BRAND GUIDELINES

VERSION 1.0 — MAY 2024

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Brand Guidelines

The details are not the details. They make the design.

- Charles Eames

Purpose

The purpose of this Brand Style Guide is to serve as a guidepost for creating a consistent brand for all Robstown Independent School District (RISD) employees and stakeholders.

The Robstown ISD School Board created the district mission and vision statement to serve as a guidepost for all employees.

They remind us of the WHY of what we do each day. Please ensure that the order and style remain the same if you use either statement on a document.

MISSION

Empower, Inspire, and Invest in our students and staff, igniting the best versions of themselves. Together, we positively impact our community and the world.

VISION

Our vision is to ignite brilliance and impact lives by providing transformative learning opportunities that empower students for generations to come.

OUR CORE VALUES

Integrity

doing what is right even when no one is looking.

Responsibility

is the willingness to take ownership of one's actions, choices, and obligations

Perseverance

the steadfast determination and resilience to overcome obstacles, setbacks, and challenges in the pursuit of goals.

Service

the act of selflessly contributing to the well being and betterment of students and others in our school district and the community.

Joy

a feeling of great pleasure and happiness.

OUR
LOGO
GUIDELINES

LOGO USAGE

A logo can make the first impression on your audience. It can invoke a specific feeling or memory.   Robstown Independent School District has rebranded itself throughout the years to best reflect the current stakeholders. Moving forward, Robstown ISD will use the following logos

LOGO EVOLUTION

1980's -2013

2013-2019

2019-Present

LOGO ON LIGHT BACKGROUNDS

Should be used when the background color is light enough that the original logo is easier to see than the white logo.

LOGO ON DARK BACKGROUNDS

Should be used when the background color is dark enough that the white logo is easier to see than original colored logo.

IMPROPER LOGO USAGE

Please do not use low quality images or " copy and paste" or screenshot images from previous projects.


Please do not stretch or crush the dimension of the logo.

To ensure the best quality, download our high-resolution logos from our branding page.

IMPROPER LOGO USAGE

The old "My Choice" and Crest may no longer be used for official district items.

To ensure the best quality, download our high-resolution logos from our branding page.

What to do with items that contain the old logos:

