Katy Independent School District

VISUAL IDENTITY GUIDELINES

Last updated July 23, 2026

VISUAL IDENTITY GUIDELINES

Mission Statement

Katy Independent School District, the leader in educational excellence, together with family and community, provides unparalleled learning experiences designed to prepare and inspire each student to live an honorable, fulfilling life ... *to create the future.*

Vision Statement

Be the legacy.

Last Updated: July 23, 2026

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ABOUT KATY ISD BRANDING

What is a brand?

A brand is an identity that publicly distinguishes a district or campus from other entities. It is the way a school community and the community at large recognize and experience the district and/or campus. A brand is inclusive of a campus name, mission, mascot, colors, and logo.

What are brand and visual identity guidelines?

Brand and visual identity guidelines are clearly defined rules and standards that represent how Katy ISD and its school brands should be represented. Brand guidelines govern the composition and design of Katy ISD and campus logos including mission statements, color depictions, and districtwide business communications.

What is the purpose of a brand?

Branding that is consistently represented in written and visual imagery communicates the district and campus core values, culture, history/tradition, and goals.

Brand Elements

Mission Statement

A brand is much more than a logo. A brand visually encompasses everything Katy ISD and/or a campus is about down to the district/campus purpose.

A mission statement is an action-oriented declaration of purpose. It includes a high-level description of the role of the campus, its core values, and objectives. As a campus evolves over time, so may the need to update its mission statement. Katy ISD's Internal Communications & Marketing Department is responsible for guiding and facilitating new and existing campuses in the development of their mission, vision, core values, and beliefs statements.

Color Palette

The district and every Katy ISD campus have an official color palette that is assigned prior to establishment. A school may not change or alter its color palette unless express permission is granted by the Internal Communications & Marketing Department, which works alongside the Facilities, Planning & Construction Department to maintain brand standards in Katy ISD buildings. Campus color palettes include a primary color and a secondary color.

Typography/Typeface

Typography and typeface represent font styles, sizes and spacing that are associated with a brand. Katy ISD and its schools' wordmarks and logo typography is selected at the same time in which the campus logo is designed.

Campus and Department Branding

More information about Katy ISD campus branding can be found in the **Katy ISD Campus and Department Branding Book** in the District Branding Teams folders.

Katy Independent School District Logo Usage

The Katy ISD logo is to be used on all district signage and in every district-generated publication, website or webpage. At the beginning of documents, centering the logo is acceptable.

For programs, the Katy ISD logo should be placed on the cover page or back cover.

For posters, the logo should be placed somewhere legible on the poster.

The logo is comprised of the graphic and typeface. It is available in different configurations and the Katy ISD Graphics Department may choose the version that best suits the end product. When the stand alone A+ graphic is used, the district name must be identified somewhere on the page containing the logo.



with District name



without District name



A+ version/logo

Minimum Size Requirements

Minimum size requirements apply to all printed materials for catalogs, programs, posters, etc. It does not apply to letterhead, envelopes and business cards. *(See affliated section started on page 10.)*

To ensure the logo's integrity, clarity and impact, it should never be reproduced so that it is smaller than 2" wide (on the version with district name), 1.25" wide (on the version without district name), or 0.75" tall (on the A+ version).

Clear Space

Clear space is used to help define and maintain the integrity of the Katy ISD logo. Do not allow any distracting graphic elements, such as copy, photography, or background patterns to occupy the clear space. With the exception of specific Katy ISD forms, a minimum of a quarter inch (0.25") clear space must surround the Katy ISD logo. In regards to the logo being placed near the edge of printed materials, a minimum of one-half inch (0.50") clear space must surround the Katy ISD logo.



0.25" inch clear space

Reversing the Katy ISD Logo

The example to the right shows proper use of the logo when it is reversed (or "in negative") which is defined as appearing in white on a dark colored background. The reversed logo is to be used on textured or photographic backgrounds. Never use the logo on an overly complicated background where the logo can become lost.

