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The logos, taglines, and colors included in these pages are the visual representation of the promise of the Fort Worth Independent School District. As a District, our mission is to prepare all students for success in college, career, and community leadership and these visual elements, a portion of our brand, need to remain as consistent as the dedication to our students. Just as one constructs a strong relationship with students through reliable, positive interaction, an organization builds a brand in much the same way. Thus, it is imperative that we, as a District, live up to our promise each time people come into contact with our name, our message, our logos...us.

These standards are intended to establish, sustain and clearly communicate this District’s distinct mission, culture, values and aspirations. It is our hope that successful and consistent use of these visual elements will result in increased awareness of the Fort Worth ISD and its academic programs, stronger ties with the community, wider appreciation for the quality of our employees and an overall better educational experience for our students.

Please join me in working with the Communications team to ensure that the District’s brand is maintained and incorporated into all that we do.

Sincerely,

Dr. Kent P. Scribner, Superintendent
A logo is a graphic mark or emblem used to aid and promote instant public recognition. It’s our most valuable asset! This guide is designed to aid in the appropriate use and application of the Fort Worth ISD logo. After all, it goes hand in hand with our organization’s brand, so proper use is paramount.
A logo is a visual representation of an organization’s brand. It is designed to conjure an immediate perception, hopefully a positive one, to the viewer. It also functions as a cultural reminder for the organization as it pursues its mission. In our logo, the tree represents public education’s noblest aspirations of growth and change. The apple in the tree also provides a link to the legacy of previous District logos.

When used, the District logo should appear as shown to the right. To download the logo, visit www.fwisd.org/branding.
The primary full-color logo should be used whenever possible. Alternatively, the all-black or gray version is the second preferred option. The all-white version of the logo should be used only when placed on a solid, dark background.

*Remember, one of the described logos must appear on all internal and external communications.
An alternate version includes the social media tag, an amended version of the District logo. This mark is designed to appear on public-facing communications. For example, advertisements, fliers, posters and brochures should feature the social media tag.

This version is also available in gray, black and white.

*Remember, one of the described logos must appear on all internal and external communications.*
SIZE AND SPACING

To ensure the integrity and legibility of the logo in various media, it should be applied at the proper size. The sizes shown are appropriate for print. Larger sizes may be required for media such as video, signage, apparel, etc. The minimum size may also vary for smaller media, including, but not limited to, pens, pencils and lapel pins.

Adequate space ensures prominence of the logo. The clear space around the logo is central to the design and ensures that the logo can be seen and recognized quickly.
DEPARTMENT LOGOS

DEPARTMENT AND DIVISION LOGOS
Department and division logos consist of the Fort Worth ISD logo with the department or division name in one of the official fonts. These are intended for use on apparel and specialty print materials. The District logo will be utilized on business cards, memos and letterhead.

To request a department or division logo, please email branding@fwisd.org.

*Remember, one of the described logos must appear on all internal and external communications.
SPECIALTY LOGOS

Superintendent-approved programs (like Parent Portal) or community partnerships (like 100x25 FWTX) may be eligible to receive their own logos. All specialty logos are created on a case-by-case basis and must be requested by the division chief. Contact the Communications Department for more information.

PROGRAM LOGO EXAMPLE

PARENT PORTAL

PARTNERSHIP LOGO EXAMPLE

100x25 FWTX

READY TO READ, READY TO LEAD
USAGE

Our logo is our defining mark. Consistent use means our District maintains its distinctive visual identity. View these examples for a clear understanding of logo do’s and common misuses.

A. The logo should not be altered in any way.
B. Do not use parts of the logo.
C. Don’t place the logo over busy or distracting backgrounds.
D. Use caution when re-sizing the logo. It should never be rotated or re-proportioned incorrectly.
E. Avoid logo pixelation and blurriness.
“AUTHENTIC BRANDS DON’T EMERGE FROM MARKETING CUBICLES OR ADVERTISING AGENCIES. THEY EMANATE FROM EVERYTHING THE COMPANY DOES...” - HOWARD SCHULTZ

Our brand goes far beyond a logo, taglines and color palettes. It defines who we are. It’s in every message we send and every personal encounter on behalf of our District. From new hires to our youngest students, our brand is integrated into our daily interactions on behalf of Fort Worth ISD.
Our style guide exists to help us all consistently communicate our culture, our values, our message and much more. The District’s purpose and personality are expressed through the color palette, fonts and images otherwise known as our brand identity. All District departments must follow the guidelines as described here.

Any use of the Fort Worth ISD visual identity that is not produced and/or distributed by the Communications Department must have prior approval. For assistance, contact branding@fwisd.org.