- Please dispose of any replaceable items that contain this logo (pens, mugs, car decals, etc.).
- If you notice larger district-owned items (district signs, rugs, etc.) with an old logo on them, please notify the Director of Operations, and his team to find a replacement.
- We ask that you refrain from wearing clothing with the old logo while on duty. If the old logo is still a part of your daily uniform, please discuss replacing it with your supervisor.
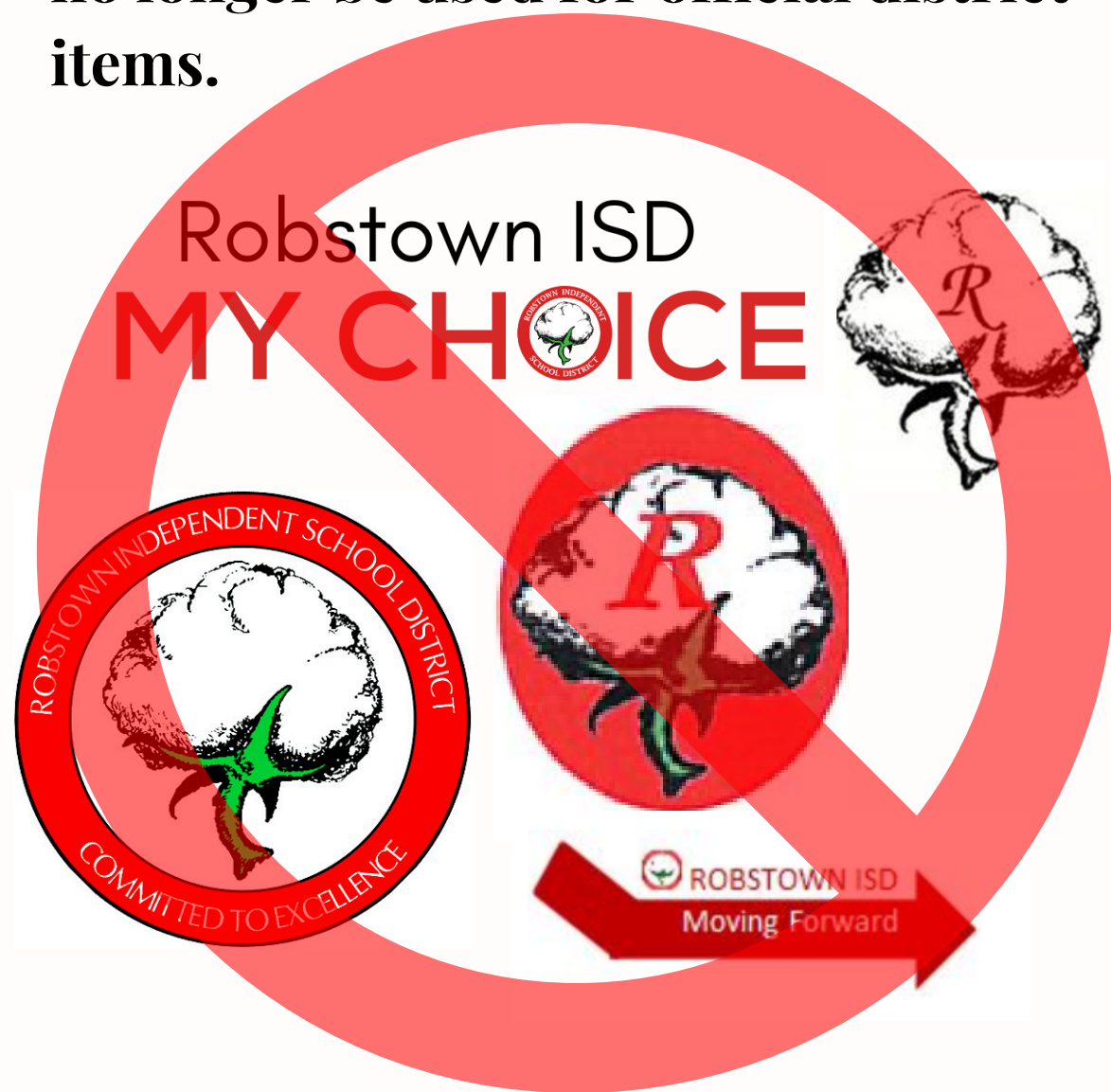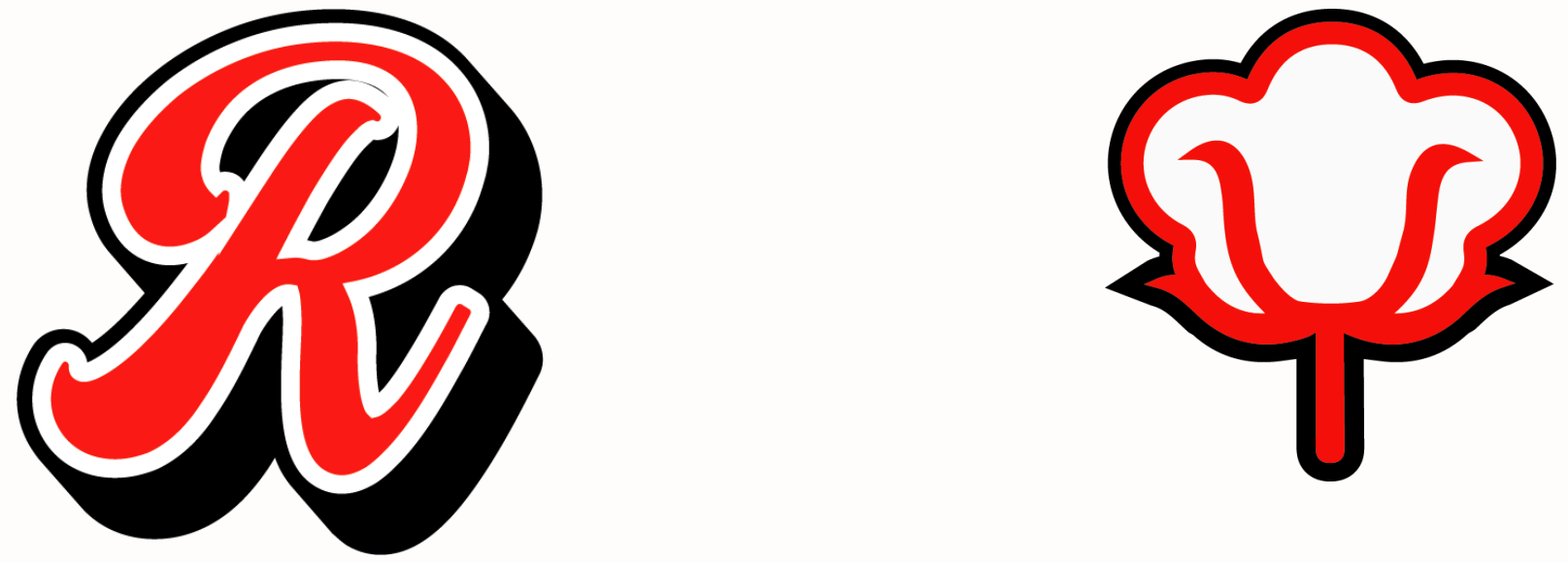
ATHLETICS LOGO USAGE

