

TYPOGRAPHY

There are two primary font families used on FBCA marketing materials. The first font family, *Baskerville*, is formal and professional. A modified version is used on the logo seal. The second font family, *Folio*, has a clean and simple look. There are exceptions to the usage of typography including: social media graphics, invites, greeting cards etc.

Baskerville Regular

A B C d e f 1 2 3 4 5 ? \$ & () @ ! ”

Baskerville Italic
Baskerville Bold
Baskerville Old Face

Folio Regular

A B C d e f 1 2 3 4 5 ? \$ & () @ ! ”

Folio Italic
Folio Bold
Folio Light

LOGOS

Official publications should include the seal logo and/or the name logo. The FB logo should be reserved for athletics and Spirit Store merchandise. The logos can be printed in green & gold, all white, all green or outlined in gold.

FBCA



FORT BEND CHRISTIAN ACADEMY



FORT BEND CHRISTIAN ACADEMY

COLOR PALETTE

FBCA's official school colors are green and white with an accent of gold.



PANTONE 3435
CMYK 93, 24, 85, 68
RGB (6,62,12)
HEX #063E0C



White
CMYK 0, 0, 0, 0
RGB (255,255,255)
HEX #FFFFFF



PANTONE 130
CMYK 8, 32, 100, 0
RGB (234,175,15)
HEX #EAAF0F

Complimentary variations (primarily for ads, athletics, backgrounds, etc.)



PANTONE 349
CMYK 90, 33, 99, 25
RGB (3,106,55)
HEX #036a37



PANTONE 128
CMYK 6, 12, 82, 0
RGB (242,213,76)
HEX #f2d54c



PANTONE 368
CMYK 58, 1, 100, 3
RGB (120,190,32)
HEX #78BE20

APPROVAL PROCESS

Other school departments may contract outside designers. In the event that departments such as the Office of Advancement, the Office of Admission, Theatre, Athletics, etc. distribute any communication or branding materials (i.e., t-shirts, ads, invites etc.), they must receive prior approval for brand consistency from the Director of Communications and Marketing.

**The Head of School will receive a final draft of major publications for an additional review. These publications include the annual report, the semiannual magazine and the admission viewbook.*

The Board of Trustees will receive an editorial calendar before the start of each school year in which they can make suggestions.

Brand and Style Guide



THE FBCA BRAND

Mission:

Fort Bend Christian Academy exists to glorify God through excellence in college-preparatory Christian education.

Taglines:

believe. achieve. lead.

Inspiring students to excellence for the glory of God

Equipping students to thrive spiritually, academically, socially and physically

COMMUNICATION REQUESTS

Communication requests (including ads, posters, articles, photos, brochures, press releases, videos, etc.) must be submitted via the Communications Request Form which can be obtained upon request from the Director of Communications and Marketing.

SOCIAL MEDIA GUIDELINES

FBCA uses multiple event-based hashtags on social media as well as #FBEagles.

FBCA does not delete negative comments unless they are inappropriate, in which case they are reported and removed. Negative comments, when they warrant a response, are handled in a compassionate and helpful manner.

FBCA does not promote any individuals, businesses, fundraisers, events etc. unless they directly relate to the mission of our school.

AP STYLE

FBCA adheres to the Associated Press Stylebook for all publications including website text, social media, advertisements, etc.

COMMUNICATIONS TEAM

Kim Rice
Director of Communications & Marketing

Brittney Byrd
Communications & Marketing Assistant