District style guidelines apply to all internal and external communications including:

- Advertising
- Apparel
- Banners
- Billboards
- Brochures
- Fliers/posters
- Invitations
- Newsletters
- Presentations
- Reports
- Signage
- Stationery
COLOR PALETTE

Our colors are one of our most distinctive visual identity traits. It’s important to understand what is provided and what each type is used for. Understanding color will ensure the best final product.

<table>
<thead>
<tr>
<th>Pantone (PMS)</th>
<th>Pantone colors are premixed inks used in professional offset and screen printing as well as manufacturing applications. They provide an industry standard for specifying color for consistent reproduction</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMYK (cyan, magenta, yellow, and black)</td>
<td>4-Color Process is the standard ink system used by professional offset and digital printing. Most modern desktop printers reproduce color.</td>
</tr>
<tr>
<td>RGB Color (red, green, and blue)</td>
<td>Standard color system to reproduce digital color on screen. These colors appear brighter and more intense then CMYK colors. RGB colors sometimes appear as six character hexadecimal codes (eg. #6d1131)</td>
</tr>
</tbody>
</table>
Our primary palette consists of colors that reflect our commitment to students, teachers and tradition. These four colors should be dominant when applied.

- **Cowtown Stone**
  - PMS 7528
  - CMYK: 0/3/10/10
  - RGB: 231/222/207
  - HEX: #e1d7c6

- **Slate**
  - 75% Black
  - CMYK: 0/0/0/75
  - RGB: 99/100/102
  - HEX: #636466

- **New Day Blue**
  - PMS 5493
  - CMYK: 43/0/14/21
  - RGB: 114/174/182
  - HEX: #72aebb

- **Courage Red**
  - PMS 187
  - CMYK: 0/100/79/20
  - RGB: 196/18/48
  - HEX: #990000
SECONDARY COLOR PALETTE

Our secondary palette is comprised of six additional colors designed to work in harmony with the primary palette. These colors are only to be used as background, graphic or typographic highlights. The logo must not be reproduced in these colors.

- **Green**
  - PMS 576
  - CMYK: 40/0/100/49
  - RGB: 92/135/39
  - HEX: #5c8727

- **Gold**
  - PMS 141
  - CMYK: 0/19/51/0
  - RGB: 255/209/139
  - HEX: #fed18b

- **Warm Red**
  - PMS Warm Red
  - CMYK: 0/75/90/0
  - RGB: 242/101/49
  - HEX: #f26532

- **Purple**
  - PMS 268
  - CMYK: 82/100/0/12
  - RGB: 51/0/102
  - HEX: #330066

- **Teal**
  - PMS 5473
  - CMYK: 91/49/49/24
  - RGB: 14/75/84
  - HEX: #0e4b54

- **Dark Red**
  - PMS 188
  - CMYK: 33/93/74/38
  - RGB: 101/22/35
  - HEX: #651623
The brand uses two primary fonts supported by secondary fonts when primary fonts are unavailable.

Interstate and Lucida Bright are the primary fonts for the Fort Worth ISD brand. Interstate and Lucida Bright can be found online as free downloads.

Windows: Download the font .zip file where it’s easy to find on your hard drive and unzip the file. Go to Start > Control Panel > Fonts > File > Install Fonts, then select the unzipped font files.

Mac: Download the font .zip file where it’s easy to find on your hard drive and unzip the file. Double-click on the font file to open it, then click Install.
TYPOGRAPHY

Interstate Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*(){};"',.

Interstate Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*(){};"',.

Interstate Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*(){};"',.

Interstate Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*(){};"',.

Interstate Light Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*(){};"',.

Interstate Regular Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*(){};"',.

Interstate Bold Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*(){};"',.

Interstate Black Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*(){};"',.

Interstate Light Compressed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*(){};"',.

Interstate Regular Compressed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*(){};"',.

Interstate Bold Compressed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*(){};"',.

Interstate Black Compressed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*(){};"',.
If Interstate and Lucida Bright are not available to you, Arial and Georgia typefaces may be utilized as alternatives.

Arial Regular
ABCDEFGHIJKLMN
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*

Arial Italic
ABCDEFGHIJKLMN
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*

Arial Bold
ABCDEFGHIJKLMN
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*

Arial Bold Italic
ABCDEFGHIJKLMN
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*
PHOTOGRAPHY

BRAND PHOTOGRAPHY

Photos help tell the story. Authentic photography taken throughout our classrooms and hallways captures our students, teachers and community engaged in student achievement. Diverse, spontaneous, vibrant, high-resolution images best reflect the District’s brand.

For the best results, avoid:

- Low resolution or poor quality images
- Cell phone pictures
- Images taken without a photo release
- Clip art

The Communications Department has an inventory of photos taken at our schools. If you need assistance with photography, please email branding@fwisd.org.
ICONOGRAPHY

GRAPHICS AND ICONOGRAPHY

Graphics and icons can be helpful in adding visual interest while also helping to communicate quickly. Strive to avoid graphics that are simply decorative – every element on a page should aid in understanding.

