

# FH

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**FOREST HILLS**  
— PUBLIC SCHOOLS —



## **Brand Guidelines**

Version 1, August 10, 2021

# Introduction

## **A unified look says, “Here, everyone belongs.”**

When our original logo was developed fifty years ago, it represented our growing district well. But with three high schools, each having its own unique mascot and color scheme, three middle schools, and multiple attendance areas, Forest Hills Public Schools has grown beyond the original logo’s capacity to deliver a coherent visual identity.

Thus, our new logo is designed to give Forest Hills Public Schools a single identity, one that works across the wide spectrum of applications in all of our schools and communication materials. All Forest Hills schools are united in our vision to help all learners achieve their individual potential. It is time our identity unites us as well.

Forest Hills is West Michigan’s premiere school district. Like any corporation, professional sports team, or university, we have crafted these brand guidelines with the sole intention of holding Forest Hills Public Schools to the standard our community deserves. Standardizing how we present Forest Hills to the public enhances our recognition and our association with exceptional education.

Visual consistency is how we represent the integrity with which Forest Hills seeks to help every student reach their individual potential. When you review and abide by these standards, you are not only helping to protect and nurture our new brand, you are telling the world that Forest Hills Public Schools is committed to cultivating possibility for every learner.

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Forest Hills Public Schools aims to achieve quality and consistency in its visual messaging in order to build a sense of belonging, community pride, and brand loyalty. Please know, however, that these guidelines are a living document. It will be updated over time—in the short term as we finalize this first iteration of our standards, and in the long term, as we refine them.

Please contact the FHPS communications department at [ebrink@fhps.net](mailto:ebrink@fhps.net) if you have questions.

Visit [fhps.net/brandguidelines](https://fhps.net/brandguidelines) (coming soon) to download the most up-to-date version of this document.

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# Logo–Primary

Our logo is the most important and recognizable element of our brand's identity. It represents our organization to the community and acts as an identifying and unifying mark. The logo has been carefully crafted; no part of the logo is to be removed, changed, or recreated in any way.

## DISTRICT LOGO

The official color for the FHPS logo is FHPS blue (Pantone 534C). This is the preferred and approved use of the logo for the majority of district-wide communications and applications.



→ If you are unsure of which logo version to use, always default to the main FHPS blue district logo.

## ATTENDANCE AREA LOGOS

Each attendance area has its own version of the FHPS district logo. They are customized with the given attendance area's color within the leaf. No other alterations are allowed. The following may be used on any communications coming from within one of the attendance areas.

Eastern Attendance Area Logo



Eastern High School  
Eastern Middle School  
Knapp Forest Elementary  
Orchard View Elementary

Northern Attendance Area Logo



Northern High School  
Northern Hills Middle  
Northern Trails 5/6  
Collins Elementary  
Meadow Brook Elementary  
Ada Vista Elementary

Central Attendance Area Logo



Central High School  
Central Middle School  
Central Woodlands 5/6  
Ada Elementary  
Thornapple Elementary  
Pine Ridge Elementary

\*Goodwillie Environmental School isn't tied to one attendance area and therefore uses the FHPS blue district logo. Organizations and programs run by the district shall also use the FHPS blue district logo.

# Logo—Secondary

Variations of the logo have been created for use when needed. The primary stacked version in FHPS blue should always be the first choice.

## HORIZONTAL LOGO

The horizontal version of the logo is to be used exclusively for applications that are long and narrow or require the logo to be less than .5" in height.



## ALL WHITE LOGO

The logo may be used in all white when reversed out of colors included in the district's color palette.



→ All attendance areas use the same logo when all white or all black is required. The leaf color does not change in these instances.

## ALL BLACK LOGO

The logo should be used in all black when printing in black and white.



## ATTENDANCE AREA LOGOS—SIMPLIFIED

In some instances a simplified version of the attendance area logos may be required. Use these approved versions when "Public Schools" is understood.



# Tagline

Our tagline, “Cultivating Possibility,” should be included on district communications wherever possible. “Cultivating Possibility” is an essential component of our new brand. This short and concise statement clarifies the value of our brand, while our vision, mission, and guiding principles remain unchanged.

