



MIDLAND INDEPENDENT SCHOOL DISTRICT

BRAND BOOK

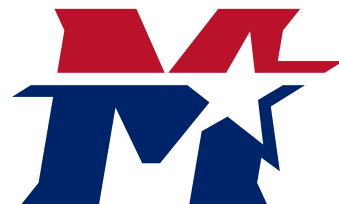


DISTRICT LOGOS

READ FIRST - LOGO USAGE GUIDELINES

- Please request specific logo files by sending an email to communications@midlandisd.net with a brief explanation of how you intend to use them.
 - Logos are available in multiple file types. The .png files are best for general use.
 - DO NOT edit the logos in any way other than resizing them.
 - DO NOT stretch or squash the logos. Only resize them in a way that maintains their original proportions.
 - DO NOT create new logos from existing logos without consulting the Communications department first.
 - DO NOT add a background color to any logos.
 - Only use the district's official logos. DO NOT substitute a logo for a similar looking image.
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This section contains logos for Midland ISD. See the next page for the full catalogue.



DISTRICT BRANDING

PRIMARY LOGOS



Note that the "Seal" logo is not available in all white.

LETTERMARK LOGOS



ADDITIONAL LOGOS



COLORS

Hex: #BA122B
PMS 200
RGB: 72.94, 7.06, 16.86
HSL: 351°, 82, 40
Wavelength: 620.37 nm

Hex: #002469
PMS 281
RGB: 0.0, 14.12, 41.18
HSL: 219°, 100, 21
Wavelength: 470.09 nm

PRIMARY FONT

ARIAL

ARIAL BOLD

ARIAL ITALIC

ARIAL ITALIC BOLD

DISTRICT BRANDING

ADDITIONAL FONTS

Montserrat may be used as headings.

MONTSEERRAT

MONTSEERRAT BOLD

MONTSEERRAT ITALIC

MONTSEERRAT ITALIC BOLD

Brittany

Brittany may be used as an artistic typeface.

SLOGANS

MISD's Board of Trustees has approved mission and vision statements to tie together our common purpose.

MISSION STATEMENT

All students will graduate college, career, or military ready.

The mission statement is typically displayed in bold and italics.

VISION STATEMENT

Educating the Future with Excellence

The vision statement is typically displayed in title case using the Brittany typeface.

HASHTAGS

The district uses a variety of hashtags on social media to coincide with and reinforce our campaigns and initiatives.

CAMPAIGNS

#ExcellenceinAction

#MISDProud

INITIATIVES

#StudentExperience

#GrowAndDevelop

#EngageAndAct

DISTRICT RESOURCES

EMAIL SIGNATURES

Staff can make customized email signatures by using the [template](#) provided by the district. Please note that you must be signed in to your district Google account to access the template.



Communications Department

communications@midlandisd.net
432-240-1040
615 W Missouri Avenue
Midland, TX 79701

POWERPOINTS

A variety of PowerPoint templates have been developed for district use and are available through Google Slides. Please make a copy of the appropriate template, and edit the duplicate as needed. Contact the Communications Department for more information.

LETTERHEADS

Standard letterheads have been created for various departments across the district. To obtain a template of letterhead for your department, contact the Communications Department at communications@midlandisd.net.

CONTACT INFORMATION

Midland ISD's Communications Department maintains the district's branding standards. To ask questions, offer suggestions, or have materials customized for your need, please email communications@midlandisd.net.

