

FRANKLIN TOWNSHIP COMMUNITY SCHOOL CORPORATION
Home of the Flashes · Est. 1958

COMMUNITY BRAND GUIDE

COMMUNITY *Brand* GUIDE.

A practical handbook for partners, families, staff, students, and press
who represent Franklin Township Community School Corporation.

2026

Community Edition



 A NOTE TO OUR COMMUNITY

TOGETHER, WE MAKE A *difference.*

Our brand is more than a logo — it's the promise we make to every student, family, educator, and neighbor in Franklin Township. This guide helps anyone who represents our district do so with consistency, clarity, and pride.

WHO THIS IS FOR

Community partners, local businesses, PTOs, parents, student organizations, staff, and media. If you're using our name or our mark, you're in the right place.

HOW TO USE IT

Skim the sections you need. Each page is self-contained and printable. For logo files, color codes, and questions, reach out to Kent Pattet

The FTCSC Flashes

COMMUNICATIONS & COMMUNITY RELATIONS



INSIDE THIS GUIDE

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Misuses II — Form & Scale

Proportion, rotation, and cropping

10

THE *primary* LOGO SUITE.

Our identity is anchored by a single Flash — the lightning bolt carrying the "FT" monogram. The primary family is the default for almost every use. Pick the configuration that fits your space.

PRIMARY • VERTICAL



Preferred lockup

PRIMARY • CIRCULAR



For headers & banners

PRIMARY • HORIZONTAL



For headers & banners

LOGOMARK



Standalone bolt — small spaces

THE *secondary* LOGO SUITE.

The secondary family is a bolder, solid-fill cousin of the primary mark, plus the standalone logomark. Use it for athletics, spirit wear, and moments that want more energy — or anywhere the primary is too detailed to read.

