FractionalCoordinator®

Brand guidelines

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

01 LOGO 02 CLEAR SPACE 03 ICON 04 COLOR 05 TYPOGRAPHY 06 USAGE 07 MISUSE

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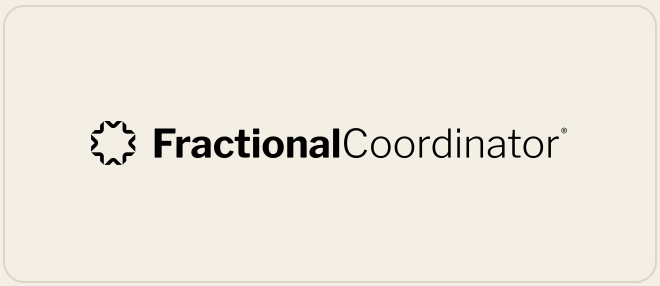
Questions and approvals:
hello@fractionalcoordinator.com

Logo

Our identity pairs a geometric eight-point seal, representing structure, balance, and the coordination of policy, people, and process, with a two-weight wordmark. The full lockup is the primary form. Use the supplied artwork only; never redraw or retype it.

Primary lockup, Ink

Preferred on Bone and white



Ink on light surfaces

Bone, Blush, white

Bone on dark surfaces

Ink only

SPECIFICATION	VALUE
Components	Eight-point seal, wordmark "Fractional" (bold) and "Coordinator" (regular), registered mark ®
Proportion	Width to height `10.72 : 1`. Scale proportionally only.
Internal spacing	Seal to wordmark gap equals `0.44 × seal height`. Fixed; do not adjust.
Approved colorways	Ink on light surfaces; Bone on Ink. No other colorways.
Artwork files	Transparent PNG, Ink and Bone versions, lockup and seal. Request from hello@fractionalcoordinator.com.

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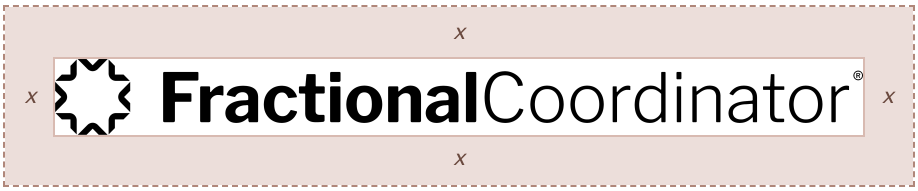
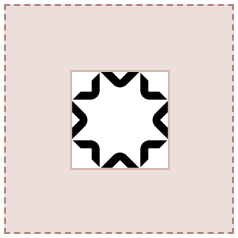
Clear space and sizing

Clear space keeps the mark legible and separate from surrounding content. The unit *x* equals the width of the seal's inner star, which is 0.68 of the seal's height. No text, image, edge, or other graphic may enter the shaded zone.





Symbol clear space

The standalone seal keeps the same *x* on all four sides.

How to measure

Take the seal height, multiply by 0.68, and apply that distance from the outermost edge of the artwork, including the ® mark.

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Lockup minimum, shown at actual size

Symbol minimum, actual size

ELEMENT	PRINT MINIMUM	SCREEN MINIMUM	BELOW MINIMUM
Full lockup	1.1 in wide	110 px wide	Switch to the symbol alone
Symbol	0.25 in	24 px	Do not use

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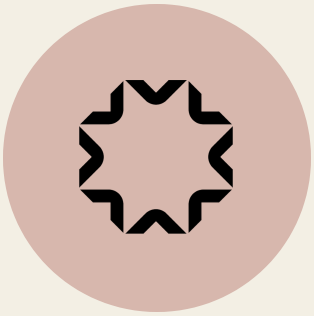
Icon

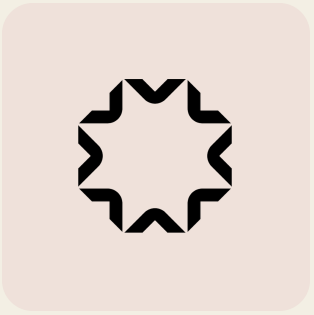
The eight-point seal is our standalone icon, used where the full lockup will not fit or where the brand is already established: app icons, favicons, avatars, social profiles, and patterns.

App icon
Bone on Ink



Avatar
Ink on Rose

Light tile
Ink on Bone



Favicon
Ink on Blush

SPECIFICATION	VALUE
Padding	Center the seal; seal width equals 50% of the tile, leaving 25% padding on each side.
Colorways	Bone seal on Ink. Ink seal on Bone, Blush, or Rose. Bone on Rose is not approved (contrast 1.6 : 1).
Tile shapes	Square with 18% corner radius (app icon, light tile); circle (avatar); square with 10% radius (favicon).
Contrast	Seal must meet 3 : 1 against its tile under WCAG 2.1 SC 1.4.11. All approved pairs exceed 9 : 1.
Export sizes	512, 192, 180, 64, 48, 32, and 16 px square PNG. At 32 px and below, use the favicon tile.

