

JARRELL INDEPENDENT SCHOOL DISTRICT

BRAND STYLEGUIDE

WHY IS VISUAL IDENTITY IMPORTANT?

It is incredibly important to present a consistent and professional image for Jarrell Independent School District, both internally and externally. This ensures that we as a community have an opportunity to shape and mold our image in the eyes of our key constituents. Each piece of collateral, apparel and signage must present a cohesive message when used individually or in cooperation with other elements. Anything less gives an immediate impression of disorganization and a lack of internal communication. A strong visual identity conveys the same level of professionalism and excellence that we put into everything else that we do.

WHY DO WE NEED A BRAND STYLEGUIDE?

There are many elements within the Jarrell Independent School District identity and each needs to work together with the other in unison. This Brand Styleguide is designed to provide a useful set of tools for using the new identity elements, and to ensure that these are used in a consistent and professional manner.

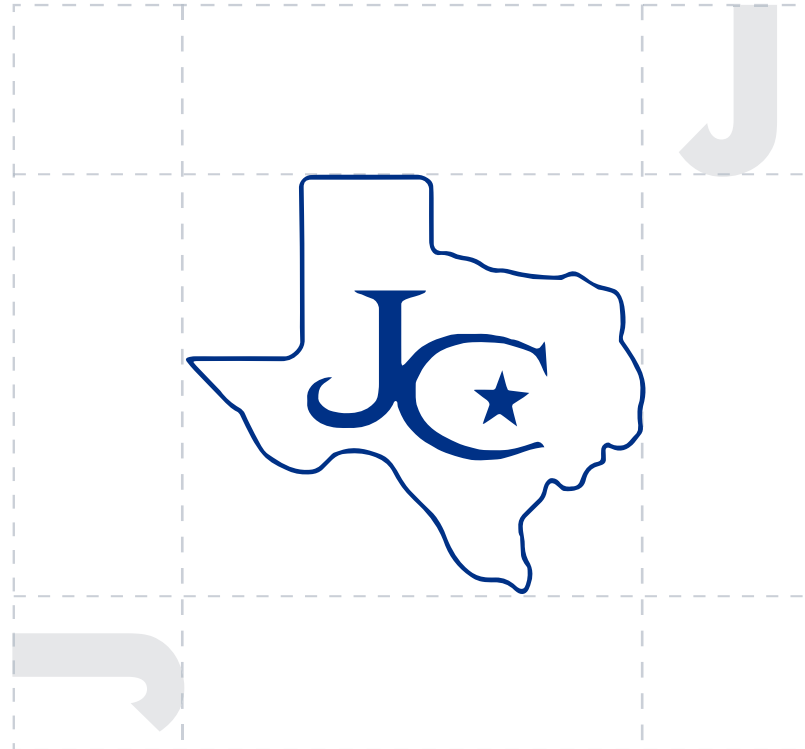
THE LOGO

The Jarrell Independent School District logo is the heart of our brand. It's the first way we connect to the community, and it's important that we use it correctly everywhere it appears. These logos are carefully drawn artwork and should never be redrawn or altered.

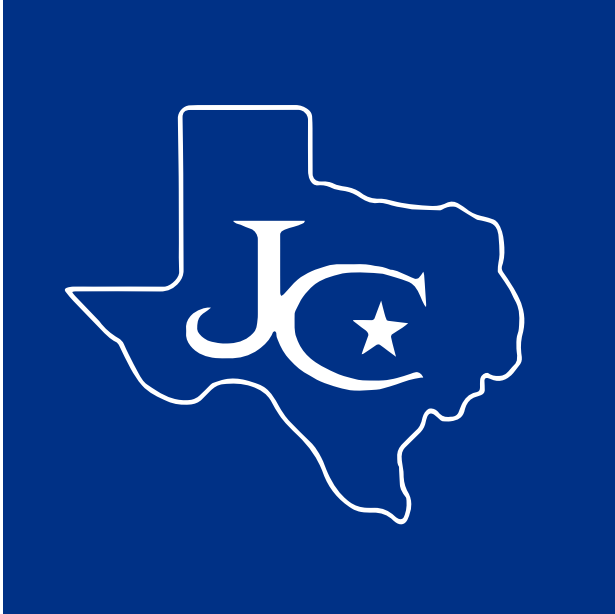
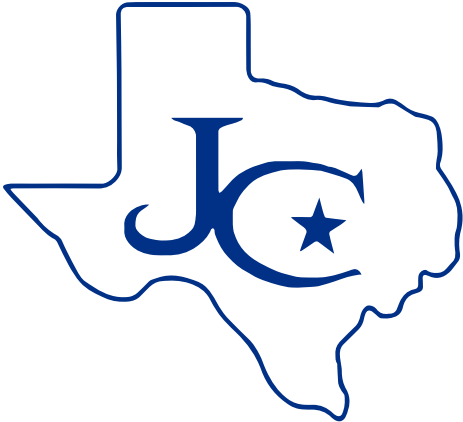
CLEAR SPACE