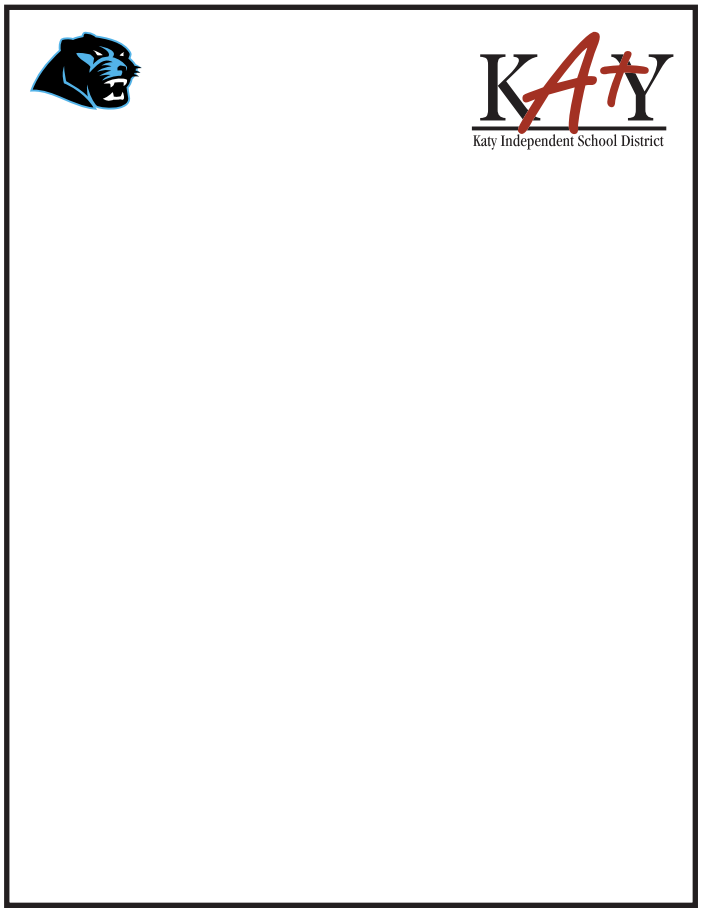


Reversed logo

Katy ISD Logo Usage for Campus and Affiliated Programs

Campus Logos

Campus logos are to always be used in conjunction with the Katy ISD logo or name when the district and campus logos appear on the same document. The Katy ISD logo is to be placed on the upper right side of the document, while the campus logo is placed parallel to the Katy ISD logo on the upper left side of the document.



Katy ISD Logo Usage for Specially Funded Programs and Katy ISD Affiliated Programs

Departments and programs that serve as an arm of the Texas Education Agency (TEA) and/or are fully or partially funded by an institution other than Katy ISD are not required to use the district logo on printed materials. However, if the program is affiliated with Katy ISD, the printed material must include a statement indicating the program's affiliation with the district.

Improper Logo Usage

DO NOT break the "lock up" (the relationship) between the graphic and the typeface (district name) when using the full official logo. For example: do not move the typeface above the logo as shown to the right.



DO NOT distort the shape of the logo. It is extremely important when placing the logo in a document and then resizing it, that the height and width remain constrained in the proper aspect ratio (proportional). For example, when placing the logo in a Word document and then reducing it, click and drag on a corner of the picture box. This will ensure that the logo does not get distorted.



DO NOT use any unapproved colors. *(See color chart in the Campus Branding Guidelines.)*

The K and Y should remain black unless the logo is all one solid color. Only the Internal Communications & Marketing Department and the Graphics Department have the sole authority to change the K and Y to a non-approved color as long as it compliments and enhances the design of digital or printed materials (programs, brochures, posters, etc.).



DO NOT place a drop shadow behind the logo. Only the Internal Communications & Marketing Department and the Graphics Department have the sole authority to add a drop shadow to provide legibility to the logo on digital or printed materials (programs, brochures, posters, etc.) when it is necessary.



DO NOT place the full-color logo on a patterned background. There is an accepted "reversed" logo variation for placement on a texture or image.



Incorrect



Correct

DO NOT extend the typeface beyond the line or shrink the typeface. The typeface stretches the entire width of the line beneath the logo.





Accessing the Katy ISD Logo and Campus Logos

Approved district and campus logos are located in the District Branding Teams folders.

Instructions for Sizing a Logo or Image in a Document

1. Select the image by left clicking on it with the computer mouse, then immediately right click on the logo.
2. From the drop-down menu, select "Format" / "Picture" / "Size."
3. Make the following adjustments:
    a. Under "Size," "Lock Aspect Ratio" should be unchecked and "Relative to Original Picture Size" should be checked.
    b. Under "Scale," height and width must be identical.
4. Click on "OK."
5. To move the logo after it has been sized:
    a. From the drop-down menu, choose "Format Picture;"
    b. Under "Layout," select "behind text" to be able to move logo freely on page.

Katy ISD Typefaces

Typefaces for Business Communication

The font style and sizes indicated below are to be used for the designated function.

BUSINESS CARDS:
Minion Pro *(See business card details on page 12 for more information.)*

LETTERHEAD:
Adobe Garamond Pro *(See letterhead details on page 10 for more information.)*

ENVELOPES:
Adobe Garamond Pro *(See envelope details on page 13 for more information.)*

