MIDLOTHIAN ISD.
INSPIRING EXCELLENCE

BRAND IDENTITY

GUIDELINES

Updated July 2023

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BRAND **MANAGEMENT**

Midlothian Independent School District aims to present and maintain a consistent, unified brand identity. This brand guide ensures that MISD offices, departments and schools have a clear understanding and a universal resource for information as it pertains to the use of the district's brand identity in all communications, publications or other marketing materials.

This guideline document includes basic standards and best practices for all forms of official district communication. Each employee within our district has a responsibility to promote and protect our brand by ensuring that he/she is properly following these guidelines.

Questions regarding communications or branding may be directed to:

> **Ron Bland**
> *Director of Engagement*
> 469.856.5044
> ron.bland@midlothianisd.org

USAGE APPROVAL POLICY

It is required that all collateral using the district's identity, including campus, department, program, club and booster logos, is submitted to the Communications Department for final approval. This includes, but is not limited to:

- Accolades
- Advertising
- Apparel
- Banners
- Brochures
- Buildings & Facilities
- Digital Graphics
- Flyers & Posters

- Invitations
- Murals
- Presentations
- Programs
- Reports
- Signage
- Social Media
- Vehicles

Failure to obtain approval from the Communications Department can result in the removal of the collateral in question. Collateral that does not follow these guidelines must be updated and re-ordered at the responsibility and expense of the entity that ordered the collateral.

Please submit an approval form at
www.midlothianisd.org/departments/ communications/brand-guidelines

OUR **VISION**

MISSION

The mission of Midlothian ISD is to educate students by empowering them to maximize their potential.

VISION

Inspiring **excellence** *today to* **change** **the world** *tomorrow.*

OUR **CULTURE**

In Midlothian ISD, we believe our culture is the heart and soul of our schools. Our culture provides more than a legacy of excellence - it's something much more meaningful. Our culture speaks to how much we truly care for every child, teacher and staff member along with their families.

In MISD, we are family.
Every child, teacher, staff member and parent is a part of our inclusive family. We are passionate about our students and learning. We treat each person with respect, and kindness always matters in every interaction.

WE ARE
F🌳MILY

We believe in celebrating the power of diversity.
Honoring and celebrating every individual is powerful. It's where heart and kindness fosters a family environment. Because we see each person as an individual, learning is personalized, resulting in achieving new heights. When we are inclusive, everyone's uniqueness is celebrated.

CELEBRATE THE
P⚙WER OF DIVERSITY

We value and honor all relationships.
Trust and transparency is the key to honoring each and every relationship. We value frequent, consistent and reliable communication that is also courteous. When each person is "in the know," we all benefit. Understanding each perspective also is critical to honoring relationships. While we may not always agree on every issue, frequent and reliable communication is essential.

HONOR
RELATI♥NSHIPS

OUR **CULTURE**

We believe in the unlimited potential of everyone.
Inspiring excellence is the foundation of tapping into each person's unlimited potential. When learners are equipped with the necessary knowledge, they are prepared to achieve excellence.

UNLIMITED
POTENTIAL

We believe in excellence through purpose.
We pride ourselves on making purposeful and meaningful decisions. When each action has a purpose, we achieve excellence in everything we do.

EXCELLENCE THROUGH
PURPOSE

**When our parents and community are behind us,
we are Midlothian Strong.**
We recognize that we are all better together. When we are united we are stronger and can achieve new heights year after year while preserving our legacy of excellence.

WE ARE
MIDLOTHIAN STRONG

"Education is the most powerful weapon which you can use to change the world"

- Nelson Mandela

OUR **LOGOS**

The Midlothian ISD logo is a visual representation of our brand and often one of the first impressions of our district. It represents who we are and demonstrates our priorities and mission. This section of the guide is designed to support the appropriate use and application of the Midlothian ISD logo.

For questions on proper usage of the MISD logos, please contact the Communications Department.

To access available logos, please visit **www.midlothianisd.org/departments/communications/brand-guidelines**.

IDENTITY MARKS

Midlothian ISD has four primary visual marks:

- Midlothian ISD Wordmark

- MISD Initials

- Spirit Mark

- Block M

All are trademarks of Midlothian ISD.

Please remember one of the described logos must appear on all internal and external communications.

