KILLEEN INDEPENDENT SCHOOL DISTRICT

BRAND GUIDE

Overview

Killeen
Independent School District

The Killeen Independent School District brand guide is for use by the entire Killeen Independent School District Community. This brand guide provides a framework that promotes consistency and outlines the standards for use of Killeen Independent School District logos. This includes the Killeen Independent School District official logo, logo modification, identity colors, and typography. We recommend all parties utilizing any element of our brand identity to meet the specifications outlined within this manual to help establish brand consistency.

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Killeen ISD
Educating America's Children

Brand Standards

USE OF THE LOGOS

Our brand is an important asset to the students, staff, administration, coaches, alumni and supporters of Killeen Independent School District. We communicate our brand identity to the community by presenting powerful and consistent logos. This approach is essential to establishing a strong brand presence that also helps differentiate us from other schools and creates a visual environment that generates excitement, promotes student engagement and boosts school spirit.

Creation, application or any use of the Killeen Independent School District brand elements must conform to approved standards as authorized by Killeen Independent School District. Additionally, it is imperative that Killeen Independent School District brand elements are used properly on all merchandise, web, printed materials, signage, etc. in a quality manner.

When using the Killeen Independent School District brand elements, whether the item on which the element is applied is for internal use, departmental use, organization use, being publicly displayed, being sold or otherwise distributed in commerce, all specifications for usage must be met and visually approved by an authorized party within Killeen Independent School District.

Approved Logos

1 Primary Mark - Full Color

2 Secondary Mark - Full Color

3 Seal - Full Color

4 Torch - Full Color

5 Primary Mark - Grey Scale

6 Secondary Mark - Grey Scale

7 Seal - Grey Scale

8 Torch - Grey Scale

9

10

11

12

13

14

15

16

Approved Logos

9 Primary Mark - 1-Color for Light

10 Secondary Mark - 1-Color for Light

11 Seal - 1-Color for Light

12 Torch - 1-Color for Light

13 Primary Mark - 1-Color for Dark

14 Secondary Mark - 1-Color for Dark

15 Seal - 1-Color for Dark

16 Torch - 1-Color for Dark

Approved Colors

IDENTITY COLORS

	Athletic Gold	Black
Pantone	PMS 1235 C	Black
Web	#FFB81C	#000000
CMYK	C: 0 M: 31 Y: 98 K: 0	C: 50 M: 50 Y: 50 K: 100
RGB	R: 255 G: 184 B: 28	R: 0 G: 0 B: 0

	White	Silver Grey
Pantone	White	PMS 429 C
Web	#FFFFFF	#A2AAAD
CMYK	C: 0 M: 0 Y: 0 K: 0	C: 21 M: 11 Y: 9 K: 23
RGB	R: 255 G: 255 B: 255	R: 162 G: 170 B: 173

