RYSS

MARKETING & COMMUNICATIONS TOOLKIT

TEJANO CENTER ★ ESTABLISHED 1992 ★

Raul Yzaguirre Schools for Success Brand Toolkit

Brand Guidelines & Procedures

INTRODUCTION

This document is designed to provide guidelines and assets to ensure consistent and impactful brand representation for our organization. By adhering to these guidelines, we can reinforce our identity, enhance recognition, and effectively communicate our mission and values to the community.

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Brand Essence
Mission

RYSS

START WITH US.
GROW WITH US.

OUR MISSION

We the faculty, staff, family, and community of Raul Yzaguirre Schools for Success, have committed ourselves to providing and obtaining the highest standard of education in a culturally relevant setting.

The pursuit of excellence is aimed at developing self-respect and pride among our students. Our ultimate goal is for them to become critical thinkers and lifelong learners.

Brand Essence
Vision



RYSS

OUR VISION

RYSS will be the gold standard for excellence in community-based education by graduating college-bound, civic-oriented leaders.

Brand Essence
(Our Story)

Founded in 1996, the Raul Yzaguirre School for Success (RYSS) was one of the first open-enrollment charter schools approved by the Texas State Board of Education. By establishing RYSS, Tejano Center for Community Concerns worked to provide a college preparatory educational experience for children of the center's surrounding neighborhoods in southeast Houston. Today, RYSS continues its commitment to the success of every student, regardless of his/her academic or economic background, by offering a superior college preparatory experience, with the goal of having every student enter and graduate from a four-year university.

We have successfully expanded our operation and our reach to a combined enrollment to more than 1,500 at our seven campuses.

- BRYSS Academy (Brownsville, Grades PreK 4 - 8)
- Leonel Castillo STEM Early Childhood Academy (Houston, Pre-K 4 - Kinder)
- PSTEM Academy (Houston, Grades PreK 3 - 5)
- North East STEM Academy (Houston, Grades 6 - 8)
- Early College STEM Academy (Houston, Grades 6 - 8)
- Early College T-STEM Academy (Houston, Grades 9 -12)





Our Core Values (ICARE)

Integrity

Doing the right thing by being trustworthy, fair, honest, and ethical.

Collaboration

Committing to collaboration and mutual accountability through teamwork that strengthens our organization and community.

Respect

Considering the needs of one another, recognizing others' differences, and always assuming positive intent.

Accountability

Taking responsibility and fulfilling individual and organizational obligations through integrity and follow-through.

Empowerment

Developing leadership in our staff and stakeholders and recognizing their voices to effect change.

Our Brand Messaging

WE EDUCATE. WE EMPOWER. WE TRANSFORM LIVES.

Our Tagline

Start With Us. Grow With Us.

Our Handles

Facebook: ryssonline
Instagram: ryssonline

Brand Elements
(LOGO)

Our logo is the visual representation of our organization. Employees are required to use the provided logo files and follow the guidelines outlined in the Logo Usage section to maintain consistency across all platforms.



This is our approved logo. If you need a whole white, grey or transparent version please contact the marketing team.

Important Reminders
BE COMMITTED TO THE RULES.



DO NOT change the color. Use colors in the palette.

DO NOT change the proportions of the logo

DO NOT add shadow or any effects.

To download the most updated version of our logo please visit: bit.ly/TCCClogo

Our Color Palette

HEX AND PANTONE VALUES

Our brand colors reflect the vibrancy and diversity of our community. Use the specified color codes in all communications to maintain a unified visual identity.

HEX CODE #266390 **RGB: 38 99 144**

HEX CODE #1f964c **RGB: 31 150 76**

HEX CODE #70ad71 **RGB: 112 173 113**

HEX CODE #488582 **RGB: 72 133 130**

HEX CODE #000000 **RGB: 0 0 0**

HEX CODE #FFFFFF **RGB: 255 255 255**



Typography Rules

HOW WE PRESENT OURSELVES

Our chosen fonts reflect professionalism and readability. These are the only approved fonts for all text in communications materials.

Futura Bold (titles)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

A brown fox jumps over the lazy dog
A BROWN FOX JUMPS OVER THE LAZY DOG

Gill Sans (Subtitles)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

A brown fox jumps over the lazy dog
A BROWN FOX JUMPS OVER THE LAZY DOG

Arial (Body)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

A brown fox jumps over the lazy dog
A BROWN FOX JUMPS OVER THE LAZY DOG

Brand Guidelines
(Photography)







On-brand photography is a powerful tool for conveying our brand's essence and connecting with our audience. Here are some guidelines and tips to ensure our photography stays true to our brand:

1. Consistency is Key: Maintain a consistent visual style across all photography, aligning with our brand's aesthetic and values.

2. Reflect our Brand Personality: Capture images that reflect the personality and tone of our brand, whether it's playful, professional, or adventurous.

3. Color Palette: Use our brand's color palette prominently in photography to reinforce brand recognition and consistency.

4. Composition and Framing: Pay attention to composition and framing to create visually appealing images that draw the viewer in and tell our brand story effectively.

