

BRAND GUIDELINES

Using AI for Graphics & Social Media

Standard Operating Procedures, Quality Standards & Policy Guidelines

Find a Copy of This Presentation at:

<https://www.hazelwoodschools.org/departments/communications-and-public-relations/communication-guidelines/ai-graphics>

Questions?

Contact your HSD Director Communications & PR Dept.
Darrin Lilly, at: dlilly@hazelwoodschools.org

Preface: Authenticity is Key

❖ Avoid Visual "Slop":

Overusing AI creates generic graphics that blend into internet clutter and diminish our brand identity.

💎 Use AI Sparingly:

Apply AI tools thoughtfully to enhance creativity while keeping the authentic human touch that defines us.

👥 Maintain Community Trust:

Genuine storytelling connects far more effectively with students, parents, and community members.



Approved AI Image Tools



Google Gemini

Available to all HSD staff via Google Suite



Magic School

Available to all HSD staff follow this [link](#).

Discontinue AI Image Tools



ChatGPT

Recommend not using for flyers or newsletters.

HSD Branding Policy



Never Generate Logos in AI:

AI tools cannot generate accurate, high-quality school or mascot logos.

Approved logos.

Approved Workflow:



Create background imagery in AI, download the image, then import into Canva to overlay the official logo.



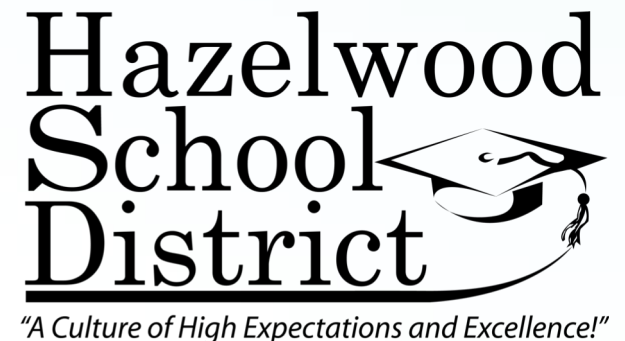
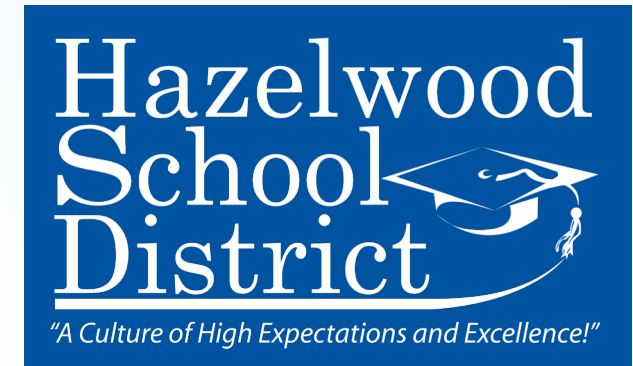
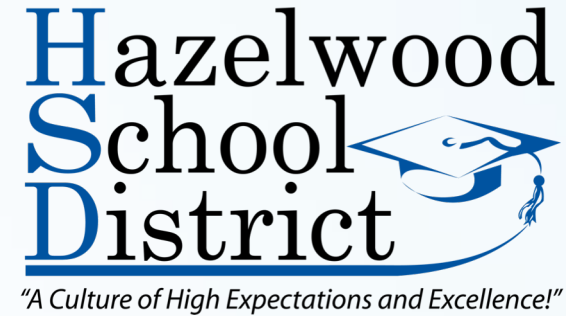
Official Logo Drive

Access high-resolution, approved HSD logo files (primary and district) directly from the Google

Drive at https://drive.google.com/drive/folders/1gq4RZDe18yvnmdLp8uWXIpWYGF7wHJw-?usp=drive_link



Non-compliance: Graphics violating this rule will be deleted from social media without prior notice.



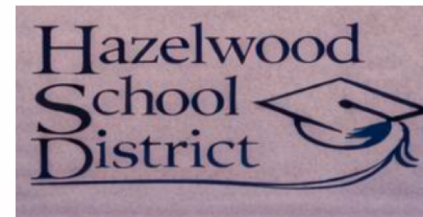
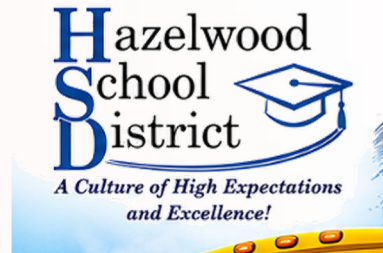
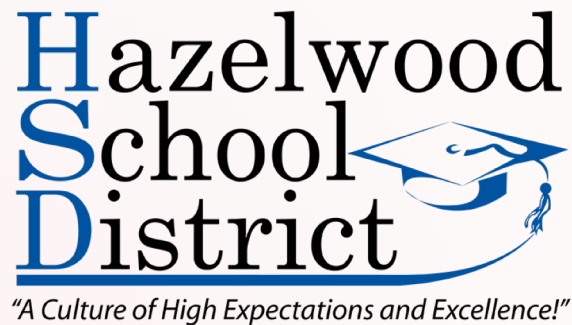
Altered logos undermine the consistency of our brand, damage our credibility, and weaken public trust.