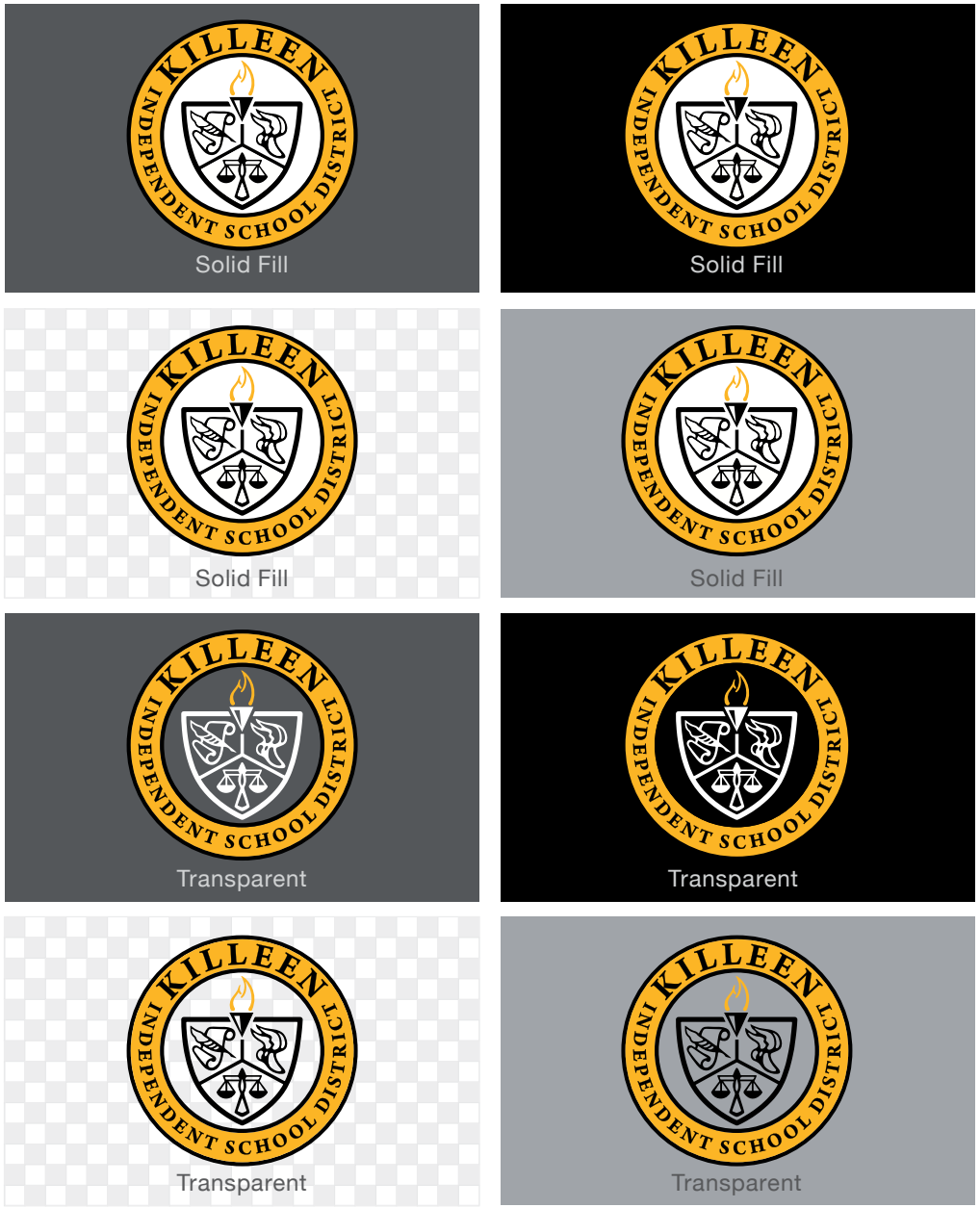
Athletic Gold, White and Black are the official approved colors of Killeen Independent School District and play a major role in supporting the core visual identity of the brand.

Athletic Gold and Black are the primary foundation colors and should always be the first colors used in any application where a single color predominates. White and Silver Grey should only be used as a secondary accent color.

***All Logos were created using the PANTONE+ Solid Coated color book.**

***Pantone Uncoated shares the same PMS numbers as Pantone Coated.**

The colors shown on this page have not been evaluated by PANTONE, Inc. for accuracy and may not match the PANTONE color standards. Refer to the current edition of the PANTONE Color Formula Guide for accurate colors. PANTONE® is a registered trademark of PANTONE, Inc.



Approved Colors

SEAL LOGO GUIDELINES AGAINST BACKGROUND COLORS

The logo is recommended to be used against Black, transparent or neutrals such as Grey/Silver. Please contact the Killeen Independent School District Communications and Marketing department for approval on use of any other non-official district color backgrounds (eg. light blue, pink, etc).

