Galveston ISD
Brand & Style Guide

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INTRODUCTION

Welcome to the **Galveston ISD Brand Guidelines**, designed to ensure a consistent and unified presentation of our district's identity across all platforms and communications. These guidelines are essential for maintaining the integrity and professional image of Galveston ISD.

The principles in this style guide promote a flexible and cohesive brand identity for Galveston ISD.

The purpose of this guide is to:
- Reinforce our district brand and graphic identity
- Create a consistent experience across all communications
- Create a sense of community between our schools, departments, and district.

These guidelines are meant to facilitate best practices, and help users present communications in a way that reflects positively on Galveston ISD.

It is important to note that these style guidelines are a work in progress. This is a living document that will undergo changes. Please refer to the version number for the most up to date information.

MISSION & BELIEFS

To effectively use our brand, it is important to understand our mission, vision, and beliefs.

Mission: To educate, engage, and empower each student for a life of excellence.

Beliefs:
- We believe in the personal and professional growth of all individuals within our district.
- We believe that all environments should be supportive, safe, and secure.
- We believe in fostering a culture of high expectations and accountability.
- We believe in preparing students for lifelong learning and success in a global society.

As we strive to be a design forward thinking district, it is vital our brand embodies our vision, mission and beliefs.

LOGOS

MAIN LOGO

The main Galveston ISD logo is utilized across all official communications to represent the district's core identity. It is important our logo is used properly to effectively support our brand identity.

The following pages include guidelines for proper logo usage and also highlight our alternative logos.

LOGO DOS & DONT'S

The following guidelines help ensure the integrity of our district logo:

✓ CORRECT USES

- Ensure the logo is always clear and legible
- Maintain consistent use across all media
- As a rough guide, always leave suitable amount of clear space around the logo

✗ INCORRECT USES

- **Do Not Alter the Logo:** The logo must not be modified or distorted. This includes changing colors, adding effects, or altering the dimensions.
- **Do Not Overlap:** The logo should not be overlapped with other graphical elements or text. It must stand alone to maintain its integrity.
- **Avoid Busy Backgrounds:** Do not place the logo on visually busy or patterned backgrounds that can impair visibility and legibility.
- **Do Not Rotate or Flip:** The logo should never be rotated or flipped. It must be used in its standard orientation to maintain brand consistency.
- **Spacing Violations:** Avoid placing text or other elements too close to the logo. Adequate whitespace should be maintained around the full perimeter of the logo to ensure it is distinct and separate from other elements.

LOGO DOS & DONT'S

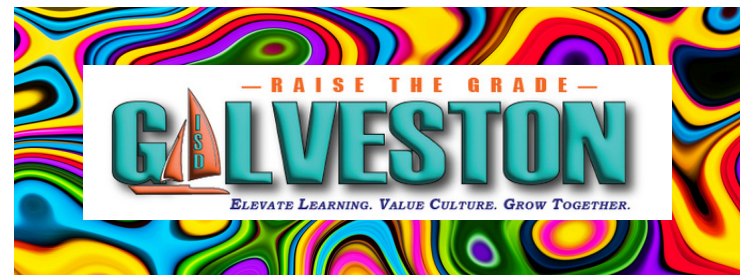**EXAMPLES OF INCORRECT LOGO USAGE**

Color Changes: Displaying the logo in unapproved colors that do not comply with the official color palette.

Distortion: Stretching or compressing the logo in a way that alters its original proportions.

Additions: Adding extra elements to the logo, such as shadows, outlines, or additional text.

Background Issues: Placing the logo on a busy photograph or pattern that makes it hard to distinguish.

ALTERNATE LOGOS

In addition to the main logo, alternate logo variations are available for use.

Please remember that the main logo should be used as the primary, but in instances where a pared down version of the logo is needed, the alternates are a good option to maintain brand consistency.

COLORS

OFFICIAL COLORS

Our official palette consists of three different colors.

Primary and secondary colors make up the colors used in our main district logo. Alternate colors are designed to provide creative flexibility.

COLOR TERMS
District and campus style sheets include the following values to describe color:

PANTONE
The Pantone color system is used for matching colors. The system ensures an exact match between different print jobs and even color representation on different surfaces and/or materials.

HEX
HEX or web colors are expressed as six digit formulas (including numbers and letters) that refer to RGB values displayed on a web page. HEX codes are used to display color for websites and other web content only.

CMYK
CMYK describes a specific printing process using cyan (C), magenta (M), yellow (Y) and black (K) to create any color combination. CMYK is mostly used for color printing jobs.

RGB
RGB describes colors used for displays or screens such as your phone, computer or TV. RGB (red, green, blue) colors should be reserved for content intended for screens such as websites, photographs or video.

PRIMARY COLOR
PANTONE 326
HEX: #22B8B2
CMYK: 82,0,3,28
RGB: 34,184,178

PRIMARY COLOR
PANTONE 165
HEX: #F26622
CMYK: 0,58,86,5
RGB: 242,102,34

PRIMARY COLOR
PANTONE 540
HEX: #002258
CMYK: 100,61,0,65
RGB: 0,34,88

TYPOGRAPHY

OFFICIAL TYPEFACE

The following official typefaces are used for district communications and branding. These typefaces and font families further enhance and support our district brand identity.

ROBOTO SLAB

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9

ROBOTO CONDENSED

A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9

CONTACT INFORMATION

Should you have concerns or questions regarding Galveston ISD's branding or its use, contact:

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