→ Please note the word “Possibility” in the tagline must remain singular, rather than plural.

## LOGO LOCKED WITH TAGLINE

This is the only approved version for including the tagline locked with the logo.

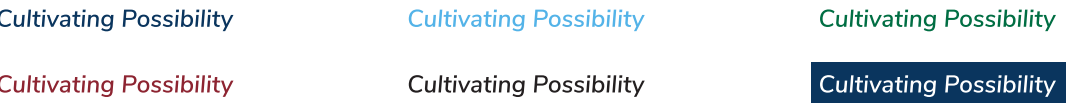


## SEPARATE ELEMENT

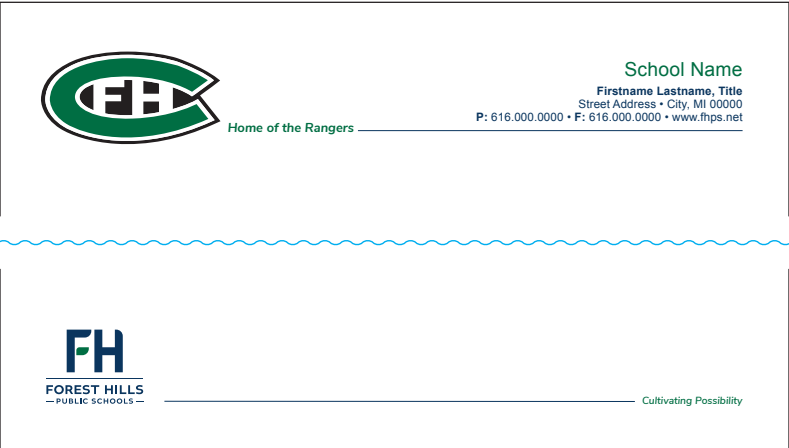
The tagline should be a separate element when used with an attendance area logo, in copy-heavy applications, and in situations where the graphic is so small “Cultivating Possibility” becomes illegible.

→ The tagline should always appear in Nunito Sans SemiBold Italic. See page 13 to download the font.

Only use colors approved in the FHPS palette.



## TAGLINE EXAMPLE



The tagline is used as a separate element on our letterhead, as the logo is too small for it to be legible as a lockup.

# Icon

The “FH” icon does not replace the Forest Hills Public Schools logo, but is used as an additional communication tool especially in digital environments such as website favicons and on social media channels. The icon cannot stand alone without the FHPS logo or name nearby to ensure the icon is linked with the identity of Forest Hills Public Schools.

District Icon



All White Icon



Eastern Attendance Area Icon



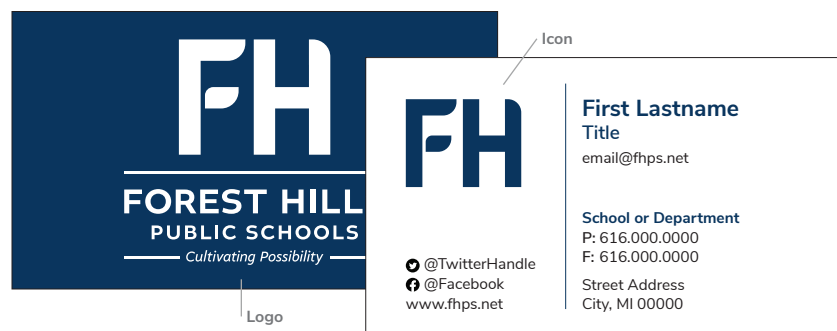
Northern Attendance Area Icon



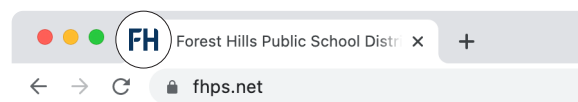
Central Attendance Area Icon



## ICON EXAMPLES



The full logo is on the back of our district business cards, so using the icon is permissible on the front.



In these examples the logo would be too small to read. The icon is permissible because “Forest Hills Public Schools” appears nearby.



