



# **Canutillo ISD Logo Re-Design and Branding Efforts**

Preparing the District's Assets During  
Bond-Related Campus Improvements

# Canutillo ISD Policy & Project Goals

- **FM (Regulation) Official Symbols:** Sets rules for logos, mascots and school colors Mascots.
- **Goal:** Codify, modernize, and legally own all district and campus logos
- **Purpose:** Protect identity, unify brand, and ensure proper usage

# Current Logos & Challenges

- Most current logos are not owned or created by CISD
- Risks of their use in future projects:
  - Legal liability if asked to remove unlicensed logos
  - Costly replacements across shirts, buildings, websites, signage
  - Lack of high-resolution files for professional use
  - No cohesive brand identity across campuses

# Current Logos



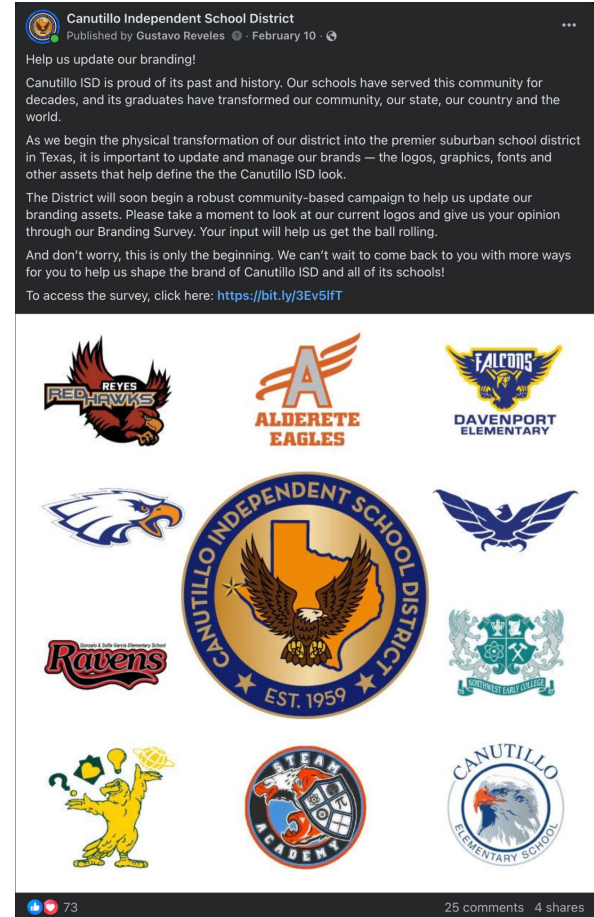


## Why now?

- Bond 2024 passage → major renovations and new campus designs
- Architectural firms emphasized logos are central to signage, plaques, floors, and facades
- Branding standards are industry best practices during campus modernization
- Need for updated, district-owned assets became clear

# Engagement & Input

- February survey → more than 200 responses from parents, alumni, staff, and students
- Findings:
  - Logos are beloved but outdated
  - Strong desire for modernized, cohesive designs
  - Campus stakeholders overwhelmingly supported updates





## Selecting a Partner

- RFI Process used through CISD Procurement
- DLR was only firm with in-house graphics/branding team
- Services included in Board-approved architectural contracts
- Cost: \$95,000 (bond funds, not bond interest funds)



## What CISD Will Receive

- In-person engagement with campus committees
- Strategic community input sessions and guidance
- Full branding guides for each campus and district
- Copyrighted, high-resolution, district-owned assets
- Training for approved uniform vendors to ensure proper usage



# Branding Guide

<b>FROST</b>	C 0 M 0 Y 0 K 0	R 0 G 0 B 0	RHEX None	Closest Matching PANTONE None
<b>SMOKE</b>	C 15 M 11 Y 11 K 0	R 215 G 215 B 215	RHEX D7E7D7	Closest Matching PANTONE Cool Gray 2 C
<b>CHARTREUSE</b>	C 26 M 30 Y 30 K 0	R 200 G 218 B 146	RHEX C9A52E	Closest Matching PANTONE 381 C
<b>VRIDIAN</b>	C 71 M 30 Y 41 K 0	R 66 G 173 B 164	RHEX 66A2AA	Closest Matching PANTONE 7713 C
<b>PINE</b>	C 73 M 40 Y 44 K 11	R 77 G 150 B 125	RHEX 4D787D	Closest Matching PANTONE 5485 C
<b>MIDNIGHT</b>	C 100 M 86 Y 60 K 34	R 23 G 46 B 84	RHEX 172E34	Closest Matching PANTONE 2757 C

## IMPROPER USAGE

Under no circumstance may any of the Wolf Springs Middle School logos be modified, altered or enhanced in any manner. You can view some notable examples of incorrect usage of the Primary Mascot Logo below. Logos should never be warped or distorted. Perspective should never be applied to any mark when other elements of the composition are not similarly treated.

As no time should other logos or signs be placed over the logo or the identity elements.

Identity elements should never be used as a reversed outline on dark backgrounds.

The identity elements should never be warped, distorted, or stretched.

As no time should proportions or positions within identity elements be modified.

Identity elements should not use any other color combinations than those outlined in the guidelines.

Identity elements should never be used as outlines.

Identity elements should never be used as a reversed outline on dark backgrounds.

Additional outlines should never be added other than how they appear in this manual.

Never crop identity elements in unusual ways that may obstruct legibility or appearance.

Additional graphics should never be placed over identity elements.

**BRAND GUIDELINES**

**PG 33**

## MERCHANDISE AND APPAREL

There are many options when it comes to the application of identity elements on merchandise and apparel. The potential for use of the brand elements is nearly endless and presents a unique opportunity to raise money for the school and extend school events. Here are a few examples of how these elements can be applied.

**PG 38**

## BRANDED BADGES

Branded badges have been created using our identity elements. These badges are approved for use in marketing and on promotional items.

**BRAND GUIDELINES**

**PG 35**

## Progress to Date

- Two work sessions held with campus committees
- Participants: students, teachers, coaches, parents, PTO, staff
- Reviewed current logos, discussed changes, evaluated first drafts
- Two revised options shared → campuses selected one for refinement
- Preliminary logos next step: broad community input

# Branding Sessions





## Early Design Work

- Preliminary logo samples under review
- Goal: consistency across print, digital, uniforms, and facilities

# Early Design Work





## Broader Branding Efforts

- Bond outreach materials in development:
  - Community Bond report booklet
  - Branding/wayfinding for campuses under renovation
- Architects and contractors using district branding to complement construction signage and school identity

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# Questions