MIDLOTHIAN ISD WORDMARK

MISD INITIALS

SPIRIT MARK

BLOCK M

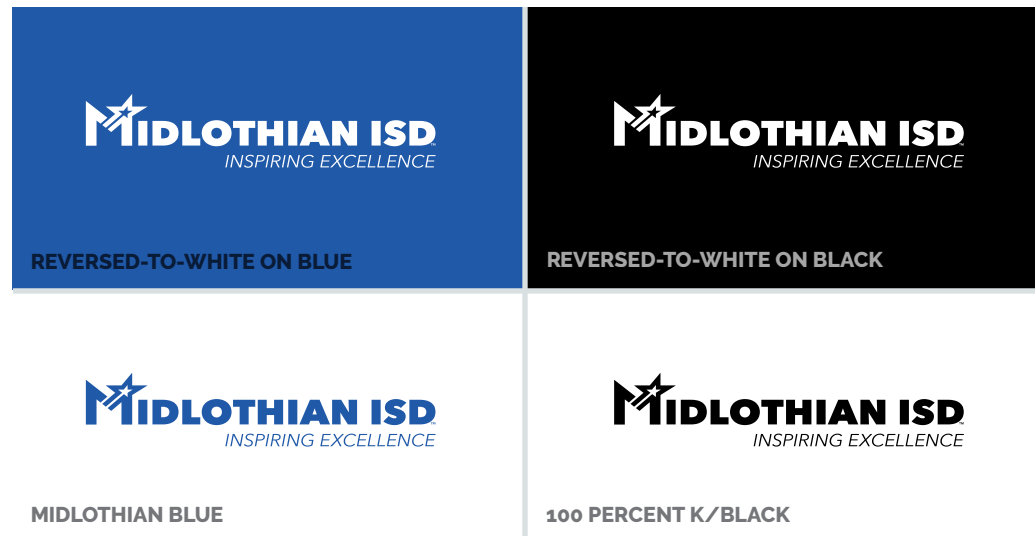# PRIMARY LOGOS

MIDLOTHIAN ISD WORDMARK

The distinguishing feature of the Midlothian ISD logo is the blue M with a star. This icon represents our commitment to inspiring excellence for all our students. When used consistently and appropriately, it serves as a recognizable symbol of our brand identity.

The district logo has been carefully crafted; no part of the logo is to be removed, changed or recreated in any way.

The primary color option for our logo is Midlothian Blue and black. It is intended to be used on lighter backgrounds and images in order to maintain legibility. Another acceptable color option is to reverse the logo out to white on darker backgrounds and images.
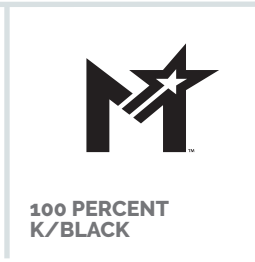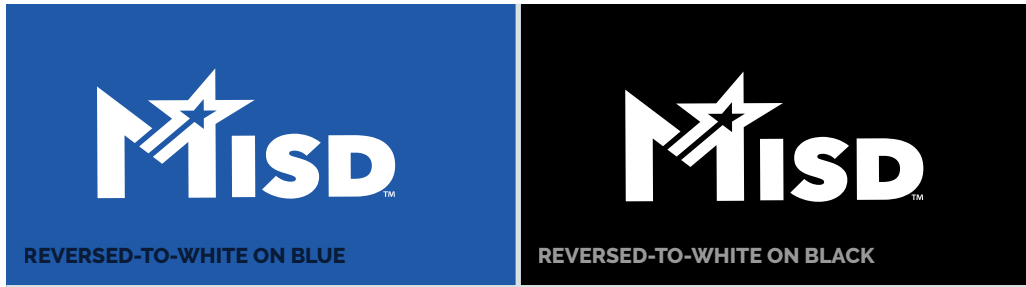

FULL COLOR

REVERSED-TO-WHITE ON BLUE

REVERSED-TO-WHITE ON BLACK

MIDLOTHIAN BLUE

100 PERCENT K/BLACK

PRIMARY LOGOS

MISD INITIALS & SPIRIT MARK

In some cases, the MISD Initials and Spirt Mark logos can be used in place of or in combination with the full Midlothian ISD wordmark.

FULL COLOR

REVERSED-TO-WHITE ON BLUE

REVERSED-TO-WHITE ON BLACK

MIDLOTHIAN BLUE

100 PERCENT K/BLACK

MIDLOTHIAN BLUE

100 PERCENT K/BLACK

REVERSED-TO-WHITE ON BLUE

REVERSED-TO-WHITE ON BLACK

LOGO SPACING

CLEAR-SPACE RULE

When using the logo, it is important to maintain enough clear space around it for maximum impact and clarity. The minimum clear space for the Midlothian ISD wordmark is defined by the height of the letters within the wordmark.

Understanding the clear-space rule is essential, as it is also the standard for logo position and scale on communications. In that regard, the clear space rule should be maintained as the logo is proportionately enlarged or reduced in size.

The diagram indicates how to determine that space. Allow for more space whenever possible.

MINIMUM SIZE

Legibility of the Midlothian ISD logo is important. It must be sized large enough to be read easily on all applications. It should not be used smaller than the size indicated in the diagram.

.375" minimum height

LOGO & TAGLINE USAGE

LOGO USAGE

Our logo is our trademark and must be used consistently to maintain a distinctive visual identity. District logos cannot be changed in any way, embedded into text or sentences or used over busy patterns.

