

# Eanes ISD

## Logo Usage Guidelines



### CONTACT

CLAUDIA MCWHORTER  
CHIEF COMMUNICATIONS OFFICER  
(512) 732-9002  
[CMCWHORTER@EANESISD.NET](mailto:CMCWHORTER@EANESISD.NET)

# Logo Components

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

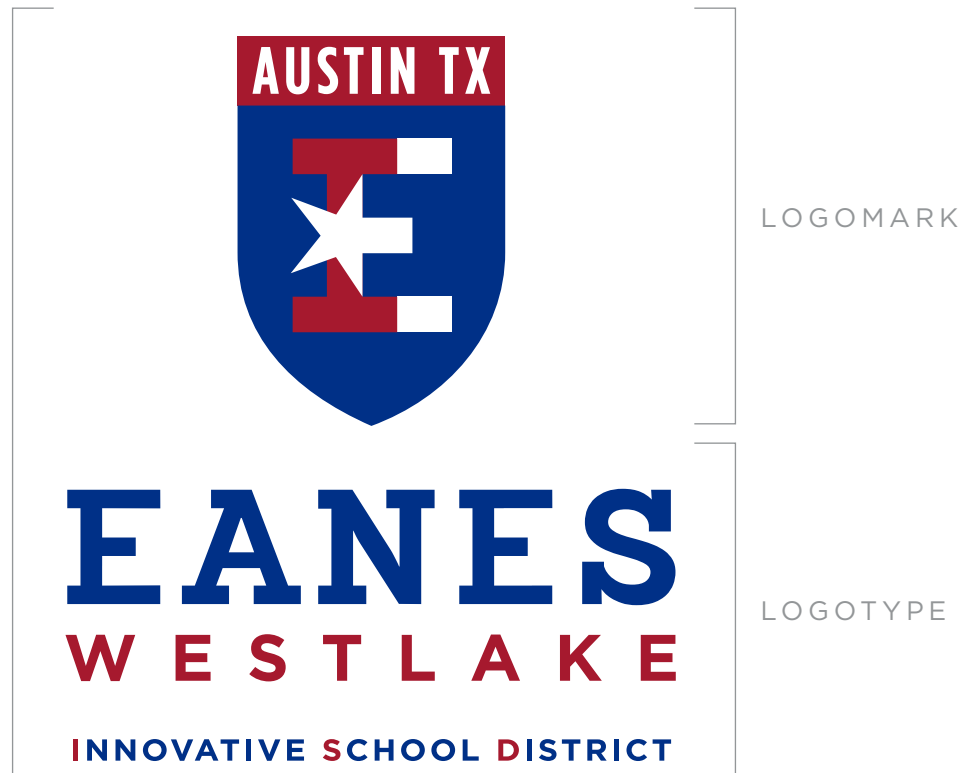
The logomark must be used as part of the logo in all communications. The logomark itself can be used only in social media (Facebook, LinkedIn, Twitter, etc.) and in mediums where an icon is necessary.

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

LOGO

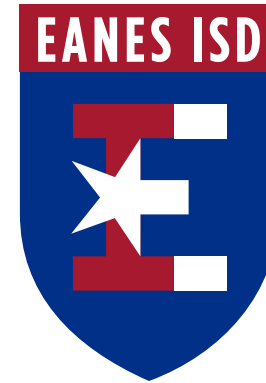
A logotype refers to words or the name of a business that is designed in a special way. Examples include Yahoo, Coca-Cola or Google.