# Logo Use

Clear space and minimum size have been established to maintain the integrity of the logo. No other text or graphic should intrude into the clear space around the logo. As the logo gets bigger or smaller, the amount of clear space required increases or decreases, respectively. This applies to the district and attendance area logos.

## CLEAR SPACE

Clear space is determined by measuring from the rule line above, to the rule line below the words "Forest Hills" in the logo, as demonstrated below.



## MINIMUM SIZE

→ When sizing the logo in any application always click and drag from any corner to maintain proportionality.



# Logo Use

When the logo appears over a background, the background color should always be an approved color from the brand palette. In cases where approved colors aren't available, the logo may be displayed on colors outside of our official palette, but only with art direction from the communications department. The examples below utilize the primary district logo, but these guidelines apply to all of our branding elements.

## LOGO ON COLORED BACKGROUNDS

The logo should be used in FHPS blue whenever possible. The white version may be used on dark backgrounds.



## LOGO ON PHOTOS

The logo may be placed on images in navy blue or white, if the space allows. Avoid placing on busy backgrounds. The logo must be easy to read and have significant contrast to its background.



# Incorrect Logo Use

Correct and consistent use of our brand elements is an essential part of building and maintaining brand equity. The examples shown here represent some—but not all—of the ways the FHPS logo might be used incorrectly. The examples below utilize the primary logo, however the guidelines apply to all of our branding elements, unless otherwise specified.

→ If you have questions about the correct or incorrect use of the FHPS logo, contact FHPS communications at [ebrink@fhps.net](mailto:ebrink@fhps.net).



✗ Do not use old versions of the logo



✗ Do not alter the colors



✗ Do not crop the logo



✗ Do not use old versions of the logo



✗ Do not resize elements



✗ Do not distort the ratio of logo



✗ Do not use old versions of the logo



✗ Do not change the opacity of the logo



✗ Do not add effects to the logo



✗ Do not use old versions of the logo



✗ Do not add adornments or distractions



✗ Do not use the logo without the icon



✗ Do not use old versions of the logo



✗ Do not recreate the logo



✗ Do not outline the logo

# Color

Our new district color, Pantone 534C, is a navy blue. It compliments each of the individual attendance areas while giving the school district as a whole a distinct identity.

## FHPS BLUE

All district-wide communications use this blue. Solid black and solid white may also be used.

→ RGB/HEX specifications should always be used for on-screen applications.

Wherever possible, our colors should be printed using Pantone® solid colors. When production methods or cost implications do not allow this, follow the CMYK specifications.



Print  
**Pantone 534 C**  
**CMYK 100 71 0 51**

Screen  
**RGB 27 54 93**  
**HEX #1B365D**

Embroidery Thread  
**MADEIRA 1277**

## ATTENDANCE AREAS

Each approved attendance area color works with the district blue to enhance school spirit while reinforcing and unifying the district brand.

### DISTRICT



+

### EASTERN



Print  
**Pantone 202 C**  
**CMYK 1 98 58 44**

Screen  
**RGB 134 38 51**  
**HEX #862633**

### DISTRICT



+

### NORTHERN



Print  
**Pantone 292 C**  
**CMYK 55 13 0 0**

Screen  
**RGB 105 179 231**  
**HEX #69B3E7**

### DISTRICT



+

### CENTRAL



Print  
**Pantone 7733 C**  
**CMYK 87 3 84 39**

Screen  
**RGB 0 112 65**  
**HEX #007041**

→ Colors should always be used at 100%. Do not use tints or shades.

# Color Use

Different combinations of colors can dramatically change the tone and appearance of a document so it's important to consider how colors work together. To help achieve greater brand recognition it is essential that our color palette is applied consistently and thoughtfully.

## DISTRICT-WIDE COMMUNICATIONS

Our FHPS blue is the prominent color used on all district-wide communications and digital applications. The attendance area colors may only be used as accent colors if all three are used together. Avoid using only one or two of the attendance area colors at a time to avoid confusion about the communication's origin.