Robstown Independent School District Athletics department has rebranded itself throughout the years to best reflect the current stakeholders. Moving forward, Robstown ISD Athletics will use the following logos
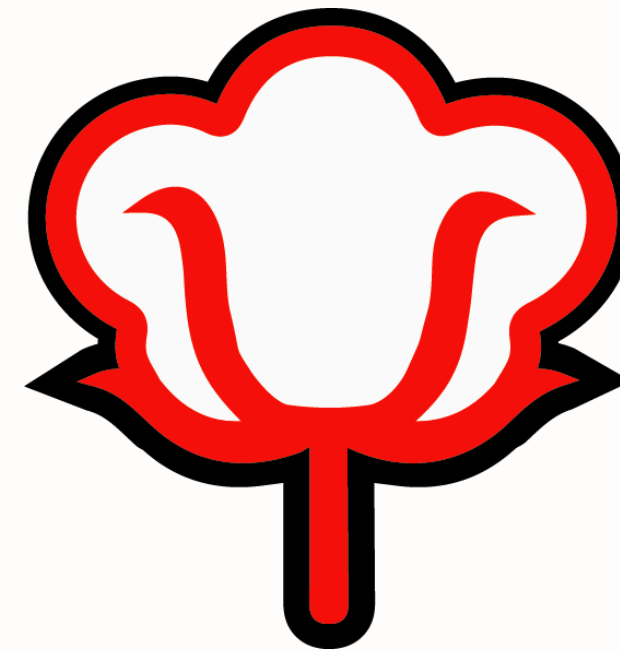
LOGO ON LIGHT
BACKGROUNDS

Should be used when the background color
is light enough that the original logo is
easier to see than the white logo.

LOGO ON DARK
BACKGROUNDS

Should be used when the background color
is dark enough that the white logo is easier
to see than original colored logo.

