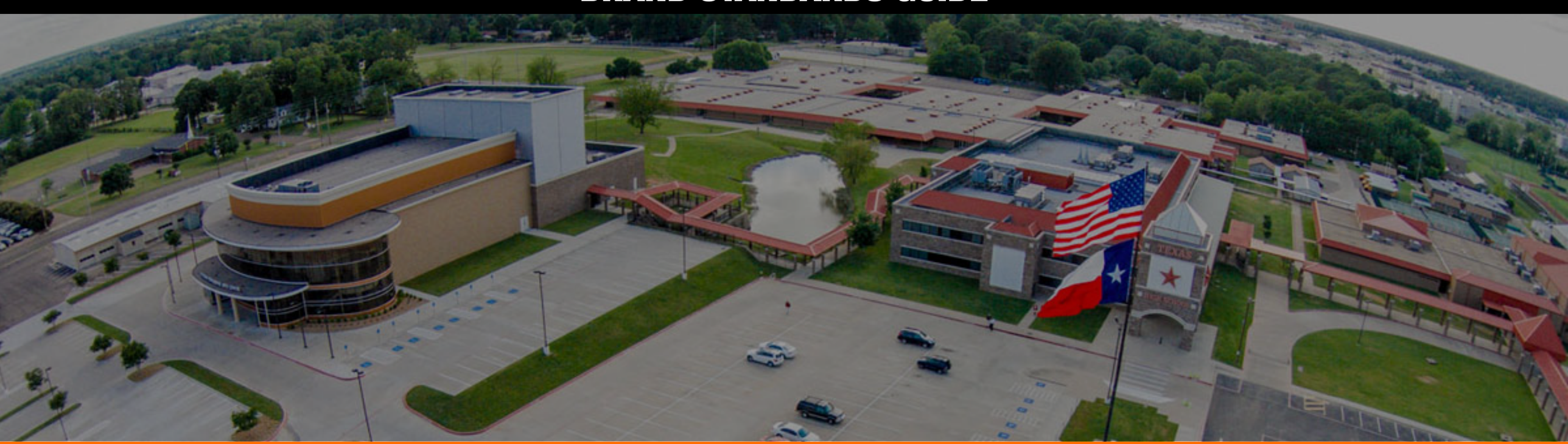
TEXARKANA ISD
BRAND STANDARDS GUIDE



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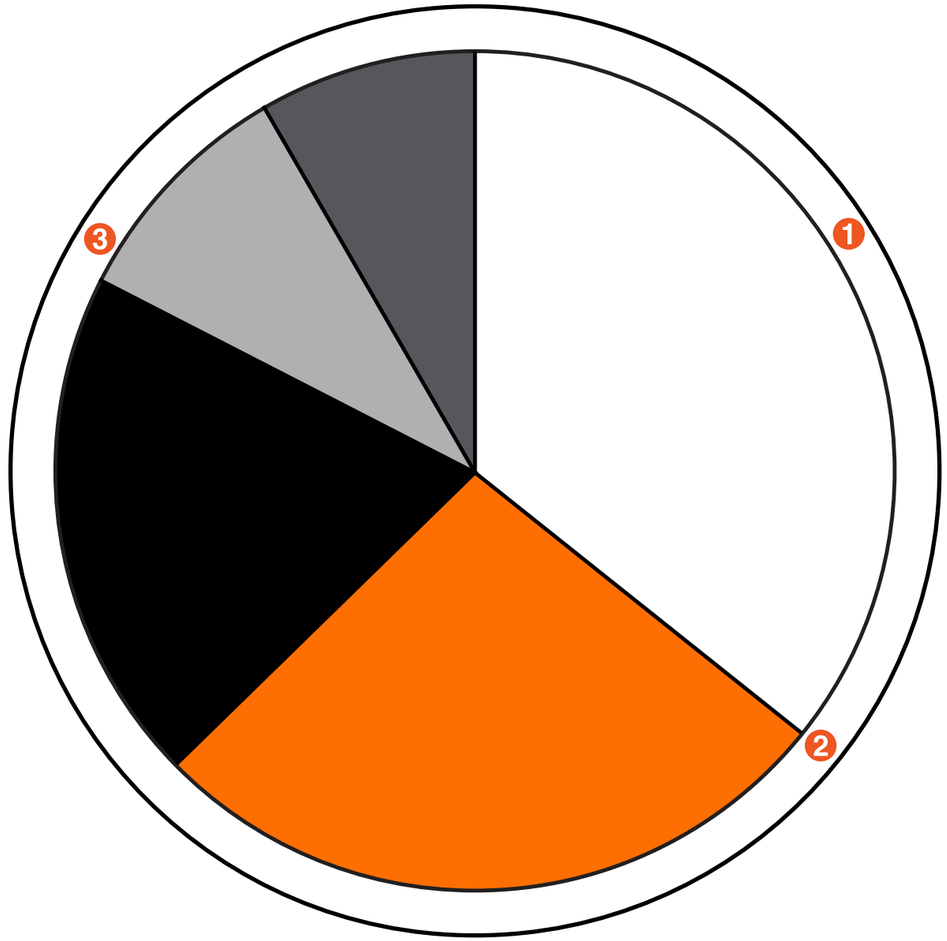
WHAT IS OUR BRAND LOOK AND FEEL?

