



BRAND STYLE GUIDE

THE STANDARD

The Krum Independent School District Brand Identity Guide defines the standards that keep our communications consistent and cohesive. It covers the core elements of our visual system: logos and marks, the school seal, communication guidelines, and official colors. It explains how to apply them correctly across print, digital, apparel, and signage. By following these standards, every message looks unmistakably Krum ISD, protecting our marks, strengthening recognition, and presenting a unified voice. This guide is for everyone who represents Krum ISD, including internal teams and external partners. Use it as your first reference before creating any materials.



WHY IS VISUAL IDENTITY IMPORTANT?

Presenting a consistent and professional image for Krum High ISD is essential, both internally and externally. This unified approach allows our community to shape how we are perceived by key audiences. Every piece of collateral, apparel, and signage should contribute to a cohesive message, whether used on its own or alongside other materials. Inconsistency can quickly create an impression of disorganization and weak communication. A strong visual identity reinforces the level of professionalism and excellence we bring to every aspect of our work.

WHY DO WE NEED A BRAND STYLE GUIDE?

The Krum ISD identity is made up of many elements, and each one must work in harmony with the others. This Brand Style Guide provides a practical set of tools for using the updated identity elements and ensures that they are applied in a consistent and professional way.

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01

**PRIMARY
LOGO SYSTEMS**



PRIMARY LOGOS

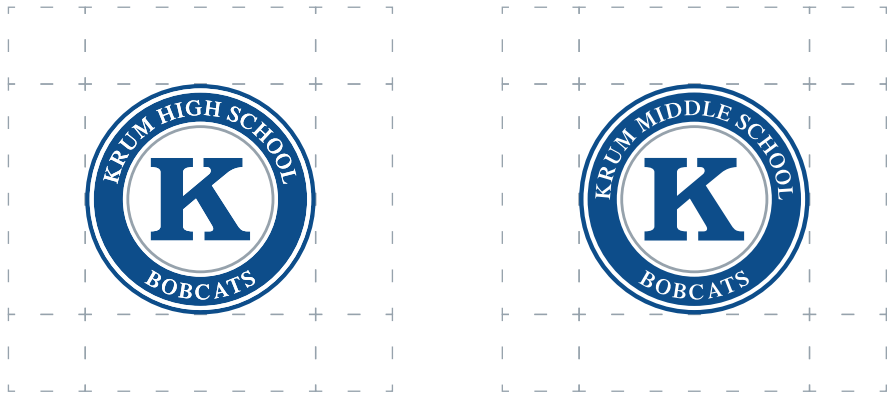
Together, the primary seal and “K” letter mark establish a cohesive visual identity for Krum ISD. The seal serves as the district’s official symbol, reflecting its heritage, tradition, and long-standing commitment to educational excellence through the inclusion of the district name and founding year. Complementing this legacy, the “K” letter mark provides a bold and recognizable expression of the district brand, offering clarity and versatility across academic, athletic, and community applications. Together, these marks reinforce school pride, honor the district’s history, and promote a consistent identity throughout Krum ISD.