ROBSTOWN SEAL USAGE

Robstown ISD Seal

When to use the Robstown ISD Seal

- The RISD Seal may be used by the office of the Superintendent and the RISD School Board for official documents.
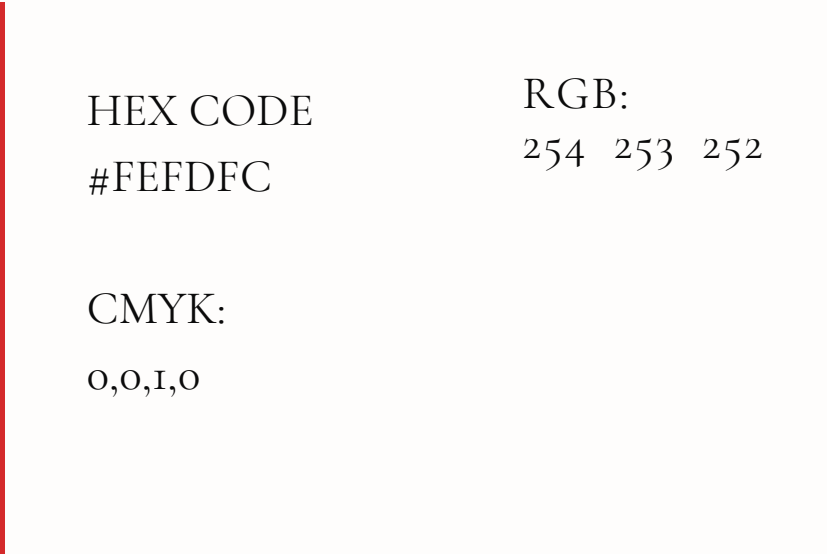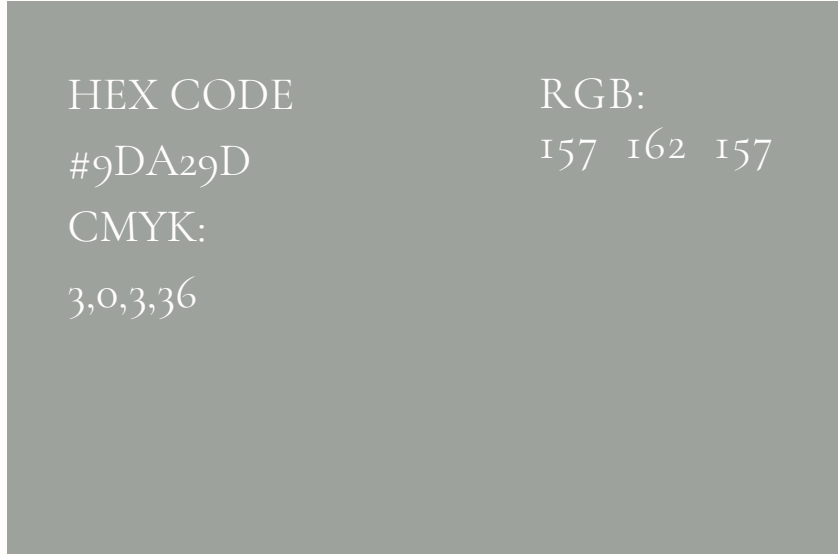- **Permission to use the Robstown Seal must be granted by the Superintendent.**
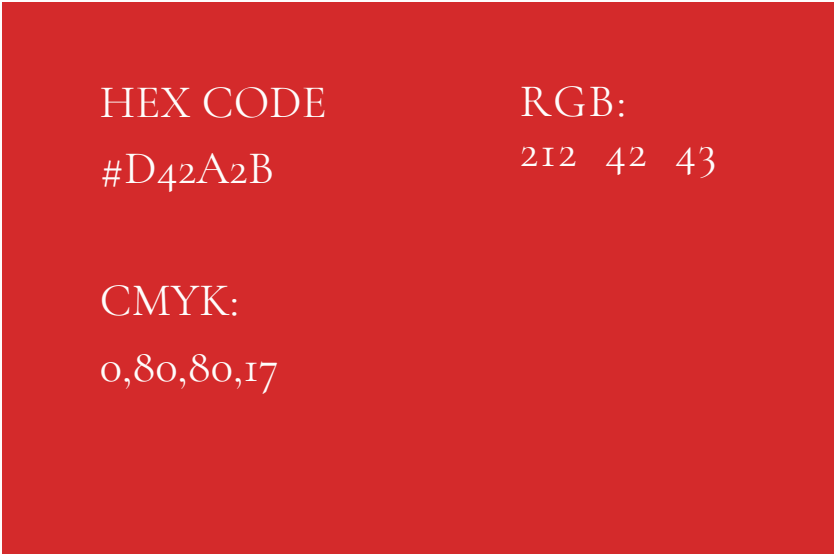
OUR COLOR GUIDELINES