- Do not re-create district logos

- Do not change logo colors

- Do not place the logo over busy or distracting backgrounds

- Use caution when resizing logos; they should never be rotated, stretched or re-proportioned incorrectly

- Avoid logo pixelation and blurriness

TAGLINE USAGE

The official Midlothian ISD tagline is:

INSPIRING EXCELLENCE

The tagline must be used with the Midlothian ISD wordmark at all times. It is part of the logo and not allowed to be removed.
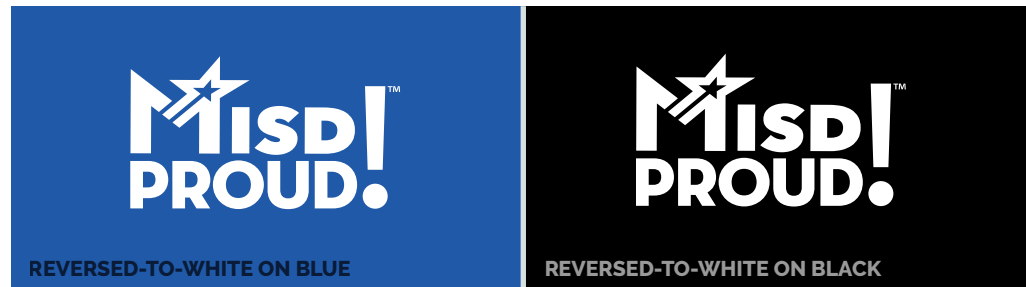
SPECIALTY LOGOS

MISDPROUD LOGO

The MISDProud logo should only be used on celebration collateral and social media. This specialty logo is not to be used in informational collateral.

Contact the Communications Department for approval to use a specialty logo.

FULL COLOR

REVERSED-TO-WHITE ON BLUE

REVERSED-TO-WHITE ON BLACK

MIDLOTHIAN BLUE

100 PERCENT K/BLACK

SPECIALTY LOGOS

LEGACY LOGO

The legacy logo is no longer approved for usage in any communcations. Any permanent accolades with this seal can remain but all other marketing collateral with this seal needs to be removed or revised.

NOT APPROVED FOR USAGE

PARENT UNIVERSITY LOGO

Parent University logo is to be used only when promoting ParentU events at the campus or district level. The ParentU logo should always appear in full color and cannot be altered.
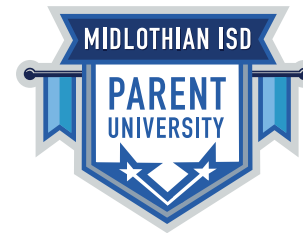
PARENTU FULL COLOR LOGO

DEPARTMENT LOGOS

For department logos, the proper name should be placed directly to the right of the Spirit Mark, separated by a black vertical line as shown in the example. The exception to this rule is the MISD Athletics department logo, which uses the MISD Initials with the department name underneath.

DEPARTMENT LOGO EXAMPLE

SPECIALTY LOGOS

INNOVATORSEDU

The InnovatorsEDU Career & Technical Education logo is to be used only when promoting the CTE program at the campus or district level. The *CAREER & TECHNICAL EDUCATION* tagline is part of the logo and cannot be removed. Logos are available in full color and white.

Co-branding is approved with the MISD Spirit Mark and The MILE logo as shown in the examples.

Programs within InnovatorsEDU can insert the program name to the logo by adding it to the end of *CAREER & TECHNICAL EDUCATION.*

INNOVATORSEDU FULL COLOR

MISD CO-BRANDING

THE MILE CO-BRANDING

CTE PROGRAM EXAMPLE

THE MILE

The MILE logo is to be used only when promoting programs and events taking place at The MILE. The MILE logo is available in full color and white; this logo cannot be altered in any way.
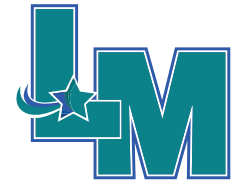

THE MILE FULL COLOR LOGO

CAMPUS LOGOS

ELEMENTARY

T.E. BAXTER ELEMENTARY

LaRUE MILLER ELEMENTARY

J.R. IRVIN ELEMENTARY
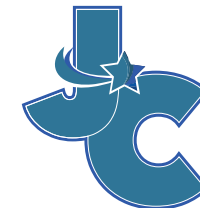
MT. PEAK ELEMENTARY

LONGBRANCH ELEMENTARY

J.A. VITOVSKY ELEMENTARY

DOLORES W. McCLATCHEY ELEMENTARY

JEAN COLEMAN ELEMENTARY

CAMPUS LOGOS

MIDDLE SCHOOL

FRANK SEALE MIDDLE SCHOOL

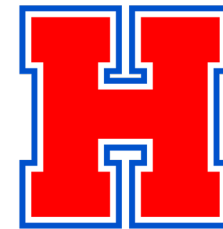**WALNUT GROVE MIDDLE SCHOOL**

DIETERICH MIDDLE SCHOOL

HIGH SCHOOL

MIDLOTHIAN HIGH SCHOOL

ONLY FOR USE WHEN MASCOT VISIBILITY IS POOR

**MIDLOTHIAN HERITAGE HIGH SCHOOL**

ONLY FOR USE WHEN MASCOT VISIBILITY IS POOR

CAMPUS LOGOS

LOGO USAGE

Campus logos must be used consistently to maintain distinctive within the MISD identity. They have been carefully crafted and are not to be altered in any way.