➔ Stuck or confused?  
Communications can help. Call 616.493.8800 ext. 4364 with your questions.

## ATTENDANCE AREA COMMUNICATIONS

For communications from a specific attendance area, the corresponding approved color takes prominence, and FHPS blue becomes an accent color. Include FHPS blue whenever possible to reinforce brand consistency.

### EASTERN



### NORTHERN



### CENTRAL



# Font Families

In today's world there are thousands of fonts available, and new ones are created everyday. However, not all fonts reflect the preferred professional image of Forest Hills Public Schools. The use of novelty or acute script fonts (i.e. *Lobster*, *Brush Script*, *Curly*, etc.) in official district, school, and teacher communication is highly discouraged. The communications department recommends the use of our primary font families for all FHPS communication collateral.

→ Type should appear in black or our FHPS blue.

## PRIMARY FONT FAMILY

Our primary typeface is Nunito Sans. It conveys simplicity, friendliness, honesty and transparency. [Click here](#) to download from Google Fonts.

Aa Nunito Sans  
Light Light Italic Regular Italic SemiBold Semibold Italic Bold Bold Italic

## SECONDARY FONT FAMILIES

In addition to Nunito Sans, the following fonts are recommended to be used for any FHPS communication. The consistent use of these font families establishes an image for FHPS that is instantly recognizable and increasingly memorable.

Aa Arial  
Regular Italic Bold Bold Italic

Aa Tahoma  
Regular Bold

Aa EB Garamond  
Regular Italic Medium Medium Italic SemiBold Semibold Italic Bold Bold Italic

