ROPES INDEPENDENT SCHOOL DISTRICT

Branding Guidelines

We Build Lives. We Build Hopes. We Build Dreams.













The Ropes ISD Logo

The Ropes ISD logo is a symbol of our district's brand and commitment to the staff, students and community we serve.

Guided by the district's mission that "we build lives, we build hopes, we build dreams" our branding is meant to be bold and strong.

Maintaining the integrity of our brand is key in achieving that mission.

This branding resource is a tool to provide our staff with ways to correctly brand our district materials and provide direction in keeping the use of our brand consistent.

All questions or concerns about our branding and related branding files can be addressed by contacting the Superintendent Dade Cosby at dcosby@ropesisd.us.

Ropes ISD Logo Standards

The Ropes ISD logo is the identifying symbol for the district's graphic communications. Its form cannot be altered, and it may be reproduced only in its existing colors or in black or white.

You may not change the colors of any portion of the logo, or alter or distort the logo in any way outside of the variations described above. Be careful when manipulating the logo in a document so that it is not stretched or condensed. Compare the logo you are working with to a copy of the logo that you know is an accurate version. Acceptable and unacceptable uses are shown below.

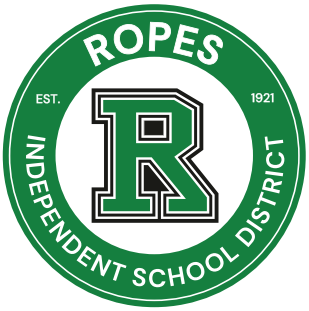
If you need the district logo for a particular application, or vendor, or have any questions concerning the use of this logo, please contact the Superintendent Dade Cosby at dcosby@ropesisd.us.