For the best results, avoid:
- Clip art
- Cartoons
- Colors that don’t blend with our palette

If you need assistance with graphics, please email branding@fwisd.org.
COPYWRITING

Words Matter
As brand assets go, our writing is as important as how we look. Above all, every written communication should be clear, accurate and engaging. But our written words should deliver something more - a consistent voice or tone that sets us apart and helps us connect on an emotional level with our audience. Think of the Fort Worth ISD voice as:

- More friendly than formal
- Active instead of passive
- Smart, not “smarty pants” (Avoid “academic-ese” and legalese - unless it is a legal document)

The Associated Press Stylebook is our primary editorial guide. This section includes some of the items you are likely to encounter. We will periodically update this guide as our style preferences evolve and when clarification of guidelines is needed.
COPYWRITING

ACADEMIC DEGREES
When writing advanced degrees, use the abbreviation with periods (Ex. Susan Jones, Ed.D.)
On second reference, you may use Dr. Jones. Use an apostrophe for bachelor’s degree and master’s degree. Omit the apostrophe in associate degree and doctoral degree.

ACRONYMS
Spell out the full name on first reference unless the acronym is widely recognized. SAT is an example of a widely recognized acronym inside and outside Fort Worth ISD. Generally, omit periods in acronyms.

AGES
Use figures for people and animals, but spell out for inanimate objects. (Ex. The student is 15 years old. The textbook is two years old.) Use hyphens for ages expressed as adjectives before a noun or as substitutes for a noun. (Ex. the 7-year-old boy. The boy is 7 years old.)

AMPERANDS
Spell out “and.” Avoid using ampersands (&) unless they are part of an official title.

BULLETS
Each bullet should start with a capital letter. Keep the structure consistent and avoid mixing sentences and phrases in a bulleted list. Punctuation is not needed at the end of each bullet.

CLASSES AND COURSES
Lowercase general references to subjects. (Ex. mathematics, history, photography), unless they include the name of a country or language. (Ex. English literature). Capitalize exact course titles and those followed by a numeral. (Ex. U.S. Military History; Biology I).

COMMAS IN A SERIES
Eliminate the comma before the conjunction, unless it is needed for clarification. (Ex. The flag is red, white and blue. We learned more about the STEM, Culinary, and Career and Technical Gold Seal categories.)

DATES
When a month is used with a specific date, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov. and Dec. (Ex. Aug. 15, 2006, was the due date.) Spell out all months if using them alone or with only a year. (Ex. August 1980 was one of the hottest months on record.) If using only a month and a year, do not separate the year with a comma. (Ex. October 1989 was unusually cold.) If using the month, day and year, set off the year with a comma. (Ex. Feb. 1, 2015, was the last day to register.)
COPYWRITING

FORT WORTH INDEPENDENT SCHOOL DISTRICT
For external audiences, use Fort Worth Independent School District on first reference or Fort Worth ISD. District (capitalized) is acceptable on second reference. Use FWISD only when there is not enough space for one of the other forms, as in a photograph caption.

FORT WORTH ISD BOARD OF EDUCATION
Fort Worth ISD Board of Education (or Fort Worth ISD Board of Trustees) – On subsequent references, you can use the board or trustees. Do not capitalize on second reference.

GRADE LEVELS
Generally, spell out numbers one through nine (Ex. ninth grade). Use figures for 10 and above. Use all numerals in a mixed situation (Ex. 5th grade and 10th grade). Use a hyphen for ninth-graders, etc.

PERCENT
Spell out instead of using the % symbol when using percentages in text.

PREKINDERGARTEN
Use prekindergarten on first reference. You can use Pre-K on subsequent references.

SUPERINTENDENT
Use Fort Worth ISD Superintendent Kent P. Scribner on first reference. On second reference you may use the superintendent (lowercase) or Dr. Scribner.

TELEPHONE NUMBERS
Use hyphens (Ex. 817-814-2000)

TIME OF DAY
Use 8 a.m. instead of 8:00 a.m. Do not repeat a.m. and p.m. unnecessarily. (Ex. 4-5 p.m., 9 a.m.-3:30 p.m., 10 a.m.-noon 2 p.m., or 4 to 5 p.m., 9 a.m. to 3:30 p.m., etc.) Use noon and midnight.