COLORS, FONTS, AND LOGOS

Our aesthetic reflects our brand Personality: strong, confident, empowerment. Using an established set of colors and fonts ensures our brand stays consistent across all platforms. This helps to increase brand awareness and familiarity.

CORE COLORS



COLOR PRIORITY CHART

1. **BACKGROUNDS** *should primarily remain page white or black, unless using a photo.*
2. **ORANGE AND WHITE** *are the primary colors, with Orange taking precedence over all secondary colors.*
3. **THE 3 SECONDARY COLORS** *should be used only in conjunction with the primary colors, but can also be used as text colors.*

PRIMARY

ORANGE

ORANGE: PMS 0T21
Hex: ff6e01
RGB: R:255 G:110 B:1
CMYK: C:0 M:82 Y:100 K:0

WHITE

WHITE: (No PMS #) White
Hex: ffffff
RGB: R:255 G:255 B:255
CMYK: C:0 M:0 Y:0 K:0
GREYSCALE: 0

SECONDARY

Use only in conjunction with our primary colors.
These colors are also approved for copy color.

BLACK: (No PMS #) Black
Hex: 000000
RGB: R:0 G:0 B:0
CMYK: C:75 M:68 Y:67 K:90
Grayscale: 100

LIGHT GREY: PMS Cool Gray 5
Hex: b2b2b2
RGB: R:178 G:178 B:178
CMYK: C:31 M:25 Y:25 K:0
GREYSCALE: 27.45

DARK GREY: PMS Cool Grey 11
Hex: 54565b
RGB: R:84 G:86 B:91
CMYK: C:66 M:57 Y:51 K:28
GREYSCALE: 63.53

BRAND IDENTITY

By using the correct TISD brand fonts, your consumers will perceive your brand just as you want them too. Whether you choose to use Helvetica, Calgary Script OT, or College; Keeping these specific fonts will help to vcontinue your visual identity.

However, your brand's visual identity is made up of more than just fonts. Elements like colors, logos, social media graphics, presentations, and all kinds of visual materials that represent your brand externally and internally, help play a role in shaping your brand identity.

CORE TYPE

TISD is a hard-working brand and the typography should reflect that as well. We use a select group of fonts that help get the job done.

Consistent usage of type helps to form continuity across all commmunications and to build our brand identity.

TISD utilizes 3 typefaces: Helvetica, Calgary Script OT, and College. Specifically, Helvetica Bold for Headlines or where emphasis is needed and Helvetica Regular for subheads and body copy. As well as, using Calgary Script OT and College font for all athletic font needs. Open Sans can be used as an alternative to Helvetica on text other than in a logo.

TEXARKANA ISD — Helvetica Bold
Communications — Helvetica Regular

WHAT NOT TO DO

Do not disproportionately scale the logos.

Do not use on a busy background

ATHLETIC FONTS

Calgary Script OT		COLLEGE	
Texas	Texas	TEXAS	TEXAS
Tigers	Tigers	TIGERS	TIGERS
Texas Tigers	Texas Tigers	TEXAS TIGERS	TEXAS TIGERS
Texas High	Texas High	TEXAS HIGH	TEXAS HIGH
Texarkana	Texarkana	TEXARKANA	TEXARKANA

SINGLE DIGITS	MULTIPLE DIGITS
1234567890	23
1234567890	23

ATHLETIC LOGOS

LOGO USAGE

Approved Logos, Sizing and Clear Space

The Brand Signature can be set as shown. Always adhere to the guidelines regarding sizing, positioning and placement on backgrounds.

