

CROSBY INDEPENDENT SCHOOL DISTRICT



CROSBY ISD BRAND GUIDE 2025-26

ABOUT US

Crosby ISD serves the needs of more than 7200 children in the communities of Crosby and Barrett in East Harris County. Our mission is to produce literate, responsible citizens capable of learning and applying academic and social skills successfully in any life setting.

It is vital that we tell the world the great things happening in Crosby ISD. The Crosby ISD Communications Department serves in a support role to the schools and the District in communicating information to the public.

Executive Director of Communications and Community Relations, Mrs. Katrina White, can be reached at the Communications office at 281-328-9200.

You can contact the Communications Team at Communication@crosbyisd.org

COUGAR **COMMUNITY
STUDENTS
STAFF**
**EXCELLENCE
SERVICE** COMMITMENTS



BRAND STANDARDS

WHAT DOES "BRAND" MEAN

- "Brand" originates from the method cattle ranchers use to distinguish their animals from the cattle of other ranchers. A brand differentiates one company from another. A brand is associated with an organization's reputation, or how it is perceived by the public.

THE CROSBY ISD BRAND

- It is vital to protect, maintain, and elevate the brand of Crosby ISD. Our brand reflects our all-around standard of excellence in academics, athletics, and the arts. In displaying our traditional red and white colors, as well as the official Cougars mascot, we celebrate the rich history of our school District and carry it on toward a promising future.
- To maintain this connection, it is imperative that all staff members utilizing any of the Crosby ISD brand logos follow guidelines to maintain our brand standards.

LOGO USAGE

- Principals all have access to approved logos and designs in Google Drive.
- Do not use non-approved versions of any District logo, alter any portion of the brand elements, or use the logo or elements in non-approved colors.
- If you notice anyone in your building is using an old logo or a logo that is not of high quality, please make sure you let them know and ask them to remove the logo.

BRAND COLORS

- Red and white. Please avoid deviating from this traditional color scheme for uniforms, t-shirts, fashion gear, signs, banners, etc. Gray is allowed as long as gray is not the prominent color.



APPROVED LOGOS



Red Cougar Head



White Cougar Head



Cougar Half Moon



Revised Seal as of 2023



Cougar in Texas



Cougar in Texas

2025-26 THEME

COUGAR

EXCELLENCE
SERVICE

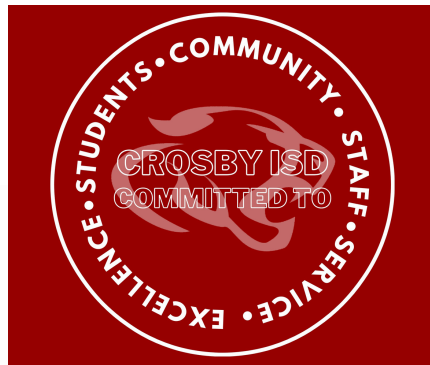
COMMUNITY
STUDENTS
STAFF

COMMITMENTS

No School Year
(Rectangular)



Circular
(Gray Scale
background)



Circular
(Red Scale
background)



Circular
(Gray Scale
background /
No Cougar Head)



(Square /
Listing)



2025-26 THEME



25-26 Commitment
(Circular with Students centered)



BRAND COLORS

Crosby ISD's official colors
are Red and White.

Specifically, the Red is
#9b0000 Dark Red.

(Specifications here: www.colorhexa.com/9b0000)
(Closest approximation for Pantone PMS color
is #A6192E [187C])

#767676

(ADA Compliant accent gray color)

Shirts are allowed to be
red or white. Gray may be used as
an accent color in graphics only. It
cannot be a prominent color.



BRAND FONT

Crosby ISD's official font
is **Libre Baskerville**.

This font is featured in
the official Crosby ISD seal.



CROSBY ISD PARENTSQUARE GUIDELINES

- No more than 1 post per day from school or the district (except in cases of emergency).
- Optimal times of the day
 - Evening is best when people are home. By 5pm is best to ensure your post makes the daily 6pm digest.
 - Never override digest unless URGENT/Emergency (i.e. Secure Mode, etc.)
- No posts from outside organizations unless they have prior approval from Communications office.
- Weekly District communications
 - Sunday - Cougar News Now newsletter will move to ParentSquare



LOGO DON'TS

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 anyway.