SECONDARY · VERTICAL



Bold alternate

SECONDARY · HORIZONTAL



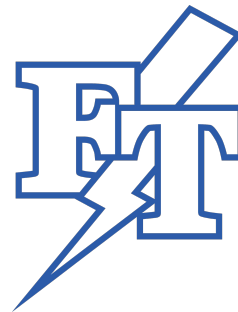
Solid fill variant

SECONDARY · CIRCULAR



Bold seal

LOGOMARK



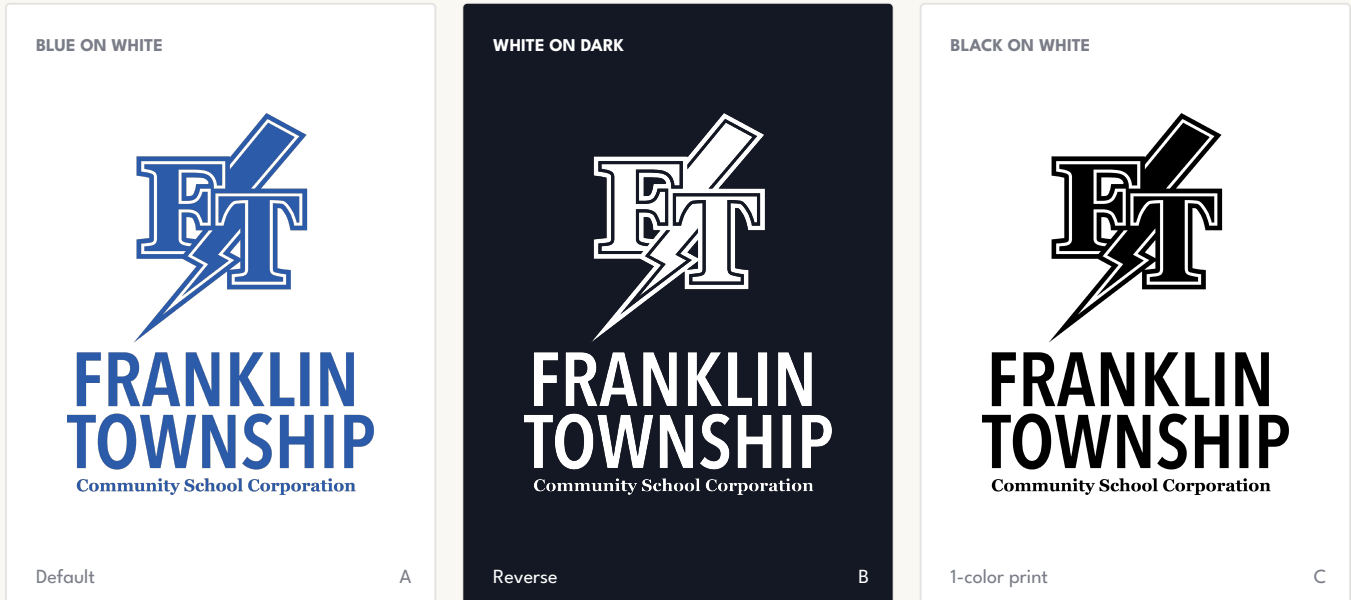
Standalone bolt — small spaces

When to reach for secondary. Athletics uniforms, spirit merchandise, social-media avatars, and anywhere a denser, solid-fill mark reads better than the outlined primary. The standalone logomark is for favicons, stickers, embroidery, and any space smaller than half an inch.

CHOOSE THE *right* VERSION.

Each lockup comes in three color treatments so the mark reads clearly on any background. When in doubt, reach for the blue-on-white primary.

PRIMARY VERTICAL — THREE COLORWAYS



PRIMARY HORIZONTAL — THREE COLORWAYS



A

Blue on white.

The default for nearly every use — print, web, signage.

B

White on dark.

Use on Flash Blue, Ink Black, or photography with 60%+ coverage.

C

Black on white.

For one-color print, fax, stamps, and embroidery.

THREE COLORS, *done right.*

Our palette is intentionally tight. Flash Blue is our voice; Ink Black gives it weight; Paper White lets it breathe. Stick to this trio and the brand will always feel unmistakably FTCSC.

PRIMARY · 001

FLASHES BLUE

*the sound of a crowd on
Friday night*

HEX **#2A4D9B**RGB **42 · 77 · 155**CMYK **83 · 74 · 0 · 4**PMS **286 C**

NEUTRAL · 002

MIDNIGHT BLACK

*for weight &
hierarchy*

HEX **#141824**RGB **20 · 24 · 36**CMYK **75 · 68 · 55 · 74**PMS **Black 6 C**

DO

Lead with Flash Blue on white. Use Ink Black for body copy and headings.

DON'T

Don't introduce school-specific colors (building teams each have their own palette) into corporation-level materials.

A *family* OF THREE.

§ 06

League Spartan carries everyday communication. Georgia Italic adds warmth and voice. Anton arrives for hero moments — posters, section openers, and anywhere we want to feel like the Friday-night lights just came on.

DISPLAY

Anton Regular Hero moments only
50–140 pt

GO FLASHES!

HEADINGS

League Spartan Bold / Black 24–60 pt

Together, we Make A Difference.

ACCENT

Georgia Italic Subheadings & pull
quotes 18–32 pt

“Purposeful Learning, Meaningful Collaboration.”

BODY

League Spartan Regular / Medium 14–18
pt

Franklin Township Community School Corporation educates, inspires, and empowers every student. Our communications should feel the same way — plainspoken, warm, and unmistakably ours.

PLEASE, *don't* DO THIS. (PART ONE)

The most common mistakes happen around color and background choices. These three examples show what to avoid. If you spot one in the wild, reach out — we're happy to provide correct files.



Don't place color on color.

Use the white mark on dark backgrounds and the black mark on light ones. Never color-on-color.



Don't use unapproved colors.

Stick to Flash Blue, Ink Black, and white. School-specific colors belong on school-specific materials.



Don't pair blue on blue.

Low-contrast pairings erase the mark. Switch to the white version whenever the background is darker than Paper.

Rule of thumb. Light background → *blue* or *black* mark. Dark background → *white* mark. When in doubt, reach for the plain blue-on-white primary — it always works.

PLEASE, *don't* DO THIS. (PART ONE)

The second most common issues are about form — stretching, rotating, cropping, or sizing the mark in ways that break its geometry. Always resize proportionally, and always start from an official file.



