Crandall ISD

Brand Style Guide

Welcome,

Our vision to empower each student to positively impact the world remains steadfast in our belief. And it all starts with Pirate Pride.
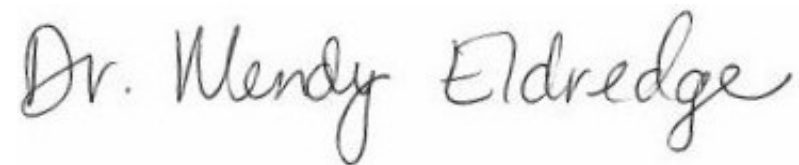
This Brand Style Guide reflects our long-standing commitment to embracing our unique identity and create a sense of pride for students, teachers, parents and our communities. The look and feel you see in these pages is a celebration of both the history of Crandall ISD and the bright future we have ahead of us.

Consider the Brand Style Guide to be your playbook. As a Brand Ambassador, your mission is to help us achieve consistency across all touchpoints -- both internally and externally. When we do this, we set ourselves up to create an iconic brand -- one that is instantly recognizable as we set out to fulfill our objective is to provide each student an exceptional education, in an inspiring environment, with caring people.

Please use this Brand Style Guide to apply our look and feel to a variety of channels, all with the goal of consistency in mind. We ask that you embrace this guide's values -- become familiar with it and help us protect our beloved Crandall Pirates brand.

By using CISD's visual identity elements consistently, we present a unified front to communicate to the community who we are and what we stand for. This will help reinforce and remind the students and school community of our immediate and future goals.

Thank you for sharing your pride with our staff, students and communities each and every day.

Dr. Wendy Eldredge

Superintendent of Schools
Crandall ISD

OUR MISSION

CRANDALL INDEPENDENT SCHOOL DISTRICT WILL PROVIDE EACH STUDENT AN EXCEPTIONAL EDUCATION, IN AN INSPIRING ENVIRONMENT, WITH CARING PEOPLE.

OUR VISION

TO EMPOWER EACH STUDENT TO POSITIVELY IMPACT THE WORLD.

Brand Standards

Brand Standards Quick Reference Guide

Brand Tone
Does the creative piece fit our personality?
Does it shed positive light on our brand?

Logo
Is the logo being used correctly? (not manipulated, refer to page 10)
Is the logo placed correctly? (Refer to page 9)
Does the logo have ample negative space around it? (Refer to page 9)
Is the correct logo being used? (Refer to page 8)
Who is requesting to use the logo?

Typography
Is all text placed in Calibri or Montserrat? (Refer to page 12)
Is all text placed on a gradient background instead of over a photo?
Are all trademarks placed appropriately?
Has all punctuation and capitalization been checked?

Photography
Does all imagery portray photo standards?
Does all photography fit our brand personality?
Does the photography use diversity?
Is the photography overly filtered? (Photography should not be heavily filtered.)

The Visual Elements

Logo
Crandall ISD has three custom-designed official logos and one word treatment that represent the district.

Colors
Our primary color palette includes Black, Gray, White and Yellow.

PANTONE
Black C

PANTONE
Cool Gray 9 C

PANTONE
Cool Gray 1 C

PANTONE
116 C

Neutral White
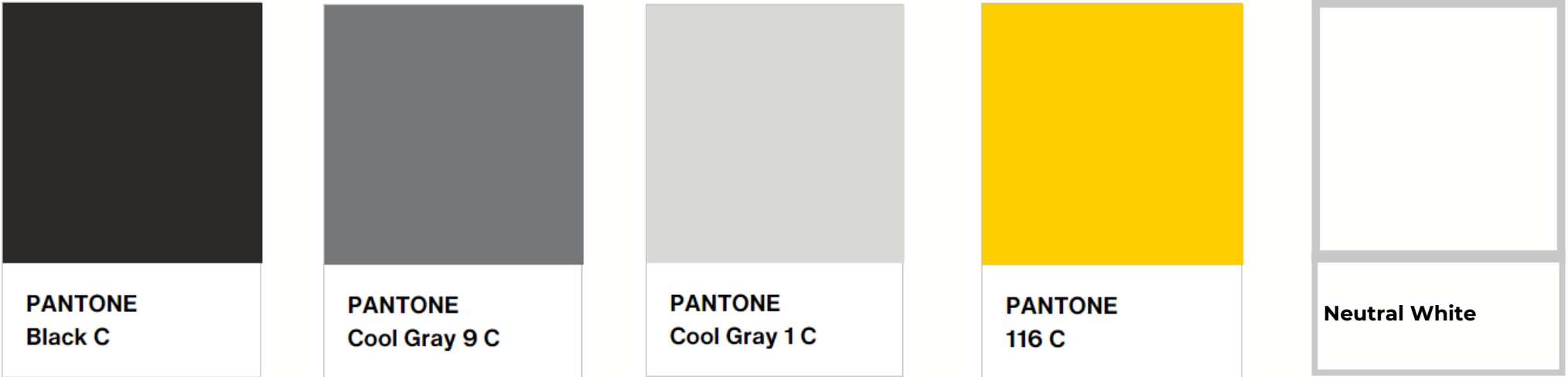
Typography
A streamlined, consistent font family that reflects our modern, and caring character. Black should be the primary color of all typography used in both external and internal communication.

