

Franklin Cub Academy Logo/Style Guide



"Business" Logo Information

Logo Font:

- Franklin - Baskerville Old Face

Paw Color:

- Color Hex Value for FCS Blue is #002284 (Pantone 2746c)

"Fun" Logo Information

This is the fun t-shirt design that will be used. We will use the bear in isolation for other items.



Logo Font:

- Classic Varsity/Vollegiate

Similar Font Matches:

- Canva College Block
- Adobe Illustrator style similar to **Varsity**, **Freshman**, or **Jersey M54**
- **Cambria Bold** with distress effects and outline styling
- **Varsity Team Bold**

Bear Pantone Colors/Shades:

- Pantone 729 C — warm caramel brown
- Pantone 731 C — medium teddy bear brown
- Pantone 732 C — slightly deeper vintage brown
- Pantone 4655 C — lighter soft tan highlight areas

The main fur color is Pantone 731 C with lighter shading blended in.

Blue Heart and Text Color:

- Pantone 2746 C (#002284)

All images are available in JPEG, PNG, and PDF formats.