



Brand Guidelines

Highland Park ISD

MISSION & VISION

MISSION

The Highland Park Independent School District, grounded in an unyielding commitment to tradition, excellence, community, and integrity, provides an unrivaled and well-rounded education in academics, athletics, arts, and service, equipping all students to be citizen leaders and lifelong learners.

VISION

Highland Park ISD will be the preeminent public school district in Texas and the heart and soul of the Park Cities. HP Scots will be honorable in conduct, devoted to scholarship, and charitable to all.

FOREWARD

Plain and simple, Highland Park ISD stands for excellence. The district's stellar reputation, since it initially opened its doors on Oct. 12, 1914, is known throughout both the state of Texas and the country. The motto of Enter to Learn, Go Forth to Serve, which is highly visible at each of our schools, sends a powerful message to every student about our aspirations for each of them.

It is important, then, that Highland Park ISD have a consistent look, feel and brand with all of its communications, whether they are in print or digital form in any media. This guide is designed to provide consistency for all staff members and, in order for this effort to truly be successful, these guidelines should be incorporated into our daily work.

Every Student, Every Day



Brand Guideline Content

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Inside Highland Park ISD



Digital District Seal

The seal is utilized for authenticating official district documents, such as diplomas, transcripts, certification of board actions, trustee and superintendent publications and other official correspondence. The seal represents the long history of a tradition of excellence.

To maintain the seal's integrity, refrain from modifying the seal's colors, content or graphic elements, and always maintain scale/size proportions. Do not stretch or distort the seal.

Highland Park ISD Logo

While the district seal is used for authenticating documents, the HPISD script logo is used for all other purposes including district newsletters, website, branding, marketing and promotional materials.

To maintain the logo's integrity, refrain from modifying the logo's colors, content or graphic elements, and always maintain scale/size proportions. Do not stretch or distort the logo.



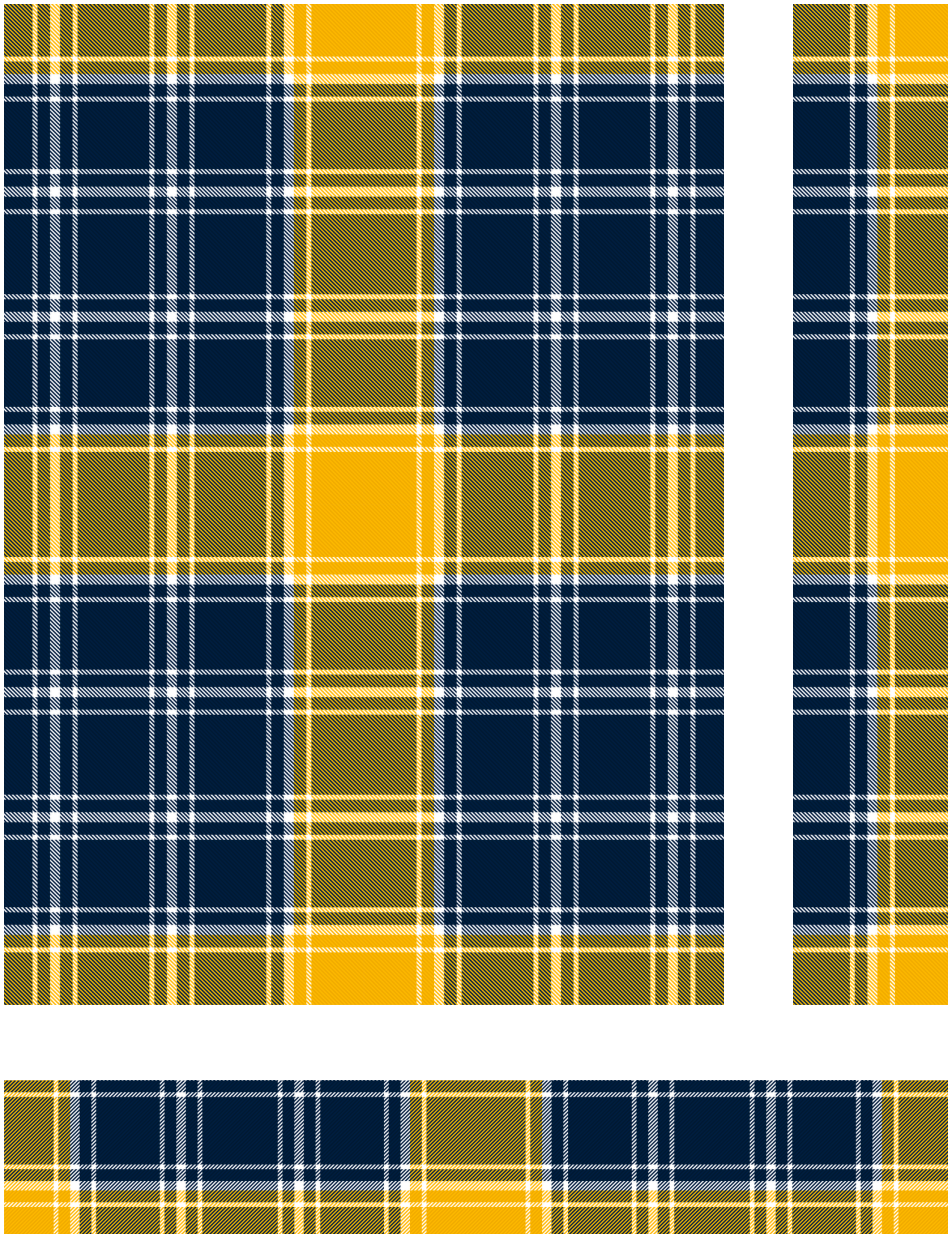
It is important to place the district logo on color blocks that are a different color than the outline of the logo itself.

