PRINCETON
INDEPENDENT SCHOOL DISTRICT

HOW WE
LOOK.

BRANDING
GUIDELINES

UPDATED 04/2025

THIS IS A GUIDE TO THE BASIC ELEMENTS THAT MAKE UP OUR BRAND.

Contents

What is Brand Identity?

A brand identity represents the values, services, ideas and personality of an organization. It is designed to increase recognition and build perceptions of the organization.

Why use these guidelines?

Princeton ISD aims to achieve quality and consistency in visual messaging in order to build brand loyalty.

The identity system in this document has been created to fulfill this purpose. The guidelines explain how to correctly use our loco, colors and fonts.

When in doubt, please contact the Princeton ISD Communications Department.

OUR LOGOS & COLORS
# PALETTE.

What is a brand color palette?

Our brand color palette includes a set of colors that represent our brand personality. The color in our brand color palette will be used in our logo, on our website and any print or digital materials.

Color Palette

CMYK | Print	36 : 94 : 84 : 58	
RGB | Web & Video	90 : 17 : 21	
Hex | Web	#5a1115	
SW Paint	6300 Burgundy	

MAROON

CMYK | Print	0 : 0 : 0 : 0	
RGB | Web & Video	0 : 0 : 0	
Hex | Web	000000	
SW Paint		

BLACK

CMYK | Print	25 : 20 : 19 : 0	
RGB | Web & Video	190 : 191 : 193	
Hex | Web	bebfc1	
SW Paint	SW6003 Proper gray	

GRAY

|		
CMYK | Print	0 : 35 : 85 : 0	
RGB | Web & Video	251 : 176 : 64	
Hex | Web	fbb040	
SW Paint	6682 June Day	

YELLOW

CHOOSING CUSTOM COLORS.

Google
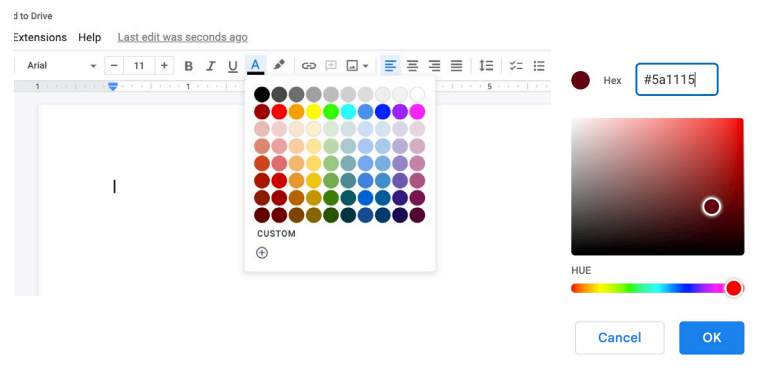
Choosing custom colors in Google. *To choose a custom color in Google, open the color choice box and a custom color to the bottom of the list. The custom color box will open and you will type in the hex code, with the #, for the exact color you are choosing. This will add it to your color list for future use.*

Canva
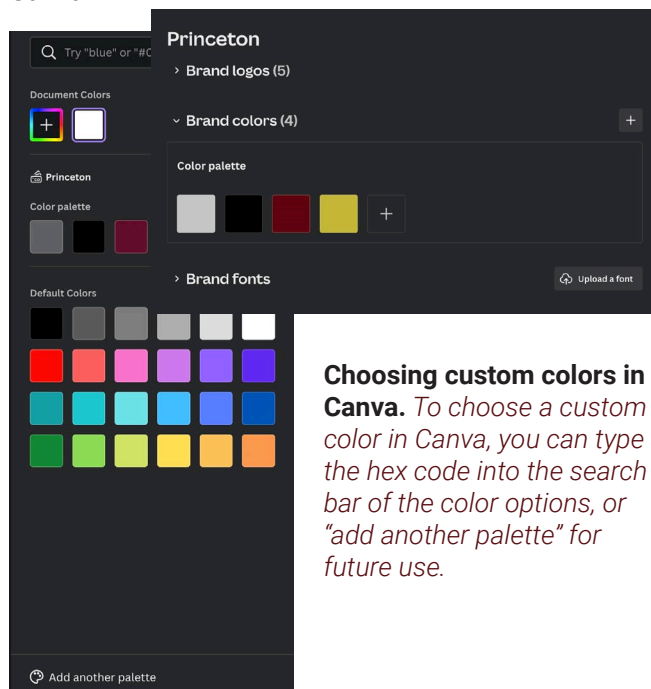
Choosing custom colors in Canva. *To choose a custom color in Canva, you can type the hex code into the search bar of the color options, or "add another palette" for future use.*

OUR LOGOS & COLORS
DISTRICT.