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

---

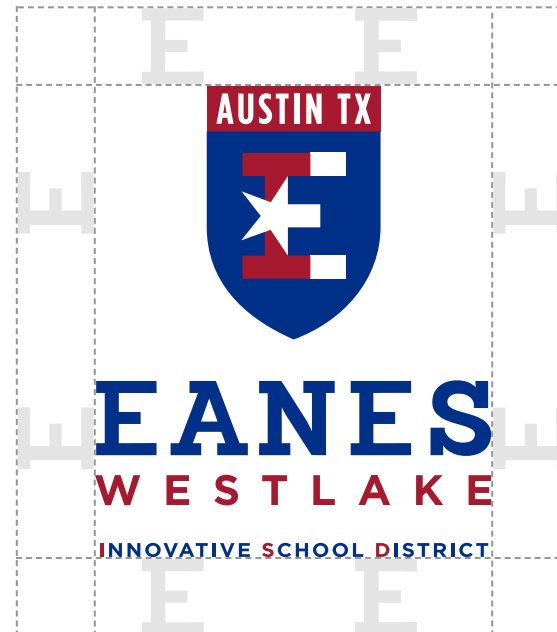
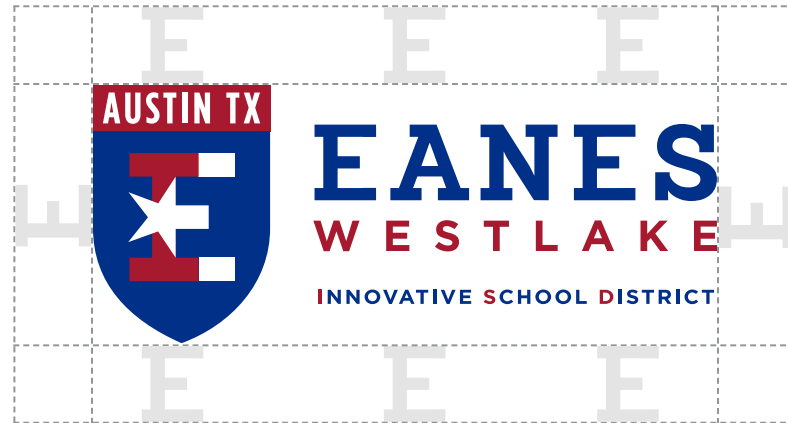


# Logo Clear Space

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 MS ALTERNATE:













WEST RIDGE MS ALTERNATE:





# Logo Color Palette

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

COLOR	PANTONE (SPOT)	C	M	Y	K	R	G	B	HEX	SCHOOL
 Eanes Red	PMS 187 C	7	100	82	26	166	25	46	# A6192E	EISD, CCE, EE, VVE, HCMS
 Eanes Blue	PMS 287 C	100	75	2	18	0	48	135	# 003087	EISD, ATS, BPE, CCE, EE, VVE
 Eanes Navy	PMS 2766 C	100	90	37	46	17	32	72	# 102047	BCE, BPE, CCE, EE, FTE, VVE, HCMS, WRMS, WHS
 Westlake Red	PMS 186	0	99	97	0	237	28	36	# ED1C24	WHS
 Westlake Blue	PMS 286	100	93	3	0	40	55	148	# 283794	WHS
 Bright Gold	PMS 7409 C	4	37	100	0	241	169	30	# FOA81E	BCE, FTE
 Forest Green	PMS 348 C	88	26	97	12	9	128	67	# 097F42	FTE, WRMS
 Sky Blue	PMS 306 C	100	0	0	0	0	174	239	# 00ADEF	BCE, CCE
 Medium 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](https://www.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