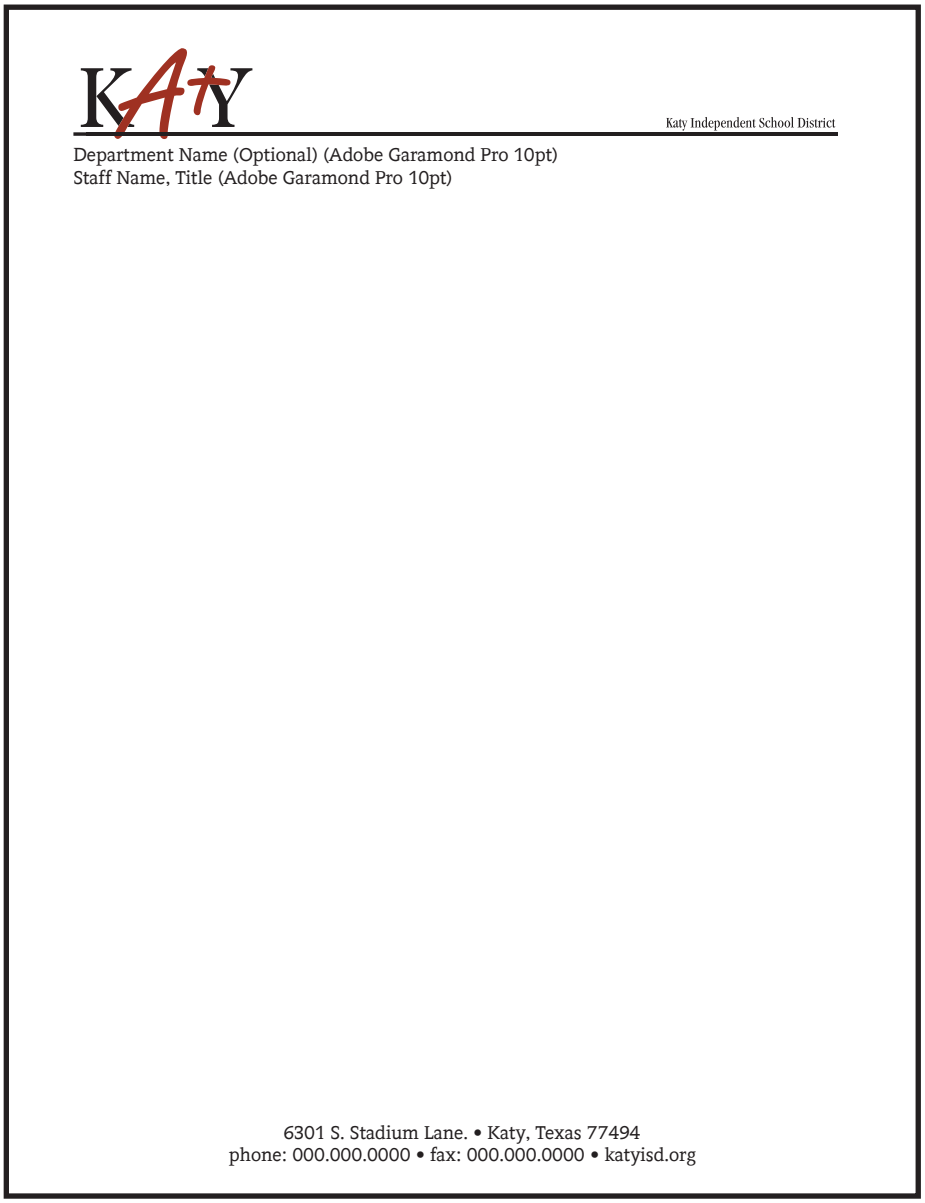
BUSINESS LETTERS, MEMOS, TECHNICAL REPORTS, FAX COVER LETTERS, ETC:
Arial, 11 pt, 12 pt
or Calibri (body) 11 pt, 12 pt.

Abbreviation Rules for Stationery

The following indicators will be spelled out: Lane, Drive, Way, and Trail.
All other indicators will be abbreviated. Examples given: St., Blvd., Pkwy., etc.

Katy ISD Stationery - Administrative Letterhead

The stationery example below has been approved for district and campus business communication. Stationery templates and updates can be acquired from the Design Center by contacting the Print Shop.



The Katy A+ graphic without logotype sits on top of black line and is 1.2" by 0.65". It is placed 0.9" from the left edge and 0.4" from the top of the page.

The logotype is placed on the right end of the black line starting at 6" from the left edge and 0.875" from the top of the page. Font used is Minion Pro Regular 9 pt.