CLEAR SPACE

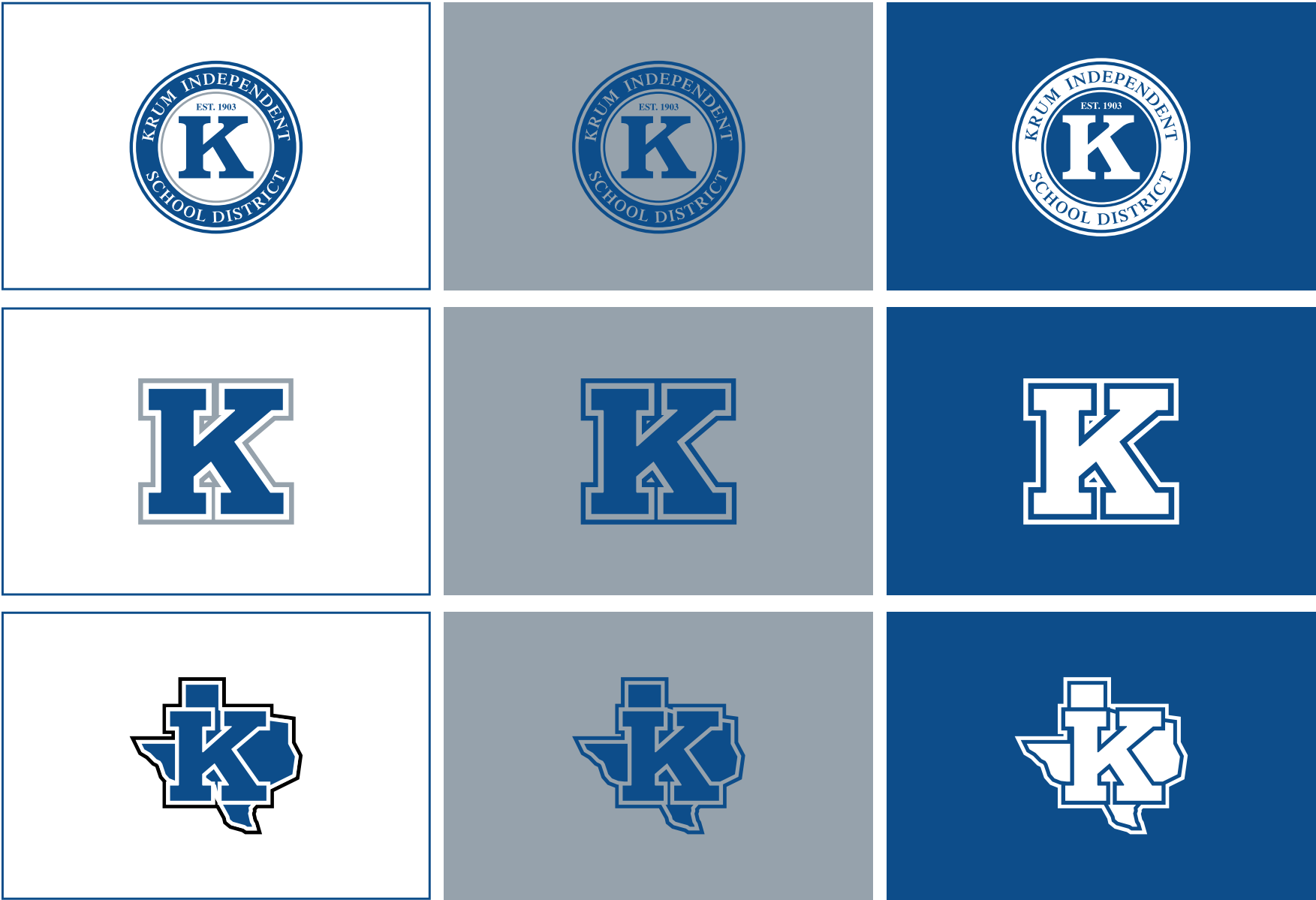
“Clear space” is the area around the logo that must remain free of text, graphics, and other elements. As shown, the minimum clear space is at least one third of the logo’s width on every side. Do not crowd the logo or place it too close to other marks or page edges. Use more space whenever possible.



