

Fractional Coordinator

These guidelines ensure clarity, consistency, and integrity across everything we share, defining how our color, type, and marks are applied so our values and standards remain credible and aligned wherever the brand appears.

Logo

Our identity pairs a geometric eight-point seal — representing structure, balance, and the coordination of policy, people, and process — with a serif wordmark. The full lockup is the primary form; use Ink on light surfaces and Bone (reversed) on Ink.



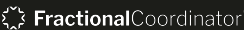
SYMBOL

Seal only, where already identified



REVERSED LOCKUP

Bone on Ink • dark surfaces



CLEAR SPACE & MINIMUMS

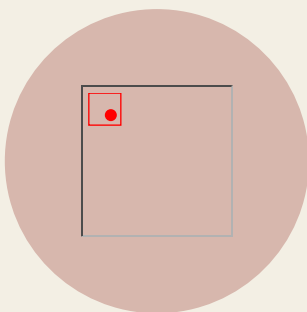
Keep clear space equal to the symbol's inner star on all sides.
Minimum: full lockup 1.1 in wide;
symbol 24 px. Never stretch, recolor,
or crowd the mark.

Icon

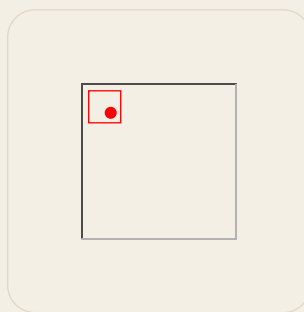
The eight-point seal is our standalone icon, used where the full lockup won't fit or where the brand is already established: app icons, favicons, avatars, social profiles, and patterns. Maintain strong contrast and never crowd it.



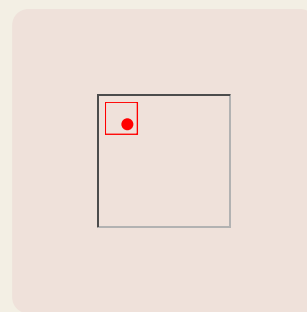
App icon



Avatar



Light tile



Favicon

APPLICATION NOTES

Center the icon with even padding equal to about a quarter of the tile. Use the Bone icon on Ink or Rose tiles, the Ink icon on Bone or Blush. Favicons and marks below 24 px should use the icon alone, never the lockup.

INK ON BONE

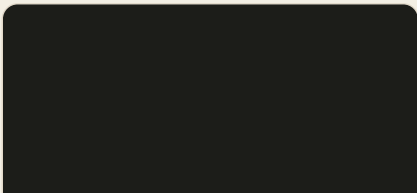
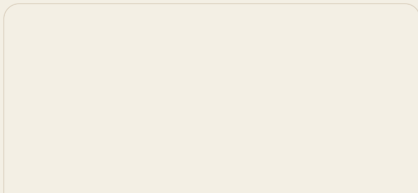
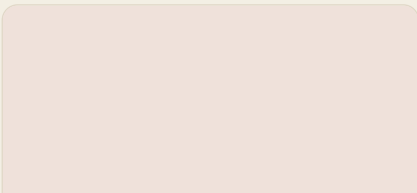
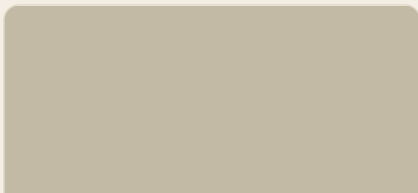
BONE ON INK

INK ON ROSE

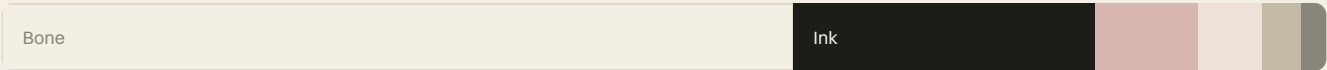
INK ON BLUSH

Color

Our palette is warm and understated. A Bone canvas and Ink type carry nearly everything, with Rose reserved as a sparing accent for warmth. Sand and Stone handle structure and secondary text; Blush softens panels and tints.

 Ink #1C1D19 Text, dark sections	 Bone #F3EFE4 Page background	 Rose #D7B7AD Primary accent
 Blush #EFE1DA Soft panels, tints	 Sand #C3BAA6 Dividers, numerals	 Stone #8A857A Muted text, labels

USAGE RATIO



Mostly Bone and Ink, with Rose used sparingly for warmth. Blush, Sand, and Stone play supporting roles in panels, dividers, and secondary text.

Typography



Switzer balances professional authority with true accessibility — weighty enough for policy-driven documents, readable enough for training materials people absorb quickly. We rely on Regular for both headings and body to maintain a clean, minimal aesthetic, applying a consistent hierarchy so information is easy to scan.

HEADING L

Clarity in compliance

HEADING M

Clarity in compliance

HEADING S

Clarity in compliance

BODY L

Systems of fairness that protect people and purpose.

BODY M

Systems of fairness that protect people and purpose.

BODY S

Systems of fairness that protect people and purpose.

Usage

Consistent, accurate brand use protects the integrity of our work and the trust that compliance requires. Our role is fractional, advisory, and consultative. References should reflect that.

DO

Use the logo when referencing Fractional Coordinator services or collaborations.

Use the mark exactly as provided and keep sufficient clear space around it.

Use only approved color variations for the medium or format.

Describe services specifically: Title IX support, ADA/504 coordination, interim leadership, policy review.

Emphasize substantive impact, e.g. "Strengthened our Title IX response framework."

DON'T

Use the logo without authorization or outside these guidelines.

Misstate, exaggerate, or imply an endorsement or staff affiliation.

Display our logo more prominently than your own organization's branding.

Alter the mark, place it on merchandise, or blend it into your own trademark.

Use the marks in institutional titles or department names.

USAGE TERMS

The term "Marks" refers to all identifiers associated with Fractional Coordinator, including our name, logo, symbol, and related visual elements. Permission to use the Marks is limited, non-exclusive, and non-transferable, must conform to these guidelines, and may not appear more prominently than your institution's own marks. Permission may be withdrawn at any time. For press or public communications, identify the organization as an institutional compliance consulting firm. For case studies, client stories, or co-branded materials, contact hello@fractionalcoordinator.com prior to publication.