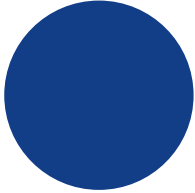


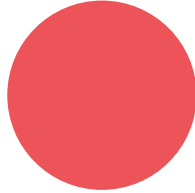
2020 TAX RATE ELECTION

STYLE GUIDE

COLOR PALETTE

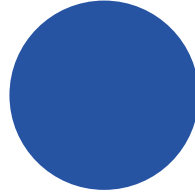


2020 Blue
Pantone 7687 C
CMYK: 100/87/17/4
RGB: 19/62/136
HEX: #133e88

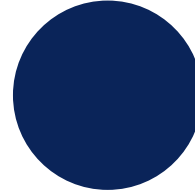


2020 Red
Pantone 178 C
CMYK: 2/82/61/0
RGB: 236/84/88
HEX: #ec5458

SECONDARY COLOR PALETTE



2020 Light Blue
Pantone 7685 C
CMYK: 92/75/2/0
RGB: 39/85/162
HEX: #2755a2



2020 Dark Blue
Pantone 655 C
CMYK: 100/92/35/32
RGB: 10/36/88
HEX: #0a2458

TYPOGRAPHY - PRIMARY

Georgia Regular
ABCDEFGHIJKLMNO
abcdefghijklmnopqrs
1234657890!@#\$\$%

INTERSTATE LIGHT
TRACKING 40, ALL-CAPS
ABCDEFGHIJKLMNO
1234657890!@#\$\$%

<https://www.fontyukle.net/font/Interstate-Light>

TYPOGRAPHY - SECONDARY

INTERSTATE BLACK
TRACKING 40, ALL-CAPS
ABCDEFGHIJKLMNO
1234657890!@#\$\$%

Situation:
Red text on a blue background, or blue on red. Because of the contrast between these colors, the heavier weight of Interstate Black is desired.

<https://www.fontyukle.net/font/Interstate+Black>



INTERSTATE BOLD
TRACKING 40, ALL-CAPS
ABCDEFGHIJKLMNO
1234657890!@#\$\$%

Situations:
White text on a color background
Any color text on a white background

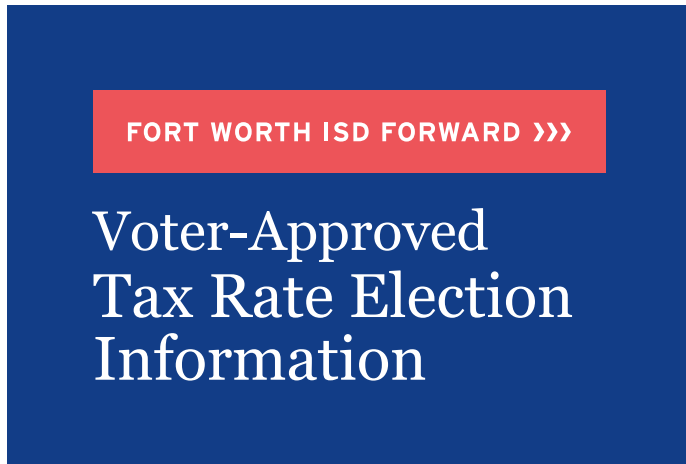
<https://www.fontyukle.net/font/Interstate-Bold>



2020 TAX RATE ELECTION

STYLE GUIDE

LETTER MARK



FORT WORTH ISD



PLAIN TEXT:

FORT WORTH ISD FORWARD >>>
Voter-Approved Tax Rate Election Information

URL



LIGHT BLUE IF ON BLUE BACKGROUND



BLUE IF ON WHITE BACKGROUND

DATES



PLAIN TEXT:

ELECTION DAY
TUESDAY, NOVEMBER 3

EARLY VOTING
OCTOBER 13 TO 30

2020 TAX RATE ELECTION STYLE GUIDE

LETTER MARK | SPANISH



FORT WORTH ISD | SPANISH



PLAIN TEXT:

FORT WORTH ISD ADELANTE >>>
Información de la Elección de la Tasa de Impuesto con Aprobación de Votantes

URL | SPANISH



LIGHT BLUE IF ON BLUE BACKGROUND



BLUE IF ON WHITE BACKGROUND

DATES | SPANISH



PLAIN TEXT:

DÍA DE LAS ELECCIONES
MARTES 3 DE NOVIEMBRE

VOTACIÓN TEMPRANA
13 AL 30 DE OCTUBRE

2020 TAX RATE ELECTION

STYLE GUIDE

3 BOXES



**Teacher
Compensation**



RED: TEACHER COMPENSATION



**Compensación
de maestros**



**Safety, health,
and security**



LIGHT BLUE: SAFETY & SECURITY



**Seguridad
y salud**



**Connectivity and
Devices**



DARK BLUE: CONNECTIVITY



**Conectividad y
dispositivos**