Dark and Light



Use plaid in moderation as an accent, such as banners or subtle transparent overlays. Do not use as a full-bleed background.

Official HPISD District Plaid



Grayscale, along with black and white, may be needed for traditional printing methods.

Black and White



HPISD Wordmarks

In written communication, Highland Park Independent School District can be referred to as Highland Park ISD, HPISD, or HP schools.

Design options for district wordmarks:

Script Logotype



The Logo Title

HPISD

The Logo Title



Highland Park ISD



Highland Park ISD

The district seal is to be used for authenticating official documents.

Sealtype

The Seal Title



HPISD

The Seal Title



Highland Park ISD



Highland Park ISD

Campus Logos and Crests

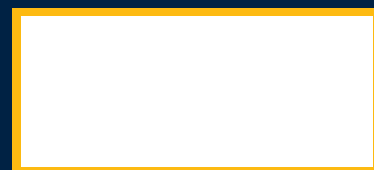




HP Blue
Hex Code - 002244
RGB (WEB) - R 0, G 34, B 68
CMYK (Print) - C 100, M 84, Y 40,

HP Gold
Hex Code - FFBC19
RGB (WEB) - R 248, G 188, B 66
PMS - 1235 C

White
Hex Code - FFFFFFFF
RGB (Web) - R 255, G 255, B 255
CMYK (Print) - C 0, M 0, Y 0, K 0





Armstrong Green
Hex Code - 00833E
RGB (WEB) - R 0, G 131, B 62
CMYK (Print) - C 95, M 18, Y 99, K 5



HP Gold
Hex Code - FFBC19
RGB (WEB) - R 248, G 188, B 66
PMS - 1235 C



White
Hex Code - FFFFFFFF
RGB (Web) - R 255, G 255, B 255
CMYK (Print) - C 0, M 0, Y 0, K 0







Boone Blue
 Hex Code - 6CA9DC
 RGB (Web) - R 127, G 169, B 219
 CMYK (Print) - C 56, M 21, Y 0, K 0



HP Gold
 Hex Code - FFBC19
 RGB (WEB) - R 248, G 188, B 66
 PMS - 1235 C



White
 Hex Code - FFFFFFFF
 RGB (Web) - R 255, G 255, B 255
 CMYK (Print) - C 0, M 0, Y 0, K 0

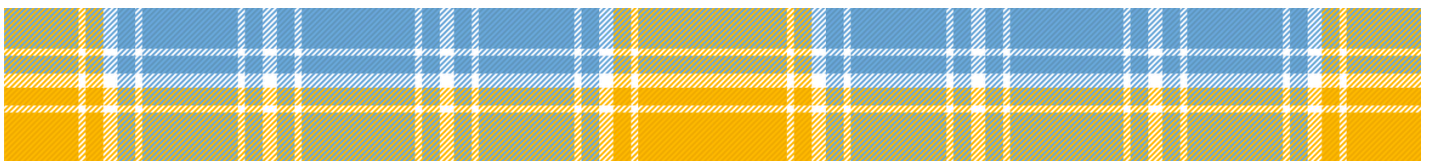




BOONE
B U L L D O G S



BOONE
B U L L D O G S





Bradfield Blue
 Hex Code - 35579B
 RGB (WEB) - R 53, G 87, B 155
 CMYK - C 96, M 73, Y 6, K 1

HP Gold
 Hex Code - FFBC19
 RGB (WEB) - R 248, G 188, B 66
 PMS - 1235 C

White
 Hex Code - FFFFFFFF
 RGB (Web) - R 255, G 255, B 255
 CMYK (Print) - C 0, M 0, Y 0, K 0