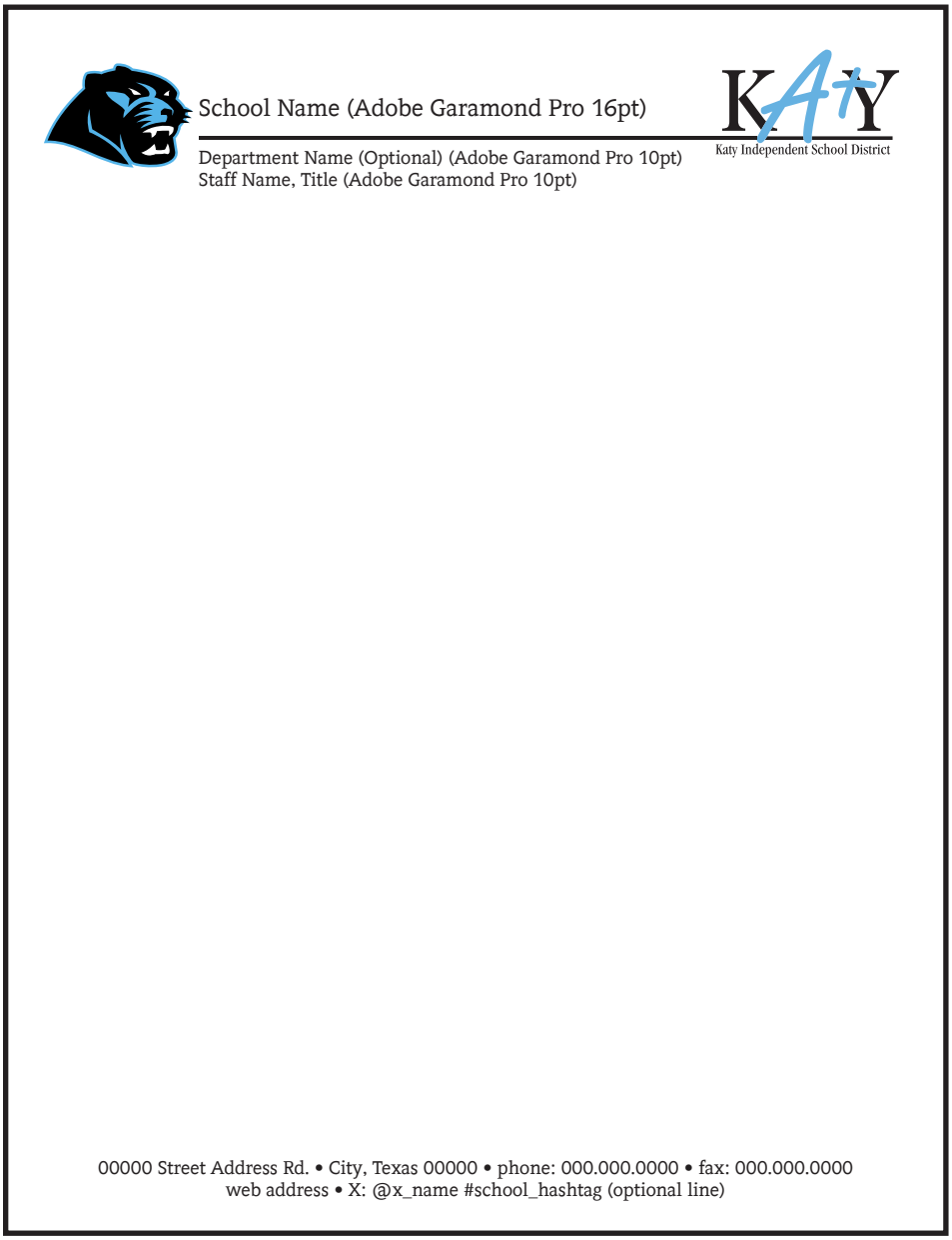
The name and title are placed 0.9" from the left edge and 1.125" from the top of the page. The persons name is in Adobe Garamond Pro 10 pt font with the title stacked below using Adobe Garamond Pro 9 pt font. If more than one person, the names are stacked and the titles move up behind the names . If there are multiple names, the one with the highest position will go on top, otherwise names should go in alphabetical order by last name.

The black line starts 0.75" from left and 0.75" from right edge and is placed 1" from top of page.

The footer is placed at the bottom of the page starting at 0.5" from bottom of page. First line is district name and address. Second line is phone/fax number and email/website. The footer may increase to three lines. Font used is Adobe Garamond Pro 10 pt . Phone numbers will use periods (.) not dashes (-).

Katy ISD Stationery - Campus Letterhead

The stationery example below has been approved for district and campus business communication. Stationery templates and updates can be acquired from the Design Center by contacting the Print Shop.



The Katy ISD logo with typeface is 1.25" by 0.75". It is placed 0.5" from the right edge and 0.4" from the top of the page.

School logo is sized at 0.65" tall proportionally that is 0.375" from the left edge and 0.4" from the top of the page.

The school name starts 0.10" from the right edge of the logo and 0.68" from the top of the page. The school name is Adobe Garamond Pro 16 pt font with the persons name below using 11 pt leading and Adobe Garamond Pro 10 pt font.

If more than one person, the names are stacked. If there are multiple names, the one with the highest position will go on top, otherwise names should go in alphabetical order by last name.

If desired, **a department name may be included** above the first name using the same font and sizing. The black line starts 0.10" from right edge of the logo, starting directly under the first letter in the school's name, and is placed 0.9448" from top of page.

Footer is placed at the bottom of page starting at 0.5" from bottom of page. Font used is Adobe Garamond Pro 10 pt. The first line will have the address, followed by the phone and fax number. These numbers will use periods (.) not dashes (-). The second line will have the school's web address as well as the school's official "X" name and hashtag, if so desired.

