EDGEWOOD INDEPENDENT SCHOOL DISTRICT
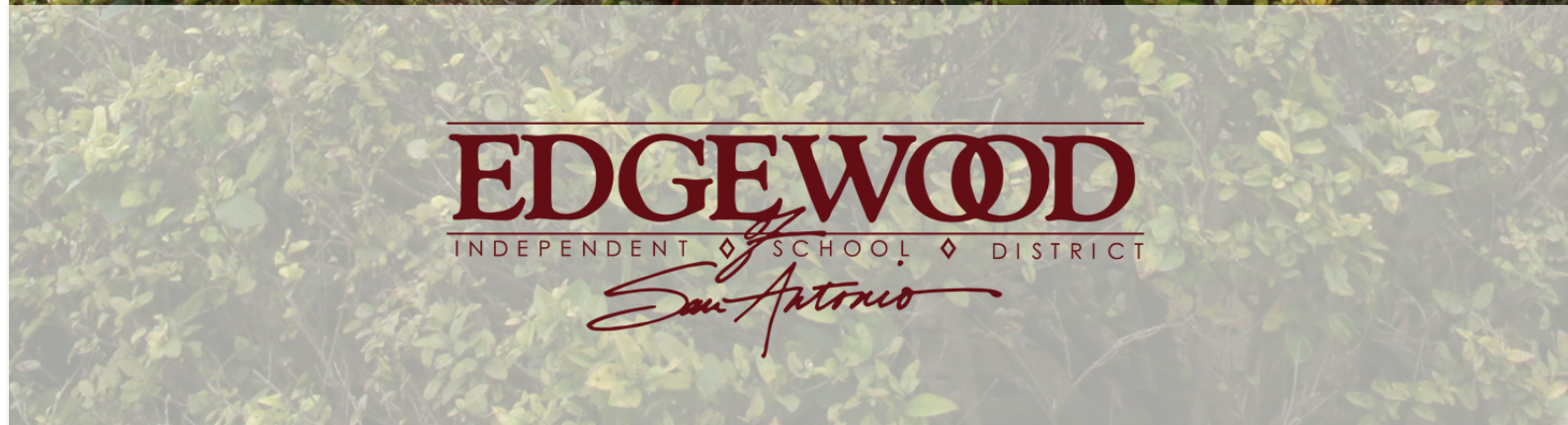
EDGEWOOD
INDEPENDENT ◊ SCHOOL ◊ DISTRICT
San Antonio
PROFESSIONALISM ◊ ACCOUNTABILITY ◊ COMMUNICATION

BRAND GUIDELINES

Updated May 2022

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Brand Guidelines

PURPOSE

The purpose of this Brand Style Guide is to serve as a guidepost for creating a consistent brand for all Edgewood Independent School District (EISD) employees and stakeholders. The Edgewood ISD School Board created the district mission and vision statement to serve as a guidepost for all employees. They remind us the WHY of what we do each day. Please ensure that if you use either statement on a document, that the order and style remain the same.

MISSION

Edgewood ISD provides an exceptional learning experience that engages, empowers, and prepares students to compete and reach their highest potential in an ever-changing World.

VISION

For every child, success in life. Edgewood Proud!

OUR
BRAND STORY

OUR CORE VALUES

Be a Leader of the P.A.C.

PROFESSIONALISM   ACCOUNTABILITY   COMMUNICATION

OUR
LOGO

GUIDELINES

LOGO USAGE

A logo can make the first impression on your audience. It can invoke a specific feeling or memory. Edgewood Independent School District has rebranded itself throughout the years to best reflect the current stakeholders. Moving forward, Edgewood ISD uses the following logos for all official district business:

LOGO ON LIGHT BACKGROUNDS

Should be used when the background color is light enough that the burgundy 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 the burgundy logo.

IMPROPER LOGO USAGE

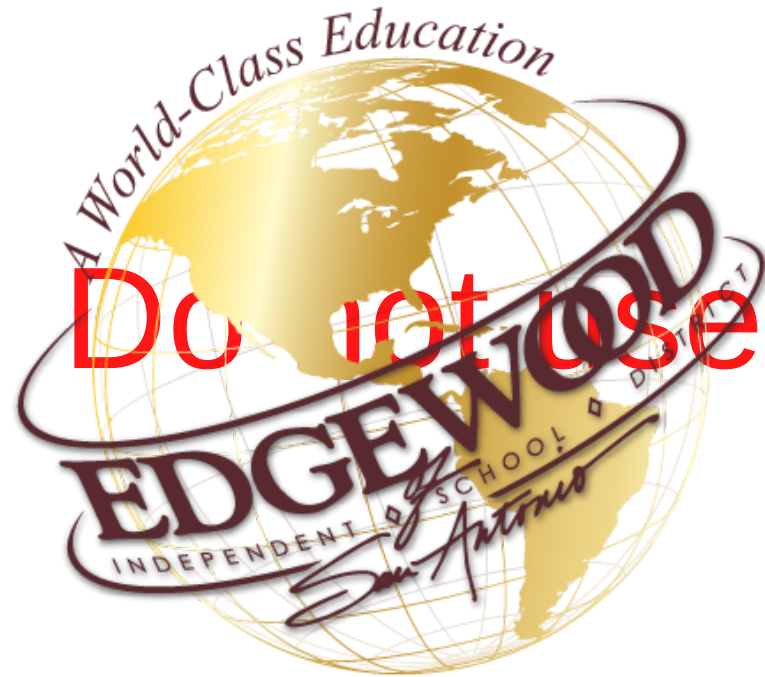Please do not use low-quality images or "copy and paste" or screenshot images from previous projects.

