ROISD

Brand Book

WELCOME

Welcome to the Red Oak ISD Brand Book. The proper use of titles and the Red Oak ISD logo are important means of presenting and preserving the Red Oak ISD image. We hope to provide you with general guidelines to ensure effectiveness of the district name and logos through proper and consistent use and to prevent incorrect usage.

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www.redoakisd.org 972-617-2941

OFFICIAL NAME

The District's official name is **Red Oak Independent School District.**

All internal and external communication, documents, flyers, and brochures should state Red Oak Independent School District or, at minimum, Red Oak ISD or ROISD. To maintain the integrity of the District's image, these guidelines have been established to provide for a uniform and professional appearance for information distributed in the name of the District.

Value is attached to the name **Red Oak Independent School District,** and our communicators are encouraged to use the District name in a proper manner. Wordmark refers to the use of the District name in text format, such as body text or headlines. When used as a first reference, the complete name should be typeset as demonstrated above. The name should be treated as a singular noun because it reflects one collective District. Subsequent references may be shortened to Red Oak ISD or ROISD. When used in text, "the" is not used prior to both the full name and the abbreviations. Use your discretion on subsequent use based on your target audiences' familiarity with the District.

Examples: *Red Oak Independent School District* has one high school.
There are seven schools in *Red Oak ISD.*

INTELLECTUAL PROPERTY OF RED OAK ISD

Please be advised that all District logos, mascots, and symbols are the intellectual property of Red Oak Independent School District and are protected under local, state, and federal statutes.

The District grants permission to District-affiliated campus clubs or organizations to use District logos, mascots, or symbols to promote student groups, activities or events if the use is in furtherance of school-related business. Members of the general public, outside organizations, vendors, commercial manufacturers, wholesalers, and retailers *SHALL NOT* use District logos, mascots, or symbols without the written permission of the Superintendent or Executive Director of Communications.

One must contact the Communications Department at 972-617-2941 or info@redoakisd.org to receive permission to utilize the logos and to receive the logos in the correct formats. The Communications Department may require to review the materials for which the District's logos are being placed prior to production.

Any unapproved or misuse of the logo may result in destroyed product at the campus, department, organization, business, or entity's expense.

RED OAK ISD SCHOOL BOARD

The title – Red Oak Independent School District School Board (or Red Oak ISD Board) – should be treated as a singular noun because it reflects the Board as a whole. The title should be capitalized. Subsequent references may be shortened to Red Oak ISD Board or ROISD Board. When referring to a board of education, however, board is not capitalized; only when referencing a specific school board.

Examples:
First reference: The Red Oak Independent School District *School Board* voted to approve the new budget for the school year.
Second reference:
The *Board* also approved the minutes of the September meeting.

Members of the Red Oak Independent School District School Board should be referred to as board members. Please include the office represented when appropriate.

Examples:
Board President Melanie Petersen attended the convention.
Melanie Petersen, *Red Oak ISD Board President*, attended the event.
ROISD *Board Member* Johnny Knight attended the convention.
Johnny Knight, *Red Oak ISD Board Member*, attended the convention.

When listing the board members' names, list the officers in order first, with remaining members listed alphabetically below. The Superintendent should be included at the bottom, as shown.

SCHOOL BOARD
President Melanie Petersen, Place 7
Vice President Johnny Knight, Place 4
Secretary Sean Kelly, Place 5
John Anderson, Place 3
Donna Knight, Place 1
Michelle Porter, Place 6
Brian Sebring, Place 2

Brenda Sanford, *Superintendent*

RED OAK ISD SUPERINTENDENT

All references to Red Oak Independent School District Superintendent Brenda Sanford should be capitalized. Subsequent references may be shortened to Mrs. Sanford or Superintendent Sanford. However, without the name, use lower case, i.e. the superintendent.

Examples:
Superintendent Brenda Sanford spoke to the City Council last night.
The Chamber of Commerce recognized *Mrs. Sanford* for her work.

LOGO BRANDING GUIDELINES

It is very important for every school, department, program and employee of Red Oak ISD to present the logo in a consistent manner. The logo creates an identity for the District, one that people outside of the district can associate with Red Oak ISD.

Because a consistent representation is so important, it is necessary to have guidelines for use of the district logo and name. The following guidelines will ensure that everyone is representing Red Oak ISD uniformly.

- All district (departments and schools) publications MUST include the **Red Oak Independent School District** name and/or logo printed on the piece. Materials should also include contact information such as: mailing address, phone number, e-mail address and the web address: **www.redoakisd.org.**
- Any change from the district graphic standards must be reviewed by the Chief Communications Office for approval.
- The logo will not be used in association with any program, publication, correspondence or event that is not sponsored by Red Oak ISD.
- The logo should be used in full color when possible. It may be produced in black or reversed (white) when necessary. Versions in all formats are available through the Communications Department.
- When displaying the Red Oak ISD logo together with a logo from another entity, both logos should be equal in size.
- **Publications or products without clear identification of the District name or logo may be subject to re-production at the cost of the department/school.**
- All campus/department letterhead and envelopes are standardized with the Red Oak ISD logo. An electronic master letterhead is provided on the I:Drive.
- Business cards and envelopes will be ordered through Mandalay Press with the new logo. Each department or campus is responsible for ordering and paying for their own business cards and envelopes, if needed.
  Please use all existing cards and envelopes before re-ordering.
- The logo shall not be altered or modified without permission from the Communications Department.

RED OAK ISD OFFICIAL SLOGAN

While the District may have annual themes to connect employees, students and families, the official District mission is - ***Realizing Our Individual Students' Dreams.***

The previous District slogans - Our Student's Success Is Our Success, Soaring to New Heights, and others, should no longer be used in publications or signage. We will begin changes on all districtwide publications as they come up for re-print. Please do the same on all campus and department publications.

The District Mission continues to be the 4 Talons of the Red Oak Hawk - Academic Readiness, GRIT, Character and Service. Campuses and the District will still encourage all Hawks to embody the 4 Talons, and the talon may be used in graphics, just not as the official logo.

Use of images not approved by the Board, Superintendent, or Chief Communications Officer may result in adverse action.

NEW RED OAK ISD OFFICIAL LOGO

The Red Oak ISD logo represents the simple power of the RO with a fresh, newly designed Hawk head with slight color variation representing our unity in diversity. The logo, available in two-tone color, single color, and black and white, are for use in several formats - PNG, PDF, AI, JPG - for placement/insertion in campus and department publications, promotional items, etc.

- **The official mascot for Red Oak ISD is the Hawk. All district campuses, departments and entities shall refrain from reference of any other moniker.**
- **The official colors for Red Oak ISD are Maroon and White, with Grey and Yellow used sparingly as accent colors.**
- **For logos in additional formats or official RGB, CMYK, HEX or Pantone colors, contact the ROISD Communications Department.**

In the iDrive:

- Red Oak Middle School can use the District or ROMS logo with the Black Hawk color change.
- Dr. Joy Shaw Middle School can use the District or ROMS logo with the Grey Hawk color change.
- Athletics only is allowed to use the connected RO if desired.