

Style Guide



The purpose of branding is to attach meaning to the district's visual elements through unified messaging and consistency. The standards in this guide should be followed so that all district collateral reinforces the message we want to send and is presented in a polished and professional manner.

Kilgore ISD's style guide is designed to help increase consistency and clarity in the district's communications. This demonstrates our commitment to high-quality communications, while enhancing our audiences' understanding of our mission and good work.

Questions or comments about this guide can be directed to the Coordinator of Communications at 903-988-3900 or lgorman@kisd.org. All design assets are available at www.kisd.org.

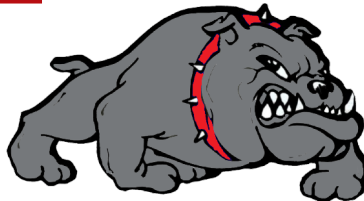


Style Guide



The purpose of this brand style guide is to build an identity with the use of visual elements, including logos, colors and design to identify and distinguish the Kilgore brand for KISD stakeholders.

Kilgore ISD has long identified itself with the "K" both through athletics and spirit wear across all of its campuses. Incorporating an already easily identifiable image into to district wide, daily use will strengthen the K brand for KISD.



Visual Elements



Logo

There are three versions of logos to use. The horizontal version is the primary version and should be used on letterhead and all websites. The stacked version is the secondary version and is suitable for use when space won't allow for the primary version. The K is the icon version, it can be used as a stand alone, with no wording included. This can be used on items as deemed necessary.



Visual Elements



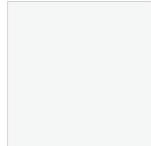
Color

Our primary color palette includes red, white, black and gray.



PANTONE
186 C

HEX- CF142B
CMYK- 12 100 92 3
RGB- 200 16 46



PANTONE
11-0601 TPG
Bright White

HEX- F1F0ED
CMYK- 0 0 2 5
RGB- 241 240 237



PANTONE
Cool Gray 9 C

HEX- 75787B
CMYK- 21 0 52
RGB- 117 120 123



PANTONE
Black C

HEX- 2D2926
CMYK- 0 23 82
RGB- 45 41 38

Visual Elements



Typography

Two font styles comprise the overall logo, no other fonts should be used in logo creation. Multiple file versions of each logo are available for download at www.kisd.org.



The font for the K is Freshman Normal and the font in the remainder of the logo is Desire Pro. The Freshman Normal font is available for download at <https://www.1001freefonts.com/freshman.font>. And the Desire Pro font is available for download at <https://freefontsfamily.com/desire-pro-font-free-download/>.

FRESHMAN NORMAL
ABCDEFGHIJ
ABCDEFGHIJ
1234567890\$#&

Desire Pro
abcdedfghij
ABCDEFGHIJ
1234567890\$#&

Visual Elements - Fonts



Font download

Freshman Normal

<https://www.1001freefonts.com/freshman.font>

Animal	Celtic Irish	Disney	Field Width	Horror	Old English	Sans Serif	Trash
Army Stencil	Chalk Crayon	Distorted	Eneded	Gothic	Old School	School	TypeWriter
Asian Arabic	Christmas	Dotted	Graffiti	Italic	Outline	So Fi	USA
Bitmap Pixel	Comic Carbon	Easter	Greek Roman	LCD	Printed	Scratched	Valentine
Blackletter	Computer	Famous	Groovy	Medieval	Retro	Script	Various
Blurred	Curlly	Fancy	Halloween	Mexican	Rock Stone	Self	Western

The Ultimate Font Download: Download 10,000 fonts for just \$19.95. Licensed for personal and commercial use. [Click Here For Details](#)

/Sparklight[®]
Business

Last chance to uncover
our best price yet.