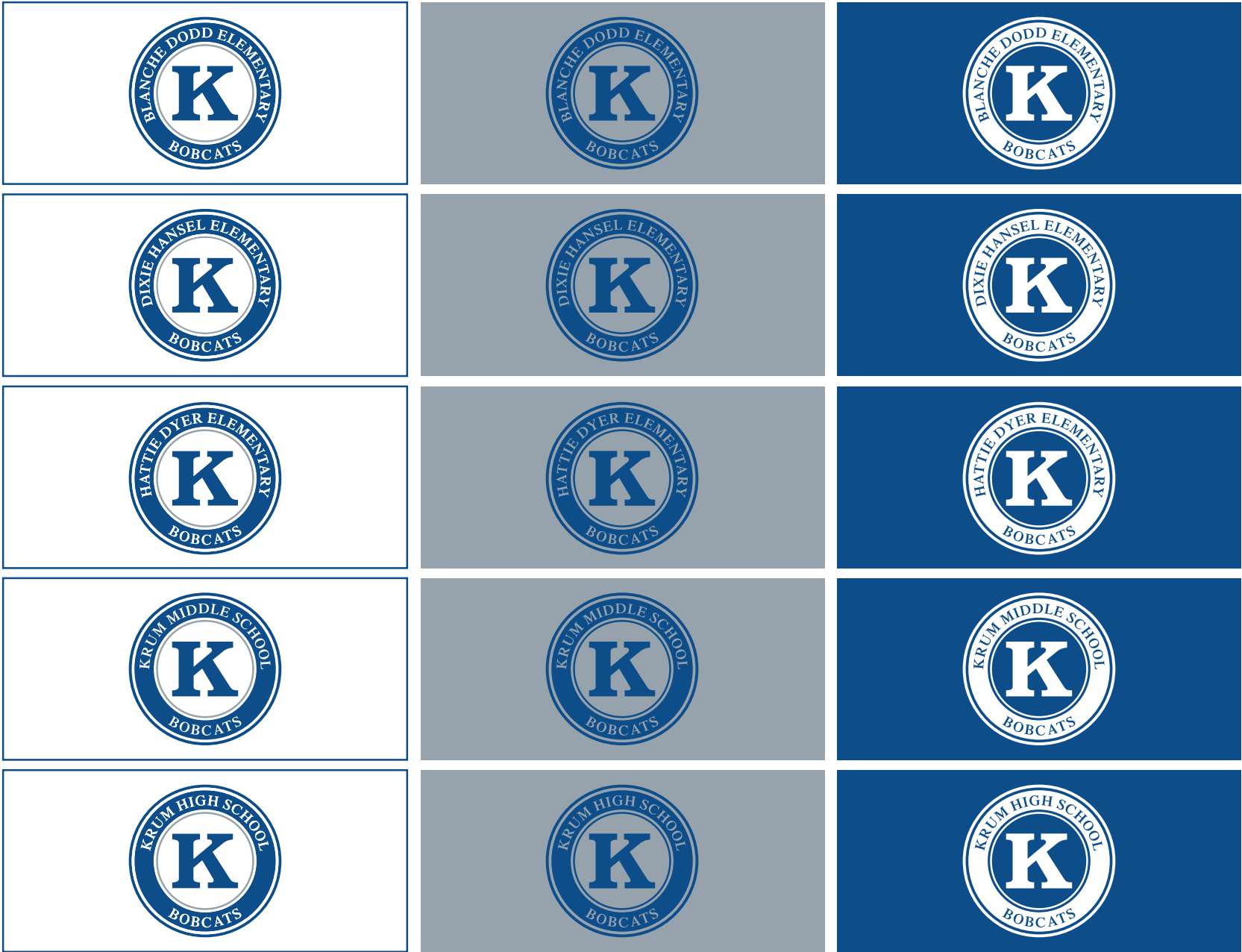
PRIMARY LOGOS



PRIMARY LOGOS



PRIMARY LOGOS





FEARLESS VOICE

The open roar symbolizes confidence and self-expression. It represents a school community that encourages students to share their ideas, advocate for themselves, and make their presence known both inside and outside the classroom.

FOCUSSED GAZE

A narrowed, forward-looking gaze reflects determination and purpose. The bobcat remains fixed on the goal ahead, representing students who approach challenges with confidence, discipline, and a commitment to excellence.

