



LOGO GUIDELINES



To be visually effective, the FWCS Logo must be used consistently. The following guidelines must be followed for all use of the FWCS Logo:

1. No element of the FWCS Logo may be used to promote non-FWCS activities or imply endorsement.
2. The FWCS Logo must be used as provided by Fort Wayne Community Schools with no changes, including but not limited to changes in the color, proportion, or design, or removal of any words or artwork (permission needed). The FWCS Logo may not be animated, morphed, or otherwise distorted in perspective or appearance.
3. When reproducing the FWCS Logo in printed pieces, or electronically:
 - A. Always use black or white (for dark backgrounds) when not printing four-color process pieces.
 - B. Always use the authorized FWCS Logo colors when printing four-color process pieces.

Green: C41, M0, Y78, K0	Orange: C0, M50, Y100, K0;
Brown: C40, M45, Y50, K5	Blue: C60, M10, Y5, K0
 - C. Always use the authorized FWCS Logo spot colors.

Green: PMS 375	Orange: PMS 1375
Brown: PMS 409	Blue: PMS 2915
 - D. Never use a screen tint or shade when reproducing the FWCS Logo.
4. The FWCS Logo must always:
 - A. Appear in isolation, uncluttered by competing images.
 - B. Appear horizontally.
 - C. Be generated from high quality artwork.
 - D. Be freestanding on the background and never "framed" in a box.
 - E. Be at least .625 inches or 72 pixels in width.
5. When creating a school newsletter the FWCS Logo must be placed on the front page or return address.