If they wouldn't allow it with their brand ...



... we shouldn't allow it with our brand.



3-Step Process: Creating AI Images

1

Create the Graphic in AI

Create the graphic using a prompt that specifically excludes the use of a logo.

2

Download

Save the finished AI graphic to your computer.

3

Add the Logo in Canva

Upload the graphic to Canva, then add the logo from the HSD brand kit or other saved files.

Suggested AI Prompt for Graphics, If Using

ENTER THE FOLLOWING IN GEMINI OR MAGIC SCHOOL

Create a high-resolution 8.5 x 11 graphic for **an elementary school** that I can use on Facebook

Event Name: **Color Run**

Date & Time: **Friday, September 4 at 4:00 pm**

Location: **Lawson Elementary School, 1830 Charbonier Road, Florissant, MO 63031.**

Information: **(Event details here.)** Free admission; wear white clothes you don't mind getting stained with a rainbow of colors

Design Requirements:

Style: Welcoming, energetic, fun, colorful, appropriate for students, and easy to read at a glance.

Don't: Use realistic-looking students. Use only illustrations

BLANK SPACE RULE (CRITICAL): Keep the upper-right corner completely blank (open background color/pattern only). Do NOT generate any logos, schools, mascots, badges, frames, placeholder boxes, or text like "Logo Here" in that area or arrows. Leave it empty so an official logo can be placed there later. Leave the space the design, color or texture of the rest of the background.



Pre-Built Canva Brand Kit

Canva

+

Create

Home

Projects

Templates

Brand

Canva AI

Print Shop

Approvals

Upgrade to Business

Invite people

All Brand Templates

Hazelwood School ...

All assets

Guidelines

Brand Templates

Logos

Colors

Fonts

Brand voice

Hazelwood School District

Hazelwood School District

HSD logo 2022 w_o Sloga...
Image • 24 kB

Hazelwood School District

HSD logo 2019 Final 400...
Image • 25 kB

Hazelwood School District

"A Culture of High Expectations and Excellence"

HSD logo 2019 Final 400...
Image • 30 kB

All Brand Templates

West Middle Schoo...

Search Brand Kits

Armstrong Elementary - Eagles

Arrowpoint Elementary - Eagles

Barrington Elementary - Bulldogs

Brown Elementary - Junior Hawks

Cold Water Elementary - Bears

Generate color theme

Colors

WMS Wildcats Red

WMS Wildcats...

Official Brand Resources



Official Logo Drive

Access high-resolution, approved HSD logo files (primary, district, and campus) directly on Google Drive.

[HSDLogos](#)



Canva Brand Kit

Use pre-loaded HSD or school level colors, typography, and logo suites inside Canva.

[Shared Team Assets](#)

Student Imagery Policy

No AI Student, Staff, Parent Photos:

Never use AI to generate, simulate, or alter the likeness of any HSD community member.

Illustrations are Permitted:

Generic cartoon images of students may be generated, so long as they are not sourced from the image of actual, identifiable HSD students.

(Note: Watch for distorted logos on illustrated HSD polos.)

Approved AI Edits of Photos

The following editing techniques are approved when used appropriately:

- Photo cropping
- General color correction
 - Only when applied to entire photo; do not “correct” only skin tone, hair color, eye color, skin blemishes, or other human features
- Minor image corrections (ex. removing stain from student shirt)

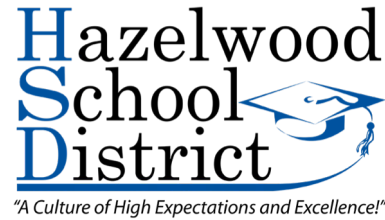


Important ADA Compliance Reminder



Schools must ensure all social media graphics comply with Title II of the Americans with Disabilities Act (ADA) by following web accessibility standards that make visuals readable for users with assistive technology.

- **Add Descriptive Alt Text:** Always include alternative text that describes the image and conveys any text or data shown on the graphic. If a flyer has an event time and location, that exact information must be in the alt text or the accompanying caption.
- **Maintain Color Contrast:** Text overlaid on graphics must meet a minimum color contrast ratio of **4.5:1** against the background so users with low vision or color blindness can read it easily. The colors are in Canva that you can use for your school.
- **Minimize Text on Images:** Avoid text-heavy graphics like flattened flyer images. Put the essential details directly in the main social media caption instead of hiding them inside the picture
- **Use Legible Fonts:** Pick simple, clean font styles and large enough text sizes so users viewing content on small mobile screens can read them.
- **Limit Animations:** Avoid flashing elements or rapid motion in GIFs and dynamic graphics to prevent triggering seizures or vestibular issues.



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