- Do not recreate campus logos

- Do not change logo colors or add patterns (this applies on all collateral, including apparel)

- Do not place the logo over busy or distracting backgrounds

- Do not embed logos into text or sentences

- Use caution when resizing logos; they should never be rotated, stretched or re-proportioned incorrectly

- Avoid logo pixelation and blurriness
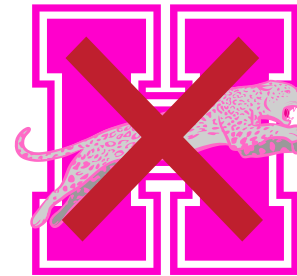
CAMPUS LOGOS

CO-BRANDING

Co-branding is approved when campuses are promoting a single campus event. Campus logos and the Midlothian ISD wordmark should be used together as shown in the examples.

ELEMENTARY EXAMPLE

MIDDLE SCHOOL EXAMPLE

HIGH SCHOOL EXAMPLE

ATHLETICS, CLUBS, PROGRAMS & BOOSTERS

All campus athletic teams, programs, clubs and boosters must use the campus logo with the specific team/club/program/booster name underneath. Logo templates are available for each campus. The template layout cannot be altered in any way.

Exception: The specialized "M" logo for Midlothian High School Baseball is approved for usage only by MHS Baseball.

CAMPUS EXAMPLES

FOOTBALL

COUNSELING

FINE ARTS

CHESS CLUB

STUDENT COUNCIL

"Commit yourself to lifelong learning. The most valuable asset you'll ever have is your mind and what you put into it."

– Brian Tracy

STYLE GUIDE

Our brand goes beyond a logo and tagline. It defines who we are and what we stand for. The district's brand identity is expressed through an established color palette, fonts and assets.

STYLE GUIDE

This section provides guidance on how to use the style assets that represent our culture and vision. District style guidelines apply to all internal and external communications including:

- Advertising
- Banners
- Brochures
- Invitations
- Presentations
- Flyers
- Posters
- Reports
- Signage
- Social Media
- Digital Graphics
- Stationary
- Campus Branding

Any use of the Midlothian ISD visual identity that is not developed and/or distributed by the Communications Department must have prior approval. For questions or assistance, please contact:

 Ron Bland
 Director of Engagement
 469.856.5044
 ron.bland@midlothianisd.org

PRIMARY COLOR PALETTE

Our colors are one of the most distinctive visual identity traits for our brand. It is important to understand how colors work together, because when executed correctly, colors can dramatically change the tone and appearance of a document. To help achieve greater brand recognition it is essential that our color palette is applied consistently and thoughtfully.

Our primary color palette consists of colors that reflect our commitment to inspire excellence to our students, teachers and the community.

Midlothian Blue
Pantone 2935 C
CMYK: 88 | 71 | 0 | 0
RGB: 0 | 82 | 204
Hex: 0052CC

White
CMYK: 0 | 0 | 0 | 0
RGB: 255 | 255 | 255
Hex: FFFFFF

Black
CMYK: 0 | 0 | 0 | 100
RGB: 0 | 0 | 0
Hex: 000000

ACCENT COLOR PALETTE

Our accent palette is comprised of ten additional colors and four neutral tones designed to work together with the primary palette. These colors are only to be used as background, graphic or typographic highlights.

Our colors are one of the most distinctive visual identity traits for our brand. It is important to understand what each type is used for and how to stay consistent with our identity.

Light Blue
Pantone: 644 C
CMYK: 40 | 16 | 6 | 0
RGB: 151 | 187 | 216
Hex: 97BBD8
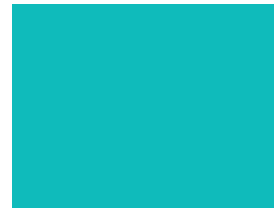
Aqua Blue
Pantone 3262 C
CMYK: 73 | 0 | 31 | 0
RGB: 0 | 186 | 188
Hex: 00BABC

Turquoise
Pantone 7713 C
CMYK: 86 | 33 | 43 | 6
RGB: 1 | 128 | 137
Hex: 018089

Dark Blue
Pantone 2767 C
CMYK: 100 | 91 | 37 | 41
RGB: 22 | 35 | 77
Hex: 16234D

Yellow
Pantone: 7752 C
CMYK: 12 | 33 | 100 | 0
RGB: 226 | 171 | 37
Hex: E2AB25

Orange
Pantone: 7413 C
CMYK: 6 | 54 | 96 | 0
RGB: 233 | 138 | 42
Hex: E98A2A
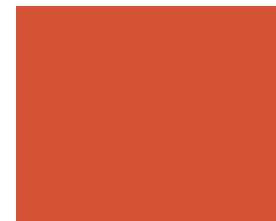
Tangerine
Pantone: 7580 C
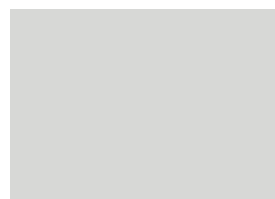CMYK: 13 | 81 | 87 | 2
RGB: 210 | 84 | 55
Hex: D25437

