



**ARANSAS PASS
INDEPENDENT SCHOOL DISTRICT
BRAND STYLE GUIDE**



Welcome to Aransas Pass ISD's Brand Style Guide!

Please use this guide as a reference when you are creating materials that will include a district logo.

To conserve resources, please exhaust existing supplies of printed materials, and adhere to the style guide when purchasing new ones.

District logos are designed to boost school and organizational spirit, as well as make the district readily identifiable to everyone in the community. As such, it is important that the correct logo be used appropriately at all times.

IMPORTANT: Logos must be used within the guidelines set forth in this manual. As district-owned, intellectual property, logos may not be altered or modified, and may not be combined with any other unapproved graphic or textual elements. Logos may not be used to promote or endorse any interest or entity other than APISD.

Use of APISD logos outside of these guidelines is prohibited. Any individual, organization or business that uses district trademarks or other intellectual property without appropriate authorization shall be subject to legal action. Pursuant to board policy CY(LOCAL), the district protects all district trademarks, including names, logos, mascots, and symbols, from unauthorized use.

Vendors and/or External Partners requesting use of district and campus logos for merchandise must contact the Communications Department and enter a vendor agreement before proceeding. These groups include but are not limited to vendors, parent organizations, student organizations, and other district-affiliated school support or booster organizations.

For additional questions concerning logo usage, please contact the Communications Department at 361-758-4200.

Thank you!



What is branding?

Branding is the strategic process of creating, defining, and maintaining a distinct identity for an organization through consistent messaging, visual elements, tone, and values. It encompasses the perceptions, experiences, and emotional connections that stakeholders associate with the organization. In a school district, branding serves to clearly communicate its mission, vision, and core values.

A strong and consistent brand fosters trust, recognition, pride, and engagement among students, families, staff, and the broader community. It unifies communication across campuses and departments, and helps attract and retain students, staff, and partners. In education, where relationships and reputation matter deeply, branding helps communicate our purpose with clarity and impact.

The standards in this guide are designed to strengthen the overall Aransas Pass ISD brand. A cohesive visual identity is essential in building and reinforcing our image in the Aransas Pass community. These brand standards ensure consistency in both message and presentation, aligning what we say with how we say it.

These guidelines apply to external communications and are intended to be consistent, easy to understand, and comprehensive. Effective utilization of these guidelines plays a crucial role in reinforcing the District's brand and shaping positive perceptions of Aransas Pass ISD.

District Identity

Mission

Our mission is supporting and inspiring our students in their pursuit of excellence with purpose, passion, and pride.

Vision

Ignite Every Student's Potential

Motto

Purpose. Passion. Pride.

Logo Identity



Primary Logo



AP Lettermark
Stand-Alone Logo



Panther Logo

Per Board Policy CY, the district protects all district and campus trademarks, including names, logos, mascots, and symbols, from unauthorized use. Any individual, organization, or business that uses district trademarks without appropriate authorization shall be subject to legal action.

Logos: Acceptable Use

DO NOT ALTER ANY APISD LOGO IN ANY WAY.

- Do not skew, stretch, or distort logos.
- Never attempt to create logos, change the font, or alter size or proportions of logos.
- Full color logos should always appear with the white stroke outline when placed on any transparent backgrounds, patterns, printed fabric materials, similarly colored backgrounds, et cetera.
- Do not use previous APISD logos.
- Do not copy and paste logos from this style guide. Logo images may be obtained from the Communications Department.



Primary Logo



AP Lettermark
Stand-Alone Logo



Panther Logo

Examples of incorrect use:



Skewed



Low resolution



Flipped



Logo without white stroke

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Logos: Variations

PRIMARY LOGO

When color or printing prohibits the use of a full-color logo, it may be used in all black, grayscale, or reversed-out to white.

The logo can appear on color, illustration, or photographic backgrounds as long as the logo appears with a white stroke/ background and the legibility and integrity of the logo are not diminished.

Full color logo should always appear with a white stroke/ background when placed on any clear/transparent backgrounds, distracting patterns, printed fabric materials, busy backgrounds, etc.