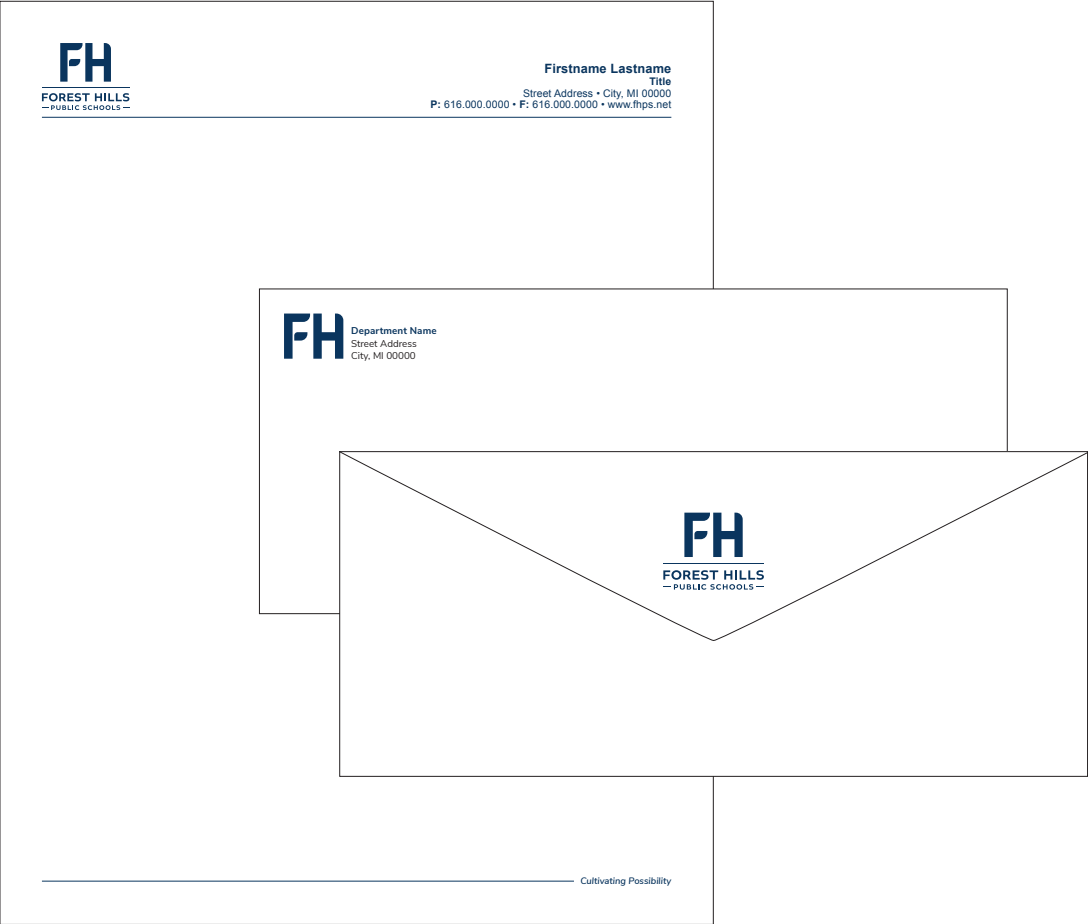
# Stationery

Stationery designs are standardized throughout the district. Business cards, letterhead, and envelopes feature the district logo, with customization for each attendance area. Stationery designs, including the logo, may not be altered.

## DISTRICT

➔ In order to maintain consistency and support the district's brand, please do not modify any current templates or create your own.

There may be situations where a custom letterhead is required to accommodate a specific need. In these cases art direction by the communications department is required. For questions regarding special exceptions, please contact the communications department at [ebrink@fhps.net](mailto:ebrink@fhps.net).



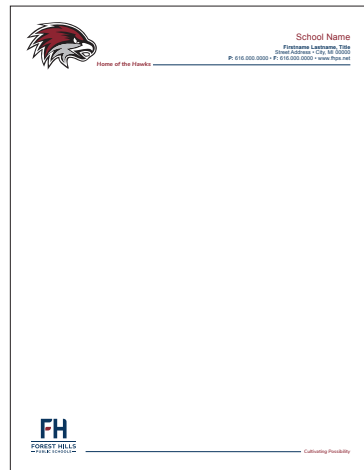
# Stationery Eastern Attendance Area

Microsoft Word and Google Doc templates have been created for attendance area letterheads in full color and in black-only. Any letters that may be printed or photocopied with a black and white printer/copier, or sent as a fax, must utilize the black-only templates for reasons of legibility.

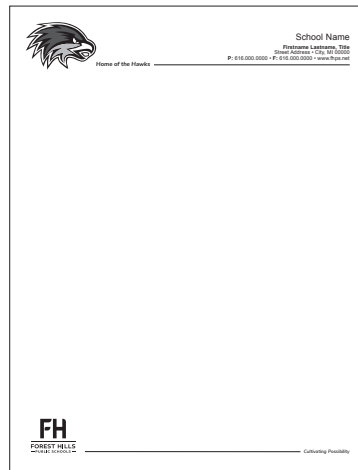
## LETTERHEADS

Available in full-color and black & white.

Full-color

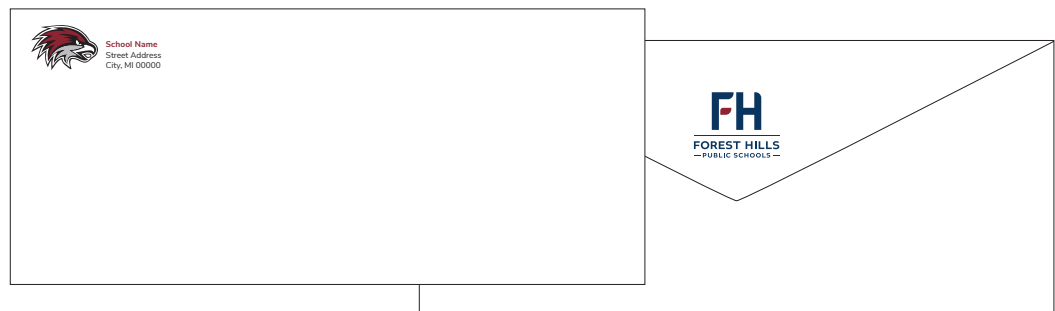


Black & White



## ENVELOPES

Sample envelope only (not actual size). A variety of envelope sizes utilizing the return address template will be available to order soon.



## BUSINESS CARDS

Business cards will be available to order soon.