Orange is a key aspect of our logo. Orange text on black or white background is the preferred execution.

ATHLETIC LOGO USAGE

Approved Logos, Sizing and Clear Space

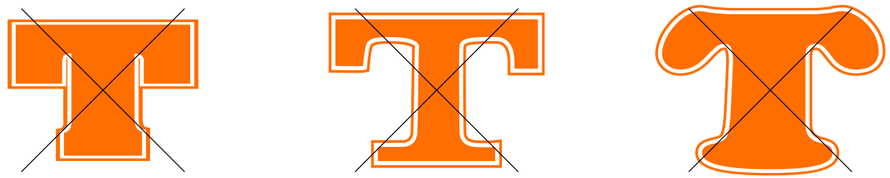
TISD Athletic logos are to be used for specific purposes; Keeping your brand cohesive across all platforms. It provides the foundation for visual representation and communicates and conveys what the athletic department's strategic priorities are. The logo is accessible via three different variations and in a variety of file formats.

SPACING & SIZE

Never crowd the TISD logos with other visual elelments. Give the logo room to breathe and help it stand out. Use the height of the Texas “T” as a guide to establish a sufficient white or black space around the logo. This is a minimum requirement not restricted by height or width of background.

WHAT NOT TO DO

Do not change the color of the logos.



Do not set the logo as text or in other typefaces.

Do not disproportionately scale the logos.

HOW DO OUR DIGITAL COMMUNICAITONS LOOK?

EMAIL AND WEB MATERIALS

No surprise here: Digital communications from TISD mirror everything else we do. Information should be easy to find. Pages should be clean and uncluttered. Tone should be confident and no-nonsense.

PRINT: BROCHURES, ADVERTISING AND DIRECT MAIL

These materials must be eye-catching and communicate the brand attributes, even at a glance. Again, the consistent use of color, font, photography and messaging paints a clear picture of TISD and it's branding.

Bold color and high-quality imagery support the school branding guides.

Clean layouts feature hard lines, distinct color and straightforward copy. Although, not always necessary, this shows how a clean look helps your brand stay consistent.

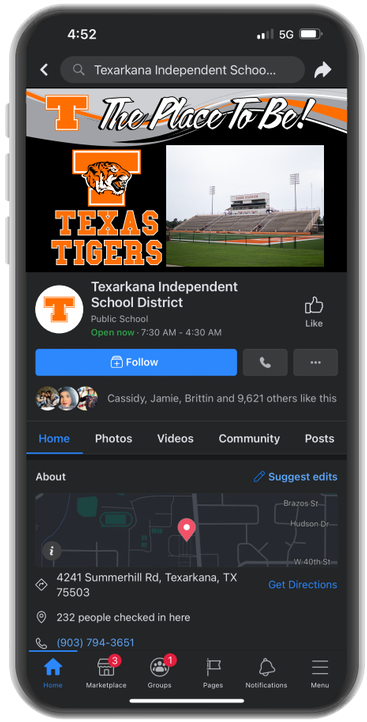
EMAIL CAMPAIGNS

Email marketing is an effective way to keep users connected with the brand. Email can be used as a delivery method for a variety of content - editorial, promotional, educational, or even just entertainment.

DIGITAL ADS, CONTENT SITES & SOCIAL MEDIA

Quality of ad creative is the most important factor in ad effectiveness. Smart, well-done ads drive traffic, increase brand awareness and are a valuable component of any social media strategy.

Driving traffic to an environment that honors the brand lifestyle - e.g. dedicated content pages or social media communities - helps to foster brand loyalty and provides deeper understanding of what TISD is all about.



MERECHANDISE & APPAREL

Use of TISD branding on merchandise and apparel must be consistent with brand standard guidelines for colors and logo usage. Keep it simple. Do not redraw, reconstruct or modify the logo in any way. Remember that merchandise is a valuable tool for increasing brand recognition and loyalty.

TEXARKANA ISD