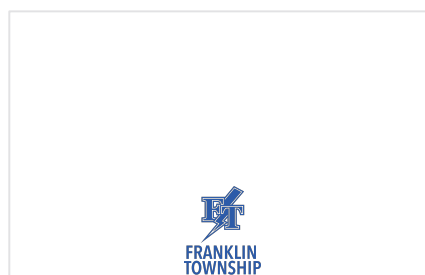
Don't stretch or skew.

Hold Shift when resizing to preserve proportions. The mark's geometry is exact.



Don't rotate or tilt.

Keep the bolt upright. The mark should never be rotated, mirrored, or tilted for effect.



Don't go too small.

When space is tight — favicons, stickers, embroidery — use the logomark or bolt alone.



Don't crop or redraw.

Never recreate, trace, or crop the mark. Always use official files from the brand page.



Don't add effects.

No drop shadows, glows, gradients, strokes, or bevels. The mark is already designed — let it stand on its own.

FRANKLIN CENTRAL *High* *School*

LOGOMARK 	LOGOMARK 	MASCOT The Flashes COLORS Blue & White
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PRIMARY · VERTICAL 	PRIMARY · HORIZONTAL 	PRIMARY · CIRCULAR 	PRIMARY · LETTERHEAD 
			

COLOR PALETTE

PRIMARY · 001 FLASHES BLUE <table border="0"> <tr> <td>HEX</td> <td>#2A4D9B</td> <td>CMYK</td> <td>83 · 74 · 0 · 4</td> </tr> <tr> <td>RGB</td> <td>42 · 77 · 155</td> <td>PMS</td> <td>7685 C</td> </tr> </table>	HEX	#2A4D9B	CMYK	83 · 74 · 0 · 4	RGB	42 · 77 · 155	PMS	7685 C	NEUTRAL · 002 LIGHTNING WHITE <table border="0"> <tr> <td>HEX</td> <td>#FFFFFF</td> <td>CMYK</td> <td>0 · 0 · 0 · 0</td> </tr> <tr> <td>RGB</td> <td>255 · 255 · 255</td> <td>PMS</td> <td>White</td> </tr> </table>	HEX	#FFFFFF	CMYK	0 · 0 · 0 · 0	RGB	255 · 255 · 255	PMS	White
HEX	#2A4D9B	CMYK	83 · 74 · 0 · 4														
RGB	42 · 77 · 155	PMS	7685 C														
HEX	#FFFFFF	CMYK	0 · 0 · 0 · 0														
RGB	255 · 255 · 255	PMS	White														

