Fork Union
Military Academy

BODY MIND SPIRIT

Guide to
Official Logos
and Colors

Dear Fork Union Military Academy Family,

This *Guide to Official Logos and Colors* is published as part of our ongoing effort to provide both consistency and excellence in the presentation of the Fork Union Military Academy brand. The use of our logos is but a small part of that effort, but it is an important part, as our logo projects our visual identity. Being consistent in our visual identity supports consistency in our brand messaging, and ultimately helps lead us to consistency in delivering on our brand's promise. Just as we teach our cadets by having them shine their shoes and wear their uniforms in a prescribed manner, paying attention to the small details in a consistent way leads to greater success on a wider scale.

What is Our Brand?

The concept of a brand has come to mean more than a logo or a name or trademark. A brand is really the perception that exists in a customer's mind when they hear our name. What does a person think of when they hear "Fork Union Military Academy?" Our brand is a set of perceptions in the minds of those who view our website or visit our campus. Our brand is a the expectation parents have of us and the work we will do with their son. Our brand is a promise we make to our students' families.

Our brand is not created by our marketing, it is first created by our mission and by our performance in successfully achieving that mission. It is shaped by our vision for the future, and by our progress in making that future a reality. Our brand is built, bolstered, and broadcast more widely by our actions each day than it is by any advertising or commercial we might produce. Our daily interactions with students, families, and each other are critically important in building our brand.

The work we do in marketing and publications is merely a communication of that brand message. It is important that we do that communication with consistency and excellence. One part of that is being consistent in the presentation of our visual identity. It is this small part of our brand messaging that is addressed by this simple guide. Wherever our name or logo appears in print, online, in marketing materials, or on merchandise and clothing, the presentation of our visual identity should be consistent and excellent, in support of our brand.

Thank you for your ongoing dedicated work in building our brand every day.

Dan Thompson
Director of Communications and Marketing
Fork Union Military Academy

The following logo graphics are approved for all uses:

The formal crest

The formal crest logo combines the name Fork Union Military Academy (in Friz Quadrata Bold typeface) arched around the shield containing the crossed swords representing the body, the open book representing the mind, and the star representing the spirit. These images were first designed as part of the Academy's seal by the school's third president, Clayton Crosland. His original school seal has undergone some design changes in the years since, but the swords, book, and star remain to represent the school's motto, which appears underneath the shield on the banner below: body, mind, spirit (in Bank Gothic typeface).

The formal crest is appropriate for use on all formal documents, letterhead, and other publications. It can be used on any other application as desired.

The original Crosland seal (at left) may be used in limited applications such as on apparel and merchandise as specifically approved.

The shield and banner with name beside This logo incorporates the shield and motto banner, with the full name Fork Union Military Academy beside in the Myriad Pro typeface. This logo graphic is appropriate for use in all print applications and may be considered to be the primary or preferred logo of the Academy in printed applications.

The following logo graphics are approved for limited uses:

The following logo graphics, except as specifically noted, are appropriate for use on most apparel, merchandise, embroidered items, and other applications in which a simplified version of the logo graphic would be more appropriate or desirable.
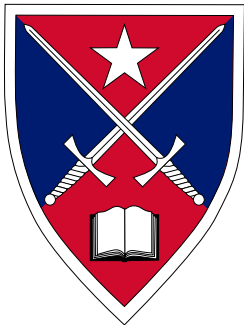
Fork Union
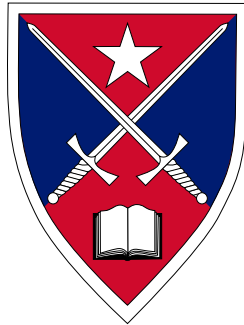### Military Academy

Fork Union

The shield with name beside
The name can be presented as the full Fork Union Military Academy, or as just Fork Union. The typeface Myriad Pro is the approved font. Any other typeface must receive prior approval.
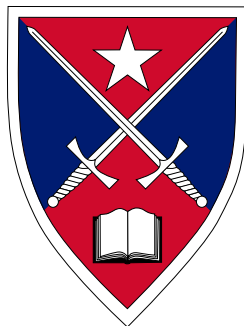
Fork Union
Military Academy

Fork Union
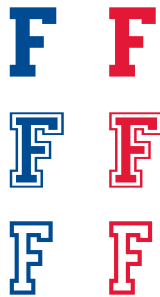
The shield with name below
The name can be presented as the full Fork Union Military Academy, or as just Fork Union. The typeface Myriad Pro is the approved font. Any other typeface must receive prior approval.

The shield
The shield graphic can appear by itself, without the school name, in representing the Academy.

Fork Union
Military Academy

Fork Union

The name standing alone
The name can be presented as the full Fork Union Military Academy, or as just Fork Union. The typeface Myriad Pro is the approved font. Any other typeface must receive prior approval.
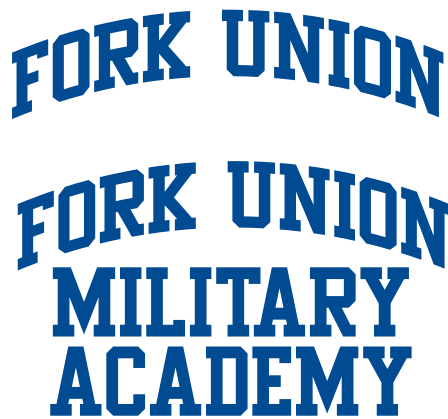
The Winged F logo
This logo is for use in relation to Track, Field, and Cross Country teams.

The Block F
The Block F is approved for use on letterman's jackets and baseball caps. The typeface Undergrad is the approved font. Similar block typefaces are approved.


Rocker Block Text
The name can be presented as the full Fork Union Military Academy, or as just Fork Union. The typeface Undergrad is the approved font. Similar block typefaces are approved.
Any other style of typeface must receive prior approval.

## The shield logo with rocker block text
The name can be presented as the full Fork Union Military Academy, or as just Fork Union. The typeface Undergrad or similar block text is the approved font. Any other style of typeface must receive prior approval.

A few practices to avoid when using logo graphics:
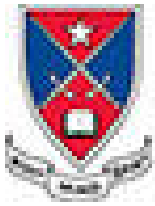
Do not use low resolution .JPEG files in applications where they will look pixelated, fuzzy, or grainy. Get an appropriate graphic file from the communications or development department.
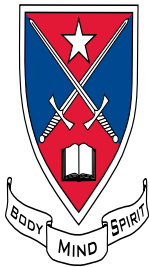
Do not stretch, condense, or change the dimensions of the graphic image.

Do not add drop shadows, strokes, or other visual effects to the graphic image.

Don't rotate, bend, or skew the graphic image.

Don't rearrange the graphic image.

Don't add anything to the graphic image.

Fork Union Blue

PMS 662
RGB: 0|74|145
CMYK: 100|71|0|18
Hex: #004A91

Fork Union Red

PMS 186
RGB: 226|24|54
CMYK: 0|100|81|4
Hex: #e21836

3-Color Printing

2-Color Printing

The school's logo image files are provided in specific colors, and can be printed using:

- 3-color printing (red, blue, and black),
- 2-color printing (red, and blue), or
- 1-color printing (greyscale or black & white).

Image files can be provided with reversed type (white type) for printing on darker backgrounds as well.

Under no circumstances should other colors be substituted for the authorized colors.

1-Color Printing

Greyscale Printing

Reversed Type