



International Leadership of Texas

Official Identity & Design Standards Guide

This guide provides a quality standard for using the important design, creative and branding elements of International Leadership of Texas' identity. These standards are for all Faculty, Staff, Volunteers, and Commercial partners who participate in the promotion and distribution of the school's messages and identity



What is Brand Identity?

A clear, consistent, and cohesive brand identity helps a business or organization build upon their existing reputation. This ensures that the logos and designs of our school reflect our standard of excellence as a college preparatory academic institution. Having a consistent brand identity enhances the effectiveness of our school's message. A strong brand identity also aids in the recruitment of excellent faculty and students, instills a sense of unity and pride in our school, and assists in engaging community support.

Every **member** of International Leadership of Texas has a responsibility to bring this cohesive brand identity to life, maintain its clarity and use it consistently in all school publications whether in print, on the web, in the classroom, the field, the community, and across the world.

The Identity Standards Guide

This manual details precise guidelines for using International Leadership of Texas' brand identity in any and all school communications. This includes, print, web and video products.

Since a strong brand identity can only be realized through consistent application over a span of time, it is the policy of International Leadership of Texas that the logos and designs detailed in the identity standards guide be the only official logos to represent the school.

If the material carries the International Leadership of Texas name or logo, it must follow the standards that are on this document. This includes graphic designers, printshops, PTO's and any other organizations.

Any other material that does not carry our name or logo is not expected to follow our identity and design standards.

Contacts for Approval

Always consult the **Creative Director** before producing any kind of item that will carry the ILTexas name. Production of any kind must never take place without first going through the approval process. (see page 13)

The Creative Director with the Marketing team are responsible for ensuring the integrity of International Leadership of Texas brand identity and is responsible for responding to any questions regarding the contents of this guide, or any requests to create a special-use design.

Art design is always subjective. Because of this reality, we understand that there will always be differences of opinions when it comes to designs. In light of this, we want to set the expectation that the CEO, Superintendent and Media Department have the final word on what designs get approved. We thank everyone for following the standards set forth by the school.



Official Seal

This is the official seal of International Leadership of Texas. This is reserved for official documents from the board, the office of the superintendent or principal. It adds an authoritative and legitimate aesthetic to important documents such as diplomas and official correspondence.



Simplified Logo

This is the simplified seal. Particular details are omitted and colors are reduced to render a more easily recognizable icon without compromising the image of a college preparatory school. This logo is appropriate for all uses such as yard signs, decals, t-shirts, and general use in the community.

SCHOOL NAMING STRUCTURES

International Leadership of Texas

ILTexas

ILTexas.org

ILTEXAS

Under no circumstances are we to use “ILT”

SCHOOL MOTTO

English:

Others Before Self

Spanish:

Otros Antes De Uno Mismo

Chinese:

先人后己

SCHOOL MISSION STATEMENT

ENGLISH:

The mission of ILTexas is to prepare students for exceptional leadership roles in the international community by emphasizing servant leadership, mastering the English, Spanish, and Chinese languages, and strengthening the mind, body and character.

SPANISH:

La misión de ILTexas es preparar a nuestros alumnos para roles de liderazgo excepcionales en la comunidad internacional, haciendo hincapié en el liderazgo de servicio, el dominio de los idiomas inglés, español y chino, y el fortalecimiento de mente, cuerpo y carácter.

CHINESE:

德克萨斯州国际领袖学校旨在培养学生在国际社会中卓越的领导才能。我们强调学生在熟练掌握英语，西班牙语和中文的前提下加强奉献式的领导精神及身体，头脑和品德的锻炼。

TYPE STANDARDS

TIMES NEW ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

CALIBRI

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

GARAMOND

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

GAUTAMI

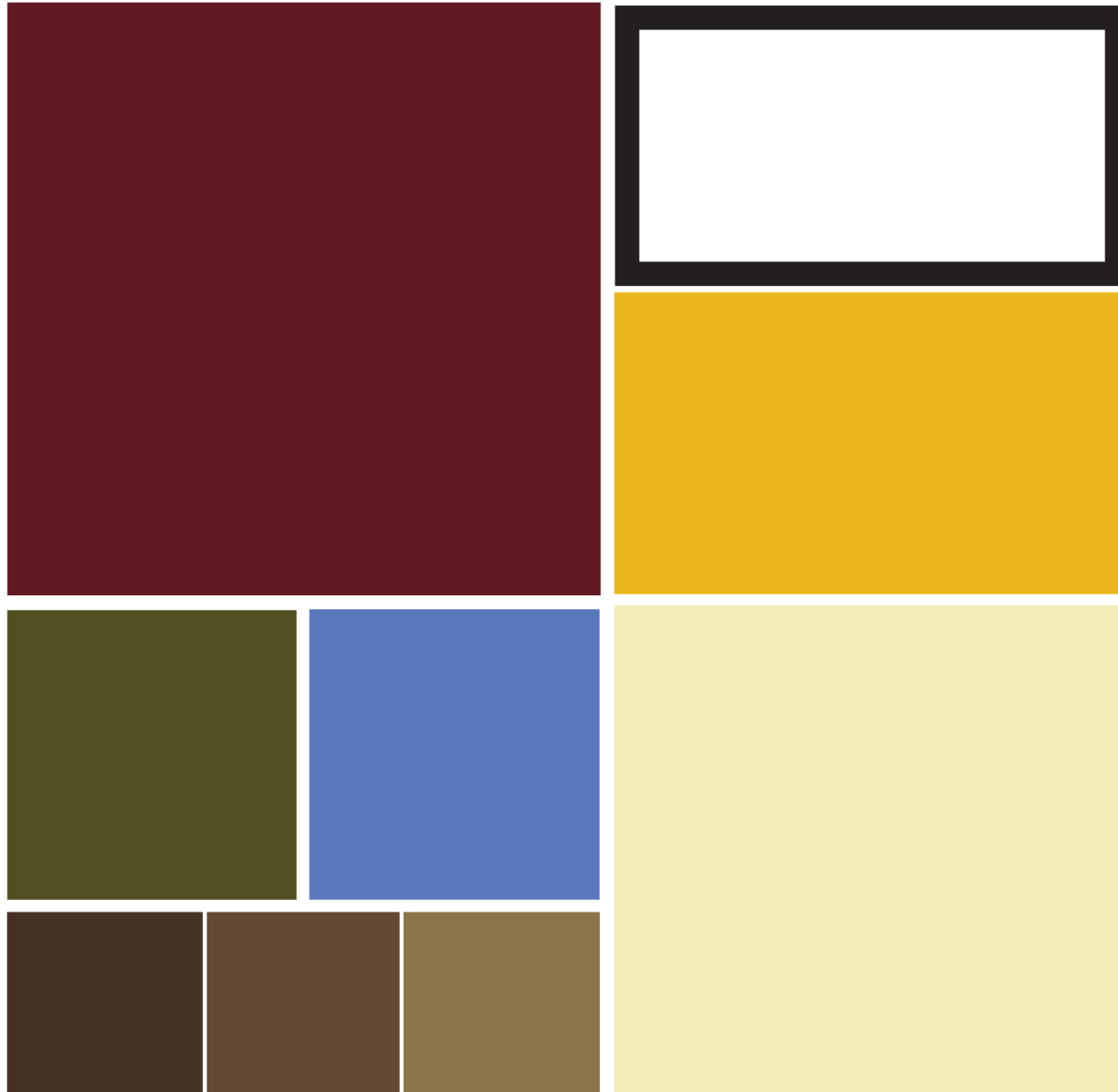
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

ILTEXAS

ILTEXAS

It is suggested that in creating any form of writing, to choose one font family with Serifs, and pair it with a font family without serifs. Times New Roman and Garamond are both examples of fonts with serifs and Calibri and Gautami are both sans serifs.

COLOR SCHEME



(RGB) CMYK #Hex PMS:

Maroon:

(97/25/34) 36/92/75/52 #611922 PMS:7421C

White:

(255/255/255) 0/0/0/0 #ffffff PMS:11-0601

Black:

(0/0/0) 100/100/100/100 #000000 PMS:Black

Gold:

(235/182/30) 8/28/100/0 #ebb61e PMS:1235c

Blue:

(89/119/186) 70/52/0/0 #5977ba PMS:2718C

Beige:

(242/235/184) 5/3/33/0 #f2ebb8 PMS:Yellow 0131C

Dark Brown:

(64/49/38) 53/66/73/60 #453126 PMS:Black 4C

Medium Brown:

(100/72/52) 46/62/76/41 #644834 PMS:476C

Light Brown:

(139/115/71) 41/47/79/17 #8b7b47 PMS:7755C

HORIZONTAL LOGO

How to Apply

One Color
(Black)



