

Fullerton Elementary Branding

Primary Logo



Fullerton Colors:



Body Green:
C:89 M:27 Y:100 K:14



Black:
C:0 M:0 Y:0 K:100



Orange:
C:0 M:48 Y:98 K:0



Accent Green:
C:86 M:15 Y:99 K:3



Light Yellow:
C:0 M:20 Y:57 K:0



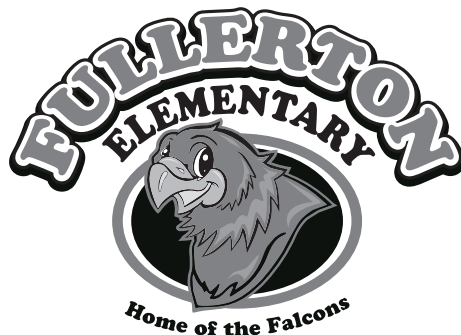
Font used in logo:

CooperBlack

Font used for Fullerton Logo Type

Helvetica Bold

Font used for Home of the Falcons



Branding Don'ts

DON'T

Stretch or scrunch.



DON'T

Change the fonts.

FULLERTON



HOME OF THE FALCONS

DON'T

Switch out colors.



DON'T

Place on top of photos or complex backgrounds.

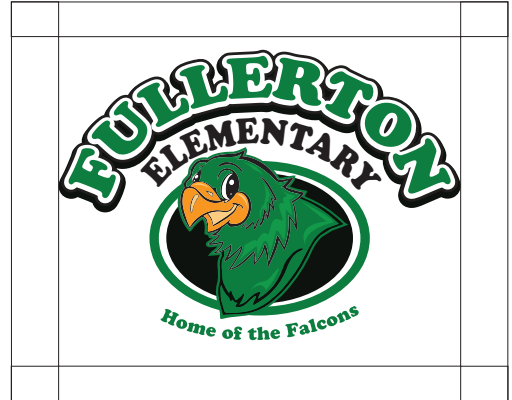


DON'T

Tip, rotate or add extreme drop shadows.

DON'T

Crowd the logo.



DON'T

Make it so small that it is difficult to read.

1.25 inches wide



The minimum allowed length is 1.25 inches for both the horizontal and vertical logos. An example of the minimum length is shown here.