FRANKLIN CENTRAL *Junior High*

LOGOMARK



LOGOMARK



MASCOT

The Flashes

COLORS

Blue & White

PRIMARY · VERTICAL



PRIMARY · HORIZONTAL



PRIMARY · CIRCULAR



PRIMARY · LETTERHEAD



COLOR PALETTE

PRIMARY · 001

FLASHES BLUE

HEX	#2A4D9B	CMYK	83 · 74 · 0 · 4
RGB	42 · 77 · 155	PMS	7685 C

NEUTRAL · 002

LIGHTNING WHITE

HEX	#FFFFFF	CMYK	0 · 0 · 0 · 0
RGB	255 · 255 · 255	PMS	White

FRANKLIN TOWNSHIP *Learning Center*

MASCOT

The Flashes

COLORS

Blue & White

PRIMARY · VERTICAL



PRIMARY · HORIZONTAL



PRIMARY · CIRCULAR



PRIMARY · LETTERHEAD



COLOR PALETTE

PRIMARY · 001

FLASHES BLUE

HEX	#2A4D9B	CMYK	83 · 74 · 0 · 4
RGB	42 · 77 · 155	PMS	7685 C

NEUTRAL · 002

LIGHTNING WHITE

HEX	#FFFFFF	CMYK	0 · 0 · 0 · 0
RGB	255 · 255 · 255	PMS	White

EDGEWOOD *Intermediate*

PRIMARY



PRIMARY



MASCOT

The Flashes

COLORS

Blue & White

PRIMARY · HORIZONTAL



PRIMARY · CIRCULAR



PRIMARY · LETTERHEAD



COLOR PALETTE

PRIMARY · 001

FLASHES BLUE

HEX	#2A4D9B	CMYK	83 · 74 · 0 · 4
RGB	42 · 77 · 155	PMS	7685 C

NEUTRAL · 002

LIGHTNING WHITE

HEX	#FFFFFF	CMYK	0 · 0 · 0 · 0
RGB	255 · 255 · 255	PMS	White

KITLEY *Intermediate*

PRIMARY



PRIMARY



MASCOT

The Flashes

COLORS

Blue & White

PRIMARY · HORIZONTAL



PRIMARY · CIRCULAR



PRIMARY · LETTERHEAD



COLOR PALETTE

PRIMARY · 001

FLASHES BLUE

HEX	#2A4D9B	CMYK	83 · 74 · 0 · 4
RGB	42 · 77 · 155	PMS	7685 C

NEUTRAL · 002

LIGHTNING WHITE

HEX	#FFFFFF	CMYK	0 · 0 · 0 · 0
RGB	255 · 255 · 255	PMS	White

ACTON *Elementary*

PRIMARY



PRIMARY



MASCOT

The Tigers

COLORS

Blue & Yellow

PRIMARY · HORIZONTAL



PRIMARY · CIRCULAR



PRIMARY · LETTERHEAD



COLOR PALETTE

PRIMARY · 001

FLASHES BLUE

HEX	#2A4D9B	CMYK	83 · 74 · 0 · 4
RGB	42 · 77 · 155	PMS	7685 C

ACCENT · 002

TIGER YELLOW

HEX	#fcd800	CMYK	0 · 14 · 100 · 1
RGB	252 · 216 · 0	PMS	Yellow C

ADAMS *Elementary*

PRIMARY



PRIMARY



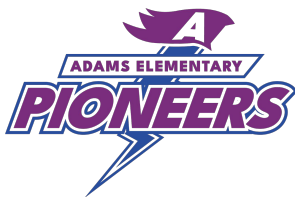
MASCOT

The Pioneers

COLORS

Blue & Purple

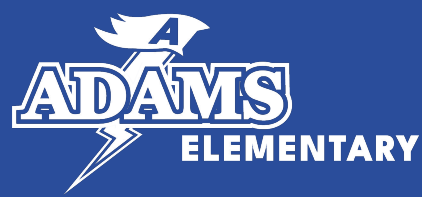
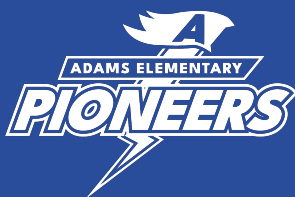
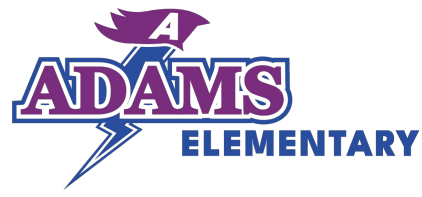
PRIMARY · HORIZONTAL



PRIMARY · CIRCULAR



PRIMARY · LETTERHEAD



COLOR PALETTE

PRIMARY · 001

FLASHES BLUE

HEX	#2A4D9B	CMYK	83 · 74 · 0 · 4
RGB	42 · 77 · 155	PMS	7685 C

ACCENT · 002

PIONEER PURPLE

HEX	#792B7C	CMYK	2 · 65 · 0 · 51
RGB	121 · 43 · 124	PMS	2612 C

ARLINGTON *Elementary*



COLOR PALETTE

PRIMARY · 001				ACCENT · 002			
FLASHES BLUE				PATRIOT RED			
HEX	#2A4D9B	CMYK	83 · 74 · 0 · 4	HEX	#e52326	CMYK	2 · 65 · 0 · 51
RGB	42 · 77 · 155	PMS	7685 C	RGB	229 · 35 · 38	PMS	Bright Red C

BUNKER HILL *Elementary*



COLOR PALETTE

PRIMARY · 001				ACCENT · 002			
FLASHES BLUE				BULLDOG GREY			
HEX	#2A4D9B	CMYK	83 · 74 · 0 · 4	HEX	#d1d3d4	CMYK	1 · 0 · 0 · 17
RGB	42 · 77 · 155	PMS	7685 C	RGB	209 · 211 · 212	PMS	427 C

