



**COLLEGE  
STATION ISD  
BRAND  
GUIDELINES**



## OVERVIEW

These brand guidelines have been developed for use by the entire College Station ISD Community. These guidelines provide a framework for district branding that promotes consistency and outlines the standards for use of College Station ISD Logos. They are intended to provide a foundation for consistent visual communications about the district.

## **BRAND STANDARDS | USE OF LOGOS**

College Station ISD communicates our brand identity by presenting powerful and consistent logos and messaging. It is essential to establish a strong brand identity that helps to differentiate College Station ISD from surrounding school districts, and that helps to create a visual environment that generates excitement, promotes student engagement, and encourages school spirit.

The use of any College Station ISD brand elements must conform to approved standards as authorized by College Station ISD. Additionally, it is imperative that College Station ISD brand elements are properly used on all merchandise, web, printed materials, signage, etc. in a quality manner.

When using the College Station ISD brand elements, whether the for internal use, departmental use, organization use, public display, sale, or other distribution, all specifications for usage must be met and visually approved by an authorized party within College Station ISD.





## PRIMARY LOGO

The pictured logo is College Station ISD's primary logo. Please use the full color version in all applications, unless necessary to use other versions. The logo should always be presented with a cushion of at least 0.125" on all sides, and should never be stretched, compressed, split, or otherwise modified.

## INCORRECT LOGO USAGE



*Never stretch or compress*



*Do not rotate*



*Do not change saturation*

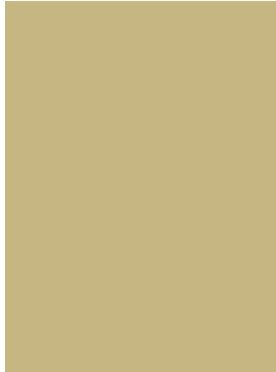


*Do not change color*



## ALTERNATE LOGO USAGE

- 1 Primary Logo
- 2 Stacked Logo
- 3 Badge
- 4 Primary Logo - Inverse
- 5 Stacked Logo - Inverse
- 6 Badge - Inverse
- 7 Department Logo
- 8 Department Logo - Inverse
- 9 Athletics Department Badge
- 10 Athletics Department Badge - Inverse
- 11 CVHS Badge
- 12 CSHS Badge
- 13 AMCHS Badge



### Gold

**PANTONE**  
4525 C

**CMYK**  
24,24,56,0

**RGB**  
198,182,130

**HEX**  
#C6B682



### Charcoal

**PANTONE**  
4287 C

**CMYK**  
0,0,0,90

**RGB**  
65,64,66

**HEX**  
#414042



### White

**PANTONE**  
WHITE

**CMYK**  
0,0,0,0

**RGB**  
255,255,255

**HEX**  
#FFFFFF



### Black

**PANTONE**  
BLACK

**CMYK**  
0,0,0,100

**RGB**  
0,0,0

**HEX**  
#000000

## BRAND COLORS

Gold, Charcoal, White, and Black are the official approved colors of College Station ISD and play a major role in supporting the core visual identity of the brand.

Gold and Charcoal are the primary foundation colors and should always be used in application where a single color predominates. White and Black should only be used as secondary accent colors.



# DISTRICT COMMUNICATIONS - EMAIL

College Station ISD employees shall follow the templates below for their email signatures. Please refrain from using alternative fonts not native to the district email client or brand guidelines. Adjusting colors and adding content such as social media icons, quotes and non-district approved logos is not permitted. CSISD employees located at schools may use their approved school logo in place of the district logo.



First Name Last Name  
Position/Title  
Campus/Department  
123-456-7890



First Name Last Name  
Position/Title  
Campus/Department  
123-456-7890



First Name Last Name  
Position/Title  
Campus/Department  
123-456-7890



*Name*  
**COLLEGE STATION**  
INDEPENDENT SCHOOL DISTRICT  
*Position/Campus*



*First Name Last Name*  
Position/Title  
Campus/Department  
123-456-7890



First Name Last Name  
Position/Title  
Campus/Department  
123-456-7890

*"One small step for man, one giant leap for mankind."*

# DISTRICT COMMUNICATIONS BUSINESS CARDS & LETTERHEAD

**First Name Last Name**  
**Job Title**  
**Campus/Department (optional)**



College Station Independent School District  
1812 Welsh Ave., College Station, TX 77840  
[www.csisd.org](http://www.csisd.org)

 123-456-7890  
 123-456-7890  
 [youremail@csisd.org](mailto:youremail@csisd.org)



Lorem ipsum odor amet, consectetur adipiscing elit. Curabitur lobortis maximus penatibus curabitur habitasse parturient. In nibh phasellus; inceptos fusce odio viverra habitant commodo. Magnis consectetur felis accumsan eget felis. Orci magna turpis volutpat ac purus iaculis. Pharetra ad mus bibendum litora donec hendrerit rutrum. Malesuada dolor semper mattis commodo pretium habitant ridiculus.

Ex ac congue congue posuere cubilia penatibus, pulvinar feugiat feugiat. Fermentum quis accumsan eros imperdiet gravida pellentesque magna. Vivamus ultrices vivamus parturient scelerisque ultricies ullamcorper sollicitudin. Luctus donec suscipit integer scelerisque felis augue. Finibus potenti ornare praesent habitasse auctor congue himenaeos euismod. Volutpat ex erat imperdiet, facilisi morbi vehicula. Fusce urna tristique pharetra auctor tincidunt, eget nostra dis habitasse.

Orci ante cursus arcu placerat nec. Blandit iaculis fermentum pharetra magnis; venenatis blandit vivamus. Consectetur magnis netus maecenas himenaeos ante fermentum ipsum. Faucibus integer gravida aptent integer quis ante. Arcu sem ac bibendum pharetra elementum pellentesque. Libero sem donec vivamus ridiculus porta in. Consectetur ante egestas odio pulvinar posuere tortor sed.

Lorem ipsum odor amet, consectetur adipiscing elit. Odio velit dictum quisque varius accumsan lectus dignissim amet finibus? Himenaeos mauris phasellus sem class tempor elementum mi nulla cubilia. Nec eu montes vestibulum non id leo quam et. Justo quam vehicula eget nisi a habitasse venenatis. Phasellus lectus tellus feugiat elit etiam tempor. Porta dui viverra imperdiet metus diam dictum et gravida.

Mattis pharetra dapibus tempor fringilla vel scelerisque vulputate. Volutpat ligula fames parturient adipiscing dignissim adipiscing eget. Morbi platea blandit curabitur rhoncus orci libero. Lacus fermentum tacerit at est congue. Fermentum elit inceptos montes ligula hendrerit cursus class habitant. Class nunc lorem facilisis eu, a himenaeos. Bibendum arcu praesent nibh, sociosque odio parturient. Elit cursus class inceptos consequat facilisis. Ipsum donec gravida potenti risus ultrices elementum. Lacus neque lorem iaculis ullamcorper quam ipsum himenaeos.

Sincerely,

First Name Last Name  
Title  
Campus/Department

**Your Name**  
Your Title  
Your Department/Campus

1812 Welsh Ave.  
College Station, TX 77840  
Your phone # -- [www.csisd.org](http://www.csisd.org)

Dr. Tim Harkrider  
Superintendent of Schools  
College Station ISD