Additions, such as school awards, certifications, and other distinctions, must be approved by the Internal Communications & Marketing Department. These additions must have been conferred within the past 10 years.

Katy ISD Stationery - Business Cards

All business cards must follow the assigned colors and styling formats below. Alternative graphics and/or photos are not to be placed on district or campus business cards. Business card layout and dimensions are the same for administration and campus cards. Requests for business cards must be approved by the campus principal or department head.

- Board of Trustees Business Card (PMS 877 - Metallic Silver A+)
- Superintendent's Business Card (PMS 871 - Metallic Gold A+)
- Cabinet Business Card (PMS 876 - Metallic Bronze A+)
- Central Office and Administration Business Card (PMS 484 - Merlot Red A+)
    a. *PMS 5493 is no longer an option for Admin Business Cards*
- Campus Business Card (Primary PMS Color for that Campus)

Departments must use the red Administration business card template bearing the Katy ISD logo. If desired, department logos may be included alongside the Katy ISD logo, following the same guidelines as campus cards. However, it is important to note that department logos should not be used independently for external communication; they should always be accompanied by the Katy ISD logo.



Board of Trustees



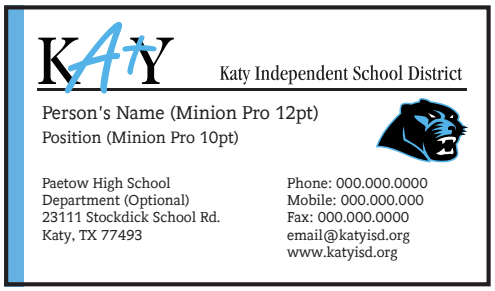
Superintendent



Cabinet



Administration



Campus Example

Campus Cards

The campus must use their "mascot head logo" on business cards if one is provided in their branding package. If one is not provided, the Internal Communications & Marketing Department and the Graphics Department will assign the closest alternative to a "mascot head logo" to keep branding consistent across the district.

The campus logo height should be set at 0.5" while maintaining proportions and right aligned.

General Rules

Phone and fax numbers use periods (.); not dashes (-). Email lines always use all lower case characters followed by @katyisd.org. The fax line is allowed to be removed. A mobile line can be added, if desired, and must be placed directly below the phone line. It must be listed as "Mobile," not "Cell." The www.katyisd.org website line can be removed upon request.

Social Media on Cards

Only official district, campus, or department social media sites and professional accounts used for district business may be printed on business cards. No personal, subject specific, teacher or other site will be allowed. QR codes may be added as long as they link to an official district, campus or department account or website.

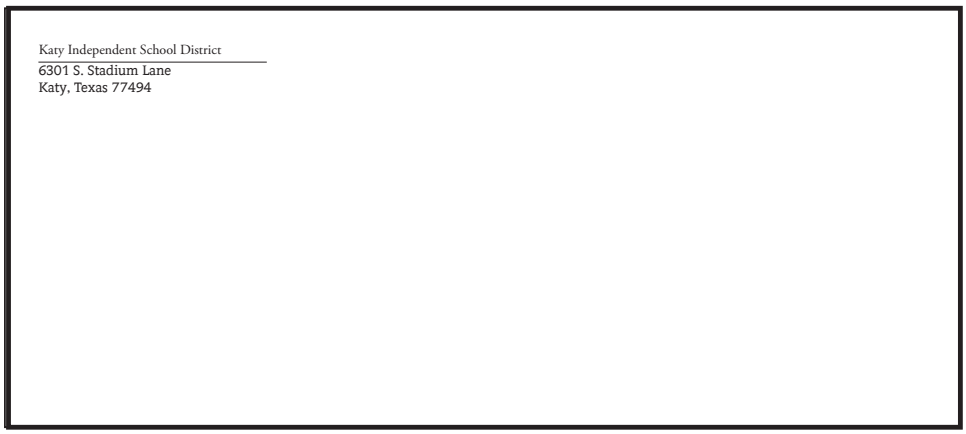
For those who wish to include a social media account, a back option is provided as seen below.