Jaguar Red
Pantone 186 C
CMYK: 0 | 100 | 100 | 0
RGB: 225 | 0 | 0
Hex: FF0000

Deep Red
Pantone:
CMYK: 18 | 100 | 100 | 10
RGB: 187 | 0 | 0
Hex: BB0000

Celadon Blue
Pantone: 8224 C
CMYK: 82 | 47 | 27 | 4
RGB: 55 | 116 | 149
Hex: 377495

Chrome
Pantone: 421 C
CMYK: 15 | 10 | 12 | 0
RGB: 215 | 215 | 215
Hex: D7D7D7

Mild Gray
Pantone: Cool Gray 6 C
CMYK: 0 | 0 | 0 | 40
RGB: 152 | 151 | 157
Hex: 98979D

Slate Gray
Pantone: Cool Gray 9 C
CMYK: 0 | 0 | 0 | 60
RGB: 128 | 130 | 133
Hex: 231F20

Dark Gray
Pantone: Cool Gray 11 C
CMYK: 0 | 0 | 0 | 85
RGB: 75 | 76 | 80
Hex: 4B4C50

TYPOGRAPHY

TYPEFACE

The primary typeface for all internal and external marketing/advertising is Raleway. If Raleway is unavailable for usage, it may be substituted with Calibri. Both fonts are open source fonts available through Google Fonts online.

ADD RALEWAY TO GOOGLE DOCS

1. Activate the dropdown font menu in an open Google Doc and select "More Fonts+"

2. Select Raleway in the dialogue box and click "Okay"

DOWNLOAD RALEWAY TO YOUR COMPUTER

To download Raleway, visit

fonts.google.com/specimen/Raleway

1. In the top right corner, select "Select This Font"

2. Expand the black bar at the bottom right indicating "1 Family Selected"

3. Download the font family by clicking the download arrow in the top right corner of the dialogue box

4. Install the font family from your downloads folder

Raleway *Commonly used families below*

RALEWAY LIGHT:
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz   1234567890

RALEWAY REGULAR:
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz   1234567890

RALEWAY ITALIC:
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz   1234567890

RALEWAY MEDIUM:
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz   1234567890

RALEWAY BOLD:
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz   1234567890

RALEWAY EXTRABOLD:
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz   1234567890

TYPOGRAPHY

HEADLINES
The primary typeface for headlines is Raleway Extrabold. The size and weight should be prominent and clear in relation to the body copy.

SUBHEADLINES
The primary typeface for subheadlines is Raleway Medium.

BODY COPY
Body copy should be Raleway Regular, though Calibri can be a secondary option if legibility is in question.

For italics and bold uses, please use the italic and bold options for the typeface rather than using the italic and bold defaults in the application (Microsoft Office, PowerPoint, InDesign, Photoshop, etc.).

HEADLINE
RALEWAY EXTRABOLD

SUBHEADLINE
RALEWAY MEDIUM

BODY COPY
Raleway Regular

PHOTOGRAPHY

Authentic photography helps tell our story and accentuate our students and staff. Diverse, vibrant and high-resolution images best reflect the district's image.

For best results when taking photos or directing a photographer:

- Make sure the file size is at least 1 megabyte (the larger the better)
- Take several photographs with subjects interacting with each other as well as looking at the camera
- Fill the frame with your subject
- Identify the people in the photos

Please avoid the following when taking photos:

- Distracting backgrounds
- Cell phone photos that are low quality or vertical orientation
- Images that are not sharp
- Backlighting the subject
- Clothing with advertising, logos, wording or that violates student dress code
- Students who are not FERPA cleared

The Communications Department has an asset library of photos from our campuses. If you have a request, please email the Communications Department.

ICONOGRAPHY

Graphics and icons can be helpful in adding visual interest while also assisting with communicating content more quickly. Avoid graphics that are simply decorative that could easily be distorted or hard to see in a smaller version.

For the best results, avoid:

- Clip art
- Cartoons
- Colors that are not part of our palette
- Busy patterns

APPROVED ICONOGRAPHY STYLES
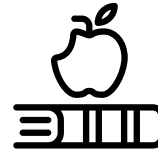
COPYWRITING

Write clearly, avoiding jargon and acronyms. Accuracy is important, so check names of schools, people and programs before you hit send or print.

When writing copy for Midlothian ISD, the primary source of rules and best practices are adapted from the AP Stylebook. The AP Stylebook is updated annually and provides fundamental guidelines for spelling, language, punctuation, usage and journalistic style.