MASCOT LOGO



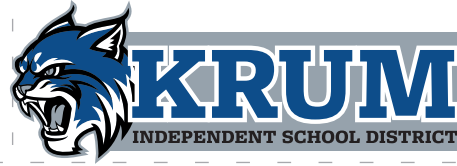
02

SECONDARY LOGO SYSTEMS



SECONDARY LOGOS

The secondary logo system expands the Krum ISD brand by providing versatile marks tailored for a variety of academic, athletic, and community applications. Featuring the Bobcat mascot, spirit wordmarks, and supporting graphic elements, these marks offer flexibility while maintaining a consistent visual connection to the district identity. Designed to compliment the primary logo system, the secondary marks strengthen school pride, enhance brand recognition, and ensure a unified presence across communications, merchandise, facilities, and special events.



BOBCATS

B BCATS

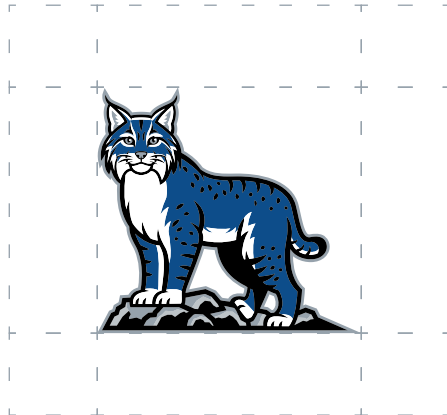
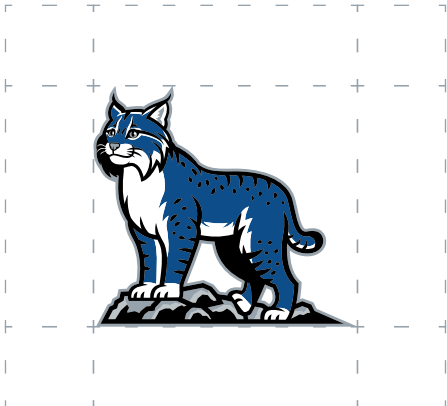
Bobcats