5. Authenticity: Aim for authenticity in our photography, showcasing real moments and genuine emotions that resonate with our audience.

6. Audience Consideration: Keep our target audience in mind when selecting subjects and settings for our photography to ensure relevance and connection.

7. Use of Brand Elements: Incorporate brand elements such as logos or products subtly and naturally within the photography to reinforce brand association.

8. Please make sure that the images are not blurry and the device you are using has a good quality of at least 8 Megapixels.

By following these guidelines and tips, we can ensure that our photography consistently reinforces our brand identity and strengthens our connection with our audience."

Brand Guidelines
(Photography cont.)







SUBJECT

We don't look for spotlights, we want the real stars to be part of the frame. We want to capture our impact in the community and our teamwork while we Make It Happen Together

COMPOSITION

Please make sure that no one is left out. Avoid too much ceiling or too much floor. Also aim for a balanced photo with no heads cropped or messy backgrounds.

TONE

Depending on the event, our tone is playful, professional and passionate. If you are capturing an impact story, please be respectful with the testimony and procure a serious ambient.







Marketing Assistance

PROCESS FOR MARKETING & COMMUNICATIONS COLLABORATION

1 CONTENT Submission

Submit your content request to the Marketing & Communications team, ensuring that you provide the following details:
Type of content: Choose from options like Digital (social media post, video, story, reel, newsletter entry) or Print (materials, measurements, etc.).
Submission Deadline: Requests should be submitted at least 2 weeks in advance.
Essential Elements: Include a caption, hashtags, locations, collaborators (mentions), and event date/time.

2 INITIAL Review

Your request will be reviewed within 48 hours. Please note that all content (video/photo/flyer) must meet the Tejano Center Standard to be considered for posting. Content that does not meet this standard may not be posted. Content and text may be edited to align with the Tejano Center Standard.
Ensure that any quotes or articles included have proper citations for appropriate credit.

3 REQUEST Verification

Once your request is verified, the responsible party will be contacted by the Marketing team. A timeline will be established, with a scheduled meeting within a week to discuss the request further.

4 CONTENT Creation

The content creation process begins, encompassing both content creation and digital marketing strategies.

5 MARKETING Team Review

The created content will be shared with the Marketing Team for collective review and input.

6 CONTENT Editing

Edits can be requested after all project stakeholders have reviewed the content.

7 DIRECTOR Review

The content will be revised by the Marketing Director and Outreach Director to ensure alignment with objectives and quality standards.

8 FINAL Approval

The content is finalized upon written approval from the Marketing Director and all involved project stakeholders.

9 CONTENT Distribution

The approved content will be shared digitally or sent for printing, based on the chosen content type.