BRADFIELD

B R O N C O S



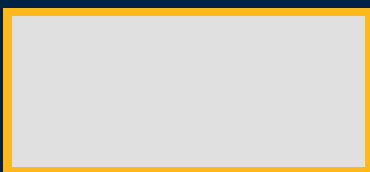
BRADFIELD

B R O N C O S





Hyer Gray
 Hex Code - E0E0E0
 RGB (Web) - R 224, G 224, B 224
 CMYK (Print) - C 11, M 7, Y 8, K 0



HP Gold
 Hex Code - FFBC19
 RGB (WEB) - R 248, G 188, B 66
 PMS - 1235 C



White
 Hex Code - FFFFFFFF
 RGB (Web) - R 255, G 255, B 255
 CMYK (Print) - C 0, M 0, Y 0, K 0





HYER
H U S K I E S



HYER
H U S K I E S





UP Maroon
 Hex Code - 630A0F
 RGB (Web) - R 99, G 10, B 15
 CMYK (Print) - C 31, M 100, Y 100, K 44

HP Gold
 Hex Code - FFBC19
 RGB (WEB) - R 248, G 188, B 66
 PMS - 1235 C

White
 Hex Code - FFFFFFFF
 RGB (Web) - R 255, G 255, B 255
 CMYK (Print) - C 0, M 0, Y 0, K 0



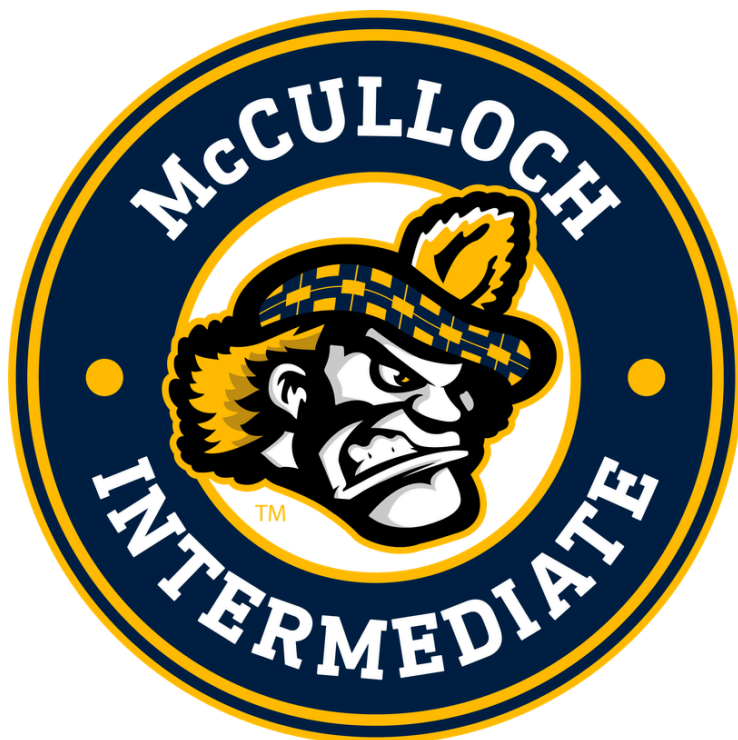


UNIVERSITY PARK
P A N T H E R S



UNIVERSITY PARK
P A N T H E R S





HP Blue
Hex Code - 002244
RGB (WEB) - R 0, G 34, B 68
CMYK (Print) - C 100, M 84, Y 40, K 53

HP Gold
Hex Code - FFBC19
RGB (WEB) - R 248, G 188, B 66
PMS - 1235 C

White
Hex Code - FFFFFFFF
RGB (Web) - R 255, G 255, B 255
CMYK (Print) - C 0, M 0, Y 0, K 0





McCULLOCH
INTERMEDIATE



McCULLOCH
INTERMEDIATE

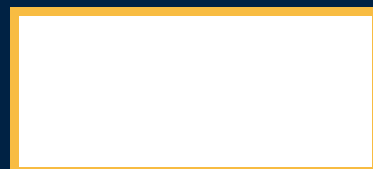




HP Blue
Hex Code - 002244
RGB (WEB) - R 0, G 34, B 68
CMYK (Print) - C 100, M 84, Y 40, K 53

HP Gold
Hex Code - FFBC19
RGB (WEB) - R 248, G 188, B 66
PMS - 1235 C

White
Hex Code - FFFFFFFF
RGB (Web) - R 255, G 255, B 255
CMYK (Print) - C 0, M 0, Y 0, K 0





HPMS



HIGHLAND PARK
MIDDLE SCHOOL



HIGHLAND PARK
MIDDLE SCHOOL





TM



HP Blue
 Hex Code - 002244
 RGB (WEB) - R 0, G 34, B 68
 CMYK (Print) - C 100, M 84, Y 40, K 53