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

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

IMPROPER LOGO USAGE

The old "Globe" logo may no longer be used for official district items.

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.).
- Keepsakes like awards, sentimental or historically valuable items, etc. are permissible.
- If you notice larger district-owned items (district signs, rugs, etc.) with an old logo on them, please notify Elvis Williams, Executive 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.

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

EDGEWOOD SEAL USAGE

Edgewood Seal

When to use the Edgewood Seal:

- The EISD Seal may be used by the Office of the Superintendent and the EISD School Board for official documents.

- On rare occasions, the Edgewood Seal may be used when the official EISD logo does not fit a crucial item's dimensions.

- **Permission to use the Edgewood Seal must be granted by the EISD Marketing and Communications Department.**
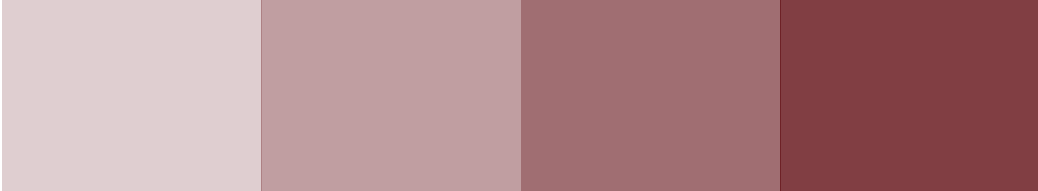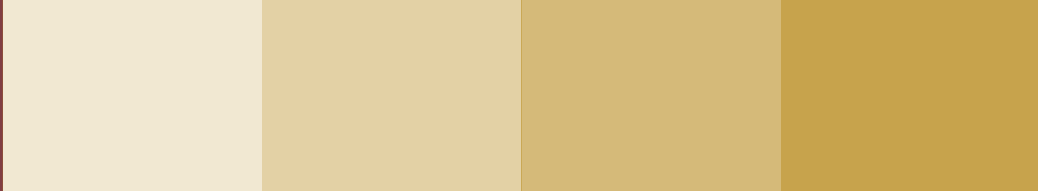
To ensure the best quality, download our high-resolution logos from the <u>branding page</u>.

OUR
COLOR
GUIDELINES

OUR COLOR PALETTE

The following colors are the approved District colors to use for all printing, digital, and other branding purposes. The Edgewood burgundy should be used as the primary, centrally-focused color while the gold and white are used secondarily as accent colors.

HEX CODE:	RGB:	HEX CODE:	RGB:	HEX CODE:	RGB:
#620E14	98 14 20	#BA8D20	186 141 32	#F5F4F0	244 245 240
PANTONE:	CYMK:	PANTONE:	CYMK:	PANTONE:	CYMK:
1815 C	0, 86, 80, 62	1255 C	0, 24, 83, 27	White C	0, 0, 0, 0

OUR
TYPOGRAPHY

GUIDELINES

OUR FONTS

Garamond

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

FONT USAGE:

Garamond is the font family that our Edgewood 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

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

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.

EDGEWOOD

EDGEWOOD INDEPENDENT SCHOOL DISTRICT

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.
Curriculum Specialist
5358 W. Commerce St.
San Antonio, TX 78237
O: 210-123-4567 | Ext. 0000
M: 210-987-6543

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

EDGEWOOD
INDEPENDENT ◆ SCHOOL ◆ DISTRICT

*Disclaimer information would go here beneath the EISD logo.

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

CAMPUS EMAIL SIGNATURES

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

✓

John Doe, Jr.
Curriculum Specialist
5358 W. Commerce St.
San Antonio, TX 78237
O: 210-123-4567 | Ext. 0000
M: 210-987-6543

16 pt 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 EISD logo.

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

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 San Antonio, 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 SIGNATURES

EMAIL MISTAKES TO AVOID
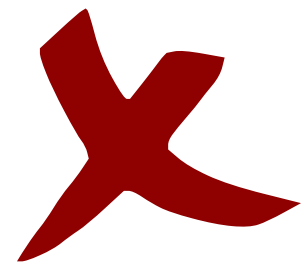
Mr. Johnathan "Johnny" Doe Jr.
Curriculum Dir., Dept. of Curriculum and Learning

EDGEWOOD
INDEPENDENT ◊ SCHOOL ◊ DISTRICT
San Antonio

5358 W Commerce St
San Antonio, Tx 78237
O: 210-123-4567 | Ext. 0000

"An investment in education pays the best interest."
-Benjamin Franklin

WINSTON
ELEMENTARY SCHOOL
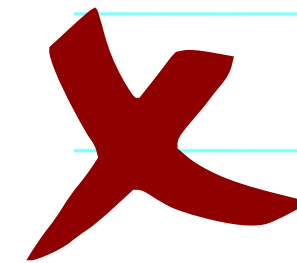
Ms. Jane Doe
Campus A *Principal*
123 NW Main Street
San Antonio, Tx 78237
O: 210-123-4567 | Ext. 0000

Follow me on social!

OUR
TEMPLATES

TEMPLATES

LETTERHEAD

Download here

ONE PAGER

Download here

POWERPOINT

Download here

Contact Us

WEBSITE
www.eisd.net

FACEBOOK
EISDofSA

MAILING ADDRESS
5358 W. Commerce St. | San Antonio, Texas 78237

PHONE NUMBER
(210)898-2000

TWITTER
@EISDofSA