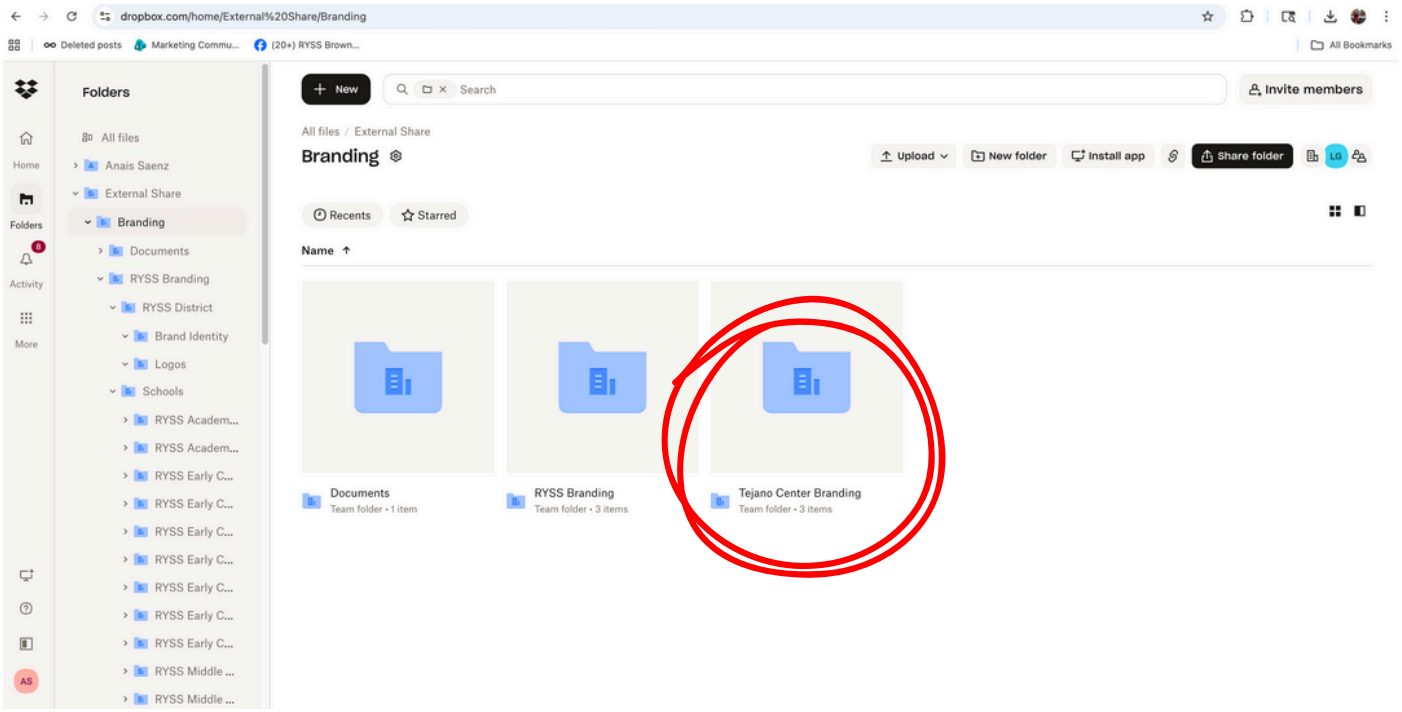
10 CONTENT Archiving

The completed creation is filed and archived for future reference.

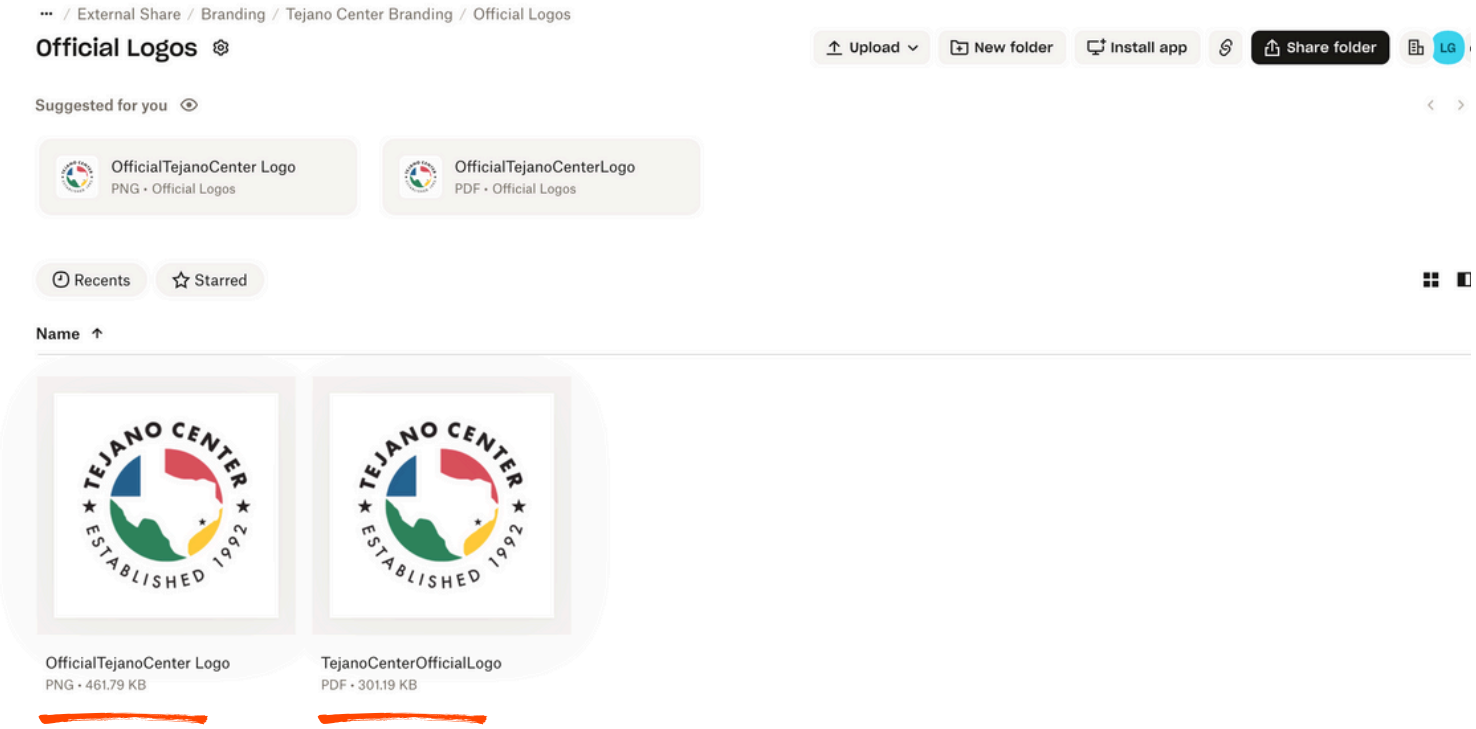
TEJANO CENTER FOR COMMUNITY CONCERNS

Branding on Dropbox

Click on the Dropbox link. You should see 3 folders: RYSS Branding, Tejano Center Branding, and Documents. For this example, I am clicking on Tejano Center Branding.



For this example, I am clicking on Tejano Center Branding.
It includes a PDF and PNG file. Download them and happy editing!



Thank you for your commitment to upholding the Raul Yzaguirre Schools for Success brand identity.
Together, we can make a lasting impact on our community.

Contact Us

HAVE ANY QUESTION?

For any inquiries related to brand usage or additional brand assets, please contact our team:



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