**Eanes ISD**Logo Usage Guidelines



### CONTACT

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## Logo Components

The logo has two components — the **logomark** and the **logotype**.

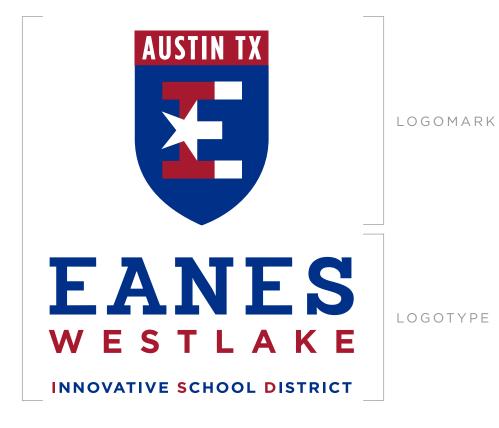
The logomark must be used as part of the logo in all communications. The logomark itself can be used only in social media (Facebook, LinkedIn, Twitter, etc.) and in mediums where an icon is necessary.

The "AUSTIN TX" logomark should always be paired with the "Eanes ISD" logotype.

IOGO

A logotype refers to words or the name of a business that is designed in a special way. Examples include Yahoo, Coca-Cola or Google.

A logomark is an identifying mark or symbol that doesn't contain the business name. Think of the Nike 'tick', Shell, WWF, Mercedes or Adidas.



# Logomark Alternative

The standalone Eanes ISD crest is the only version that can be used without the logo type treatment.



EANES ISD CREST

## Logo Orientations

There are two main orientations of the logo — a **vertical** and **horizontal** orientation.

Choose the logo orientation that best fits the environment in which the logo will be applied. No matter which version you choose, you may not alter or modify the logo in any way other than resizing proportionally.

## VERTICAL



HORIZONTAL



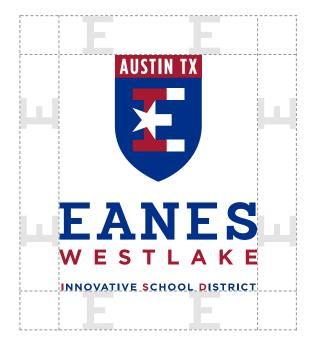
# Logo Clear Space

To preserve the logo's integrity, always maintain a **minimum clear space** around the logo in all environments.

The clear space isolates the logo from competing graphic elements such as other logos, copy, photography or background patterns that may divert attention.

The minimum clear space for both the vertical and horizontal logos is defined as the height of the "E" in the logotype.





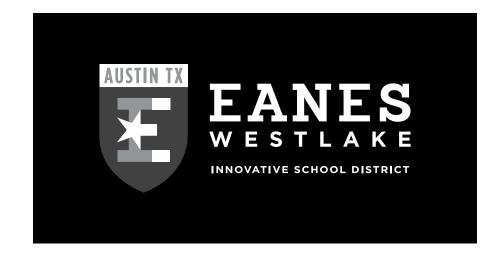
# Dark Backgrounds

When the Eanes logo appears on a black background, the blue text reverses to white to improve contrast with the dark background.

When the grayscale Eanes logo appears on a black background, dark grey text reverses to white to improve contrast with the dark background.

The use of a black background is not encouraged as it is not a school color and it diminishes the impact of the Eanes logomark.





# Grayscale/ Black & White Versions

A grayscale version of the Eanes logo should be used when a color environment is not available.

In the grayscale version, the Eanes Blue is represented by 100% Black and the Eanes Red is represented by 50% Black.

The black and white version of the logo should be used in environments where black ink is the only available printing process.

In the black and white version, all colors are represented by 100% Black and small adjustments have been made in the crest to create contrast. The first letters of the tagline (Innovate School District) are bolded to draw attention as well.