NEW BETHEL *Elementary*



COLOR PALETTE

PRIMARY · 001				NEUTRAL · 002			
FLASHES BLUE				LIGHTNING WHITE			
HEX	#2A4D9B	CMYK	83 · 74 · 0 · 4	HEX	#FFFFFF	CMYK	0 · 0 · 0 · 0
RGB	42 · 77 · 155	PMS	7685 C	RGB	255 · 255 · 255	PMS	White

SOUTH CREEK *Elementary*

PRIMARY



PRIMARY



MASCOT

The Gators

COLORS

Blue & Green

PRIMARY · HORIZONTAL



PRIMARY · CIRCULAR



PRIMARY · LETTERHEAD



COLOR PALETTE

PRIMARY · 001

FLASHES BLUE

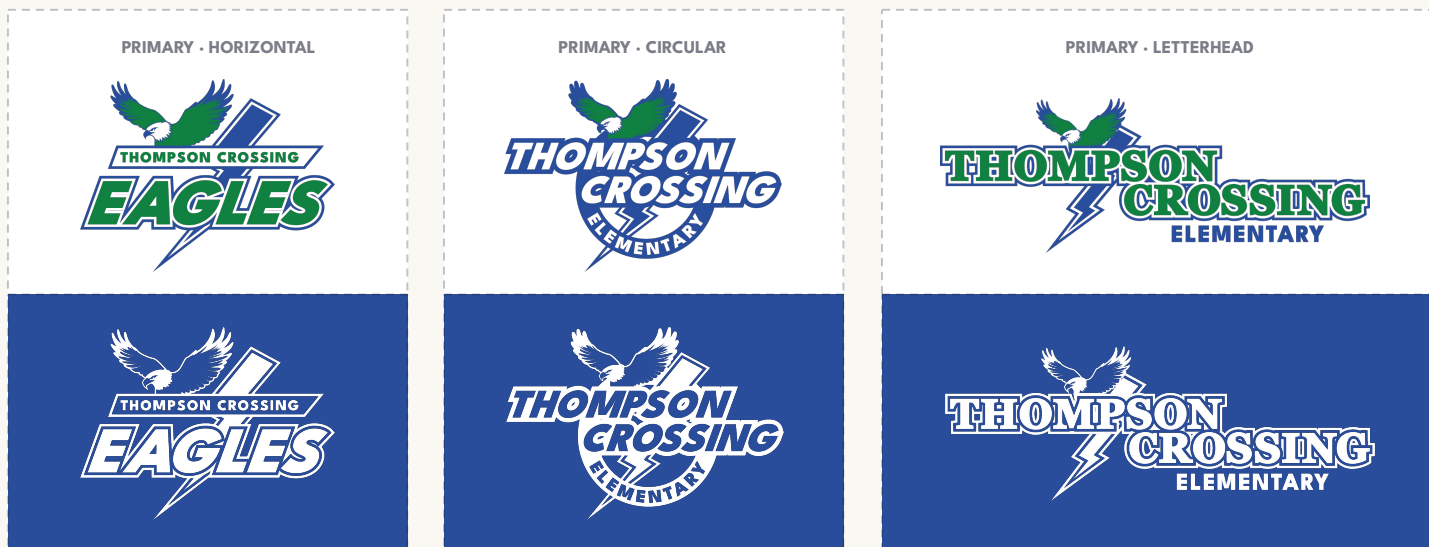
HEX	#2A4D9B	CMYK	83 · 74 · 0 · 4
RGB	42 · 77 · 155	PMS	7685 C

ACCENT · 002

GATOR GREEN

HEX	#4d9743	CMYK	49 · 0 · 56 · 41
RGB	77 · 151 · 67	PMS	7738 C

THOMPSON CROSSING *Elementary*



COLOR PALETTE

PRIMARY · 001				ACCENT · 002			
FLASHES BLUE				EAGLE GREEN			
HEX	#2A4D9B	CMYK	83 · 74 · 0 · 4	HEX	#148141	CMYK	84 · 0 · 50 · 49
RGB	42 · 77 · 155	PMS	7685 C	RGB	20 · 129 · 65	PMS	7731 C

WANAMAKER *Early Learning*

PRIMARY 	PRIMARY 	MASCOT The Trailblazers COLORS Blue & White
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PRIMARY · HORIZONTAL  	PRIMARY · CIRCULAR  	PRIMARY · LETTERHEAD  
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COLOR PALETTE

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