Freshman Font

Freshman - William Boyd 117,574 downloads

FRESHMAN

Character Map

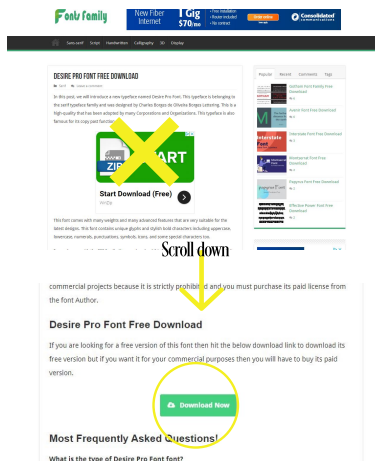
A B C D E F G H I J K L M



Select the download button to download the Freshman font. Once the download is complete, it will be added to your font folder for use.

Desire Pro

<https://freefontsfamily.com/desire-pro-font-free-download/>



Don't select the large green download button at the top of this page. Scroll down and select the "download now" button under the "Desire Pro Font Free Download" heading.

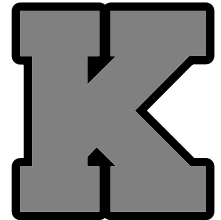
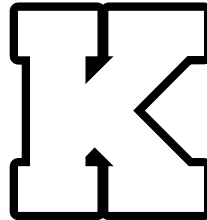
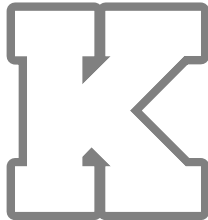
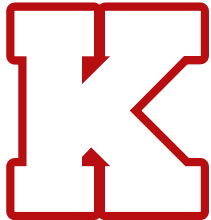
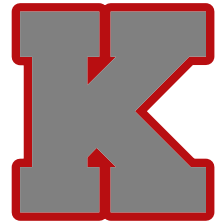
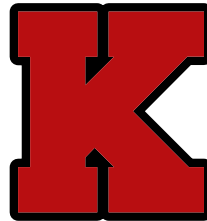


Visual Elements



Logo

When the K icon is used as a stand alone logo, the primary color used should be red. However, if the background of the item is red, please select another color within the approved color palette for the K or outline.

