

SHELDON ISD

BRAND IDENTITY

GUIDELINES



LOGO & SEAL DISTINCTION

Sheldon ISD Seal

The Sheldon ISD seal should be utilized for authenticating official district documents, publications or other types of district correspondence.

To ensure the integrity of the district seal, here are a few helpful guidelines:

- Do not modify the seal's colors, content or graphic elements.
- Maintain the seal's proportions. The scale and size of the seal may be adjusted to fit the needs of the layout, but please do not stretch or distort it.

Note: The seal is not required for promotional or marketing materials. However, "Sheldon Independent School District" or "Sheldon ISD" should be prominently displayed.



Sheldon ISD Logo

The Sheldon ISD logo is the primary symbol of the district and should be utilized for promotional and marketing materials throughout the district.

To ensure the integrity of the district logo, here are a few helpful guidelines:

- Do not modify the logo's colors, content or graphic elements.
- Maintain the logo's proportions. The scale and size of the seal may be adjusted to fit the needs of the layout, but please do not stretch or distort it.



APPROVED SEAL COLOR USAGE



SHELDON BLUE
(R-0, G-22, B-127)
(C-100, M-75, Y-0, K-0)



REVERSED GRAYSCALE
(BLUE BACKGROUND)



BLACK
(R-0, G-0, B-0)
(C-0, M-0, Y-0, K-100)



REVERSED GRAYSCALE
(BLACK BACKGROUND)



APPROVED LOGO COLOR USAGE



SHELDON BLUE
(R-0, G-22, B-127)
(C-100, M-75, Y-0, K-0)



REVERSED GRAYSCALE
(BLUE BACKGROUND)



BLACK
(R-0, G-0, B-0)
(C-0, M-0, Y-0, K-100)



REVERSED GRAYSCALE
(BLACK BACKGROUND)





Acceptable color combinations
include all grey.

(R-164, G-169, B-173)

(C-37, M-27, Y-27, K-0)



Acceptable color combinations
include blue Word Mark, black
Slogan, grey angle marks.

Grey: (R-164, G-169, B-173)

(C-37, M-27, Y-27, K-0)

Blue: (R-0, G-22, B-137)

(C-100, M-84, Y-12, K-3)

Black: (R-0, G-0, B-0)

(C-0, M-0, Y-0, K-100)



LOGO ELEMENTS & UNDERSTANDING



Students

Symbolic, identifying mark that illustrates the district's mission and values.

Word Mark

Uniquely-styled type, text treatment comprised of colors.

Slogan

A catch phrase - or tagline - especially as used in advertising.

Pantone Matching System (PMS)

A set of standard colors for printing, each of which is specified by a single number.

CMYK (Cyan, Magenta, Yellow, Black)

CMYK is a color model in which all colors are described as a mixture of these four process colors. CMYK is also the standard color model used in offset printing for full-color documents. Because such printing uses inks of these four basic colors, it is often called four-color printing.

RGB (Red, Green, Blue)

RGB refers to a system for representing the colors to be used on a computer display. They can be combined in various proportions to obtain any color in the visible spectrum.

Hex (Hexadecimal)

Hexadecimal numbers, or "hex" numbers, are a base-16 number system used to define colors on web pages. A hex number is written from 0-9 and then A-F.



LOGO “DONT’S”



Avoid These Common Mistakes

PROPORTION

Do not alter, stretch or condense the logo or realign any of the logo components.

VARYING ELEMENTS

The logo should never be altered, modified, reproduced, reconfigured or recreated in any way. Do not add type or any other design element to the logo. Do not add department names to the logo.

MANIPULATION

Do not add other design elements to the logo (e.g., outlines, strokes, drop shadows, etc.).

CHANGES

Do not modify the color of the logo or add graphic elements.



TYPOGRAPHY / COLOR PALETTES

Typography

Our typographic style is strong, clear and professional.

Recommended Typefaces

Headlines

The primary typeface for headlines is Bitter Bold (upper/lower case). The size and weight should be prominent and clear in relationship to the body copy.

Sub-Headlines

The primary typeface for sub-headlines is Roboto Condensed Regular (upper/lower case).

Body Copy

Body copy should be Roboto Condensed (Arial may be used as a secondary option). For bold and italics uses, please use the bold and italic options for the typeface, rather than using the bold and italic defaults within an application (i.e., PowerPoint, Photoshop, etc.).

