

Brand Guidelines.

POLICE

FRANKLIN COMMUNITY SCHOOLS

Business Name: FCSPD

Created by: EFLYART LLC



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About the brand.

Franklin Community Schools Police Department is dedicated to fostering a safe, supportive, and connected educational environment where students can thrive. Rooted in the values of leadership, partnership, and community, the department goes beyond traditional law enforcement by building meaningful relationships with students, staff, and families. Officers are a visible, approachable presence across campuses—engaging in classrooms, hallways, and school events to promote trust, mentorship, and safety.

1. Trustworthy

2. Approachable

3. Protective

4. Community

5. Professional

6. Supportive

Mission

The mission of FCSPD is to protect, serve, and support our school community by providing a safe, positive, and respectful environment where students, staff, and families can thrive.

Vision

Our vision is to create a school environment where every student feels safe, valued, and empowered, while strengthening partnerships between law enforcement, schools, families, and the community.

Purpose

Our purpose is to build strong relationships within the school community, promote safety and trust, and serve as a dependable resource for students and staff through prevention, education, and support.

Values.

Brand values are the foundational beliefs and core values that a business believes in and stands for. They help shape the culture and community of your brand, ensuring that you connect with your audience in a meaningful way. Your values guide your brand story, behaviours, and decision-making process.

Value 01

Creating and maintaining a secure school environment for students, staff, families, and visitors.

Value 02

Acting with honesty, accountability, and professionalism in every interaction

Value 03

Treating every student, staff member, and community member with dignity and fairness

Value 04

Serving the school community with compassion, reliability, and a student-centered mindset

Value 05

Building positive relationships through visibility, consistency, and open communication

Value 06

Modeling responsibility, confidence, and positive decision-making for students and the school community

Logos & Clear Space.

A brand logo is a symbol, emblem, typographic, or the combination of all used by businesses to mark its brand's identity. Having a unique logo helps your customers to identify & remember your product and quality of your brand.

It's important that your logo is responsive and can be used in a variety of different spaces. That's why variations of your primary logo have been designed.

FCSPD



Primary Logo.

Usage: The primary logo is the signature of your brand. This should be used most frequently when space allows for it. Can be used on elements like websites, footers, stationery, signage etc.

Clear Space: This shows the minimum distance between the logo and other graphic elements. Always allow for a minimum clear space of 65px (or your logo duplicated) as shown to the right.



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COMMUNITY
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DEPT.**



Secondary Logo.

Usage: The secondary logo/alternative logo uses components from your main logo but in a variation. This is to be used when the primary logo doesn't fit in the required space like on websites, printed materials and larger elements.



Submark Logo.

Usage: The Submark Logo is another variation of your logo with another layout giving you versatility. This is to be used when your other variations don't fit in the required space like on social media, printed materials and where space allows for it.



Logo Mark.

Usage: Logo Marks are a simplified version of your primary logo. This consists of an icon/symbol that can be used in confined spaces like social media profile pictures, stamps, favicon etc. It's best to use this when your other variations simply won't fit.



Incorrect Usage.

Your logo should not be altered in any way, including extending, condensing, outlining, adding strokes or drop shadows. When you start to nip and tweak your logo, you're actually deviating away from the strength of the brand identity.

The following examples present incorrect usage and alterations of administrative logotypes.

I know you might be tempted, but make sure you leave the logo's as they are and do not break the rules.



Don't skew and stretch the logo.



Don't change the colour to anything other than your brand colours.



Don't change the layout and arrangement of your logo.



Don't add a stroke to your logo.



Don't tweak individual letters.



Don't add graphics into or behind the logo.

Colour Palette.

Creating a distinct and complementary colour palette is a significantly important part of channelling your brand identity.

Your colour palette will be continuously used across your socials, stationery, website and so much more. On the next page you'll see the chosen colour palette as well as information on usage and colour presets.

CMYK:
Stands for 'Cyan, Magenta, Yellow & Key' colours. They are the colours used in printed materials.

RGB:
Stands for Red, Green & Blue colours. This is used on-screen and for web design.