Primary Logo

Color



Grayscale



Black & White



White



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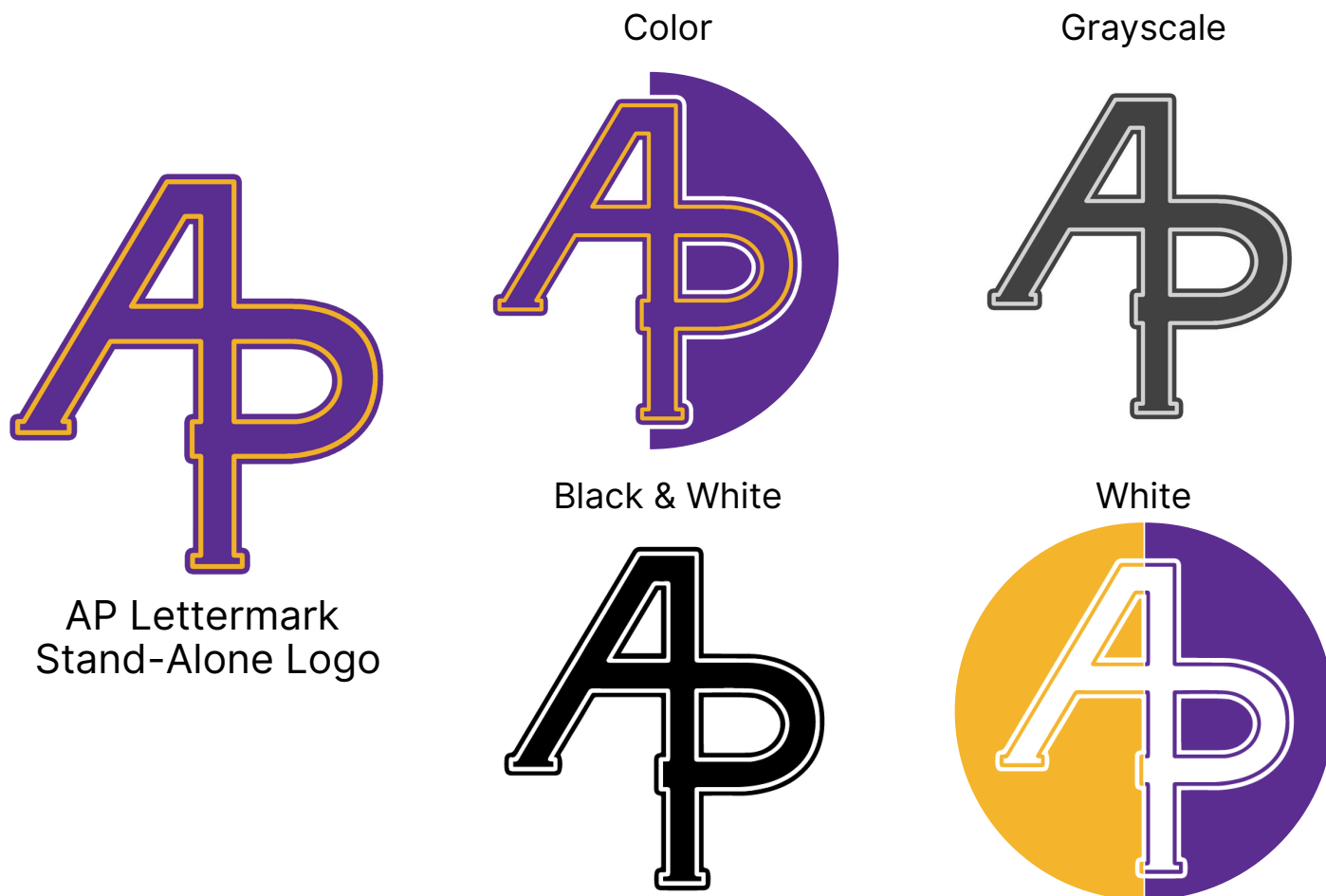
Logos: Variations

AP Lettermark Stand-Alone Logo

When color or printing prohibits the use of a full-color logo, it may be used in all black, grayscale, or reversed-out to white.

The logo can appear on color, illustration, or photographic backgrounds as long as the logo appears with a white stroke/ background and the legibility and integrity of the logo are not diminished.