Lady Cats

**KRUM
HIGH SCHOOL**

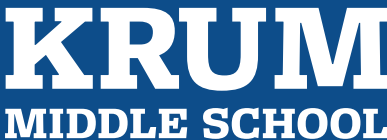
**KRUM
BOBCATS**

SECONDARY LOGO SYSTEMS

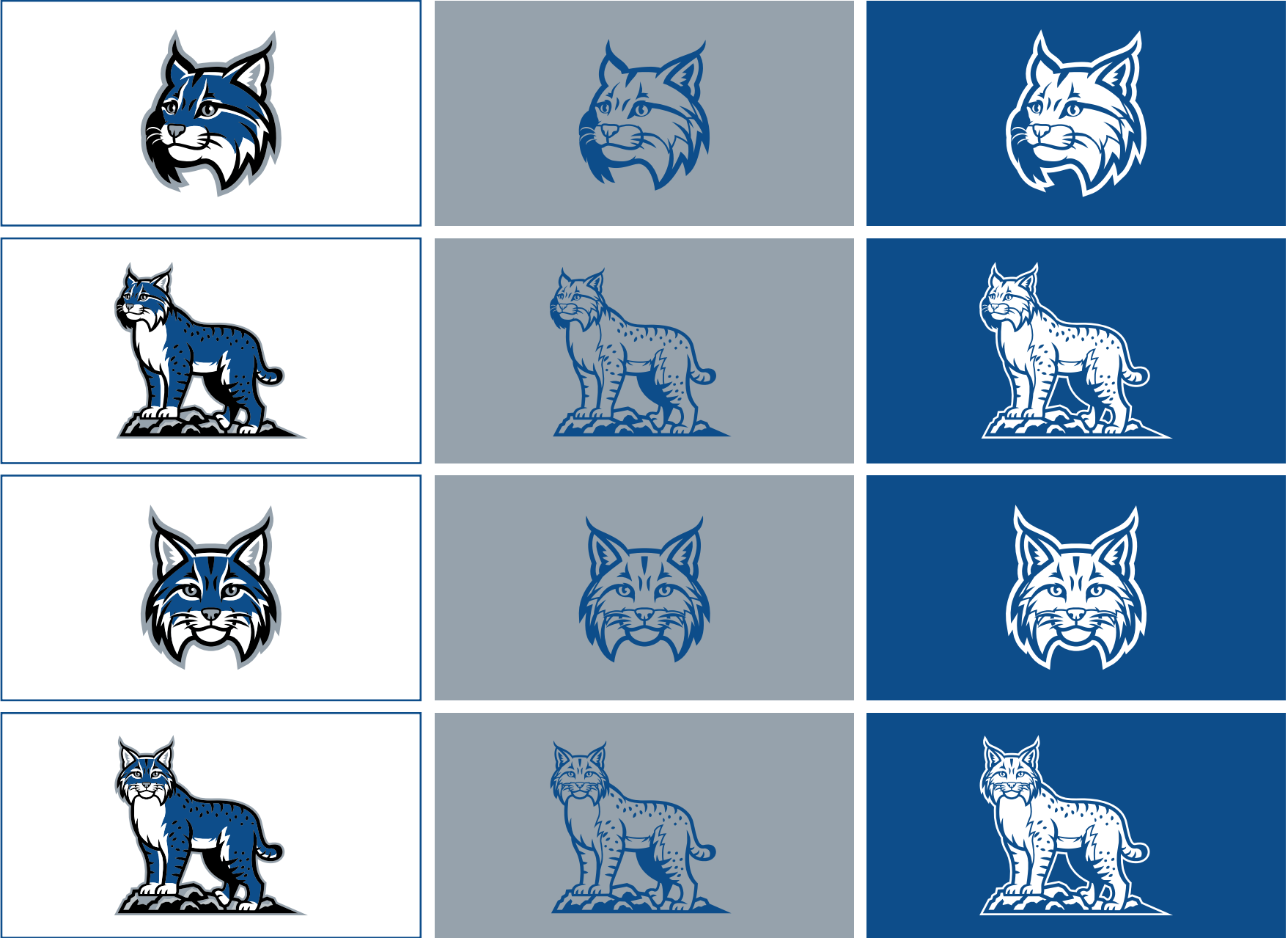


SECONDARY LOGO SYSTEMS

SECONDARY LOGO SYSTEMS

SECONDARY LOGO SYSTEMS



SECONDARY LOGO SYSTEMS



03

TYPOGRAPHY



PRIMARY FONTS

The brand uses a set of primary fonts and secondary fonts.

Times Limited, Futura, and Arial fonts are the primary fonts for Krum Independent School District. All fonts can be found online, or within our District system for use.

Freight Macro Pro and Fenway Park are novelty fonts to be used for specialties. Specialty fonts to be used in cases like Athletic or Performance, or specialty use.

Please inquire with the Krum ISD Communications Department about permitted use.

Times LT St Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789**

Times LT Std Roman

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

Futura Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789**

Futura Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

Arial Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789**

Arial Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

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Freight Macro Pro Black

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789**

Freight Macro Pro Semibold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789**

Fenway Park IF

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789*

THIS IS A SAMPLE HEADING

HEADINGS & CALL TO ACTIONS
TIMES EXTRA BOLD

Subheading Example

SUB-HEADINGS
FUTURA MEDIUM

This is sample body text that shows how your typeface handles natural flow, spacing, and rhythm. It's written in a way that feels human and approachable—great for brand storytelling, descriptions, or website content.

BODY COPY
TIMES ROMAN

The goal is clarity without sacrificing personality. Whether used in a paragraph like this or broken into shorter sections, this style of writing invites the reader in and keeps things easy to follow. It's ideal for brands that want to sound confident but not corporate, friendly but still professional.

Notice how the font performs with longer sentences, varied punctuation, and natural line breaks. From digital platforms to printed materials, strong body copy ensures your message is not only seen—but remembered.