HP Gold
 Hex Code - FFBC19
 RGB (WEB) - R 248, G 188, B 66
 PMS - 1235 C

White
 Hex Code - FFFFFFFF
 RGB (Web) - R 255, G 255, B 255
 CMYK (Print) - C 0, M 0, Y 0, K 0

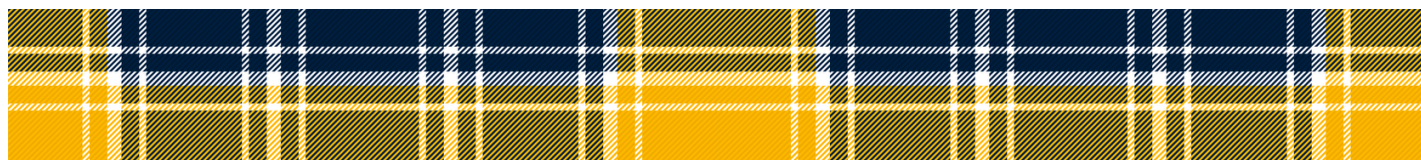




HIGHLAND PARK
H I G H S C H O O L



HIGHLAND PARK
S C O T S



Crests

District crests use DIN Next Slab as a font. This font is to be used for official department seals and banners. The creation of official crests and banners can be applied for by submitting an inquiry through the branding request form [here](#).



Shapes

Squares are standard usage throughout district branding, specifically in presentation designs and graphics for digital and print use. Squares are to have distinct rounded edges instead of a sharp 90-degree angle.



Email

Email signatures

- Your HPISD email signature reflects the district, not you as an individual.
- Do not use quotes or taglines in your email signature other than what has been provided and approved by HPISD.
- Create two email signatures. A branded email signature for external outgoing emails and a standard signature for replying or forwarding external emails as well as for internal email communication.

Branded signatures

HPISD staff may use the district and campus branded PNG email signatures provided by the Communications Department. Complete the Email Signature Request form to receive your branded signature. Branded email signatures are intended to be used for external outgoing email communication and should be reserved for use with the first message and/or reply within an email thread. Standard email signatures may be used for subsequent email replies within a thread.

Go to the Staff page on the HPISD website to download the email template.



FIRST LAST NAME

TITLE/POSITION

☎ 214-780-PHONE

✉ EMAIL@hpsid.org

🌐 www.hpsid.org

HIGHLAND PARK ISD

Administration
7015 Westchester Drive
Dallas, TX 75205



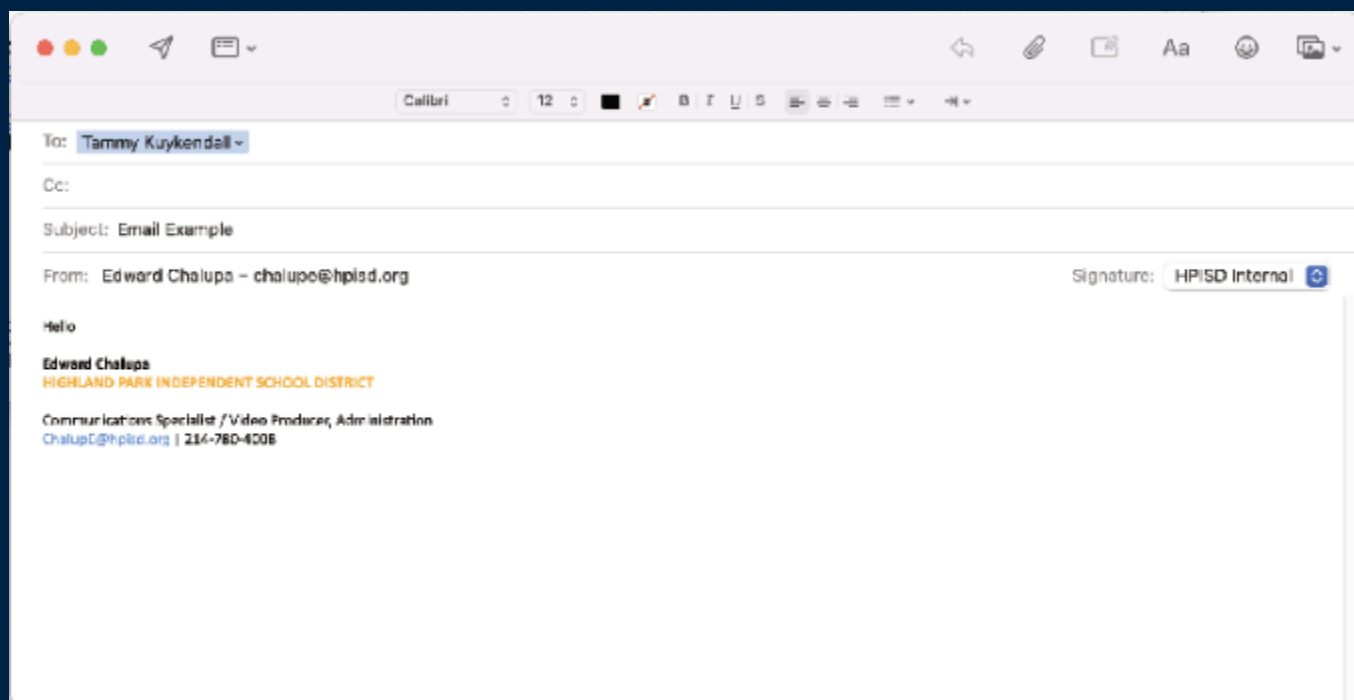
Enter to Learn. Go Forth to Serve.