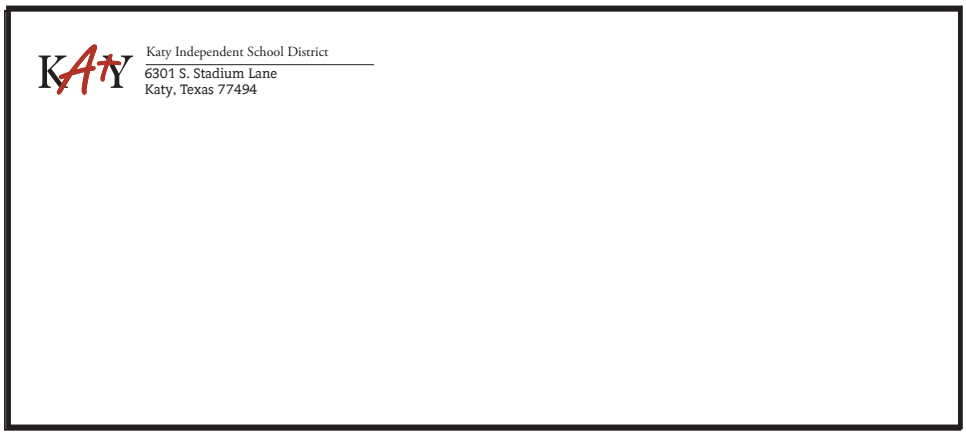


Back Option Example

Katy ISD Envelopes - Administration

Official envelopes for Katy ISD do not require the full logo for the district. Instead, Katy Independent School District is spelled out at the top or used with the Katy A+ logo with no text. A 0.25 point thick line is placed underneath this, stretching 2.2708", starting at the "K." The next line is the Education Support Complex (ESC) address in the same size and font as the text above. All of the text is in black ink. All of this is located 0.375" away from the top left corner of the envelope.

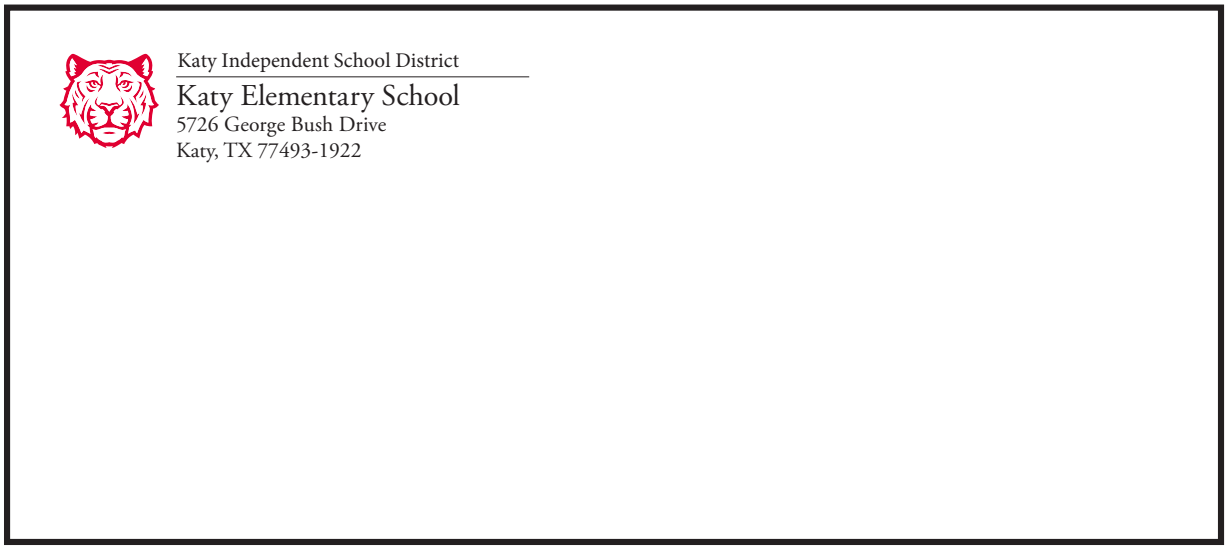




Katy ISD Envelopes - Campus

Official envelopes for campuses do not use the district logo. Instead, Katy Independent School District is spelled out at the top and used with the "mascot head logo" if one is provided in their branding package. If one is not provided, the Internal Communications & Marketing Department and the Graphics Department will assign the closest alternative to a "mascot head logo" to keep branding consistent across the district. The mascot logo's height should be set to 0.65" scaled proportionally. A 0.25 point thick line is placed next to the logo underneath the district name, stretching 2.2708", starting at the "K."

The next line is the abbreviated or full name of the school ("Robertson Elementary School" or "Steve and Elaine Robertson Elementary School") in 14 pt Adobe Garamond Pro followed by the address in 10 pt Adobe Garamond Pro font. All of the text is in black ink. All of this is located 0.375" away from the top left corner of the envelope.



Katy ISD Email Signatures

Katy ISD Email Signatures **MUST**:

- Identify staff as an employee of the Katy Independent School District.
- Include a current school year logo. This logo may include the current year districtwide theme logo and/or district-approved logos for special purposes, such as bond elections.

Katy ISD Email Signatures **MUST NOT:**

- Include personal images, quotes, preferred pronouns, or any other words or images not directly relevant to the operations of the school district.

Katy ISD Email Signatures **MAY**:

- Include links to professional accounts, such as Canvas and/or professional social media accounts adhering to Responsible Use Guidelines.
- Include district or campus-approved imagery, as long as the imagery is accompanied by a current year logo.

Katy ISD Email Signatures are **RECOMMENDED to**:

- Appear in Calibri font with the first line at 11 pt and the rest in 10 pt.
- Include the campus primary mark (for campus-based signatures).