SIZE LADDER

64 px

48 px

32 px

24 px minimum

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Color

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

Ink

HEX #1C1D19
RGB 28 29 25
CMYK 3 0 14 89
Text, dark sections

Bone

HEX #F3EFE4
RGB 243 239 228
CMYK 0 2 6 5
Page background

Rose

HEX #D7B7AD
RGB 215 183 173
CMYK 0 15 20 16
Primary accent

Blush

HEX #EFE1DA
RGB 239 225 218
CMYK 0 6 9 6
Soft panels, tints

Sand

HEX #C3BAA6
RGB 195 186 166
CMYK 0 5 15 24
Dividers, numerals

Stone

HEX #8A857A
RGB 138 133 122
CMYK 0 4 12 46
Muted text, labels

USAGE RATIO

ACCESSIBLE PAIRINGS, WCAG 2.1 CONTRAST

FOREGROUND ON BACKGROUND	RATIO	NORMAL TEXT (4.5)	LARGE TEXT, GRAPHICS (3.0)
Ink on Bone	14.8 : 1	Pass	Pass
Ink on Blush	13.3 : 1	Pass	Pass
Ink on Rose	9.1 : 1	Pass	Pass
Sand on Ink	8.8 : 1	Pass	Pass
Stone on Bone	3.2 : 1	Fail	Pass
Bone on Rose	1.6 : 1	Fail	Fail

Stone is limited to labels, captions, and text 14 pt bold or 18 pt regular and larger. Rose and Sand are never used for text on light surfaces. CMYK values are conversions; proof against the HEX values before any print run.

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Typography

Aa

Switzer

Indian Type Foundry

Switzer balances professional authority with true accessibility: weighty enough for policy-driven documents, readable enough for training materials people absorb quickly. Regular (400) sets headings and body. Medium (500) is reserved for labels, table headers, and short inline emphasis. No other weights, and no italics for emphasis.

STYLE	SIZE / LEADING	TRACKING	WEIGHT	SAMPLE
Heading L	30 / 34 pt	-2%	400	Clarity in compliance
Heading M	22 / 27 pt	-1%	400	Clarity in compliance
Heading S	16 / 21 pt	0	400	Clarity in compliance
Body L	13 / 20 pt	0	400	Systems of fairness that protect people.
Body M	10.5 / 16.5 pt	0	400	Systems of fairness that protect people.
Body S	8.5 / 13 pt	0	400	Systems of fairness that protect people.
Label	7.5 pt, all caps	+20%	500	SECTION 01

RULE	VALUE
Case	Sentence case for all headings
Alignment	Flush left, ragged right; never justified
Line length	60 to 80 characters for body text
Punctuation	No em dashes; use commas, colons, or periods

WEB IMPLEMENTATION

```
font-family: "Switzer", "Helvetica Neue",
             Arial, sans-serif;
font-weight: 400;          /* 500 labels */
font-feature-settings: "kern" 1;
/* Fallback in Office: Arial */
```


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Usage

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

✓ Do

01 **Use the logo to reference our services.**
When describing a Fractional Coordinator engagement or collaboration.

02 **Use the supplied artwork only.**
Exactly as provided, at or above minimum size, with full clear space.

03 **Use an approved colorway.**
Ink on light surfaces, Bone on Ink.

04 **Name the service specifically.**
For example: Title IX support, ADA and Section 504 coordination, interim leadership, policy review.

05 **Describe impact factually.**
For example: "Strengthened our Title IX response framework."

✕ Do not

01 **Do not use the Marks without written permission.**
Every external use needs approval from hello@fractionalcoordinator.com.

02 **Do not imply endorsement, certification, or employment.**
We advise institutions; we do not endorse them, and our practitioners are not your staff.

03 **Do not make our logo larger than yours.**
On shared materials, our mark is always equal to or smaller than your institution's mark.

04 **Do not alter or combine the mark.**
No recoloring, redrawing, merging with your logo, or use on merchandise. See 07 Misuse.

05 **Do not put our name in your titles.**
Never in an office, department, program, or job title, such as "Fractional Coordinator Title IX Office".

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.

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Misuse

Each example below breaks a rule in these guidelines. If artwork you have received looks like any of these, do not use it; request the correct files from hello@fractionalcoordinator.com.

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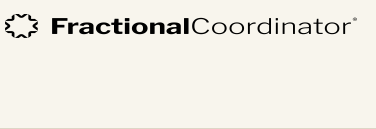
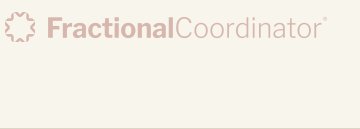
Correct. Supplied artwork, approved colorway, proportional scale, full clear space, flat background.



Do not stretch or compress.
Scale width and height together.

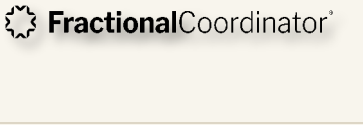
Do not rotate or skew.
The lockup always sits on a horizontal baseline.



Do not recolor.
Ink or Bone only. Never Rose, Sand, or any other color.

Do not place on low contrast.
Bone artwork on Rose or Sand fails contrast.

Do not place on busy backgrounds.
Use a flat Bone, white, or Ink field.



Do not add effects.
No shadows, glows, outlines, or gradients.

Do not rearrange the parts.
The seal always leads, at full wordmark height.

Do not retype the wordmark.
Never set the name in another typeface or style.

Do not crowd the mark.
Keep clear space free of text and graphics.

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