Email

Remember, your HPISD email account is for the purpose of communicating district-related information and should never be used with any for-profit outside business activity, solicitation or junk mail content. All district staff are accountable for reviewing the district acceptable use policy on appropriate use of email and the network system.

Email formatting guidelines

- Use black or dark colors for type in emails and avoid using bright or light-colored type that is difficult to read.
- Use a standard typeface for body content such as Arial, Calibri or Times New Roman.
- Do not use a “wallpaper” or other image as a background.
- Use 11-point or 12-point type.
- Be cautious about attaching large documents or photos to your emails to avoid exceeding size restrictions.
- Do not use “decorative” graphics or animations in emails.

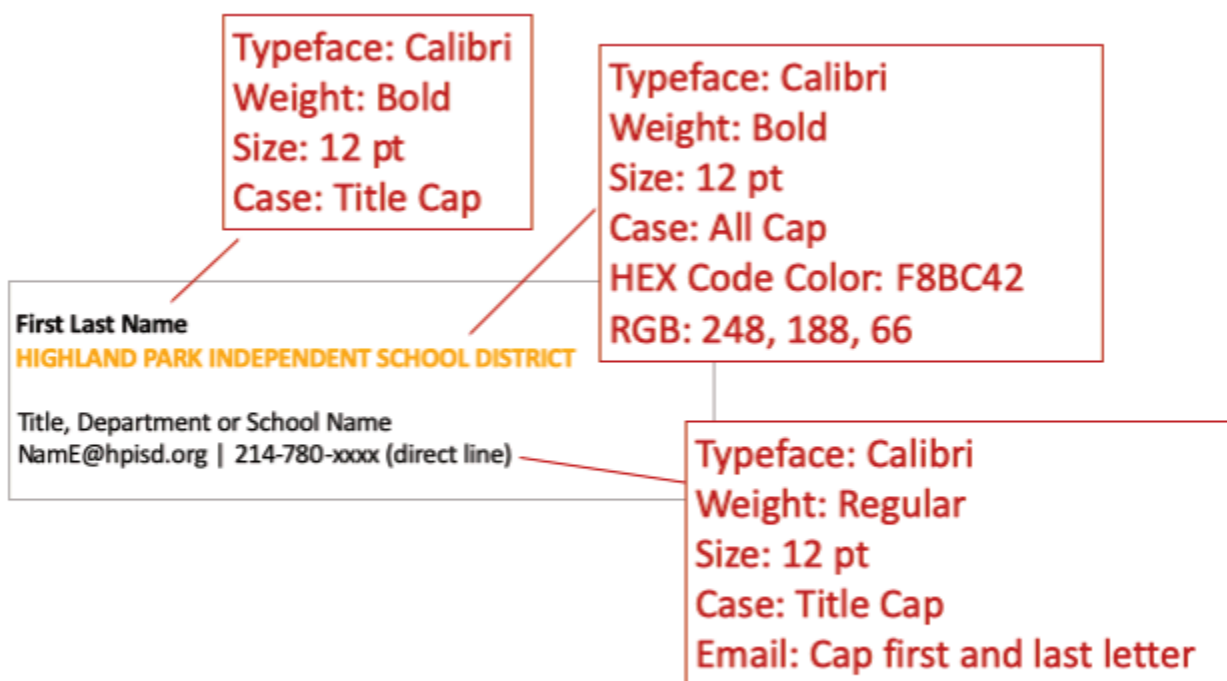


Email

When sending an email from an HPISD email account, the content should be professional in tone as well as concise and easy to read. Use complete sentences and remember that the correspondence represents an academic institution. Always be aware that, by law, all HPISD emails are public documents.

Standard Email Signatures

Internal emails do not need to include the HPISD formal branded signature. A standard signature using text only should be created for use with internal email communication and external replies after the initial use of the formal branded signature. Approved standard signature format:



Presentations

When designing presentations using PowerPoint or Keynote, use the official HPISD templates. You may need to download the district approved presentation fonts. See [page 35](#) for typography and specific font information.

View and download HPISD PowerPoint/Google template options [here](#).