OUR COLOR PALETTE

HEX, RGB, AND CMYK VALUES

The following colors are the approved District colors to use for all printing, digital, and other branding purposes. The Robstown ISD Red should be used as the primary, centrally-focused color while the white and grey are used secondarily as accent colors. Lastly, the color black will only be allowed as an outline for text and images.

HEX CODE #D42A2B	RGB: 212 42 43
CMYK: 0,80,80,17	

HEX CODE #FEFDFC	RGB: 254 253 252
CMYK: 0,0,1,0	

HEX CODE #9DA29D	RGB: 157 162 157
CMYK: 3,0,3,36	

HEX CODE #0B0B0B	RGB: 11 11 11
CMYK: 0,0,0,96	

OUR TYPOGRAPHY GUIDELINES

OUR FONTS

Garamond

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Font Usage:

Garamond is the font family that our Robstown logo is part of. It is a serif font. Many books and magazines are printed in serif fonts. For District use, it is best to use Garamond for printed items and titles and subtitles for online documents. Times New Roman can be used as a back up.

Calibri

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Font Usage:

Calibri is best used for online documents. Sans serif fonts, like Calibri, give more space between the letters and make reading on screens easier. Also, it is a compliant font with the Americans with Disabilities Act (ADA). Open Sans can be used as a back up for Calibri.

FONTS USAGE:

- ## Other Fonts
    - Other fonts may be used on marketing materials (flyers, postcards, etc.) Please limit fonts to 2 font styles on marketing materials. Use a serif font and sans serif font to complement each other.
- ## Size
    - Headers/Titles: 20pt or appropriate size for document
    - Sub-headers/Subtitles: 16pt or appropriate size for document
    - Body Text: 12pt or appropriate size for document
- ## Color
    - Black should be used for most district official documents (one-pagers, emails, letters to families, contracts, etc.)
    - Dark gray may also be appropriate for some items like PowerPoint presentations, signage, invitations, etc.)
    - The white text should be used only when the background is dark enough in contrast. Other colors may be used on marketing materials (flyers, postcards, etc.) Please limit to 3 colors that work well together.

OUR
EMAIL
GUIDELINES

EMAIL DESIGN

No matter if you send two emails a week or a hundred in a day, consistency in district email design is key to our brand identity. Consistency-across all departments-is a simple, yet powerful message to families and partners that we are united.

- **The body of your email should abide by the following rules**
  - Calibri font, size 12pt, black ONLY.
  - Do not use any colorful background/themes. These distract and are unprofessional.
  - Be conservative when using eye-catching elements like italics, bolding, CAPITALIZATION, highlights, and redlining. These are meant to make it easier for the reader to find important information. If you believe you have a lot of important information, consider sharing it in a separate document or break it up into different sections or paragraphs.

EMAIL SIGNATURES

DISTRICT EMAIL SIGNATURES

Employees not designated to a specific campus will use the following format as their email signature.

John Doe, Jr.   **16pt Calibri, Bolded**

Business Specialist   *14 pt Calibri, Italicized*

801 N. 1st St   12 pt Calibri, normal

Robstown, TX 78380   12 pt Calibri, normal

O: 361-767-6600   Ext. 0000   12 pt Calibri, normal

M: 361-888-8888   12 pt Calibri, normal

*Disclaimer information would go here beneath the RISD logo.