TITLES
Capitalize when they precede a person’s name.
(Ex. The children sang to Principal Bill Smith as he entered the auditorium.)
“HOW WELL WE COMMUNICATE IS DETERMINED NOT BY HOW WELL WE SAY THINGS, BUT HOW WELL WE ARE UNDERSTOOD.” - ANDREW GROVE

The Communications Department has created several templates and resources in order to streamline the brand. There are print and digital templates available for download from www.fwisd.org/branding. Every department is encouraged to use these resources.
PRINT

LOGO
The Fort Worth ISD logo must be used in all official District, department or program publications. The logo is available for download from www.fwisd.org/branding. Contact the Communications Department if a different file format is needed.

*Remember, the logo should not be altered from the files provided.

STATIONERY
Templates for letterhead and memos are for download from www.fwisd.org/branding. Specific information (name, title, address, etc.) can be easily typed in the text boxes.

To order envelopes and business cards contact the Purchasing Department at 817-814-2200.
DIGITAL

PRESENTATIONS

District approved Powerpoint templates are strongly recommended as a secondary aid to deliver your message to internal and external audiences. Presentations should include bullet points of key ideas and should not be overcrowded with text. Wherever possible, include photography and other visuals to help illustrate your message.

Widescreen Powerpoint templates are available for download from www.fwisd.org/branding. When presenting to the Board of Education, be sure to contact the Communications Department for special instructions.
EMAIL SIGNATURE

EMAIL SIGNATURES

Consistent email signatures deliver a visually coherent look across departments and campuses. Just as our business cards follow a standardized approach, email signatures should be consistent.

Email signatures should include:
- Your name
- Job title
- Department or Campus
- Fort Worth Independent School District
- Phone number
- Email Address
- Location

For instructions on how to set up your signature in Outlook, contact branding@fwisd.org.

EXAMPLE

Erica Weaver
Branding Coordinator | Communications Department
Fort Worth Independent School District

817.814.1932 | erica.weaver@fwisd.org
100 N. University Dr. NW 258 | Fort Worth, TX 76107
www.fwisd.org

Preparing all students for success in college, career and community leadership.

FORMATTING

Your Name
Font: Georgia Bold
RGB: 114, 174, 182
Size: 13 pt

Contact Information
Font: Arial Regular
RGB: 99, 100, 102
Size: 11 pt

Mission Statement
Font: Arial Italic
RGB: 99, 100, 102
Size: 10 pt
DEPARTMENT PAGES

Websites are often the first point of contact for parents and families. In order for users to navigate with ease, it is essential for each department page to follow a similar format.

Each department page should include:

- Welcome image (600px x 200px)
- Welcome message
- Contact information (name, email and phone number)

Strive to avoid graphics that are simply decorative – every element on a page should aid in understanding. If you need assistance with your department or Campus page, please visit www.fwisd.org/web or email web@fwisd.org.
Social Media helps you connect with and inform District stakeholders. Social Media, in addition to websites, can be the first introduction a parent has with the District.

As a District, we encourage our community to participate on our social media platforms and we ask that they exercise civility and good will. Any comments that are intentionally rude or deride the opinions of others will be removed.

Fort Worth ISD supports and encourages the responsible use of Facebook, Twitter, and Instagram profiles for schools and departments.

Any violation of the Rules of Engagement will result in immediate banishment from the page.

**RULES OF ENGAGEMENT**

1. No profanity
2. No vulgarities
3. No accusations or accusatory language toward an individual (or group of individuals)

If you need assistance with Social Media for your department or campus, please email web@fwisd.org.
PROMOTIONAL

APPAREL AND PROMOTIONAL ITEMS

T-shirts, polos, lanyards and other items must follow the District’s style guide and properly use the District logo and color palette. Some items often ordered include:

- T-shirts and polos
- Lanyards
- Pens
- Notebooks
- Tote bags

If you need assistance with ordering apparel or promotional items, please email branding@fwisd.org.
COMMUNICATIONS TEAM

DIVISION OF STRATEGIC COMMUNICATIONS
Fort Worth ISD’s Division of Strategic Communications provides creative communication solutions for departments, schools and District initiatives. Some of the services we provide include:

- Graphic Design (posters, invites, etc.)
- Media Relations and Press Releases
- Web Training and Support
- Video Production
- Copywriting and editing

To start a project, submit a Project Form (www.fwisd.org/bluesheet) to:
100 N. University Dr. NW 258 | Fort Worth, TX 76107
www.fwisd.org/communications | 817-814-1930

Barbara Griffith
Senior Communications Officer
817-814-1930 | barbara.griffith@fwisd.org

Clint Bond
External and Emergency Communications Director
817-814-1937 | clint.bond@fwisd.org

John Cope
Web and Creative Coordinator
817-814-1936 | john.cope@fwisd.org

Thomas Ketchersid
Web Communications Coordinator
817-814-1938 | thomas.ketchersid@fwisd.org

Erica Weaver
Branding Coordinator
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Scott JuVette
Marketing and Multimedia Strategies Director
817-814-3357 | scott.juvette@fwisd.org