General tips

- For presentations, use at least 28 point type. Anything smaller may not be readable from a distance.
- Use cascading font sizes when creating presentations.
- Cascading two point font difference (minimum)
 - Header 16
 - Sub Header 14 (if used)
 - Body 12
- Your presentation should help the audience understand the topic, and include a clear outline and logical structure.
- Avoid filling each slide with large amounts of text and bullets. Use visual block lists to organize main points and reduce lengthy content.

Step 1

Step 2

Step 3

- Use subtle transitions and avoid too much animation. Keep it simple.
- Strive for fewer slides and simple, easy-to-comprehend charts and graphics. Rather than using a printout of your slides as a handout, consider placing fewer words on your slides and developing a separate handout with your talking points or additional notes.
- Whenever possible, use images to complement the text.

Build your presentation template in the format you plan to present in. When designing a powerpoint or keynote presentation, please use the following templates. They can be downloaded [here](#).

Powerpoint Presentations



**ENTER TO LEARN,
GO FORTH TO SERVE**

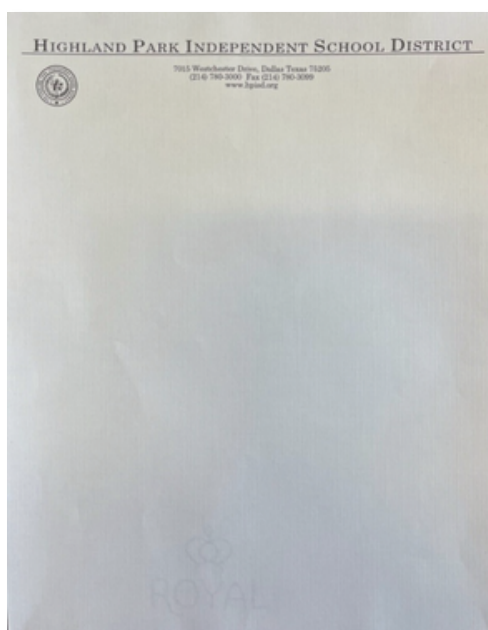
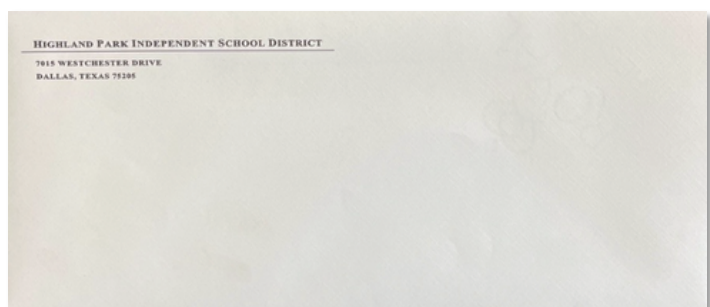
Business cards, letterhead and envelopes

Highland Park ISD has official business cards, letterhead and envelopes for use when communicating with the public.

Official business cards feature an embossed HPISD seal and may be ordered for principals, and director and above positions. Contact the Communications Department to order business cards.

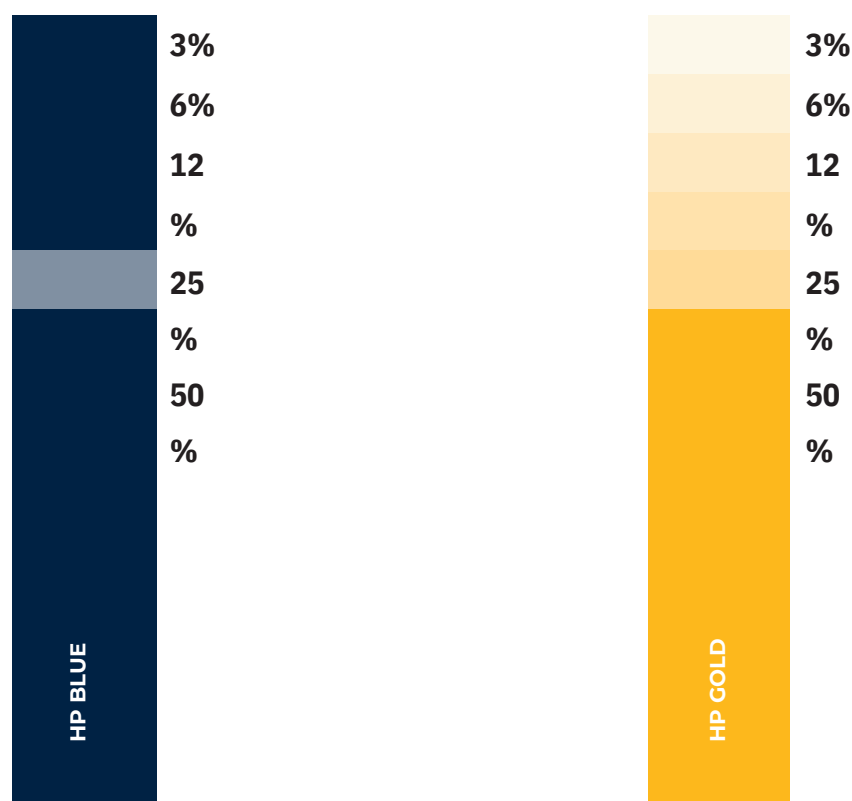
Official letterhead is available for school, office and department use. District letterhead features the HPISD seal and campus letterhead features the school's crest logo. All letterhead is printed on formal stationery that has been approved by the district. Blank paper matching the stock used for official letterhead should be used when correspondence exceeds one single page. Contact your department or campus administrator to request the appropriate letterhead.

