



**FOX HILL**  

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**ELEMENTARY SCHOOL**

**BRAND GUIDE**

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## Using This Document

This document serves as the guideline for using the Washington Township Schools logo system. It is important to follow the guidelines of this document to ensure the continued strength and growth of the Washington Township Schools brand.

Any deviation of the logo and its usage can potentially create a historical error in the Washington Township Schools brand and therefore continue down a path of misuse. In order to prevent this from happening, this document should be referred to by outside vendors, internal staff and anyone planning to use the Washington Township Schools logo, and/or its logo iterations, in any physically printed or digital deliverables.

Anyone with questions or concerns about the usage of the Washington Township Schools logo should contact:

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Washington Township Schools logos are a copyright of Metropolitan School District of Washington Township.

## The Primary Logo & Font



# **FOX HILL**

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## **ELEMENTARY SCHOOL**

The primary logo of the Fox Hill Elementary School should be the most-used version of the logo by the district and its stakeholders. It is designed to be simple, clean and professional — characteristics of Washington Township Schools. Consistent and proper use of this logo will build brand equity and retain professionalism.

## **Font**

# **Futura Extra Bold**

Fox Hill Logo Safe Area



1 X rotated 45% away from the furthest point and beyond of the logo is the safe area for any other design element to be placed.

## Fox Hill Colors



# FOX HILL

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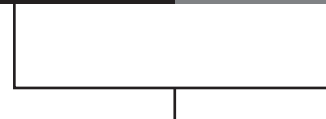
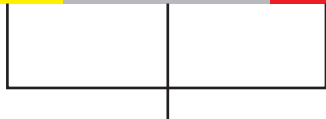
## ELEMENTARY SCHOOL

PMS Spot Black	PMS 2347 C	PMS White	PMS Spot Black 70%
CMYK 100% Black	CMYK 0 100 100 0	CMYK 0 0 0 0	CMYK Black 70%
RGB 35 31 32	RGB 237 288 36	RGB 255 255 255	RGB 77 77 77
HEX 231F20	HEX ED1C24	HEX FFFFFF	HEX 6D6E71

## Fox Hill Primary Logo Iterations



**FOX HILL**  
**ELEMENTARY SCHOOL**



These background boxes are only to give a contrasting color so the logo can appear clearly. They are not part of the logo.

Fox Hill Secondary Logo Iterations



**FOX HILL**  
**ELEMENTARY SCHOOL**



**FOX HILL**  
**ELEMENTARY SCHOOL**

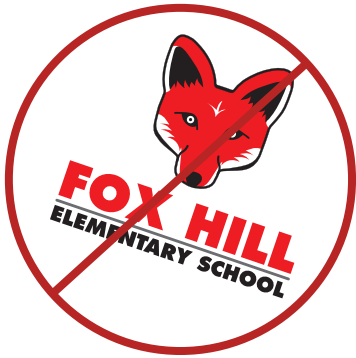


This background box is only to give a contrasting color so the logo can appear clearly. It is not part of the logo.



## ELC Logo Misuse Examples

These rules apply to both the primary and secondary logos



Don't rotate



Don't distort the logo



Don't distort the font



Don't distort the font



Don't change the colors



Don't change the font



Don't place on top of busy backgrounds



Don't add a tag



Don't add art