Listed are some of the most common of these editorial guidelines for district staff to be aware of.

Abbreviations
Do not use abbreviations the reader would not quickly recognize. Always spell out official names and titles on first reference. Delete all periods unless necessary for clarity. Special cases: some abbreviations are acceptable in catalogs or technical writing.

Academic Degrees
These include Ph.D., Ed.D., etc. For public educators, use degrees following their names rather than using Dr. (John Smith, Ed.D.; not Dr. John Smith).

Use an apostrophe in bachelor's degree and master's degree, but not in associate or doctorate degrees. Capitalize degree names if used in full: Master of Education, Bachelor of Science, Doctor of Education, etc. Lowercase, otherwise.

Incorrect:	*Correct:*
Master's degree **of** *education*	*Master's degree* **in** *education*
Master's of Education	*Master of Education*
Associate's degree	*Associate degree*

Acronyms
Avoid using an acronym on first reference, unless its meaning is readily recognized. Write a name in full on first reference. If an abbreviation or acronym would not be clear on second reference, do not use it.

Ages
Always use numerals to represent ages.

Example:
The 35-year-old coach has won two championships. The man is in his 40s. The student is 12 years old.

COPYWRITING

Ampersands (&)
Use as part of an organization's formal name. The ampersand should not be used in place of "and" except in web writing.

Correct:
Procter & Gamble Co.

Incorrect:
The school colors are blue & red.

Class of (Year)
Capitalize when referring to a specific graduating class.

Example:
Class of 2009 reunion

Clubs and Organizations
Do not capitalize the names of student clubs and organizations unless the name is unique to that particular club or an official name.

Example:
Students may participate in chess club, photography club, student council and Future Teachers of America.

Dates
The months with four or fewer letters, e.g. May, June, and July are not abbreviated. The remaining months Jan., Feb., Mar., Apr., Aug., Sept., Oct., Nov., and Dec. are abbreviated. Spell out when using a month alone or with a year. Do not separate the month and the year with a comma. When a date refers to a month, day and year, separate with a comma. Capitalize and spell out days of the week.

Correct:
Dec. 25
March 2019
August 1, 2019

Incorrect:
Dec 25
March, 2019
August 1 2019

Department Names
Official administrative departments should be capitalized when using the full name of the department.

Example:
Information Technology Services

Midlothian ISD
Midlothian Independent School District is the official name of the district. Midlothian ISD is an abbreviation of the official name and is used in most communications. The acronym MISD should never be used as the first reference in any communications to avoid confusion with other districts.

Midlothian ISD Board of Trustees
Midlothian ISD Board of Trustees and Board of Trustees should be capitalized when referenced as an entity.

Midlothian ISD Education Foundation
Midlothian ISD Education Foundation (MEF) should always be capitalized.

COPYWRITING

Numbers
Spell out numbers below 10, use figures for 10 and above. Spell out first through ninth when indicating a sequence. If you must begin a sentence with a number, spell it out.

Correct:
Fifteen students attended class
Class size is 20 students
MISD has two high schools

Incorrect:
15 students attended class
Class size is twenty students
MISD has 2 high schools

Grade Levels
Use numbers to describe grade levels, but spell out the grade at the beginning of a sentence.

Example:
12th grade   *Third-grade students are visiting the zoo.*

School Names
Capitalize only when part of a proper name. The word school should be included after the name on first reference. "Elementary/middle/high school" can be dropped on second reference.