Montserrat
abcdefghijk
ABCDEFGHIJK
1234567890$%&

Montserrat
Thin
abcdefghijk
ABCDEFGHIJK
1234567890$%&

**Montserrat
Semi-Bold
abcdefghijk
ABCDEFGHIJK
1234567890$%&**

Formal "C"
(aka The Tradition)

The heart of a brand lies in the primary logo. The Formal C is the foundation for CISD's visual identity. It is a strategic brand tool with the most power to be recognizable for the public.

Informal "C"
(aka The Cutlass)

In some cases, a primary logo is not compatible with all platforms. A secondary logo adds flexibility and enhances a brand's personality. The Cutlass C can be used to fit a specific background or purpose.
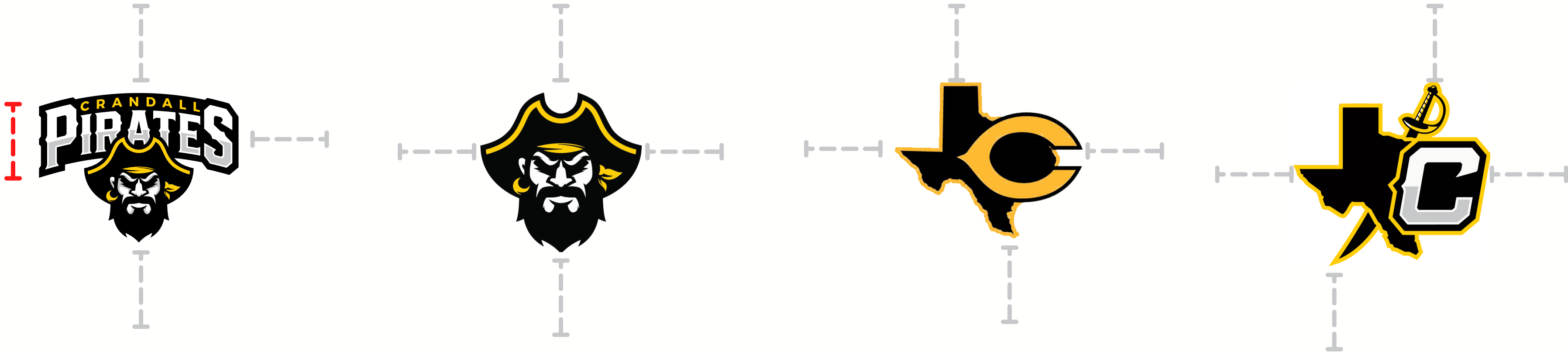
Mascot
(aka The Pirate)

A competition logo identifies a team on and off the field. It is the visual essence of a team. The Pirate tells the world who we are – not just our team name, but our personality and style.

Clear space
Always surround the Crandall logo with at least the required minimum of clear space, which is equal to the height of the capital "P" in Pirates.

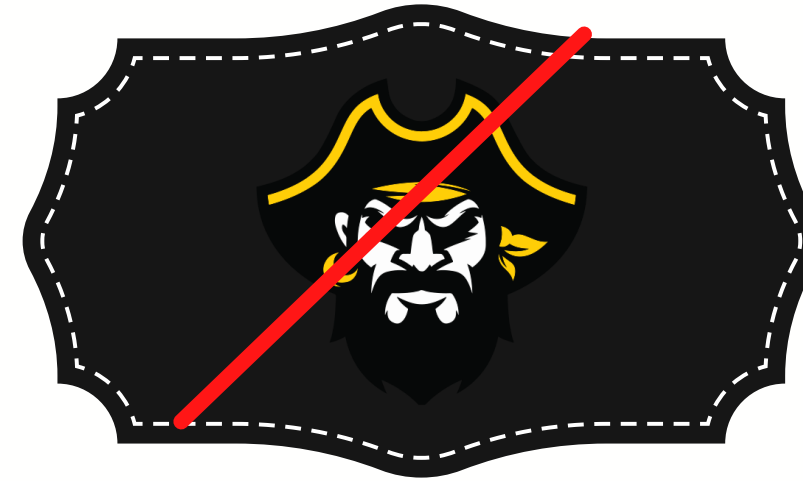Minimum size Note: The logo must always be at least 1" wide.

