

FULTON CITY SCHOOL DISTRICT STYLE GUIDE CHEAT SHEET

Do not modify the logo (stretch, change colors, etc.)

Avoid cropping the logo or scaling the logo to an illegible size.



TYPOGRAPHY

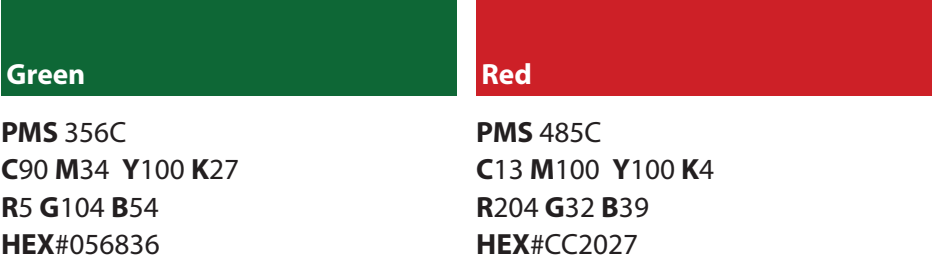
Headline: Use for major headers

Secondary: Use for body text and subtitles

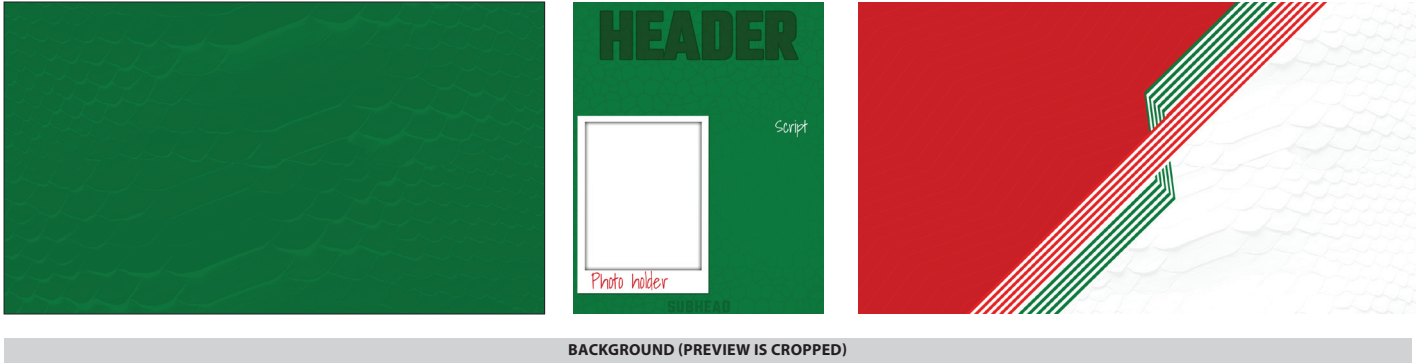
Script: Use decoratively and sparingly



COLORS



GRAPHIC ELEMENTS



SAMPLES



SOCIAL MEDIA TIPS

Facebook and Instagram:  
**@FultonCitySchoolDistrict**

Dimensions may change as social media platforms are subject to updates. The dimensions to the right are recommendations for posts only (not true to size). Other dimensions may work but these dimensions ensure content will not be cropped after posting.

**H1 - TEKO BOLD PT. 47**

**H2 - TEKO LIGHT 32 PT.**

**H3 - Barlow Regular Con. 20 pt.**

Body - light Condensed 16 pt.

Caption - light Italic 14 pt.

Script-Shadows Into Light



VIDEO INTROS  
& OUTROS



INTRODUCTION (LOGO REVEAL SCREENSHOT)