Correct:
Frank Seale Middle School

Incorrect:
Frank Seale middle school

Campus Abbreviations:
LaRue Miller Elementary - *Miller - LME*

Mt. Peak Elementary - *Mt. Peak - MPE*

J.A. Vitovsky Elementary - *Vitovsky - JAV*

T.E. Baxter Elementary - *Baxter - TEB*

J.R. Irvin Elementary - *Irvin - JRI*

Dolores W. McClatchey Elementary - *McClatchey - DME*

Longbranch Elementary - *Longbranch - LBE*

Jean Coleman Elementary - Coleman - JCE

Walnut Grove Middle School - *Walnut Grove - WGMS*

Frank Seale Middle School - *Frank Seale - FSMS*

Earl and Marthalu Dieterich Middle School - *Dieterich - DMS*

Midlothian Heritage High School - *Heritage - HHS*

Midlothian High School - *MHS*

Titles
Composition Titles: Capitalize the principal words. Italicize or put quotation marks around the names of all works. These rules apply to book titles, movie titles, musical works, play titles, poem titles, titles of lectures and speeches, and works of art.
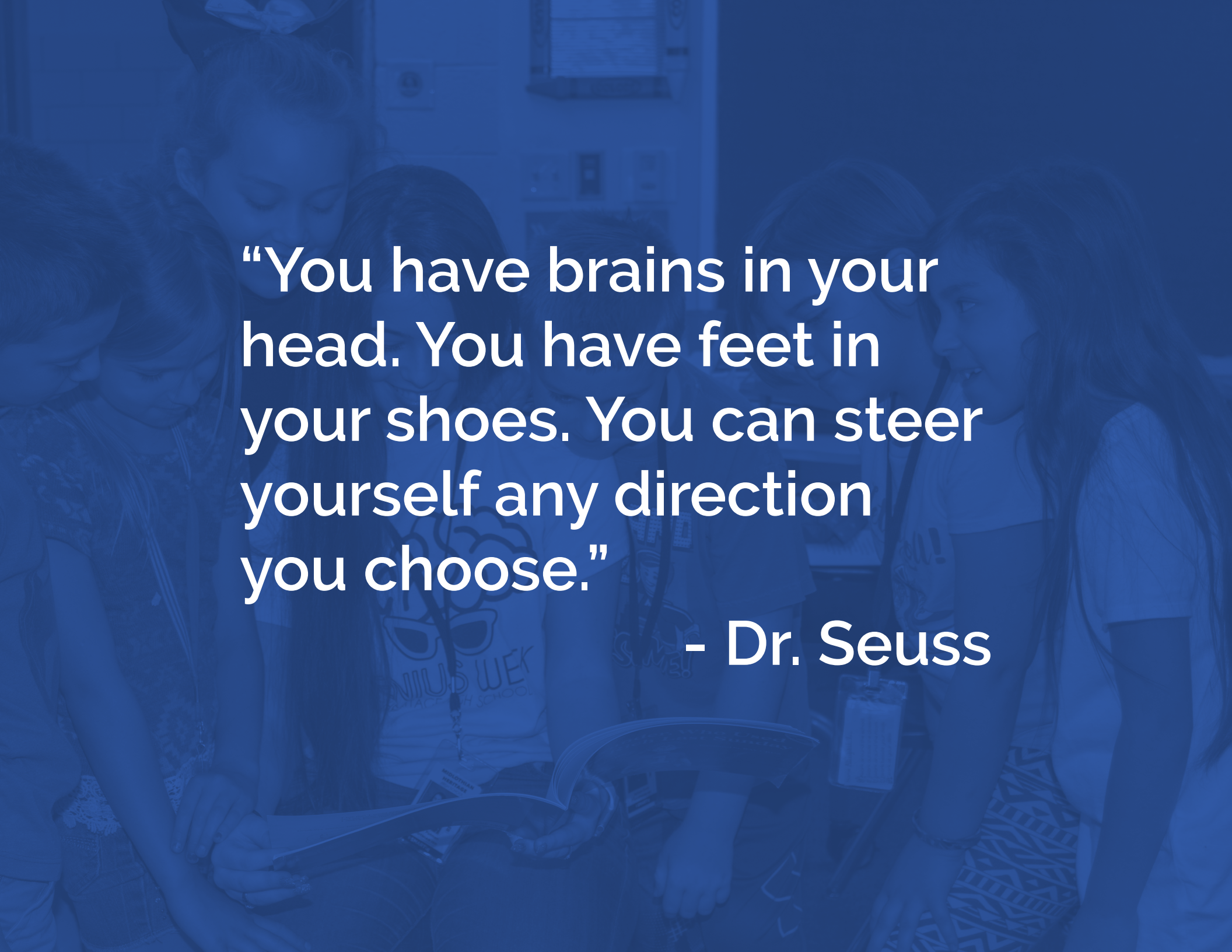
Job Titles: In general, confine capitalization to formal titles used directly before an individual's name. Lowercase titles when following or not used with an individual's name. Do not capitalize titles when the proper name is set off by commas.

Examples:
The principal called a meeting with teacher Patrick Jones and Chris Johnson, school secretary.

Superintendent of Schools John Smith presented an award to Princiapl Alex Brown.

The assistant principal, Jane Midlo, attended the meeting.

"You have brains in your head. You have feet in your shoes. You can steer yourself any direction you choose."

- Dr. Seuss

RESOURCE GUIDE

To keep consistency with our brand identity, templates and resources have been created to streamline our brand and make following these guidelines easy for our employees. Every department and campus must use these resources unless approved otherwise by the Communications Department.

To access available brand resources, please visit **www.midlothianisd.org/departments/communications/branding-guidelines**.

BUSINESS CARDS

Business cards are individual per campus, featuring the campus logo with the district logo. To communicate most effectively, business cards should contain only essential information, organized in the user-friendly format shown here. District business cards must be of standard size (3.5" x 2") and the template provided cannot be altered.