**INTERNATIONAL
LEADERSHIP OF TEXAS**

One Color
(Maroon)



**ILTEXAS
SCHOOL NAME**

White on
Maroon



**ILTEXAS
SCHOOL NAME**

SIMPLIFIED STACKED LOGO

How to Apply

One Color
(Black)



INTERNATIONAL
LEADERSHIP OF TEXAS

One Color
(Maroon)



ILTEXAS
SCHOOL NAME

White on
Maroon



ILTEXAS
SCHOOL NAME



Athletics Logo

This is the approved design for International Leadership of Texas' Athletics Department. All athletic teams, events and subsequent equipment will have this logo displayed. In keeping with the circular seal of International Leadership of Texas, this logo incorporated such design elements as curved text connected by gold lines to visually create a circle. The State of Texas was used in this logo to represent International Leadership of Texas' athletic teams when they compete in any national competitions.

ATHLETICS LOGOS

Athletic designs are reserved for the Athletics department only.



Texas Logo



Formal Logo



Gold Logo



Half Circle Logo

MCJROTC LOGOS

MCJROTC designs are reserved for the MCJROTC department only.

Shield Logo



Crest Logo



UNIVERSAL EAGLE DESIGN

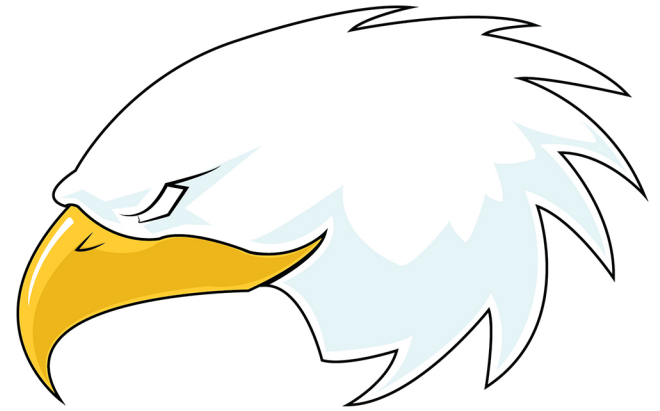
This design is for universal use and can be utilized for any of the schools graphic design needs.



Circle Eagle



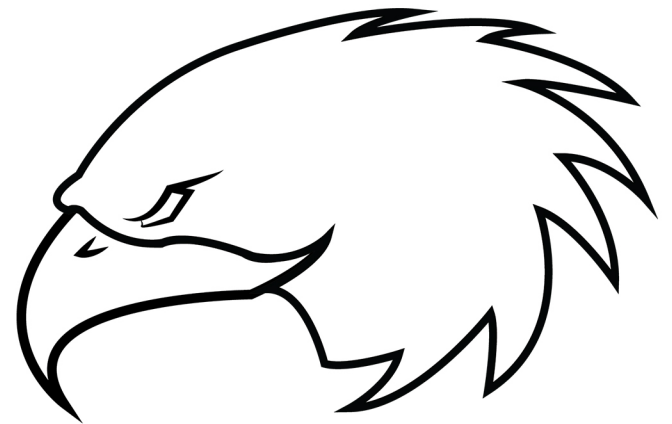
Full Eagle Color



Eagle Head Color



Eagle Silhouette



Eagle Head B&W

FINE ARTS LOGO



THE DESIGN PROCESS

CAMPUS LEVEL/PTO

1. Read the Identity and Design Standards.
2. Create a design.
3. Submit the design via email to both your campus principal and the creative director.
4. The design is reviewed.
5. You will receive an email informing you that the design is approved, or requesting revisions.
6. Upon approval, you can move forward on production.

DISTRICT LEVEL

1. Read the Identity and Design Standards.
2. Request the need for a design. In the request process, a design can be submitted, or ideas can be shared about the design.
3. Creative Director will review and work with the design team to create a design.
4. A first Draft of the design is created and shared. Through feedback a final design will be produced.
4. Design is completed and shared through Google Drive.

**Please keep in mind that the CEO, Superintendent and Media Department have the final decision on what designs get approved.*

GRAPHIC FILE LINKS

CLICK ON THE LINKS BELOW TO ACCESS FILES

ILTEXAS SCHOOL CREST LOGO

ILTEXAS SHIELD LOGO

ILTEXAS EAGLE UNIVERSAL LOGO

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