



COMMUNITY ISD BRAND GUIDELINES

Community ISD Communications

Cooper Welch, Director

addison.welch@communityisd.org

972-843-6050

Chris Mycoskie, Social Media Specialist

christopher.mycoskie@communityisd.org

972-843-6051

Last Updated - February 2022

Arrowhead C

Used district-wide and as the logo for Community High School



Arrowhead E

The campus logo for Edge Middle School



Circle M

The campus logo for McClendon Elementary



Circle N

The campus logo for NeSmith Elementary



Circle R

The campus logo for Roderick Elementary



CISD Crest

Used for academic branding as well as official presentations and documents district-wide

SPIRIT LOGOS



FULL SPIRIT LOGO



BRAVE ARROW



SCRIPT BRAVES



B BADGE



BRAVE BADGE

ACCEPTABLE COLOR COMBINATIONS

FULL COLOR



TWO COLOR



SINGLE COLOR



IMPORTANT NOTES ABOUT COLOR CHOICE:

The full color logos should be used in all electronic/digital material. The full color logos consist of blue, gold, white and silver in the arrow and full logo. Acceptable background colors for the full color logos are royal blue, white, black, grey and silver. Use on any other background color must be approved by CISD Public Relations Department. The full color logos are the preferred version to be used on all print, embroidery and facilities applications. For a more cost efficient option, two color graphics may use blue/gold on white or grey, white/gold on royal blue or black OR blue/white on gold or grey. Single color graphics may only be used in the following combinations: blue on white/grey/gold OR white on blue, dark grey, black OR gold on blue. Do not use gold on white/light grey or white on gold. If you have questions about acceptable colors or would like permission to use colors other than the brand standard colors, please contact Cooper Welch or Chris Mycoskie in Community ISD Communications at 972-843-6050.

PRIMARY & SECONDARY COLORS



COMMUNITY GOLD

CMYK: C0 / M20 / Y100 / K0

Pantone: 7408C

RGB: R255 / G 204 / B0

Web: ffcc00

BRAVES GOLD

COLOR CODES

CMYK : C0 / M44 / Y100 / K0

Pantone : PANTONE 1375 C

HSB : 35/94%/97%

RGB : R249 / G157 / B13

Web : #f99d0d

COMMUNITY BLUE

CMYK: C100 / M89 / Y6 / K1

Pantone: 661C

RGB: R0 / G51 / B153

Web: #003399

BRAVES BLUE

COLOR CODES

CMYK : C100 / M87 / Y0 / K0

Pantone : PANTONE 2728 C

HSB : H218 / S96% / B65%

RGB : R6 / G61 / B166

Web : #063da6

SILVER

COLOR CODES

CMYK : C19 / M15 / Y16 / K0

Pantone : PANTONE 420 C

RGB : R204 / G204 / B204

WEB : #cccccc

NOT ACCEPTABLE



Stretch or squeeze graphic out of proportion

ACCEPTABLE USE OF LOGOS



flip or transpose the graphic



reverse or alter the graphic colors
(see page 3 for acceptable color combinations)