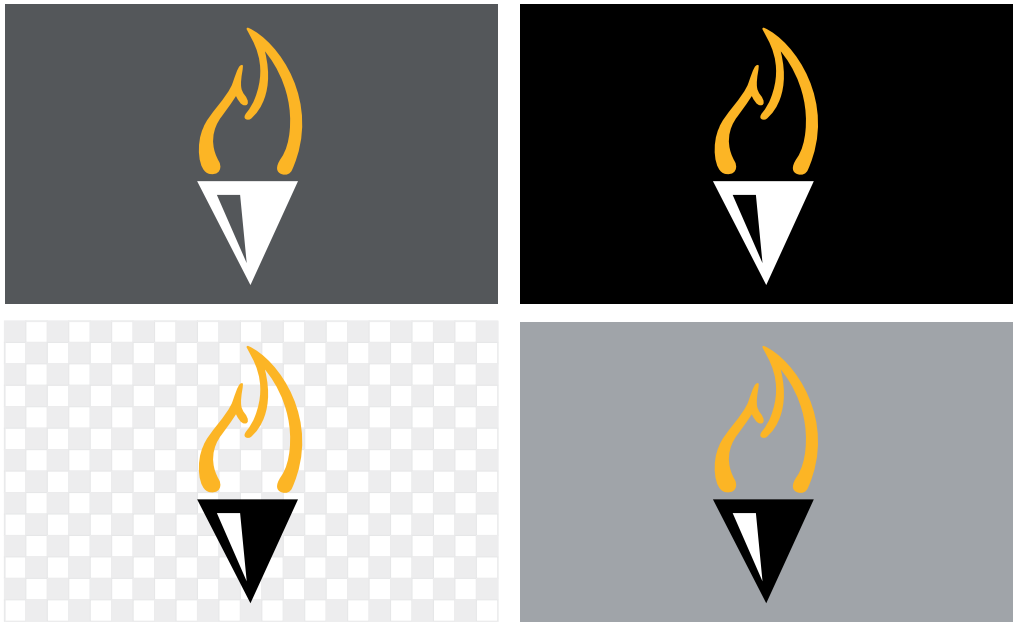
Seal Logo Modifications:
You may remove the white fill in the seal (shown on the left) in limited print applications: such as embroideries or screen print. All modifications must be approved by the Killeen Independent School District Communications and Marketing department.

*Background grid is only shown to identify the difference of the solid fill vs. the transparent background in the seal.

Approved Colors

TEXT LOGO GUIDELINES AGAINST BACKGROUND COLORS

The logo is recommended to be used against Black, transparent or neutrals such as Grey/Silver. Please contact the Killeen Independent School District Communications and Marketing department for approval on use of any other non-official district color backgrounds (eg. light blue, pink, etc).



Approved Colors

ICON LOGO GUIDELINES AGAINST BACKGROUND COLORS

The logo is recommended to be used against Black, transparent or neutrals such as Grey/Silver. Please contact the Killeen Independent School District Communications and Marketing department for approval on use of any other non-official district color backgrounds (eg. light blue, pink, etc).

Arno Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Schoolbook Condensed Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Typography

LOGO FONTS

The approved fonts are Arno Pro and Schoolbook Condensed Bold. Arno Pro and Schoolbook Condensed Bold **should always be used for our Killeen Independent School District logos only**.

FONT FILES

***Killeen Independent School District does not provide fonts to clients for use. Fonts are a licensed product from the manufacturer and need to be purchased from said manufacturer for clients personal and commercial use.**

Arial
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bookman Old Style
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Calibri
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gill Sans
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Minion Pro
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Times New Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Campus Staff Signature Example:

Jane Doe
Title
Department
emailname@killeenisd.org
www.pershingparkes.org
Killeen Independent School District
o (254) 336-####

Jane Doe
Title
Department
emailname@killeenisd.org
www.pershingparkes.org
Killeen Independent School District
o (254) 336-####

Non-Campus Signature Example:

Jane Doe
Title
Department
emailname@killeenisd.org
Killeen Independent School District
o (254) 336-####

Jane Doe
Title
Department
emailname@killeenisd.org
www.pershingparkes.org
Killeen Independent School District
o (254) 336-####

Typography

EMAIL SIGNATURES & FONTS

All Killeen Independent School District staff must use the following format on the left for their email signatures. They can substitute their campus logo for the district, as a well as the campus or district social media links.

The following fonts on this page (Arial, Bookman Old Style, Calibri, Gill Sans, Minion Pro, and Times New Roman) are the only approved fonts to be used on school formal documents and emails.

***** NO COMPETITIVE BACKGROUNDS ***:**
The background of your e-mail should remain white, and free of competitive designs, such as watermarks, dark colored backgrounds, and textured patterns. These designs detract from your message, and can make you and our district look unprofessional to some recipients.

OFFICIAL LOGO FILES

All Killeen Independent School District logos can be found by clicking on this box.

Identity Usage

Non-Approved Identity Uses

1. Do not use previous identity elements alone or in combination with the new brand elements

2. Do not use the logo or any elements in non-approved colors.

3. Do not reverse placement of approved colors (3.1) in design.

4. Do not alter any portion of the brand elements. (Different typeface used)

5. Do not add graphics directly over any of the brand elements obscuring logo.

6. Do not distort proportions of any of the graphic identity elements.

7. Do not flip/reflect logo elements.

8. Do not crop/cut logo elements.

9. Do not repurpose/rearrange approved logos elements with other approved elements.

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INDEPENDENT SCHOOL DISTRICT