**AaBbCcDdEe**

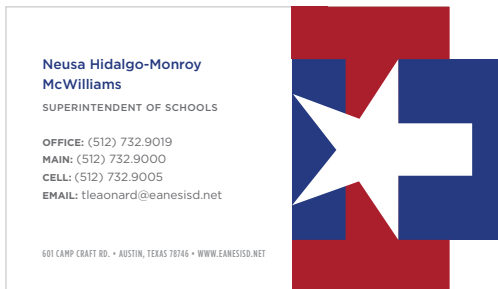
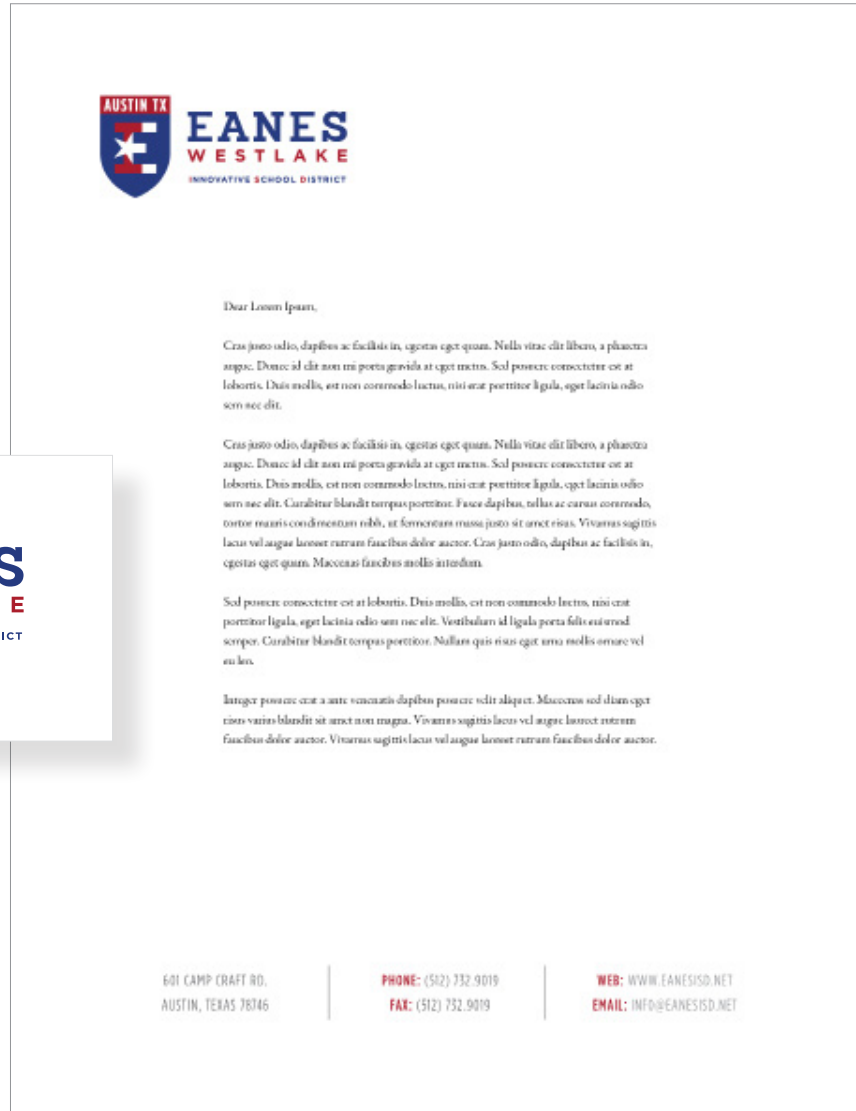
### GOTHAM CONDENSED

