

# KISD BRAND GUIDELINES | HOW WE LOOK

## WHAT IS BRAND IDENTITY?

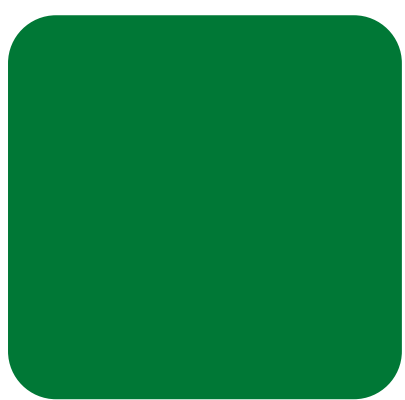
A brand identity represents the values, services, ideas and personality of an organization. It is designed to increase recognition and build perceptions of the organization.

## WHY USE THESE GUIDELINES?

Kennedale ISD aims to achieve quality and consistency in visual messaging in order to build brand loyalty. This document has been created to fulfill this purpose. These guidelines explain how to correctly use our logo, colors and fonts.

## THE BASIC ELEMENTS THAT MAKE UP OUR BRAND

### OUR COLOR PALETTE



PANTONE 356  
CMYK 91 : 4 : 100 : 25  
RGB 0 : 122 : 51  
HEX #007A33

### OUR LOGO + TAGLINE



### OUR LOGO



### OUR SEAL



### OUR SPIRIT MARK



## OUR FONTS

Our primary typeface is MONTSERRAT. This font family comes in a range of weights to suit a multitude of purposes and is optimized for print, web, and mobile interfaces.

Thin  
Thin Italic  
Extra-Light  
Extra-Light Italic  
Light  
Light Italic  
Regular  
Regular Italic  
Medium

Medium Italic  
Semi-Bold  
Semi-Bold Italic  
Bold  
Bold Italic  
Extra-Bold  
Extra-Bold Italic  
Black  
Black Italic

Our secondary typeface is LORA ITALIC.

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890