Envelopes matching the paper stock letterhead in a size #10 that includes the district's administrative address must be used when mailing a district letter. The same holds true respectively for campus communication.



Color Palette

Color Palette Primary Color System



Color Palette Secondary Color System



Typography

Headlines, subheads, body copy, charts and labels

Limit the number of words used in headlines. Use a type size 4 points above the size used for body content to ensure the main headline is prominent. This also allows for use of a sub-headline that is 2 points in-between the headline and body. For example, if the body content is at 12 select 14 for the sub-headline (if used) and 16 for the main headline. Fonts for header and body text are to be used for their delivered format.

Cascading 2 point font difference (minimum requirements):

- Header - 16
- Sub Header - 14 (if used)
- Body - 12

HPISD has designated more formal fonts for use in producing promotional materials such as flyers, handouts, advertising, and other materials. The same cascading 2 point font difference guidelines are followed. The formal fonts are:

- Header – DIN (Bold Headline/Body)
- Sub Header - DIN (if used, Bold Headline/Body)
- Body – Garamond (Regular)

HPISD has designated the following fonts to be used in all PowerPoint and Key-note presentations:

- Helvetica Neue (Bold Headline)
- Helvetica Neue (Regular Body)

HPISD has designated a more common font to be used in everyday communication and informal material, they are:

- Calibri (Bold Headline)
- Calibri (Regular Body)

The district approved typefaces (fonts) can be downloaded [here](#).

Aa

AaBbCcDdEeFf
GgHhIi0123456789
+;%@*

Calibri is used as the standard
font for digital communication
including newsletters and email.

Aa

Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo

PpQqRrSsTtUuVvWwXxYyZz

0123456789 (&!/,;:_*")

Aa

Italics

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo

PpQqRrSsTtUuVvWwXxYyZz

0123456789 (&!/,;:_")*

Aa

Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo

PpQqRrSsTtUuVvWwXxYyZz

0123456789 (&!/,;:_*")

Aa

AaBbCcDdEeFfGgHhIi
0123456789+;%@*

*Helvetica Neu is the preferred
presentation font. Used as
headline and body font types
in powerpoints and keynotes.*

Aa

Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo

PpQqRrSsTtUuVvWwXxYyZz

0123456789 (&?!/,:;-_*)

Aa

Italics

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo

PpQqRrSsTtUuVvWwXxYyZz

0123456789 (&?!/,:;-_)*

Aa

Bold

AaBbCcDdEeFfGgHhIiJjKkLlMm

NnOo

PpQqRrSsTtUuVvWwXxYyZz

0123456789 (&?!/,:;-_*)

Aa

AaBbCcDdEeFf
GgHhIi0123456789
+;%@*

D-DIN is the preferred font
for advertising and marketing
applications.

Aa

Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&!/,,:-_*")

Aa

Italics

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&!/,,:-_*")

Aa

Condensed Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&!/,,:-_*")

Aa

AaBbCcDdEeFf
GgHhIi0123456789
+;%@*

Garamond is often used as a serif
sub-header for official titles such as
Highland Park ISD.

Aa

Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo

PpQqRrSsTtUuVvWwXxYyZz

0123456789 (&?!/,:;-_*)

Aa

Italics

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo

PpQqRrSsTtUuVvWwXxYyZz

0123456789 (&?!/,:;-_)*

Aa

Bold

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOo

PpQqRrSsTtUuVvWwXxYyZz

0123456789 (&?!/,:;-_*)

Photography

Standard Photo Settings



Portrait

resolution
300ppi
aspect ratio
2:3
color format
rgb



Landscape

resolution
300ppi
aspect ratio
2:3
color format
rgb



Editorial Style Guide

Abbreviations/acronyms

If an abbreviation or acronym is widely known, such as SAT or ACT, it is acceptable on first reference. If the acronym is obscure, give the full name of the organization or program on its first use, followed by the acronym in parentheses: Highland Park Education Foundation (HPEF). If the organization or program is not mentioned again, there is no need to give the acronym. Traditionally, acronyms included periods (F.B.I.), but they are usually omitted today (FBI). The AP Style rule about abbreviations is to use periods for two letters, not to use periods with abbreviations of three or more letters; ie, U.S., USA. Make sure the use of periods in abbreviations and acronyms is consistent throughout the document.