Full color logo should always appear with a white stroke/ background when placed on any clear/transparent backgrounds, distracting patterns, printed fabric materials, busy backgrounds, etc.



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Logos: Variations

Panther Logo

When color or printing prohibits the use of a full-color logo, it may be used in solid purple or gold, all black, or reversed-out to white.

The logo can appear on color, illustration, or photographic backgrounds as long as the logo appears with a white stroke/ background and the legibility and integrity of the logo are not diminished.

Full color logo should always appear with a white stroke/ background when placed on any clear/transparent backgrounds, distracting patterns, printed fabric materials, busy backgrounds, etc.



Primary



Purple & Gold



Solid Purple



Solid Gold



Black & White



White



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Brand Color Palette

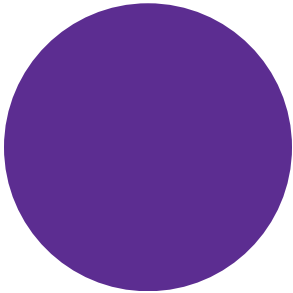
The Aransas Pass ISD color palette is a key part of our visual identity and helps create a unified, recognizable look across all communications. Our primary colors, purple and gold, are synonymous with AP Panther Pride and reflect the tradition and spirit of our district. Consistent use of these colors reinforces our brand.

AP Purple

RGB: 92, 45, 145

Hex: #5C2D91

CMYK: 37, 69, 0, 43

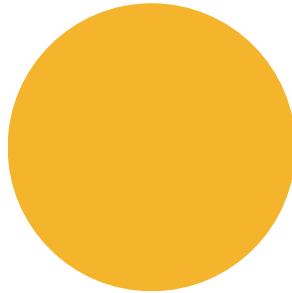


AP Gold

RGB: 244, 180, 44

Hex: #F4B42C

CMYK: 0, 26, 82, 4

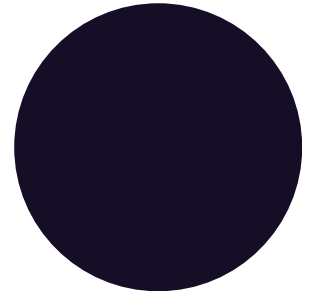


Deep Purple

RGB: 23, 13, 39

Hex: #160D27

CMYK: 44, 67, 0, 85



Paint Color Palette

When using paint to replicate the APISD Logo or when painting the interior or exterior of facilities, et cetera, follow the color values for our brand palette as specified in this style guide.



SHERWIN-WILLIAMS

SW 6545
**Majestic
Purple**

SW 6907
Forsythia

Branded Communications

Business Cards

All employees using district business cards shall follow the example shown here. Phone numbers may include office number and extension, and (if desired) fax number, and cell phone. Please contact the Communications Department for additional guidance.



Email Signature

To maintain consistency and professionalism across all digital communication, all Aransas Pass ISD staff email signatures must include the staff member's full name, job title, phone number and *Aransas Pass Independent School District*. **For accessibility and ADA compliance, email signatures must be in text format. Images or graphics of signatures should not be used.** This ensures that all recipients, including those using screen readers and other accessibility devices, can access important contact information. An example of an acceptable email signature is shown here. Occasionally the Communications Department will notify staff of a temporary adjustment (i.e. Bond issues, major events, etc.) Please contact the Communications Department for additional guidance.



Jane Doe
Job Title
Campus/Department
ARANSAS PASS INDEPENDENT SCHOOL DISTRICT
Office: (361) 758-4200 x 1234 | Cell: (361) 758-5678
www.apisd.org

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Branded Communications

Letterhead

The letterhead contains the logo, address line, phone, extension, and website address. Body copy should be in black standard sans serif fonts (no script or handwriting fonts). Please contact the Communications Department for additional guidance.

	ARANSAS PASS INDEPENDENT SCHOOL DISTRICT <i>PURPOSE. PASSION. PRIDE.</i>	John Doe TITLE Campus/Department Office: (361) 758-4200 x 1234 Email: john.doe@apisd.org
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748 W. Goodnight Ave. | Aransas Pass, TX 78336
apisd.org | AransasPassISD | @AransasPassISD | @aransaspassisd

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