1" wide

Never manipulate the logo in any way.

If a logo must be applied to an image, it may not be applied over any active image. Never place the logo on a busy background. Only place the logo on an image that contains sufficient white space.

Never manipulate the logo in any way.

Do not place the logo on backgrounds that make it hard to see.

Do not tilt the logo

Do not add departments or other unapproved names to the logo.

Do not place the logo on a busy background.

Do not mix old and new branding.

Crandall's colors are our primary visual identifier.

Pantone 116C Yellow, Black, and Cool Gray are our primary colors.

We use them in the Pirate and Texas "C" throughout the visual system.

Note: For accurate PANTONE Color Standards refer to the current edition of the PANTONE formula guide. PANTONE® is the property of Pantone, Inc. All printers and vendors need to make sure they are using the most recent PANTONE swatch books when matching colors.

Primary Colors

PANTONE 116 C

Pantone® 2126 C
COLOR VALUES:
RGB 255 205 0
HEX/HTML FFCD00
CMYK 0 10 98 0

PANTONE Black C

Pantone® Black C
COLOR VALUES:
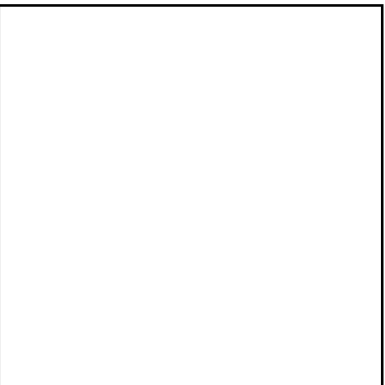RGB 45 41 38
HEX/HTML 2D2926
CMYK 65 66 68 82

PANTONE Cool Gray 1 C

Pantone® Cool Gray 1 C
COLOR VALUES:
RGB 217 217 214
HEX/HTML D9D9D6
CMYK 10 7 5 0

PANTONE Cool Gray 9 C

Pantone® Cool Gray 9 C
COLOR VALUES:
RGB 117 120 123
HEX/HTML 75787B
CMYK 50 40 34 17

Neutral White

Neutral White
R:255 G:255 B:255
HEX: #FFFFFF

Accent Color Options

PANTONE 2767 C

Pantone® 2767 C
COLOR VALUES:
RGB 19 41 75
HEX/HTML 13294B
CMYK 100 71 0 66

PANTONE 18-4252 TPX Blue Aster

Pantone® Blue Aster
COLOR VALUES:
RGB 0 123 189
HEX/HTML 007BBD
18-4252 TPX

PANTONE 18-4018 TCX Real Teal

Pantone® Real Teal
COLOR VALUES:
RGB 64 93 115
HEX/HTML 405D73
18-4018 TCX

Typography

Using our typeface consistently strengthens our communications by giving them a distinctive, easily recognizable visual style.

Official communication with CISD internal and external stakeholders should be written in either Montserrat or Calibri typeface.

Examples include:
- Emails
- Letters
- Memos
- Board documents
- PowerPoints

Black should be the primary color of all typography used in both external and internal communication.

Calibri is a standard typeface across most platforms. Montserrat is a free download through Google:
https://fonts.google.com/specimen/Montserrat

Montserrat
Thin
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890$%&(.,:""/!?)

Montserrat
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890$%&(.,:""/!?)

Montserrat
Semi-Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890$%&(.,:""/!?)

Merchandising Tips

When selecting the best promotion items consider the following criteria.

1. Is this a visible surface?
2. Is this a quality material or medium?
3. Does this item enhance the CISD brand to students, customers and employees?
4. Is this a positive use of our brand?

Great Placements:
High-quality tumblers
Premium pens and notebooks

Helpful hints

- Make sure to use an approved merchandising vendor.
- Give the logo adequate space.
- Consider how your design will appear on top of the color of your shirt. Simple is better.
- Wear your creation proudly—and thanks for representing Crandall ISD!
- Use Brand Central to get the assets you need for your design.

EMPOWER
INSPIRE
CARE
IMPACT

Things to watch out for

- Outside of our logo, think two to three colors at most.
- Each one you add really drives up the price.
- Simpler, clean and uncluttered makes for a better-finished product.
- Don't forget to reach out to CISD Communications with any questions.