Do not add type or any other design element to the logo.

MANIPULATION

Do not add department names to logo.

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

CHANGES

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



LOGO DON'TS

LEGIBILITY

When placing a logo on a dark background or photograph utilize the white version. Do not place the logo on busy areas of the photograph that may compromise legibility.

SPECIAL CONSIDERATIONS

Refer to the brand color palette when designing materials, such as shirts, flyers, posters, etc. When designing materials for an event or campaign such as a holiday party or a national campaign, colors outside of the brand color palette (gray) may be used with discretion. In doing so, use the white logo on the materials.



PROFESSIONAL STAFF PHOTOS

Photos of Crosby ISD staff and Board members should be shown with members in professional dress whenever posting official communication or on any official social media or web page belonging to the district or campus.



Superintendent Patterson



President Kea Lynn Lewis



Vice President Jennifer Roach



Secretary Heather Barrett



Assistant Secretary Karen Thomas



Trustee JR Humphries



Trustee Lisa Kallies



Trustee Phillip Chapman



PROFESSIONAL STAFF PHOTOS (CONT)

Photos of Crosby ISD staff members should be shown with staff members in professional dress whenever posting official communication or on any official web page belonging to the district or campus.



FIRST IMPRESSIONS

COMMUNICATING EFFECTIVELY WITH THE PUBLIC

• CUSTOMER SERVICE

- Education professionals are responsible to our clients and stakeholders. Those clients/stakeholders are: students, parents, guardians, fellow staff members, community members, and taxpayers.
- Treat others as you would like to be treated when you have a question or concern. You may be the first and only contact a caller/parent has with your school. Make it a good one. That will impression will stay with them long after that short call is completed.

• GREETING THE PUBLIC

- The front office staff is responsible for setting a positive tone for the rest of the building. Always keep your eyes and ears open for issues that could be of interest or concern to the public.
- Greet each visitor as they enter the front desk area
- Make sure your office staff knows the location of any scheduled conference or meeting as guests arrive.

• TELEPHONE ETIQUETTE

- When the phone rings, answer promptly (before third ring, if possible).
- Before picking up, discontinue any other conversation or activity that can be heard by the caller.
- Speak clearly and distinctly in a pleasant tone of voice. The caller doesn't care how stressful the day has been. They want your undivided attention for their concern or issue.
- When transferring a call, be sure to explain you are transferring the call & why.

• EMAIL ETIQUETTE

- All email messages are public records. Refrain from saying anything you would be embarrassed to have read in a courtroom, in a newspaper, or on the news.
- Use proper punctuation and grammar, just as you would for any official communication.
- Attempts at humor or sarcasm in email are easily misinterpreted. Keep the content and tone of your message professional.
- Be aware of personal information which could identify a student.

• VOICEMAIL ETIQUETTE

- If you are in charge of the voicemail box for your school, change the greeting regularly to include timely, relevant messages about upcoming events. Also, include a mention to visit the school and/or District website.
- Respond to voicemails within 24 hours. Callers deserve the courtesy of a reply, even if it is just to ask for more time to research their concern.



NEWSLETTERS

NEWSLETTER EXPECTATIONS

- Each school keeps students, families, and staff members informed by regularly sharing newsletters throughout the school year. Frequency may vary between internal and external newsletters, but newsletters should be consistent (weekly, every other week, monthly).
- Smore is an online tool with an easy-to-use drag and drop interface used to create online newsletters.
- The District newsletter, "Cougar News Now," is sent out weekly from the communications office to all staff and parents through District email and social media platforms.
- Building administrators are responsible for overseeing their school's newsletters. coordinating with departments, and groups on submission of content, and ensuring all staff members know what information to submit for newsletters, and how and when to submit it.

ENGAGING NEWSLETTER CONTENT

- *External Parent Newsletter*
 - Calendar with upcoming events; lunch menu; photos of theme days and other events; Staff Spotlights; Alumni Updates; a message from the Principal; information on student resources; updates on projects or changes around the building; information for parents on attendance.
- *Internal Staff Newsletter*
 - Calendar with upcoming events; staff birthdays; meetings; theme days; video from events; awards; shout-outs to staff; schedules; announcements; links; Professional Development opportunities; Staff Spotlights; birth announcements; wedding announcements; celebrations of personal and/or professional milestones; inspirational quotes.





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CROSBY ISD