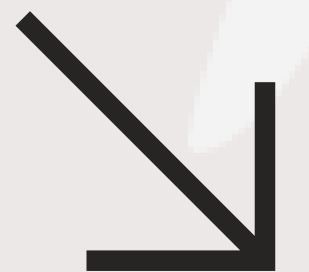


PRESENTATION BY
WALLER ISD COMMUNICATIONS

WALLER INDEPENDENT SCHOOL DISTRICT

BRAND GUIDELINES 2023

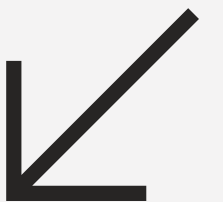
BRAND GUIDELINES



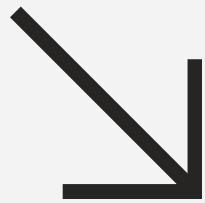


INTRODUCTION

A Brand Guideline is essentially an instruction manual on how a brand should be communicated. As we grow we want to build a more professional and cohesive look throughout the district.



LOGO GUIDE



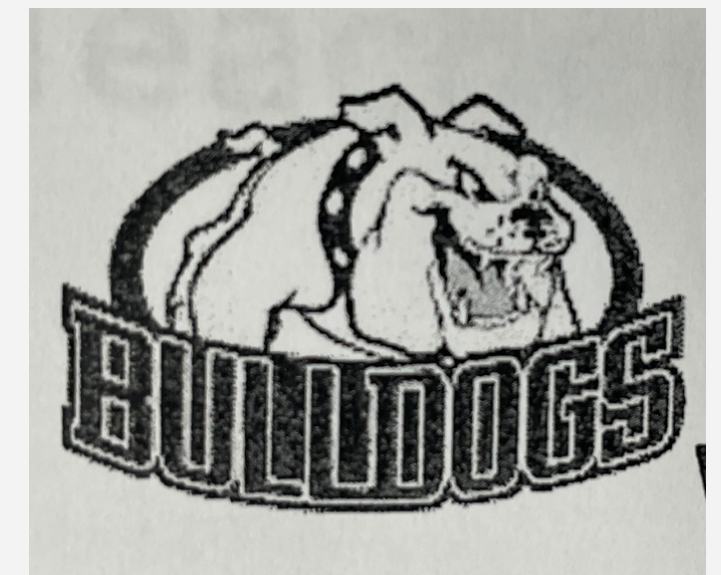
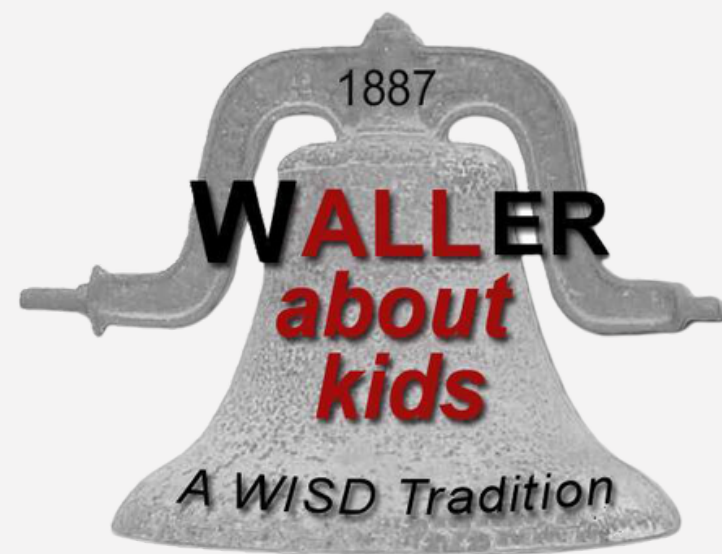
**As our district grows we will move away from having the Bulldog as a districtwide mascot and incorporate the "Waller ISD" logo more.*

WALLER INDEPENDENT SCHOOL DISTRICT

BRAND GUIDELINES 2023

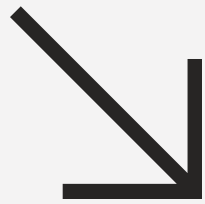
DO NOT USE!

Logos including but not limited to...



**Please delete any files that are not the official district Waller and Bulldog logo
Only official logos and graphics approved by Waller District Administration may be
used on any district apparel or materials (electronic or printed).*

COLOR PALETTE



RGB
99, 12, 13

#630C0D
Waller Maroon

RGB
65, 64, 66

#414042
Waller Gray

RGB
0, 0, 0

#000000
Black

THANK YOU FOR YOUR STEWARDSHIP AND ASSISTANCE
IN MAINTAINING A STRONG WALLER INDEPENDENT SCHOOL DISTRICT BRAND.

***FOR QUESTIONS, ACCESS TO LOGO FILES OR TO REQUEST A LOGO FOR YOUR DEPARTMENT PLEASE
CONTACT COMMUNICATIONS@WALLERISD.NET.***

Waller
Independent School District

Waller ISD Communications