By leaving ample space around the logo, we make sure that it stands out. Clear space is measured by the x-height of the "J", shown as "J" in this exhibit. When possible, increase this amount for even more visibility. The same clear space rules apply to all arrangements of the logo.

PRIMARY LOGO



PRIMARY LOGO ARRANGEMENTS



SECONDARY LOGOS



Athletic Logo



Wordmarks

SECONDARY LOGO ARRANGEMENTS



PRIMARY COLORS

**JARRELL
BLUE**

PANTONE 287 C
R:0 G:47 B:135
C:100 M:87 Y:20 K:11
HEX #002F87

WHITE

R:255 G:255 B:255
C:0 M:0 Y:0 K:0
HEX #FFFFFF

SECONDARY COLORS (AS ACCENT ONLY)

PANTONE 428 C
R:193 G:197 B:200
C:24 M:17 Y:16 K:0
HEX #C1C5C8

PANTONE 430 C
R:123 G:134 B:140
C:55 M:41 Y:38 K:5
HEX #7B868C

BLACK
R:0 G:0 B:0
C:0 M:0 Y:0 K:100
HEX #000000

TYPOGRAPHY

When applied consistently across the entire range of our marketing communications, typography will help to unify the appearance of all Jarrell Independent School District materials.

Headings + Subheadings

Futura Bold

Futura Book

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789**

Primary
Body Copy

Futura Book

Futura Book

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

SPECIAL USE ONLY

SULLIVAN

SULLIVAN FILL

**AA BB CC DD EE FF GG HH II JJ KK LL MM NN OO PP
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789**

Secondary
Body Copy

Palatino

Palatino Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

DOS AND DON'TS

As you prepare to communicate on behalf of Jarrell Independent School District, ask yourself: "Is this consistent with the way the brand should be experienced?" If you're unsure, stop and ask.

In the meantime, here are some helpful "Dos and Don'ts."

DO...

utilize all Logos and Marks provided for various applications.

DO...

explore the color palette options available to add variety and impact to your communications.

DO...

follow the guides for proper display of the Logos on various backgrounds.

DON'T...

alter the approved color palette.

DON'T...

stretch, skew or slant Logos.

DON'T...

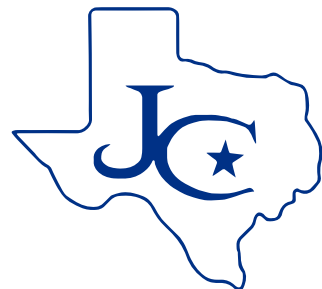
add space between letters.

DON'T...

apply 3D effects..

**THE JARRELL INDEPENDENT SCHOOL DISTRICT BRAND WAS CREATED IN COLLABORATION
WITH JARRELL ISD AND HUCKABEE**

The primary purpose of the Jarrell Independent School District Brand Styleguide is to provide direction and specification for the use and presentation of the Jarrell I.S.D. logos and visual messaging elements. It is important that these standards be applied to all communications so that unity, familiarity, and consistency are captured. When the logo is treated consistently it becomes the visual cornerstone that supports the message and identity across all programs, services and activities.



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MORE THAN ARCHITECTS

Huckabee