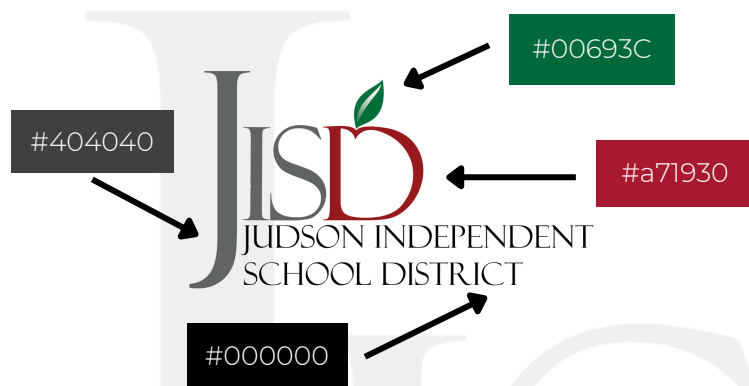


JUDSON ISD QUICK BRANDING GUIDE

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

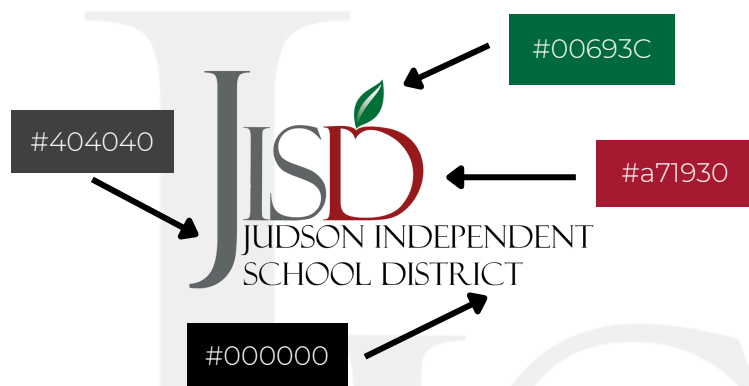
 @judsonisd

 @judsonisd_official

 @judsonisd

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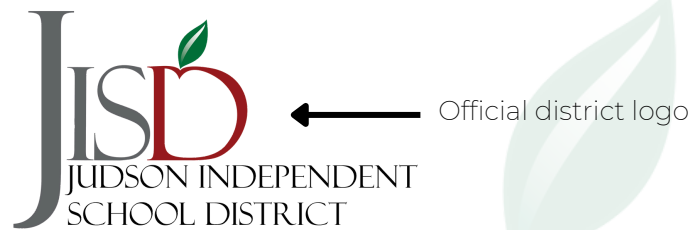
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Judson ISD Quick Branding Guide

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

Cibolo Creek
Middle School



#473A59

#903934

#CC9146

Judson Middle School



#b71339

#ffffff

Kirby STEM Academy



#001535

#404040

Judson ISD Quick Campus Branding Guide

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

Kitty Hawk Middle School



#006a31

#ffffff

#LegendaryFlyers

Metzger Middle School



#233e8c

#ffffff

Woodlake Hills College Prep



#640e0d

#ffffff

#WildcatFamily

Candlewood STEM Academy



#22397d

#ffffff

#CandlewoodEagles

Judson ISD Quick Campus Branding Guide

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

Converse Elementary



#d1232b

#404040

#CougarPride

Copperfield Elementary



#6296a6

#d0ccc4

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

#ffffd02

#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

Selma Elementary School



#0f2541

#44623e

#Rangerland

Judson ISD Quick Campus Branding Guide

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

Spring Meadows
College Prep Academy



#30984b

#f8cc15

#SoaringWithTheHawksOfSME

Woodlake Elementary



#355E3B

#ffffff

Wortham Oaks Elementary



#6b3c63

#9a8d85

#ffffff

#TheFutureIsWOW



Producing Excellence

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 @judsonisd

 @judsonisd_official

 @judsonisd