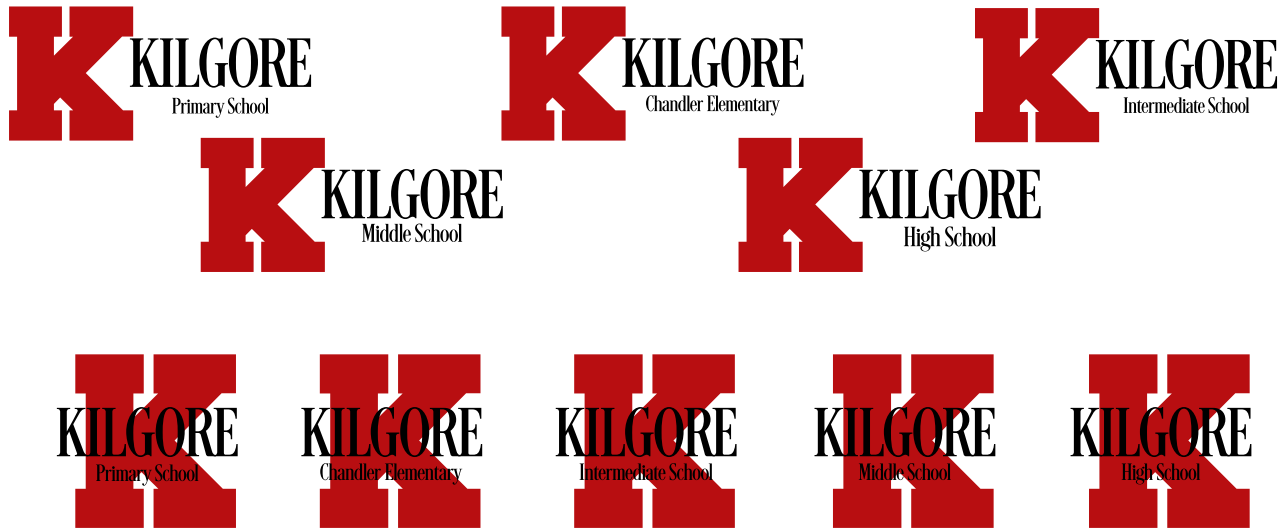


Visual Elements



Logo

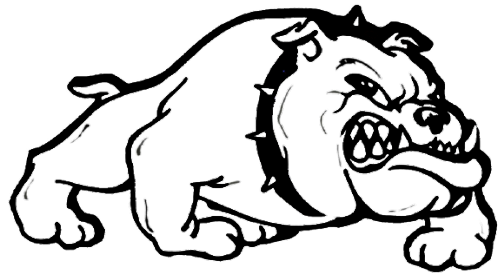
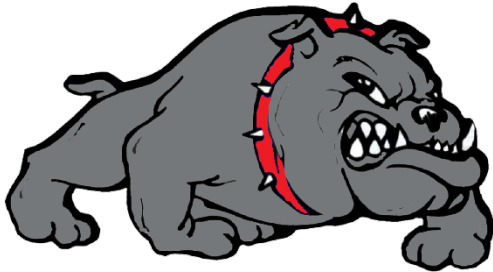
Campus logos should use the primary logo or secondary logo for customization. Different file versions of these logos are available at www.kisd.org.



Visual Elements

Bulldog Image

There are full body and full face version of Bulldogs to use. Color versions should use official colors.

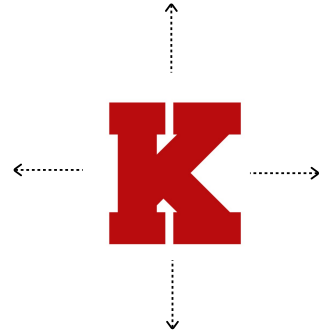
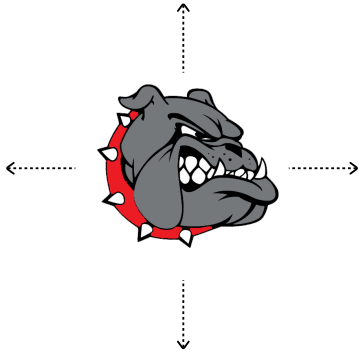


Proper Usage



Clear Space

Always ensure there is plenty of clear space around all logos or images.



Proper Usage



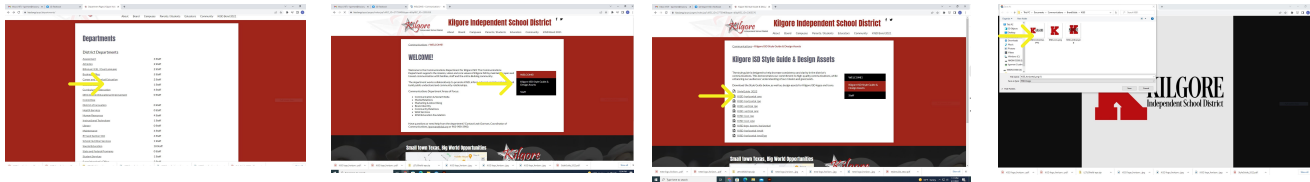
Do not stretch or manipulate the logo dimensions.



Best Practices



For best results, open the appropriate file and save it to your computer. You can then insert the design asset into whatever file or document needed.



If you need to make the design asset smaller or larger, make size changes from the corners, versus the middle to prevent distorting the image.



Helpful Hints



- When purchasing clothing or other articles, make sure to use an approved vendor.
- Consider how your design will appear on top of the color of your shirt. Simple is better.
- Wear your Bulldog gear proudly and thanks for representing Kilgore ISD!
- Get the design assets you need at www.kisd.org.
- Reach out to the Communications Department with any questions.