Important Note:
 If you need to add a disclaimer, add it as italicized 12 pt Calibri font a couple of spaces under the RISD logo.

EMAIL SIGNATURES

CAMPUS EMAIL SIGNATURES

Employees designated to a specific campus will use the following format as their email signature.

John Doe, Jr.
Business Specialist
801 N. 1st St
Robstown, TX 78380
O: 361-767-6600   Ext. 0000
M: 361-888-8888

16pt Calibri, Bolded
14 pt Calibri, Italicized
12 pt Calibri, normal
12 pt Calibri, normal
12 pt Calibri, normal
12 pt Calibri, normal

*Disclaimer information would go here beneath the RISD logo.

Important Note:
If you need to add a disclaimer, add it as italicized 12 pt Calibri font a couple of spaces under the RISD logo.

EMAIL SIGNATURES

ATHLETICS EMAIL SIGNATURES

Employees designated to Athletics will be able to use the following format as their email signature and may use athletics logos provided by the Athletics Director.

John Doe, Jr.
Athletics Director
801 N. 1st St
Robstown, TX 78380
O: 361-767-6600   Ext. 0000
M: 361-888-8888

16pt Calibri, Bolded
14 pt Calibri, Italicized
12 pt Calibri, normal
12 pt Calibri, normal
12 pt Calibri, normal
12 pt Calibri, normal

*Disclaimer information would go here beneath the RISD logo.

Important Note:
 If you need to add a disclaimer, add it as italicized 12 pt Calibri font a couple of spaces under the RISD logo.

EMAIL SIGNATURES

EMAIL MISTAKES TO AVOID

- Do not use the prefixes Ms. Mrs. Mr. Sra. Sr. The prefix
  - Dr. is acceptable
- Do not use nicknames and quotation marks in the middle of a name.
  - Please use your legal name or the name that business associates know you as
- Do not abbreviate or use acronyms in any part of your title
- Do not add the campus/department name after your title
- Do not use too small or too large of a logo
- Use road abbreviations correctly with a period – St. Rd. Ave. N.W.
- City and State should be styled as Robstown, TX
- Do not use any decorative background in your email
- Do not use any font colors other than black in your email signature
- Do not add inspirational quotes or campus department goals
- Do not add any necessary images or links
  - a link to your campus website could be appropriate. You can also link your website to your logo

EMAIL COMMUNICATIONS

Employees are reminded that Robstown ISD email is NOT private, regardless of whether classified as informal or formal, and may be a public record subject to the laws governing public records. Using electronic resources, including email, shall be consistent with the purpose, mission, and goals of Robstown Independent School District and are used for educational and professional purposes. All email use must be in compliance with the RISD acceptable use policy found on our website.

OUR TEMPLATES

TEMPLATES

One Pager

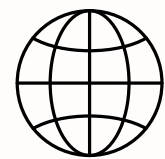## Letterhead

Powerpoint

ROBSTOWN INDEPENDENT SCHOOL DISTRICT

OUR
SOCIAL MEDIA

POSTING TONE

WHEN POSTING ON SOCIAL MEDIA

- Your tone should be formal and friendly when posting on any social media outlet.
- Be expressive when appropriate
- Talk like a person,
- Find opportunities to build naturally engaging hooks in your conversation
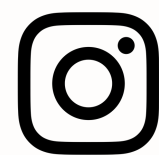- Be honest and sincere

WEBSITE
www.robstownisd.org

FACEBOOK
robstownindependentschooldistrict

INSTAGRAM
@robstown.isd

TWITTER
@RobstownISD

YOUTUBE
@RobstownISD

CONTACT US

FOR QUESTIONS AND CLARIFICATIONS

MAILING ADDRESS

801 N. 1st St. | Robstown, Texas 78380

PHONE NUMBER

361-767-6600

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