MISSION: The Fulton School Community will empower students to develop the knowledge and skills to become respectful, responsible, productive citizens who are committed to lifelong learning.

VISION: Our vision is to create a learning organization that is the centerpiece of the community, where all are welcomed and held to standards of excellence that foster hope and resilience for the future.

CORE BELIEFS:
• All students can learn
• Expectations drive outcomes
• It is our responsibility to foster a culture of growth in our school and community
• Community support is essential to the success of our students
• Positive, safe, and supportive environments are vital
The FCSD logo is the primary visual identifier for the organization and should be used in all informational and institutional materials. This style guide outlines the specifications of our school district brand, so that we can work together to create consistency across all media. Consistent and appropriate use of logos, colors, font, name, etc. work to create our unique “look.” It reminds us who is FCSD, what we stand for and what makes us unique. Please help us protect the strength and value of our school brand by following this style guide.
LOGO ACCEPTABLE USE

Full Color Logo
2 Color Logo
Greyscale Logo

LOGO UNACCEPTABLE USE

Stretched
Incorrect colors
Too small
Portion is missing
COLORS

Primary colors for Fulton City School District are red and green. These colors create the dominant color scheme for all print and web communication. When printing a one-color job, it is suggested that the district logo either be printed in white, black or the official red.

CMYK: 0|100|100|0
RGB: 237|28|36
HEX: ED1C24

CMYK: 90|30|95|30
RGB: 0|103|56
HEX: 006738
FULTON CITY SCHOOL DISTRICT  I  STYLE GUIDE

The following fonts are recommended. Consistent use of these typefaces enhance the integrated family look across all materials. ‘Halant’ is to be used for titles. ‘Open Sans’ is used for the body of publications. ‘Noto Serif’ is used as an accent font. These fonts are available for download via google.

FONTS

HALANT
ABCDEFGabcdefg1234567!@#$%^&

OPEN SANS
ABCDEFGabcdefg1234567!@#$%^&

NOTO SERIF
ABCDEFGabcdefg1234567!@#$%^&
CORPORATE BRAND
Fulton City School District utilizes consistent letterhead and business cards that can be requested. All staff utilize the same email signature and phone voice message.

VOICEMAIL
“Hello. You have reached the voice mailbox of [insert name] at Fulton City School District. Please leave a message at the tone, or, for immediate assistance, press 0. Thank you.”

EMAIL SIGNATURE
Name Here
Title
Fulton City School District
P: (315) 298-5188
jdoe@fulton.cnyric.org

DISCLAIMER: This electronic mail transmission is intended for the use of the individual or entity to which it is addressed. If you have received this transmission in error, please notify the sender immediately and delete the original message. Pursuant to School Board policy and administrative procedures, this e-mail system is the property of the Fulton City School District and is to be used for official business only. In addition, all users are cautioned that messages sent through this system may be subject to the Freedom of Information Law and other laws of the State of New York and also to review by the school system.