Follow one of the formats below:

FirstName LastName
Title, Program/Department
Katy Independent School District
Address
City, TX 77XXX
Office/Direct: 000.000.0000

KATY Katy Independent School District

CURRENT DISTRICT THEME
Katy Independent School District

FirstName LastName
Title, Campus
Katy Independent School District
Address
City, TX 77XXX
Office/Direct: 000.000.0000

PAETOW HIGH SCHOOL

CURRENT DISTRICT THEME
Katy Independent School District

FirstName LastName
Title, Program/Department
Katy Independent School District
Address
City, TX 77XXX
Office/Direct: 000.000.0000

CURRENT DISTRICT THEME
Katy Independent School District

Please be aware when using the districtwide theme that it rotates out yearly, but may be extended as determined by the Internal Communications & Marketing Department. Upon rotation, the older districtwide theme is discontinued and no longer used in place of the new districtwide theme. Please update your signature accordingly.

Katy ISD Badges

Badge colors have been established as followed:

- Administration badges will be PMS 281.
- Campuses will utilize their primary logo/school color.
- Substitute badges will be PMS 108.
- Contractor badges will be PMS 1495.

Katy ISD official badges should reflect:

- Current school year and expiration date
- One or more of the following:
  - a. Location
  - b. Identity
  - c. Title
  - d. Grade Level
  - e. Company
- First and last name
- ID Number (with barcode)
- Photograph of person

Front side of IDs

Campus Staff



ESC/Support Staff



Namesake



Campus Student



Substitute



Contractor

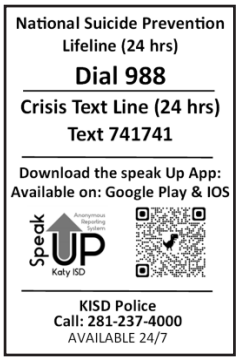


Back side of IDs

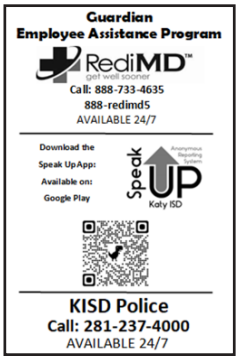
PK-3rd and Substitute



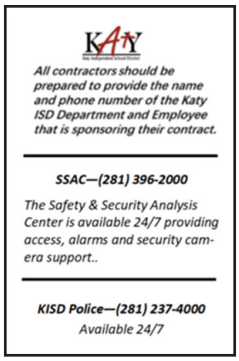
4th-12th Grade



Staff



Contractors



Namesake



Substitute



Katy ISD Board and Administration Page for Printed Materials

2026-2027 Board and Administration

Mission Statement

Katy Independent School District, the leader in educational excellence, together with family and community, provides unparalleled learning experiences designed to prepare and inspire each student to live an honorable, fulfilling life ... *to create the future.*

Vision Statement

Be the legacy.

Board of Trustees

Lance Redmon, *President*
Dawn Champagne, *Vice President*
James Cross, *Secretary*
Jim Davidson, *Member*
Rebecca Fox, *Member*
Nathan Shipley, *Member*
Cicely Taylor, *Member*

Version 1

Katy ISD Administration

Ken Gregorski, Ed.D., *Superintendent*
Leslie Haack, *Deputy Superintendent*
Justin Graham, *General Counsel*
Christine Caskey, Ed.D., *Chief Academic Officer*
Andrea M. Grooms, Ph.D., *Chief Communications Officer*
Christopher J. Smith, *Chief Financial Officer*
Brian Schuss, *Chief Human Resources Officer*
John Alawneh, Ph.D., *Chief Information Officer*
Ted Vierling, *Chief Operations Officer*

Version 2

Katy ISD Administration

Ken Gregorski, Ed.D., *Superintendent*; Leslie Haack, *Deputy Superintendent*; Justin Graham, *General Counsel*; Christine Caskey, Ed.D., *Chief Academic Officer*; Andrea M. Grooms, Ph.D., *Chief Communications Officer*; Christopher J. Smith, *Chief Financial Officer*; Brian Schuss, *Chief Human Resources Officer*; John Alawneh, Ph.D., *Chief Information Officer*; Ted Vierling, *Chief Operations Officer*

It is the policy of Katy ISD not to discriminate on the basis of sex, disability, race, religion, color, gender, age, or national origin in its education programs and/or activities, including career and technology programs, nor in its employment practices and to provide equal access to the Boy Scouts and other designated youth groups.

The Board and Administration page pictured above must include the header, Katy ISD mission statement, Katy ISD vision statement, the listed Board of Trustees followed by *version 1* or *version 2* of the listed Katy ISD Administration, and the Katy ISD policy disclaimer. Your campus administration may be included on this page between the Katy ISD Administration and Katy ISD policy disclaimer. This page must be present on the inside front cover, inside back cover or the back cover of a program or playbill.