## GRAYSCALE



BLACK & WHITE



## District Logos







# School Logos

























HILL COUNTRY
MIDDLE SCHOOL



WEST RIDGE





HILL COUNTRY MS ALTERNATE:



WEST RIDGE MS ALTERNATE:





# Logo Color Palette

The chart below breaks down the Pantone, CMYK, RGB and HEX values.

COLOR		PANTONE (SPOT)	С	M	Υ	K	R	G	В	HEX	SCHOOL
Eanes	Red	PMS 187 C	7	100	82	26	166	25	46	# A6192E	EISD, CCE, EE, VVE, HCMS
Eanes	s Blue	PMS 287 C	100	75	2	18	0	48	135	# 003087	EISD, ATS, BPE, CCE, EE, VVE
Eanes	s Navy	PMS 2766 C	100	90	37	46	17	32	72	# 102047	BCE, BPE, CCE, EE FTE, VVE, HCMS, WRMS, WHS
Westl	ake Red	PMS 186	0	99	97	0	237	28	36	# ED1C24	WHS
Westl	ake Blue	PMS 286	100	93	3	0	40	55	148	# 283794	WHS
Bright	t Gold	PMS 7409 C	4	37	100	0	241	169	30	# F0A81E	BCE, FTE
Fores	t Green	PMS 348 C	88	26	97	12	9	128	67	# 097F42	FTE, WRMS
Sky B	lue	PMS 306 C	100	0	0	0	0	174	239	# OOADEF	BCE, CCE
Mediu	ım Gray	PMS Cool Gray 6 C	0	0	0	40	167	169	172	# A7A9AB	ATS, BPE, HCMS, WRMS
Black		PMS Black 6 C	75	68	67	90	0	0	0	# 000000	ATS, WRMS

# Logo Usage Examples

The Eanes School logos should be used thoughtfully without any additional styling or decoration

### Do Not:

- Change the color of the crest, the mascot, or the text.
- Add styling like drop shadows or transparency changes.
- Add graphics or decorations of any kind.
- Showcase the logo over a dark color without inverting the text to white.
- Remove elements of the logomark.
- Change the logo fonts.

## Do:

- Use the original logo colors.
- Keep the logo clean and free of extra decorations and bling.
- Always use the full logo or the full logomark.













## Suggested Typography

The Eanes logos are comprised of Sanchez Slab, Gotham Medium and Gotham Condensed as well as a custom typeface for the word "Eanes."

We recommend using the Gotham type family as away to align written communication with the Eanes logo to create brand continuity.

The Gotham family is available from Typography.com in both print and web license formats.

In email communication, Arial is suitable as a substitute for Gotham.

SANCHEZ SLAB

W03 Bold

# **AaBbCcDdEe**

**GOTHAM REGULAR** 

Light, book, medium, bold and black

# AaBb**CcDdEe**

**GOTHAM CONDENSED** 

Light, book, medium, bold and black

AaBb**CcDdEe** 

# Stationery Overview

Stationery items such as business cards and letterheads affect the way the public perceives the Eanes ISD brand. It is important all stationery items, used both internally and externally, are visually consistent.







#### Dear Loven Ipsum,

Cras juno odio, dapties ac facilisis in, egorin egot quan. Nella virac clir libero, a phaetra angoc. Dvace al clir ann uni portu genvida at egot tratus. Sed pometre correctetur cot at loborni. Duis mellis, est non coramedo luctus, nivi stat portifor ligula, egot lacinia nelso sem sec elit.

Cras justo odio, dapibes ac facilisti in, egestas eger quans. Nella vitae elit libero, a phanetra angue. Denne al chi an uni poeto gerada ar eger metra. Sed possere consectatur est at loboritis. Dei molla, ort nen commodo letten, inici car portitios legalo, eger lacinis osfio som nec elit. Carabitar blandit tempus poetetor. Fuce dapibus, tellas ac caras controsdo, tortor manis condimentum robb, at formentum musa justo sit unect risus. Vivarus sugittis lacus vel angua lemost rutram faucibus delor autore. Cosa justo odro, dapibus ac facilità in, egestas que quans. Maccoas fundos smollo sistendum.

