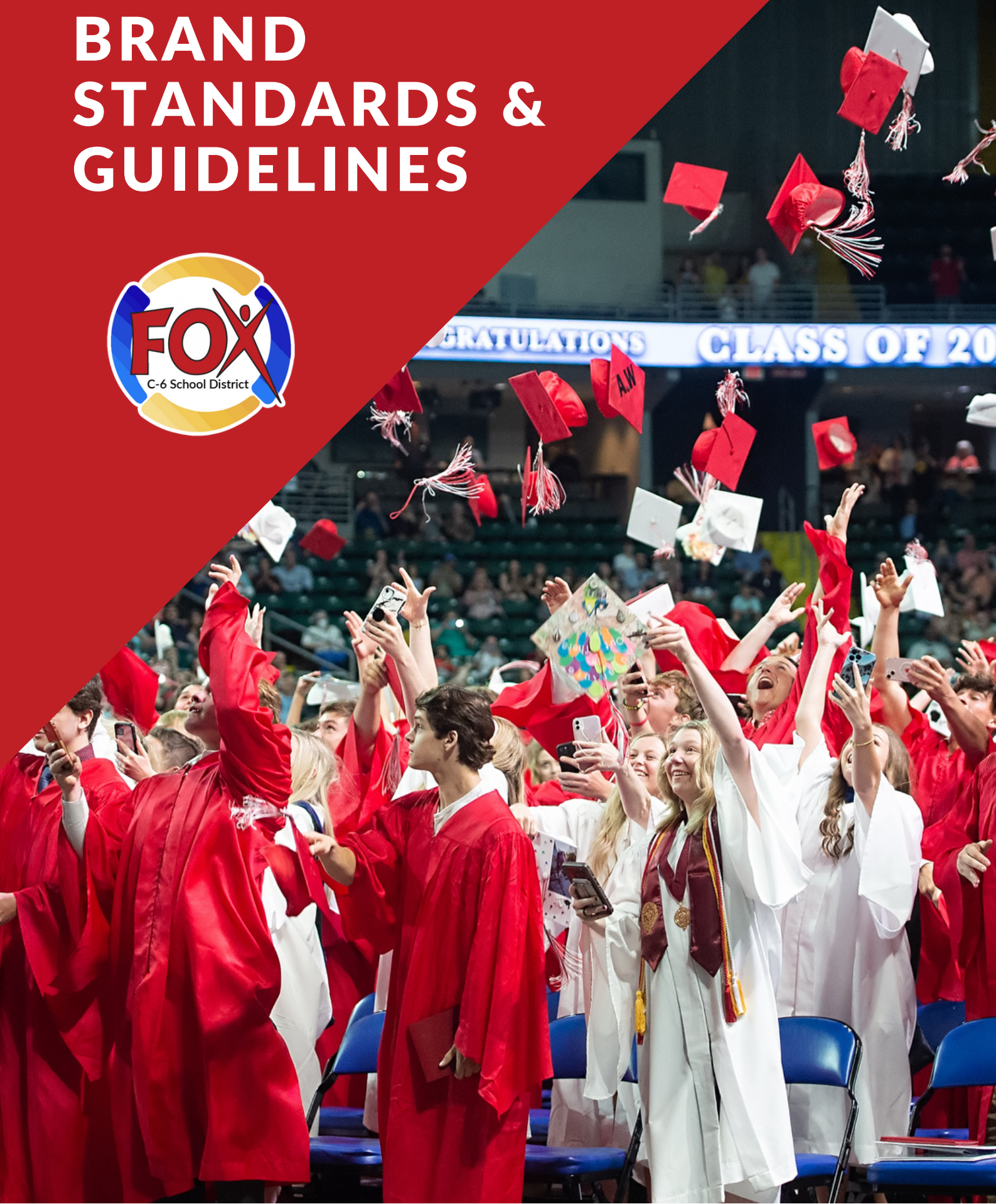


Fox C-6 School District

# BRAND STANDARDS & GUIDELINES



In the Fox C-6 School District, our job is to motivate and inspire success to build a foundation for life-long learning through Achievement, Character, and Excellence.

By using the district's branded colors, fonts, and official logo consistently across all digital and print media, the community will develop an understanding that the Fox C-6 brand is being defined and described in specific ways giving shape to our district brand and mission to be #FoxC6Strong.

When communicating about Fox C-6 on social media, it is appropriate to use the district's official hashtag, #FoxC6Strong. The idea of being #FoxC6Strong communicates a connection between the strength of our academic and extracurricular programming, along with the strength of the Fox C-6 community.



# Typography

**Headings: Lato Bold**

Body: Lato

## District Colors

### Primary Colors

The Fox C-6 School District builds on the tradition of “Fox Red.” The primary colors below are the mainstay of our color palette and should be used when creating digital and print media to convey the district brand and mission.



Hex (web-based) #bf2026  
RGB (digital/screen)  
R: 191, G: 32, B: 38  
CMYK (full-color printing)  
C: 0, M: 83, Y: 80, K: 25



Hex (web-based) #ebb644  
RGB (digital/screen)  
R: 235, G: 179, B: 68  
CMYK (full-color printing)  
C: 0, M: 23, Y: 71, K: 8



Hex (web-based) #5271f  
RGB (digital/screen)  
R: 82, G: 113, B: 255  
CMYK (full-color printing)  
C: 68, M: 56, Y: 0, K: 0

### Secondary Colors

Secondary colors should not be used as the main color in a print or digital design. Instead, they should be used as accents when creating digital and print media to create a contrast to or highlight the primary colors.



Hex (web-based) #dd3e44  
RGB (digital/screen)  
R: 221, G: 62, B: 68  
CMYK (full-color printing)  
C: 0, M: 72, Y: 69, K: 13



Hex (web-based) #ffd462  
RGB (digital/screen)  
R: 255, G: 212, B: 98  
CMYK (full-color printing)  
C: 0, M: 17, Y: 62, K: 0



Hex (web-based) #708fff  
RGB (digital/screen)  
R: 112, G: 143, B: 255  
CMYK (full-color printing)  
C: 56, M: 44, Y: 0, K: 0



# District Logo

The Fox C-6 School District logo communicates the essence of our brand and mission to be #FoxC6Strong. The correct use of the district logo communicates the promise that students will be loved and cared for while they are in our schools so that at graduation they will walk across the stage with a Purpose.

Correct Usage



Incorrect Usage



When using the district logo by itself on digital and print media, it is important to maintain consistency using the district's primary colors. Do not alter the color of the logo to help maintain legibility.



School Name



When using a school's name with the district logo on digital and print media, the school's name must go directly centered below the logo or to the right of the logo. Do not place a school or department name above, to the left of, or on top of the logo to help maintain legibility.



## Correct Usage



## Incorrect Usage



When using the district logo by itself on digital and print media, it is important to maintain consistency using the correct shape and size. Do not alter the shape or size of the logo to help maintain legibility. When resizing the logo, drag the logo by the corner to maintain consistent dimensions



When using the district logo by itself on digital and print media, it is important to maintain consistency using the same background. Do not alter or change the color of the background of the logo to help maintain legibility.



**Download the official Fox  
C-6 Logo.**