Business Communication Branding Packages for Campuses

Campuses will utilize their primary school color for badges, business cards and A+ color variations of the Katy ISD logo with the district name logo and it's A+ logo variants.

Example package:

School Name

Staff Name, Title (Adobe Garamond Pro 10pt)

KATY Katy Independent School District

00000 Street Address Rd. • City, Texas 00000 • phone: 000.000.0000
web address • Twitter: @twitter_name #school_hashtag (op

Katy Independent School District

Paetow High School
23111 Stockdick School Rd.
Katy, TX 77493

KATY Katy Independent School District

Person's Name
Position

Paetow High School
23111 Stockdick School Rd.
Katy, TX 77493

Phone: 000.000.0000
Fax: 000.000.0000
email@katyisd.org
www.katyisd.org



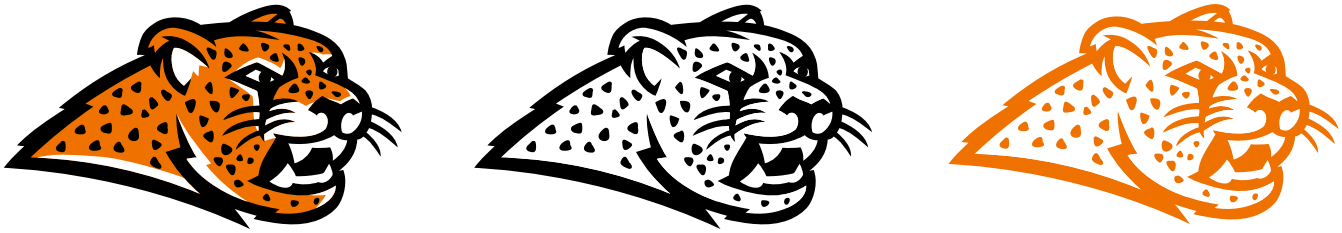


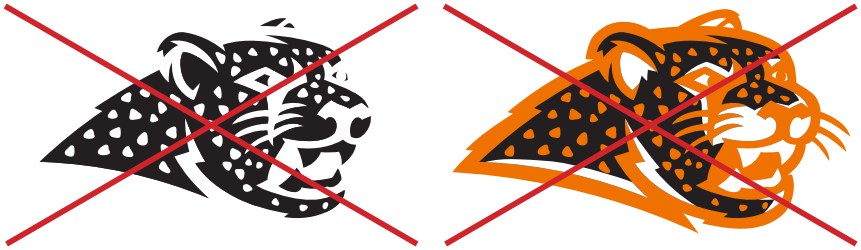




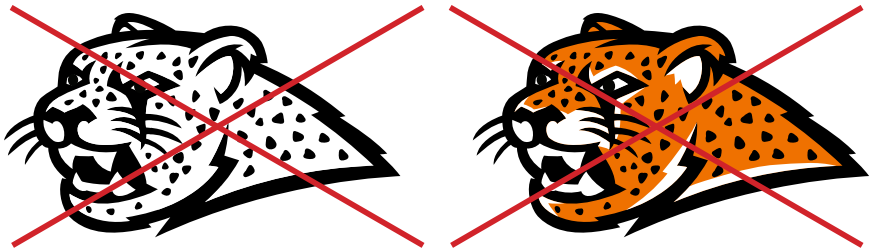


Approved Logo Usage



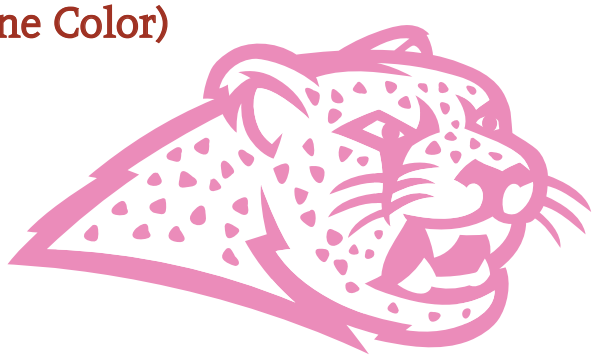


Inverting colors or color swaps will result in a negative look that is *not acceptable* for the brand.



Flipping branded logos will result in a loss of consistency and recognizability that is *not acceptable* for the brand.

Special Request (One Color)



Special one color variations of your logo are available, but require the approval of the Internal Communications & Marketing Department and/or Graphics Department.

These variations are reserved for special events, clubs, or functions and are approved as a "one-off." Additional usage of the logo outside of the approved event, club, or function requires additional review.

These requests are available as long as it compliments and enhances the design of digital or printed materials without comprising the integrity of the established brand.

Katy Independent School District

Katy Independent School District

It is the policy of Katy ISD not to discriminate on the basis of sex, disability, race, religion, color, gender, age, or national origin in its educational programs and/or activities, including career and technology programs, nor in its employment practices and to provide equal access to the Boy Scouts and other designated youth groups.