Light, book, medium, bold and black

**AaBbCcDdEe**

# 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.



# 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



# 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:

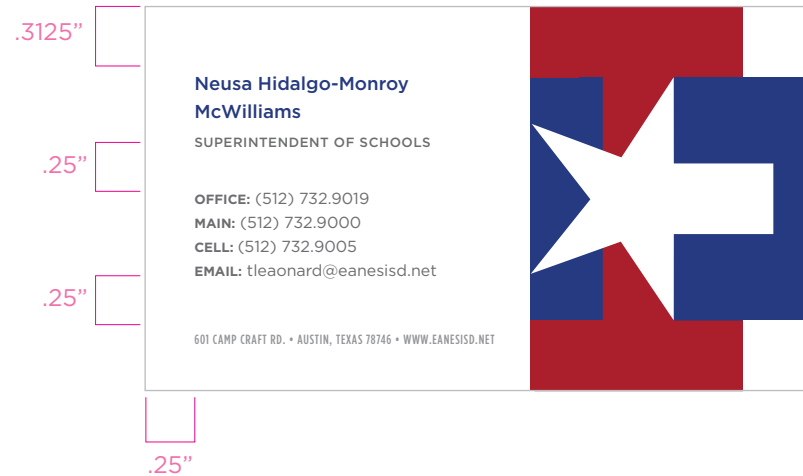
Gotham Bold/Medium

6 pt / 70% Black / All Caps

### Address:

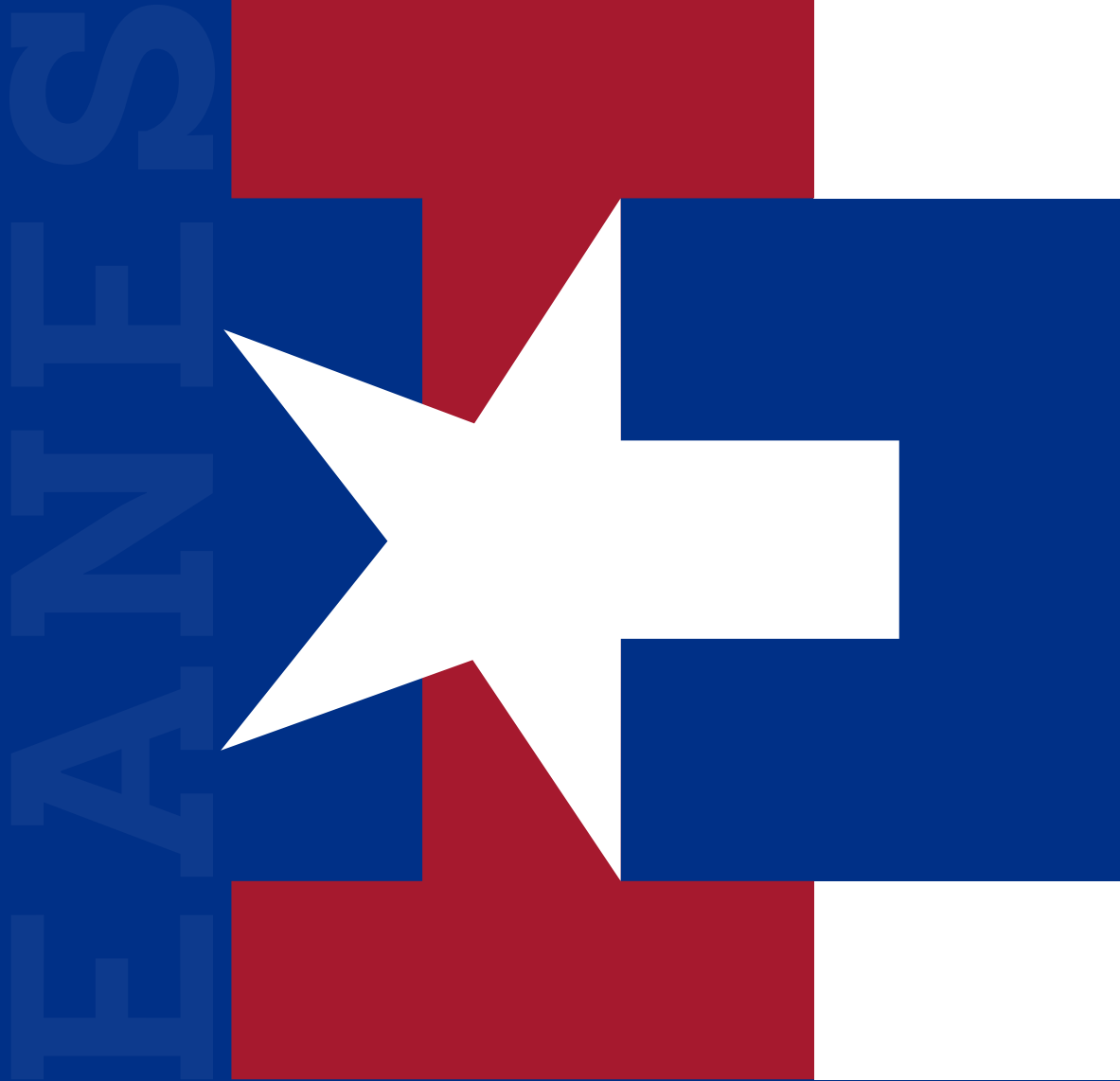
Gotham Condensed Medium

5.5 pt / 70% Black / 40% Tracking



# Eanes ISD

## Logo Usage Guidelines



UPDATED 1.3.2023  
DESIGN & ART DIRECTION FROM The MOD Studio