AGUA FRIA UNION HIGH SCHOOL DISTRICT

Please consult with the [Executive Director of Communications and Strategic Initiatives](#) before printing or publishing the District logo.

LOGO SPECIFICATIONS

The logo is comprised of 3 colors, red, white and blue. When ever possible the logo should be displayed in full color. When printing in full color, please use the color breaks list below in the "**Color Guide**" section. The white river field must always be applied behind the color version of the seal.

white → AGUA FRIA UNION HIGH SCHOOL DISTRICT

LOGO ORIENTATION

The logo has two orientations. Always use the full color **horizontal orientation** unless space/design does not allow.

HORIZONTAL

AGUA FRIA UNION HIGH SCHOOL DISTRICT
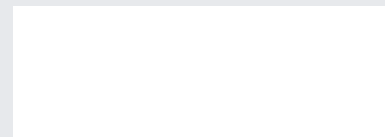
VERTICAL

AGUA FRIA UNION HIGH SCHOOL DISTRICT

COLOR GUIDE

Old Glory Blue
HEX **0A3161**
RBG **10, 49, 97**
CMYK **100, 68, 0, 54**
PANTONE **281**

Old Glory Red
HEX **B31942**
RBG **179, 25, 66**
CMYK **0, 100, 66, 13**
PANTONE **193**

White
HEX **FFFFFF**
RBG **255, 255, 255**
CMYK **0, 0, 0, 0**
PANTONE **NA**

LOGO STYLE GUIDE

TYPOGRAPHY

FIRST LOGO FONT

FATFRANK HEAVY

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
12345678910**

SECOND LOGO FONT

ANISSETTE STD REGULAR

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
12345678910**

CLEAR ZONE

When placing the logo next to copy or other logos please use the clear zone around the perimeter of the logo. The clear zone is based on the width and height of the first "A" in the word Agua.

HORIZONTAL ORIENTATION

VERTICAL ORIENTATION

LOGO STYLE GUIDE

FONT COLOR VARIATIONS

In addition to the logo being printed in full color, it may also appear in 100 percent black or white (reversed) or one color PMS 281 for certain applications. It is always recommended to use the full color logo when possible.
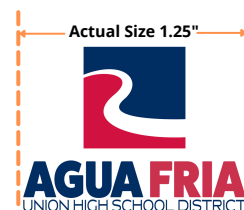

OVERALL LOGO AND CREST SIZE CONTRAINTS

The horizontal logo should never be reproduced smaller than 1.5" in length.

The vertical logo should never be reproduced smaller than 1.25" in length. The crest when used by itself should never be reproduced smaller than .375" in length.

Actual Size 1.5"

Actual Size 1.25"

Actual Size .375"

LOGO STYLE GUIDE

EMAIL SIGNATURE

Signature for New Emails

The look of your email should be professional and include the AFUHSD full-color logo. Email professionalism greatly contributes to the perception of the district and our schools. Please follow the guidelines below to ensure a consistent and cohesive look to your email signature.

Step 1: Copy the signature block

<Your Name>
<Your Job Title>
<Your Department> (Optional)

Agua Fria Union High School District
<Your phone number>
www.aguafria.org
Follow us on social

Step 2 - Paste your signature into Gmail

1. Open **Gmail**.
2. Click on the cog icon in the top right of the Gmail window and select "**Settings"** then select **"See all settings".**
3. Scroll down the "**General**" tab, down to the "**Signature**" area.
4. Delete your existing Signature completely and paste, **control-v** (Windows) or **command-v** (Mac), the signature you copied in *Step 1*.
5. Add your personal information.
6. Use **Veranda** or **Tahoma** *type font.*
7. Scroll to the bottom of the page and click "**Save**."
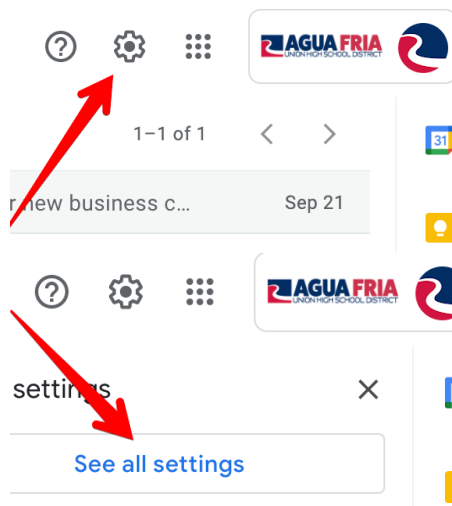
Step 3 (Optional) - Signatures for Email Replies and Forwards

<Your Name>

Agua Fria Union High School District
<Your Phone Number>
<Your email> (Optional)

For further assistance with setting up your email signature, please refer to the following article Create a Gmail Signature.

LOGO INCORRECT USAGE

Brand Logotype - Incorrect Use

To the right are a few examples of incorrect use age of the logo.

1. **DO NOT** distort the logo or change its shape
2. **DO NOT** remove the white from the logo seal/crest
3. **DO NOT** modify the type font
4. **DO NOT** multiply the logo in a pattern
5. **DO NOT** copy the logo with a background texture
6. **DO NOT** introduce color change without approval from Communications team.
7. **DO NOT** use type font without the seal.
8. **DO NOT** combine the logo with any other graphic elements.
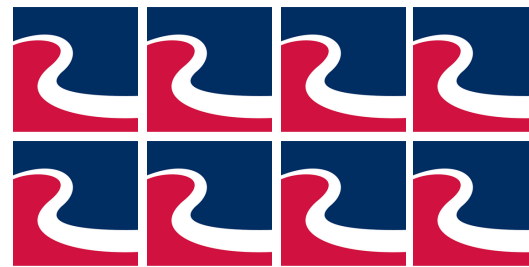
1

2

3

4

5

6

7

8

LOGO STYLE GUIDE

VEHICLE IDENTIFICATION

On this page are some examples of proper placement of the AFUHSD log on on district vehicles. The horizontal full-color logo should always be used. Some exceptions may apply for vehicles like golf carts/maintenance vehicles. In these situations a vertical full-color logo may be used.