This logo is the preferred version for all districtwide collateral including publications, advertising, billboards, posters, flyers website graphics and banners.

Exclusion zone, *a little elbow room to help us stand out.*

The **minimum** exclusion margin for all Princeton ISD logos is .25 inches on all sides. On all sides, the exclusion zone should be measured from the farthest edge of the logo. No element may encroach on this space except approved branding for departments.

ALWAYS, USE A TRANSPARENT BACKGROUND.
DO NOT, USE A WHITE BACKGROUND ON TOP OF A COLORED FLYER

MISUSE OF OUR LOGOS AND COLORS.

01   **DON'T,** stretch, condense or change the dimensions.

02   **DON'T,** alter the placement or scale of elements.

03   **DON'T,** change the colors in any way.

04   **DON'T,** alter or replace the typefaces of the identity.

05   **DON'T,** rotate.

The paw print is the only image that can be rotated or flipped to fit the needs of the graphic.

06   **DON'T,** add extra elements.

WHEN TO USE OUR
LOGOS AND COLORS.

Our district logos consist of three groups, district logos, campus logos and athletic logos.

Our district logos are to be used when producing content on a district level. Such as administrative information or departments that cover all campuses.

Our campus logos are to be used when producing content on a campus level. Such as campuswide information or departments that cover only your campus.

Our athletics logos are to be used when producing athletic content. The Texas athletic logos are only to be used with football.

District logos

OUR DISTRICT IN ONE COLOR.

All-white logos can be used when the background image or coloring requires. This can also be used on printed materials when only a onecolor option is available. Usually on things like cups, hats or lanyards. Full color options should be used for T-shirt printing.

All-white logos

OUR CAMPUS **LOGOS.**

Campus logos

PRINCETON
SENIOR HIGH SCHOOL

LOVELADY
HIGH SCHOOL

CLARK
MIDDLE SCHOOL

MATTEI
MIDDLE SCHOOL

SOUTHARD
MIDDLE SCHOOL

GODWIN
ELEMENTARY SCHOOL

HARPER
ELEMENTARY SCHOOL

LACY
ELEMENTARY SCHOOL

LOWE
ELEMENTARY SCHOOL

MAYFIELD
ELEMENTARY SCHOOL

SMITH
ELEMENTARY SCHOOL

CANUP
EARLY CHILDHOOD CENTER

PSHS
PRINCETON SENIOR HIGH SCHOOL

LHS

LHS

MMS

SMS

OUR ATHLETIC LOGOS.

To ensure the integrity of the brand, there should be **NO** modifications to the mascot logos, color, elements or proportions.

PANTHERS

Jaguar

TYPOGRAPHY.

Font family. Sharp Sans

Our typeface is sharp sans fonts. The most common sharp sans fonts are Oswaldo and Roboto.

If you do not have these fonts on your device, download Oswaldo and Roboto.

Roboto

Aa	Aa	Aa	Aa	Aa	Aa
Thin	Light	Regular	Medium	Bold	Black

Oswaldo

| Aa	Aa	Aa	Aa	Aa	Aa
Extra Light	Light	Regular	Medium	Semi-bold	Bold

CALL COMMUNICATIONS...

Contact the communications office for community partnerships, district logos, feature stories, graphic design requests, media requests, photography, publicity, social media, video and website requests.

Jean Ann Collins
Communications Coordinator
469-952-5400 ext. 3504
email: jcollins@princetonisd.net
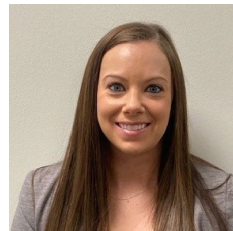
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