# Stationery Northern Attendance Area

Microsoft Word and Google Doc templates have been created for attendance area letterheads in full color and in black-only. Any letters that may be printed or photocopied with a black and white printer/copier, or sent as a fax, must utilize the black-only templates for reasons of legibility.

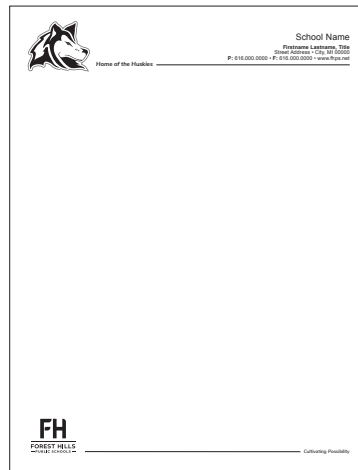
## LETTERHEADS

Available in full-color and black & white.

Full-color

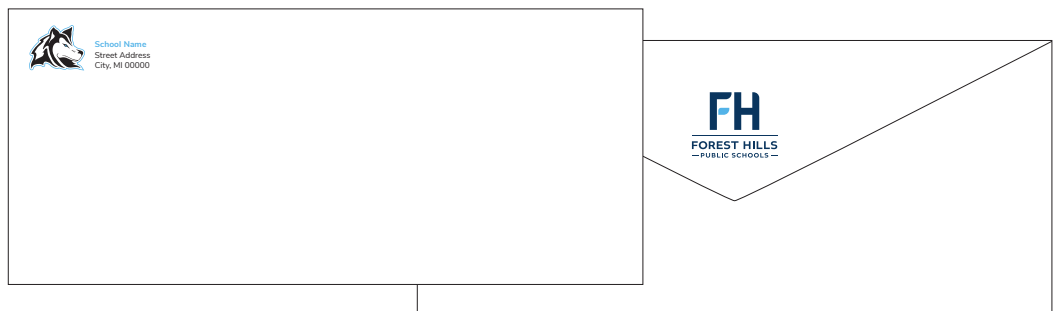


Black & White



## ENVELOPES

Sample envelope only (not actual size). A variety of envelope sizes utilizing the return address template will be available to order soon.



## BUSINESS CARDS

Business cards will be available to order soon.



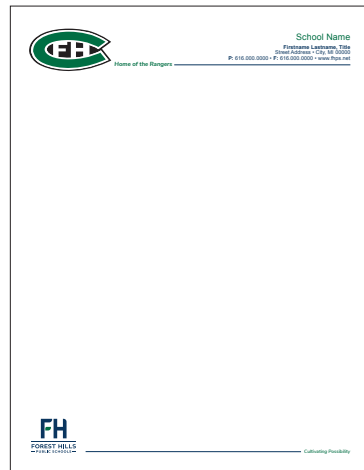
# Stationery Central Attendance Area

Microsoft Word and Google Doc templates have been created for attendance area letterheads in full color and in black-only. Any letters that may be printed or photocopied with a black and white printer/copier, or sent as a fax, must utilize the black-only templates for reasons of legibility.

## LETTERHEADS

Available in full-color and black & white.

Full-color

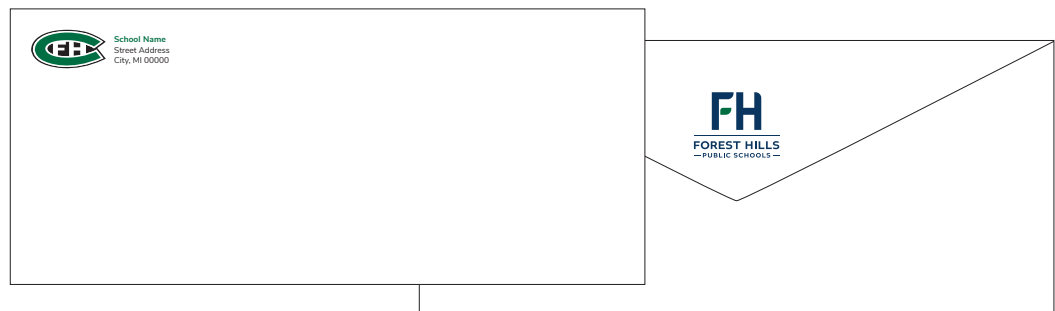


Black & White



## ENVELOPES

Sample envelope only (not actual size). A variety of envelope sizes utilizing the return address template will be available to order soon.