04

COLOR PALETTE



These brand colors offer a starting point for matching across various mediums while allowing for creative adaptation to diverse scenarios. Use the supplied Pantone, CMYK, RGB, and Hex values to keep color consistent, then adapt within the system to fit the context.

PANTONE 4153 C R:16 G: 77 B:138 C: 99 M: 78 Y: 18 K: 4 HEX #104D8A SHERWIN WILLIAMS 6967 FRANK BLUE BOBCAT BLUE	PANTONE 7543 C R:150 G:162 B:173 C: 44 M: 30 Y: 26 K: 0 HEX #96A2AD SHERWIN WILLIAMS 7659 GRIS PANTONE 428 C R:190 G:196 B:201 C: 26 M: 17 Y: 16 K: 0 HEX #B4C8D3 SHERWIN WILLIAMS 7657 TINSMITH PANTONE 446 C R:62 G:69 B:73 C: 80 M: 70 Y: 65 K: 30 HEX #3E4549 SHERWIN WILLIAMS 7069 IRON ORE GREY	WHITE R:255 G:255 B:255 C:0 M:0 Y:0 K:0 HEX #FFFFFF WHITE	BLACK R: 0 G: 0 B: 0 C: 0 M: 0 Y: 0 K: 100 HEX # 000000 BLACK
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COLOR COMBINATIONS



To keep the Krum ISD logos clear and easy to read, please consider some of these approved color pairings below. Make sure there’s enough contrast between the logo and its background so it stands out. Sticking to our color palette helps everything feel connected and consistent. Additional color paring options may be available for specific use and certain applications. Compliance with ADA contrast requirements may limit some color pairings on certain applications.

This guideline applies to all logos and marks — the Bobcat is depicted as an example.

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USAGE



LOGO USE ON MERCHANDISE

The Krum ISD and school logos are an important part of our brand identity. To keep things consistent and help our community easily recognize our district, all merchandise—such as t-shirts, water bottles, or hats—should follow these official guidelines.

All designs should reflect our district values and use the logo in a respectful and appropriate way. The logo should never be changed or distorted. This means keeping the correct colors, sizes, and proportions.

WHEN DESIGNING SCHOOL MERCHANDISE:

- Use the district or school name, along with the logo whenever possible so families and students can clearly connect the design to Krum ISD.
- Always use the official logo files—do not stretch, recolor, or edit them in any way.
- Keep the layout clean and consistent with our brand.

INCORRECT USAGE

While we love creativity, the logo must be used the right way to keep our school's image strong and consistent. Using the wrong colors, changing the logo, or creating your own version is not allowed.

These rules apply to all versions of the logo, including grade-level or event-specific designs. If you're unsure if something is okay to use, please contact the Krum ISD Communications Department before printing or sharing.

INCORRECT USAGE

To protect the integrity of our creative work and our brand, graphic design materials provided by Krum ISD and Huckabee & Associates, Inc. may not be altered, recreated, or manipulated using artificial intelligence (AI) tools or software without our prior written approval. This includes generating derivative versions, edits, or reproductions of our designs through AI platforms.

COMMUNICATIONS

As you prepare to communicate on behalf of Krum ISD, ask yourself: "Is this consistent with the way the brand should be experienced?"

If you're unsure, contact the Krum ISD Communications Department. In the meantime, here are some helpful "Dos and Don'ts."

DO...

Utilize all Logos and Marks provided for various applications.

DO...

Explore the color palette options available to add variety and impact to your communications.

DO...

Follow the guides for proper display of the Logos on various backgrounds.

DON'T...

Alter the Approved Color Palette.

DON'T...

Stretch, skew, rotate, tilt or slant Logos.

DON'T...

Add additional space between letters.

DON'T...

Apply 3D effects.

06

APPLICATION









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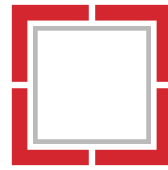
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THANK YOU!



MORE THAN ARCHITECTS