Sed possers consectetir est at leboutis. Dais mellis, est non commodo lactus, nisi coat portistor ligala, eget lecisia edio sun nec elit. Verifudara di ligala porta falti entirmed semper. Carabitar blandit tempus portition. Nallan quis risus eget uma mellis omare vel un los.

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601 CAMP CRAFT RO. AUSTIN, TEXAS 78746 PHONE: (512) 732,9019 FAX: (512) 732,9019 WEB; WWW.EANESISD.NET EMAIL; INFO@EANESISD.NET EANES ISD LOGO USAGE GUIDELINES 13

.875"

## Letterhead

SIZE

8.5" x 11"

### **TYPOGRAPHY**

## Address:

Gotham Condensed Book 11 pt / All Caps / 60% Tracking 70% Black / 17 pt Leading

Phone, Fax, Web & Email Labels:

Gotham Condensed Medium

11 pt / All Caps / 60% Tracking
Eanes Red / 17 pt Leading

Dear Loven Ipsum, Cras justo selio, dapibus ac facilisis in, egotas eget quan. Nulla vitac elit libers, a pleasetra angue. Donoc id clit non mi porta gravida at eget metra. Sed posucre consectetur est at lobortis. Duis mollis, est non commodo luctus, nisi erat portitor ligula, eget lacinia ndio sem nee dit. Cras justo odio, dapibus ac facilisis in, egestas eget quam. Nulla vitae elit libero, a pharetea angue. Donce id clit non mi porta gravida at eget metus. Sed postere consectetur est at lobortis. Duis mollis, est non commodo loctus, nisi ent portitor ligala, eget lacinis odio som nec elit. Curabitur blandit tempus portritos: Fusce dapibus, tellus ac curus commedo, tortor muuris condimentum nibh, ut fermentum mussa justo sit amet risus. Vivarnus sagittis lacus vel augus laceset rutrum faucibus dolor auctor. Cras justo odio, dapibus ac facilisis in, egestas eget quam. Maccenas faucibus mollis interdom. Sed possere consectetur est at lobortis. Duis mollis, est non commodo luctus, nisi erat portritor ligula, eget lacinia odio sem nec elit. Vestibulum id ligula porta felis enismod semper. Curabitar blandit tempus portitor. Nullam quis risus egat uma mollis omure vel Integer powere erat a aute semenatis dapibus posucre selit aliquet. Maccerus sed diam eget risus varius blandit sit aract non magna. Vivarrus sagittis lacus vel augue laureet ruteum Faucibus dolor auctor. Vivarius sagittis lacus vel augue laonet rutrum faucibus dolor auctor. 2" WEB: WWW.EANESISD.NET 601 CAMP CRAFT RD. PHONE: (512) 732.9019 AUSTIN, TEXAS 78746 FAX: (512) 732.9019 EMAIL: INFO@EANESISD.NET 2.25" 2.25" 2.25"

.875"

## **Business Card**

## (with bleed)

### NOTE

Full bleed business cards are meant to be used when using professional printing

### SIZE

3.5" x 2"

#### **TYPOGRAPHY**

## Name:

Gotham Medium 8 pt / Eanes Blue / 10 pt Leading

## Title:

Gotham Medium
6 pt / All Caps / 40% Tracking
70% Black / 10 pt Leading

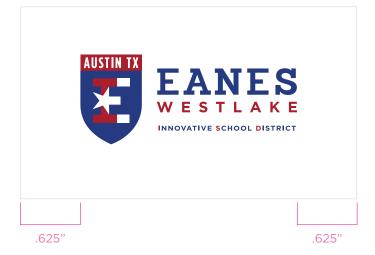
## Contact Information:

Gotham Bold/Medium 6 pt / 70% Black / All Caps

## Address:

Gotham Condensed Medium 5.5 pt / 70% Black / 40% Tracking





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