First & Last Name
Title/Position

Office: XXX.XXX.XXXX
Cell: XXX.XXX.XXXX
first.last@misd.gs
www.misd.gs

Midlothian ISD
100 Walter Stephenson Road
Midlothian, TX 76065

*Inspiring excellence today
to change the world tomorrow.*

First & Last Name
Title/Position

Office: XXX.XXX.XXXX
Cell: XXX.XXX.XXXX
first.last@misd.gs
www.misd.gs

Midlothian High School
923 S. 9th Street
Midlothian, TX 76065

*Inspiring excellence today
to change the world tomorrow.*

First & Last Name
Title/Position

Office: XXX.XXX.XXXX
Cell: XXX.XXX.XXXX
first.last@misd.gs
www.misd.gs

Dieterich Middle School
100 Walter Stephenson Road
Midlothian, TX 76065

*Inspiring excellence today
to change the world tomorrow.*

First & Last Name
Title/Position

Office: XXX.XXX.XXXX
Cell: XXX.XXX.XXXX
first.last@misd.gs
www.misd.gs

Dolores W. McClatchey Elementary
6631 Shiloh Road
Midlothian, TX 76065

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FRONT EXAMPLES

BACK EXAMPLE

STATIONARY

LETTERHEAD

A Google Doc template is available for district and campus letterhead in full-color. In order to maintain consistency and support the district's brand, please do not modify any templates or create your own.

LETTERHEAD EXAMPLES

ENVELOPES

Envelopes are individual per campus, featuring the campus logo with the district logo. District envelops must be of standard size and the template provided cannot be altered.

ENVELOPE EXAMPLES
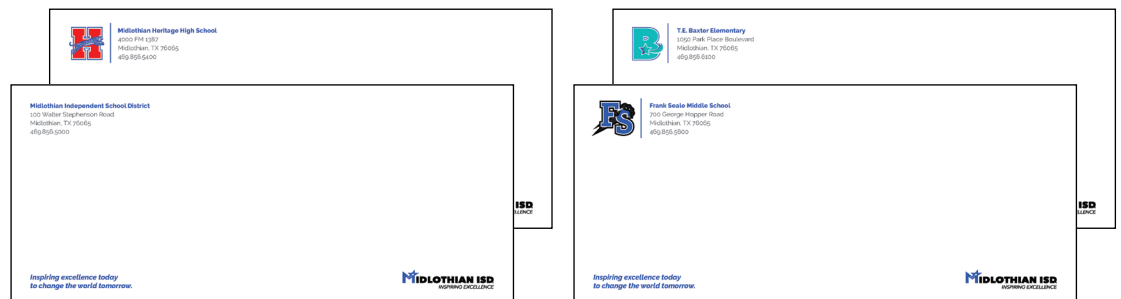
EMAIL SIGNATURE

Consistent email signatures deliver a visually coherent look across all district correspondence. All employees must format their email signature per the guidelines below.

Email signatures should include:
- Your name
- Job title
- Department or Campus
- Midlothian Independent School District
- Contact information
- Location

SIGNATURE FORMAT

Your Name
- Calibri Bold size 14pt
- RGB: 0 | 82 | 204

Title/Campus
- Calibri Regular Italic size 11pt
- RGB: 65 | 64 | 66

Contact Information
- Calibri Regular size 11pt
- RGB: 65 | 64 | 66

Tagline
- Calibri Bold Italic size 11pt
- RGB: 0 | 82 | 204

CAMPUS SIGNATURE FORMAT

First Name Last Name

Title - Campus
Campus Address | Midlothian, TX 76065
Name@midlothianisd.org | 000.000.0000

Midlothian Independent School District
100 Walter Stephenson Rd. | Midlothian, TX 76065 | www.misd.gs

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ADMIN SIGNATURE FORMAT

First Name Last Name

Title/Position/Department
Name@midlothianisd.org | 000.000.0000

Midlothian Independent School District
100 Walter Stephenson Rd. | Midlothian, TX 76065 | www.misd.gs

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An email signature template is available for download at www.misd.gs/departments/communications/brand-guidelines.

PRESENTATIONS

The Communications Department maintains a collection of templates to assist with the creation of presentations. Google Slides templates are available for use to maintain consistency and support the district's brand. Templates are available in standard 4:3 and widescreen 16:9 formats.

Any presentations not for academic purposes in the classroom must be created with the approved MISD templates.

SOCIAL MEDIA

SOCIAL ACCOUNTS

The Communications Department oversees the central social media accounts for Midlothian ISD so that staff, students and parents stay connected and up-to-date on district news.

Individuals managing and/or posting on an account associated with the district are expected to adhere to the same standards of conduct online as anywhere else in the workplace. District policies apply to social media outlets to the extent applicable.

The Communications Department must know the username and password for all accounts associated with the district and its campuses, teams, clubs and departments, as well as the individuals listed as the admins on that account.

Send any social account logins and admin information to:

Dione Greeson
Administrative Assistant for Communications
469.856.5043
dione.greeson@midlothianisd.org

#MISDPROUD

#MISDPROUD must take precedence over campus, department or team hashtags. If characters run out, use #MISDPROUD rather than a specific hashtag.

Example:
Students are learning great things today at Baxter Elementary! #MISDPROUD #BaxterBest

GRAPHIC BUILD EXAMPLES

MISD Communications Department

100 Walter Stephenson Rd. | Midlothian, TX 76065 | 469.856.5000 | www.midlothianisd.org