Board of Trustees

The formal title of the Highland Park Independent School District governing body is Board of Trustees. HPISD Board of Trustees is also acceptable. Subsequent references may be “the board” (not capitalized), “school board,” or “trustees.”

Comma in a series

It is not necessary to include a comma before the last item in a series. A, B, and C can be written as A, B and C.

Days of the week and months

Always capitalize days of the week, and never abbreviate them. Always capitalize the names of months. If a month is used with a specific date, only abbreviate the following months: Jan., Feb., Aug., Sept., Oct., Nov., and Dec. However, spell out all months when a year is attached or when alone. In formal writing, use July 1, 2006, not July 1st, 2006. And use a comma after the year in “On July 1, 2006, teachers attended...”

Degrees

If you know a subject has an advanced degree, it is acceptable to use it. When writing an advanced degree, use abbreviations with periods and no spaces (e.g., Daniel Jones, Ph.D.; Mary Smith, Ed.D.). If including degree information is desired, do so using abbreviations with periods and no spaces in the first reference (see above), in subsequent references use the formal title “Dr.” Example: The keynote speaker at the in-service was Daniel Jones, Ph.D., a leading expert in the field of testing. Dr. Jones’ speech focused on using test results to improve instruction. It is not correct to use a title and degree together (incorrect: Dr. Mary Smith, Ed.D.).

Editorial Style Guide

Email

The “e” in email is lowercase, and the word is not hyphenated. When typesetting district emails, capitalize the first and last letter of the username (KuykenT@hpsid.org).

Facility/school names

When referring to a campus facility include the grade level identifier on the first reference and spell out the name (Armstrong Elementary; Highland Park High School). It is acceptable on subsequent references to drop the grade level identifier completely or to use HS, MS, or ES. For formal writing, it is acceptable to use the school’s namesake (Michael M. Boone Elementary; John S. Bradfield Elementary). HPISD Administration Building should be used on first reference. Admin or Admin Building is acceptable for subsequent references. Clements Leadership Center should be used on first reference. Clements Center is acceptable for subsequent references.

Highland Park Independent School District

The formal name is the Highland Park Independent School District; however, HPISD is acceptable on first reference. If the acronym is used in the first reference, it should be spelled out in the second reference. The Highland Park Independent School District may also be referred to as “the district” (not capitalized) or HP schools in subsequent references.

Numbers

Spell out both cardinal and ordinal numbers from one through nine. Use figures for 10 and above: ninth grade, 10th grade, 11th grade. But use all numbers in mixed situations (5 out of 10 students). Numbers over a million may be rounded off and expressed this way, including sums of money: 2.75 million rather than 2,752,123 and About \$2.35 million rather than \$2,349,999.

Percent

Use “percent” rather than % in formal writing. And a 10 percent increase is not the same thing as a 10-percentage-point or 10-point increase.

Prekindergarten

Prekindergarten is one word. Pre-K is acceptable on second reference.

Editorial Style Guide

Seasons/years

Use “spring 2022” or “spring of 2022,” not “Spring 2022.” Do not separate the season with a comma (spring 2013, not spring, 2022). Refer to the academic year as 2022-23 school year and fiscal year 2023.

Spaces

It is customary now to use only one space after a period at the end of a sentence and after colons, not two.

Students

When referring to students use ninth-graders, not ninth graders. And “All ninth- and 10th-grade students ...,” not “All ninth and 10th-grade students ...” Grades 10 and higher should use numbers. When not using grade level as a modifier, no hyphen is used, as “She is in the ninth grade.”

Special Education

Capitalize it when referring to Special Education programs. Otherwise it just means programs that are special. Never use sped or SPED in reference to Special Education.

Telephone numbers

Do not put the local area codes in parentheses. Use, 214-780-3000, not (214) 780-3000. And use hyphens, not periods.

Titles

All titles (principal, director, superintendent, etc.), are capitalized when they precede the person’s name, as in “Principal Jeremy Gilbert,” but not when used after or without the person’s name, as in “Jeremy Gilbert, the high school principal.”

Website

The word website is one word and begins with a lowercase “w.”

ZIP code

Always use ZIP code, not zip code (ZIP is the acronym for Zone Improvement Plan.)

IN HPISD
OUR **STUDENTS**
ENTER TO **LEARN,**
GO FORTH TO
SERVE.





Where **Students** Are Our **Brand**



**WHERE WE CELEBRATE
EVERY STUDENT,
EVERY DAY**



**EVERY
STUDENT,
EVERY DAY.**