WORD MARK (SHELDON ISD)

Bitter Bold

WORD MARK (SLOGAN)

Roboto Condensed Regular

HEADLINE FONT (UPPER/LOWER)

Bitter Bold

SUB-HEADLINE FONT (UPPER/LOWER)

Roboto Condensed Regular

BODY COPY*

Roboto Condensed Bold

Roboto Condensed Light

Roboto Condensed Italic

* – Arial may be used as a substitute

Sheldon ISD Blue
(primary)

Sheldon ISD White
(primary)

Sheldon ISD Gray
(secondary)

PANTONE BLUE 286C

C: 100 M: 84 Y: 12 K: 3

R: 0 G: 22 B: 137

HEX: #001689

PANTONE WHITE

C: 0 M: 0 Y: 0 K: 0

R: 255 G: 255 B: 255

HEX: #ffffff

PANTONE 429

C: 37 M: 27 Y: 27 K: 0

R: 164 G: 169 B: 173

HEX: #a4a9ad



SHELDON ISD

Where Vision Becomes Legacy

www.sheldonisd.com

BUSINESS CARDS / SIGNATURES

Business Cards

Official district business cards are provided to district administrators and are available through the Sheldon ISD Communications Department.

Please email communications@sheldonisd.com or call 281-727-2000 for additional information.



BUSINESS CARD - FRONT

Email Signatures

The purpose of maintaining uniform email signatures is to strengthen the district's overall brand and visual identity.

How to Create Your Email Signature

Open any district Outlook email and look for the email signature at the bottom of the message. Select and copy all of the email signature —> go to “settings” icon located toward the top right-hand portion of the email box —> click on “View all Outlook settings” —> select “Compose and Reply” —> paste the contents into the Email signature area —> edit any/all necessary fields —> Make sure “Auto include my signature on new messages I compose” is checked —> and finally click “Save.”



SAMPLE EMAIL SIGNATURE



SOCIAL MEDIA

Follow Recommended Standards

Sheldon schools, divisions, departments, programs and members of the community should follow recommended standards when setting up new accounts for Facebook and Twitter.

Username

When choosing a Facebook or Twitter username, add “Sheldon ISD” before your department or organization and establish a consistent naming convention across all of your social media channels. Avoid the use of dashes, underscores or special characters.

Bios

Make sure to write a short summary that clearly describes what your department or organization is, and include helpful links and contact information. This helps users identify your page or profile as the official social media channel of your organization.

Be Professional

Be respectful of all individuals, races, religions and cultures. How you conduct yourself in the online social media space not only reflects on you — it is also a direct reflection on Sheldon ISD. The nature of social media often gravitates toward a more casual and relaxed tone, but it’s important to keep your communications professional, just as you would strive to do in emails or other business messages. Be honest about who you are and fully disclose any affiliation you have with Sheldon ISD. Do not disclose anything that contains confidential, proprietary, personal or private information about Sheldon ISD, its employees, students, affiliates, vendors or suppliers.

Handling Inappropriate Posts

It is important to remember that everyone has the right to share his/her opinions, whether positive or

negative. However, Sheldon ISD social media sites are for official Sheldon ISD activities and must comply with Sheldon ISD’s policies prohibiting discrimination and harassment. For any post that involves the promotion of violence, or is are believed to be discriminatory, harassing, defamatory or obscene, do the following:

- Do not respond to the post.
- Print and save a copy of the post for your records (also include the date when it was originally posted and who posted it).
- Notify your immediate supervisor.
- Consult with Sheldon ISD officials as to the appropriateness of removal of the post and taking further action.

No Endorsements

Any advertising, promotion or overtly favorable acknowledgment or endorsement of third-party products and services is not permitted. Many additional policies and legal requirements can apply if you will be using social media for purposes such as human subjects research, fundraising, political, whistleblower or volunteer activity. Please be sure to understand these requirements first.

Respect Copyright Laws

It is critical that you show proper respect for the laws governing copyright and fair use of copyrighted material owned by others, including Sheldon ISD’s own copyrights and brands. It is good general practice to link to others’ work rather than reproduce it.

Be Supportive

We encourage you to support each other’s social efforts and collaborate whenever possible to show solidarity among all Sheldon ISD schools, divisions, departments and programs and share content when it is appropriate across your district social media channels.





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