Download logo files

Full Color Primary Logo



Full Color Seal



Full Color Primary Logo *(for Athletics)*



Full Color Secondary Logo *(for Athletics)*



Unacceptable Uses



Alteration of logo color outside the palette



Placement of logo on backgrounds that impact visibility

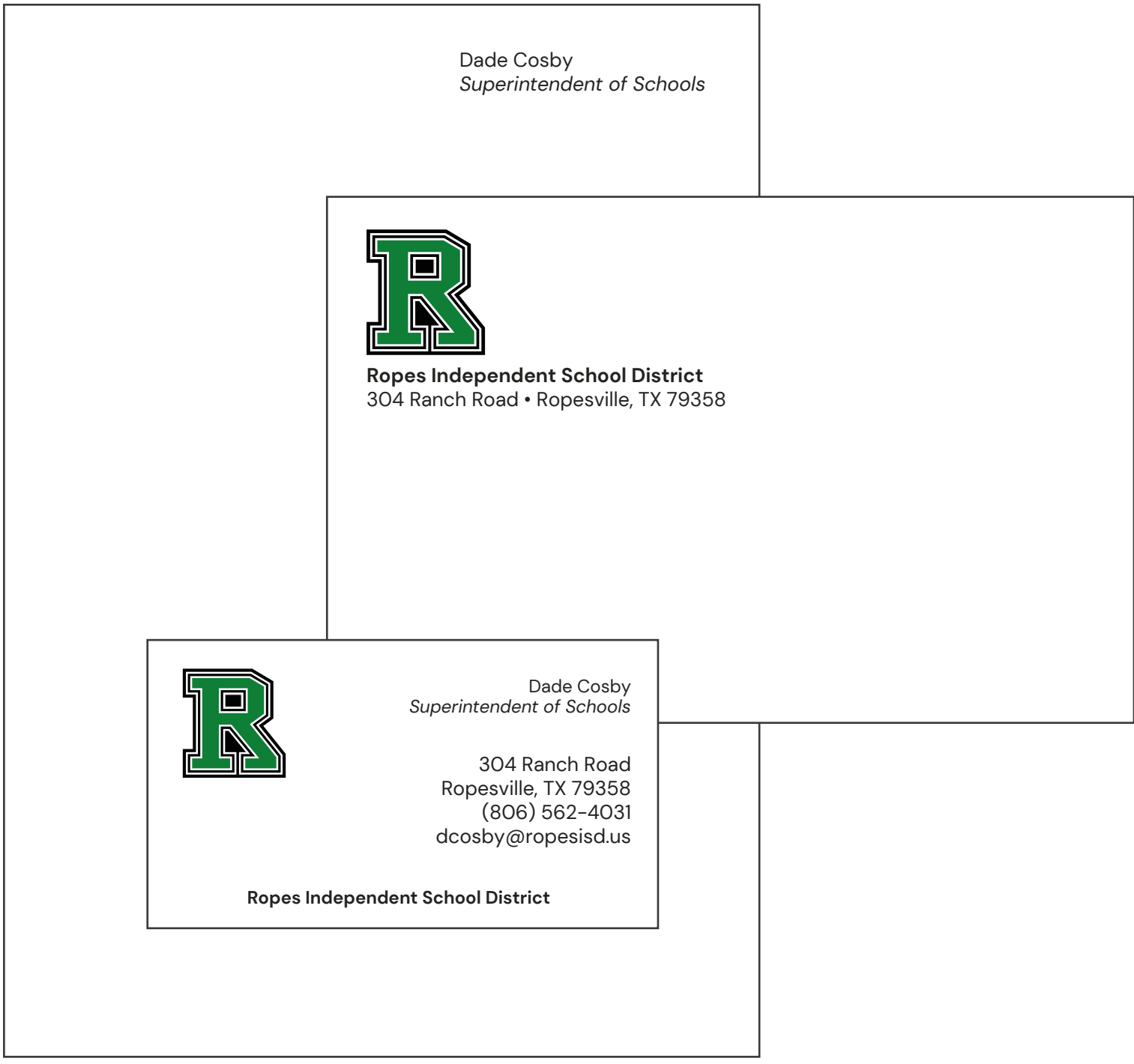


Stretching logo out of proportion

Ropes ISD Stationary System

All orders for stationery, envelopes, business cards, note cards and mailing labels should be directed to Superintendent Dade Cosby at dcosby@ropesisd.us.

Variations on the official stationery or business card style, or re-creations of those designs by an outside design or printing firm without the approval of leadership are not permitted. Examples of acceptable uses are shown below.



Ropes ISD Color Palette

The Ropes ISD color palette and their identifying color numbers are listed below.

You are asked to use the primary colors when creating items for and about the district. Colors in the secondary expanded palette that appropriately mesh with the primary color palette are acceptable and should be used with discretion as accent colors.

For shirt printing, there is more flexibility when it comes to the colors used, and it is asked that you use your discretion to ensure that the district's branding is still legible and in alignment with the brand, regardless of what shirt color is used.

If you have a question about color usage, please contact the Superintendent Dade Cosby at dcosby@ropesisd.us.

NOTE: Pantone Matching System (PMS) color codes are to be used for professional printing services where Pantone colors are required. CMYK codes are typically used for items that will be physically printed and distributed. RGB codes and Hex codes will be the most utilized, and are typically used for items that will be distributed digitally.

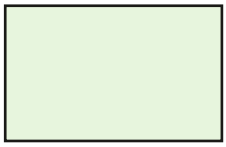
Primary Palette



Pantone - 356 C
R - 15 G - 126 B - 55
C - 88% M - 0% Y- 56% K - 51%
HEX - #0f7e37



R - 255 G - 255 B - 255
C - 0% M - 0% Y- 0% K - 0%
HEX - #ffffff



Pantone - 9544 C
R - 231 G - 245 B - 221
C - 6% M - 0% Y- 10% K - 4%
HEX - #e7f5dd



R - 0 G - 0 B - 0
C - 0% M - 0% Y- 0% K - 0%
HEX - #000000

Secondary Expanded Palette



Pantone - 656 U
R - 229 G - 236 B - 245
C - 7% M - 4% Y- 0% K - 4%
HEX - #e5ecf5



Pantone - 4145 C
R - 47 G - 57 B - 77
C - 39% M - 26% Y- 0% K - 70%
HEX - #2f394d



Pantone - 2157 U
R - 124 G - 149 B - 176
C - 30% M - 15% Y- 0% K - 31%
HEX - #7c95b0



Pantone- Cool Gray 1C
R - 235 G - 236 B - 237
C - 1% M - 0% Y- 0% K - 7%
HEX - #ebeced

Ropes ISD Typefaces

The correct use of typography/font is also a critical component of brand consistency. The typefaces shown below are approved as primary fonts on all publications and items concerning Ropes ISD. Bitter and DM Sans are the official district typefaces. If you have a question about font usage, please contact the Superintendent Dade Cosby at dcosby@ropesisd.us.

Download font files

Bitter Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

DM Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

DM Sans Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789