## BUSINESS CARDS

Business cards will be available to order soon.



# Email Signature

In an effort to remain consistent in our correspondence across all forms of communication throughout the district, all employees must format their email signature per these guidelines. Beyond logos, when it comes to your email, simple is best. Avoid distracting quotes and backgrounds. Remember that people will read your email on everything from a smartphone to a desktop computer. A simple email signature will translate best to a wide variety of devices.

→ FHPS emails should not include inspirational quotes, religious quotes, departmental specific tag lines, what you're reading, or unapproved imagery.

## A. DISTRICT SIGNATURE

--  
**First-Name Last-Name**  
Title  
Department or School  
616.000.0000 x000  
[www.fhps.net](http://www.fhps.net)



## B. MASCOT SIGNATURE

--  
**First-Name Last-Name**  
Title  
Department or School  
616.000.0000 x000  
[www.fhps.net](http://www.fhps.net)



## EMAIL SIGNATURE FORMATTING

Please refer to page 19 for more detailed directions.

→ You may use your attendance area logo, but do not change the color of your name. It should always be navy blue.

Sans Serif  
Size: Normal  
Color: Black

--  
**First-Name Last-Name**  
Title  
Department or School  
616.000.0000 x000  
[www.fhps.net](http://www.fhps.net)

Sans Serif, Bold  
Size: Normal  
Color: RGB (7, 55, 99)

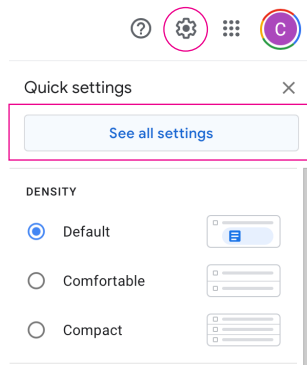


Logo file: "FHPS\_Logo\_Sig.png" (optional)

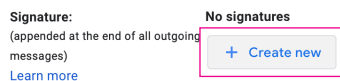
# Email Signature How-to

Follow these steps to create your email signature in Gmail.

1. Open Gmail.
2. In the top right, click Settings and then See all settings.



3. Scroll down to the 'Signature' section and select Create new.



4. Format signature to these specifications.

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**First-Name Last-Name**  
Title  
Department or School  
616.000.0000 x000  
[www.fhps.net](http://www.fhps.net)



First-Name Last-Name  
Title  
Department or School  
616.000.0000 x000  
[www.fhps.net](http://www.fhps.net)

Sans Serif

Small  
Normal  
Large  
Huge

Click here to select text color

Click here to attach logo file

Background color

Text color

Select RGB (7, 55, 99) for your name

- All type is Sans Serif, Normal
- Name of person in bold, RGB (7, 55, 99)
- All other text is black
- Phone numbers are in the format 000.000.0000
- Cell phone is optional
- Type one return after the text block and insert logo image
- A: Use logo file "FHPS\_Logo\_Sig.png"
- B: Use logo file "FHPS\_[Mascot]\_Sig.png"
- Logo is recommended but not required

5. At the bottom of the page, click Save changes.

Save Changes Cancel

# Additional Resources and Information

We will continue to create communication resources, including photography, templates, and a copywriting style guide, to further develop consistency throughout the district.

If you have any questions regarding the brand guidelines, special requests, working with vendors, obtaining art files or proof approvals, please contact the communications department.

**Forest Hills Public Schools**  
**Communications Department**  
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Grand Rapids, MI 49546  
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Visit [fhps.net/brandguidelines](http://fhps.net/brandguidelines) (coming soon) to download the most up-to-date version of this document.



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**FOREST HILLS**  
**PUBLIC SCHOOLS**

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*Cultivating Possibility*

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