HEX Code:
This colour code is used on-screen and for web design.

Primary Colour:
These colours should be the most dominating colour and take up around 60% of the design space.

Secondary Colour:
These should use half as much as the primary colour (30%).

Accent Colour:
These are added colours make a statement within the design and should use up around 10% of the design space.

Primary Colour

CMYK C: 100 M: 94 Y: 19 K: 6

RGB R: 041 G: 52 B: 124

HEX #29347c

Primary Colour

CMYK C: 6 M: 19 Y: 65 K: 0

RGB R: 239 G: 202 B: 115

HEX #efca73

Secondary Colour

CMYK C: 1 M: 3 Y: 65 K: 0

RGB R: 254 G: 241 B: 197

HEX #fdf1c5

Secondary Colour

CMYK

RGB

HEX #000000

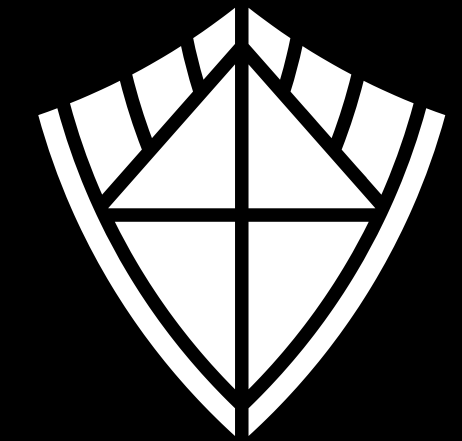
Accent Colour

CMYK

RGB

HEX #ffffff

Colour Usage.



Brand Fonts.

Using a set of consistent fonts for your business is going to be crucial because it sets the tone and helps consumers instantly recognise your brand.

Your fonts have been chosen to pair perfectly with each other as well as your brand identity. Having different sets of fonts allows for the design to not be repetitive but keeps it inline with your branding.

By using consistent typography across your brand will make you recognisable and memorable to your audience.

Primary Font

ALTIVO

The primary typeface is your default & should be used within headers & titles.

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Secondary Font

Akira Expanded

The secondary typeface compliments your primary font & will be used on subheadings.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Supporting Font

Akira Expanded

The secondary typeface compliments your primary font & will be used on subheadings.

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZ

1234567890

Primary font.
This is a heading.

Secondary Font.
This is a subheading.

Supporting Font.
This is body copy.

About

Shop

New

Cart

Your header goes here.

SUBHEADING HERE

Body copy goes here. Body copy goes here. Body
copy goes here. Body copy goes here. Body copy
goes here. Body copy goes here.

BUY NOW



**THIS IS A HEADER
BUT IT SHOULDN'T
BE USED FOR LONG
SECTIONS OF TEXT
LIKE THIS ONE. IT IS
HARD TO READ.**

Avoid using all capital letters for long passages of text as it can make the text appear aggressive or difficult to read.



**D O N O T A D D
T R A C K I N G /
S P A C I N G
L I K E T H I S
T O Y O U R
T E X T**

Avoid adding spacing to your text as it makes text harder to read and makes it tough to understand quickly.



**THIS IS A HEADER
SUBHEADING HERE**
Body copy goes here.
Body copy goes here.

Avoid using too much or too little line spacing as it can make the text hard to read and disrupt the visual flow.



**THIS IS A HEADER
SUBHEADING HERE**
Body copy goes here.

Avoid placing text too close to the edges of a page or other design elements.



**THIS IS A HEADER
SUBHEADING HERE**
Body copy goes here.

Avoid using the same font size for headings, subheadings and body text as it makes it difficult to distinguish between different levels of information.



**THIS IS A HEADER
SUBHEADING HERE**
Body copy goes here. Body
copy goes here.

Avoid inconsistent alignment within the same document.

Keep Me Safe.

Your brand guidelines document is an in-depth guide on how to successfully use your brand identity and assets. This can be used by you, other designers, web developers and employees. Following this guide will allow for consistency across all marketing materials.

If ever you feel like you're straying away from your brand identity, take a breather, put that mouse down and open me up!

ESTD

2026



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