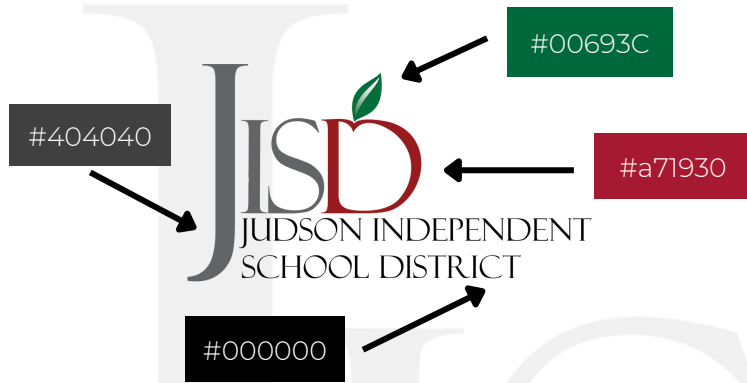


# Judson ISD Quick Branding Guide

This quick reference sheet is intended to be used as a guide to implementing the Judson Independent School District branding, fonts, logos, and colors. If you have any questions about the proper use of the JISD logo, please contact the Communications Department.



The official logo is comprised of four colors: black, grey, green, and red. The district acronym sits on top of the entire district name.



Above are variations of the official logos that are acceptable to use. Any variations from the guidelines detailed in this reference sheet are unacceptable. Contact the Communications Department if you're an outside entity that needs access to the district's official logo.

## Typography

The District's official primary typefaces are to be used for all promotional materials, as well as internal and external communications. Each font contains regular, light, bold and other variations.

### Headline

League Spartan

### Subheadline

Montserrat Classic

Body Text  
Montserrat Extra-Light

## Colors

#a71930

#404040

#00693C

#000000

## Social Media

Judson ISD recognizes the importance of communicating with the public online, including through social media. The District actively utilizes social media platforms to efficiently inform, educate and distribute district wide information.

 @judsonisd

 @judsonisd

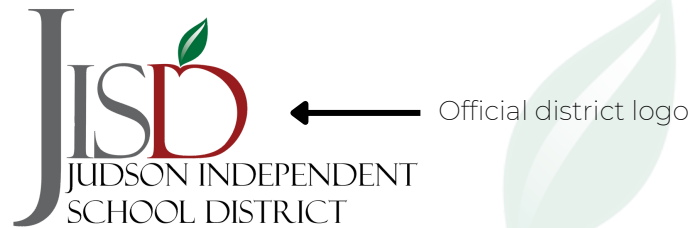
 @judsonisd\_official

 @judsonisd

# Judson ISD Quick Branding Guide

## Correct Logo Use

Below are variations of the official logos that are acceptable to use. Any variations from the guidelines detailed in this reference sheet are unacceptable. Contact the Communications Department if you're an outside entity that needs access to the district's official logo.



Campus-affiliated organizations may use an existing non-official logo or create a logo as long as it reflects the organization's purpose and is appropriate. Any campus-affiliated organization logos that are created are approved by the campus principal.

**\*\*\*The official district logo is trademarked.\*\*\***

## Incorrect Logo Use

Do not modify, enhance or change, break apart, or combine any other pieces with the official logo, including using different colors. The unmodified logo may be used when designing a specific event, holiday, or theme in the following ways: by placing the logo in front of, next to, or around another graphic, such as a ribbon or a flag.



# Judson ISD Quick Campus Branding Guide

Below are the official logos, colors, and hashtags for each campus.

Judson High School



#800101

#404040

#RocketPride

Wagner High School



#ef3225

#000000

#BringTheThunder

Veterans Memorial High School



#111f44

#e32126

#PatriotNation

Judson Early College High School



#005097

#4b701e

\*\*\*All four high school's official district logo are trademarked.\*\*\*

# Judson ISD Quick Campus Branding Guide

Below are the official logos, colors, and hashtags for each campus.

Judson Learning Academy



#FC4C02

#028ace

#75787B

#PenguinPower

Judson Middle School



#b71339

#ffffff

Kirby Middle School



#001535

#404040

Kitty Hawk Middle School



#006a31

#ffffff

#LegendaryFlyers

# Judson ISD Quick Campus Branding Guide

Below are the official logos, colors, and hashtags for each campus.

Metzger Middle School



#233e8c

#ffffff

Woodlake Hills Middle School



#640e0d

#ffffff

#WildcatFamily

Candlewood Elementary



#22397d

#ffffff

#CandlewoodEagles

Converse Elementary



#d1232b

#404040

#CougarPride

# Judson ISD Quick Campus Branding Guide

Below are the official logos, colors, and hashtags for each campus.

Copperfield Elementary



#6296a6

#d0ccc4

Coronado Village Elementary



#e81e29

#000000

Crestview Elementary



#b92133

#1f2f63

#CrayonsToCollege

Elof Elementary



#f0b11d

#1a4a92

#FullSTEAMahead

# Judson ISD Quick Campus Branding Guide

Below are the official logos, colors, and hashtags for each campus.

Escondido Elementary



#2f5496

#21b050

#fffd02

#HearUsRoar

Franz Leadership Academy



#980403

#071247

Hartman Elementary



#041941

#fbce18

#HartmanKnights

Hopkins Elementary



#ba2133

#1f2e62

#FlyingHighWithTheHawks

# Judson ISD Quick Campus Branding Guide

Below are the official logos, colors, and hashtags for each campus.

Masters Elementary



#1b2571

#ffffff

Miller's Point Elementary



#872023

#404040

Fine Arts Academy  
at Olympia



#1d326d

#ffffff

Park Village  
Blended Learning Academy



#03296b

#ffce00

#BulldogPride



# Judson ISD Quick Campus Branding Guide

Below are the official logos, colors, and hashtags for each campus.

Paschall Elementary



#00693c

#facc15

Rolling Meadows Elementary



#000000

#42bfe9

#d2b88b

**#AlwaysBeAWolf**

Salinas Elementary



#24408e

#82828a

Spring Meadows Elementary



#30984b

#f8cc15

**#Rangerland**

**#SoaringWithTheHawksOfSME**

# Judson ISD Quick Campus Branding Guide

Below are the official logos, colors, and hashtags for each campus.

Woodlake Elementary



#355E3B

#ffffff

Wortham Oaks Elementary



#6b3c63

#9a8d85

#ffffff

#TheFutureIsWOW



*Producing Excellence*

8012 Shin Oak Dr. | Live Oak, Texas 78233 | 210-945-5100 | [judsonisd.org](http://judsonisd.org)

[judsonisd.org/enroll](http://judsonisd.org/enroll)

 @judsonisd

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 @judsonisd\_official

 @judsonisd