

A photograph of two young boys of African descent smiling and hugging. The boy on the right is wearing a red shirt and has his arm around the boy on the left, who is wearing a grey shirt. A third boy's head is visible in the background on the right. The image has a semi-transparent blue overlay.

TEXAS CITY ISD **BRAND BOOK**

WELCOME



The logos, taglines and colors included in these pages are a visual representation of the promise of the Texas City Independent School District. 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 logo ... 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 Texas City 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 us in ensuring that the District's brand is maintained and incorporated in all we do.

Thank you.

THE TCISD COMMUNICATIONS & PUBLIC INFORMATION DEPARTMENT

1.0 LOGO GUIDE

YOU ONLY GET ONE CHANCE TO MAKE A FIRST **IMPRESSION.**

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 Texas City ISD logo. After all, it goes hand in hand with our organization's brand, so proper use is paramount.



LOGO

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 serves as a cultural reminder for the organization as it pursues its mission.

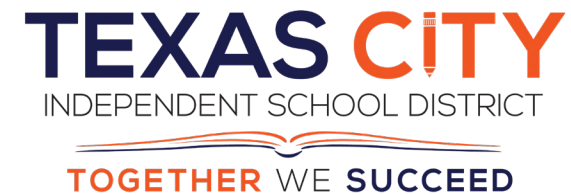
Texas City ISD has a primary logo, a secondary vision logo and a word mark logo. When used, the District logos should appear as shown to the right.

To download the logos, visit www.tcisd.org/branding.

PRIMARY LOGO



SECONDARY VISION LOGO



WORD MARK



LOGO VERSIONS

The primary full-color logo (previous page) should be used whenever possible. Alternatively, the all-black version is the second preferred option. An all-white version should be used only when placed on a solid, dark background.

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

A secondary vision logo may also be used in certain cases, notably on District shirts and attire. This mark is designed to appear on communications where a horizontal logo is better used than the primary square logo. Additionally, the Texas City Independent School District word mark may also be used in instances where the primary logo or full secondary logo cannot be used (e.g. on small promotional items such as pens).

These versions are also available in black and white.

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

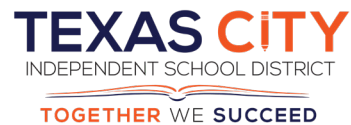
MINIMUM SIZE

1.25 INCHES WIDE | 1.25 INCHES HIGH



MINIMUM SIZE

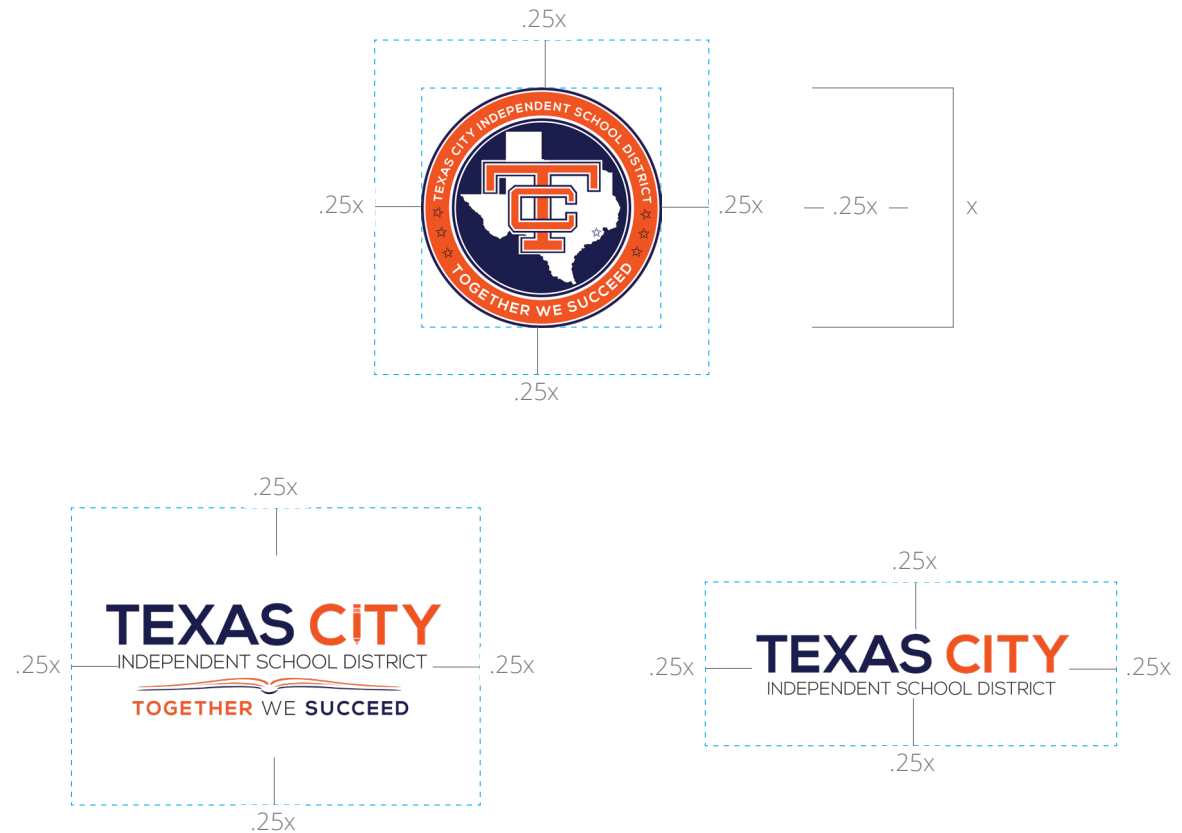
1.75 INCHES WIDE | 0.6 INCHES HIGH



SIZE AND SPACING

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.

CLEAR SPACE



SPECIALTY LOGOS

Departments, administration-approved programs or community partnerships 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 department head. Contact the Communications & Public Information Department for more information.

DEPARTMENT LOGO EXAMPLE

FINE ARTS DEPARTMENT



DEPARTMENT LOGO EXAMPLE

TCISD FOUNDATION FOR THE FUTURE



HIGH SCHOOL/MASCOT LOGOS

Each high school - La Marque High School and Texas City High School - have an academic seal, as well as a primary and secondary logo.

Each seal or logo should adhere to the campus' color palette as noted below and should not be altered in any way.

LA MARQUE HIGH SCHOOL



PMS 289 C

CMYK: 100 / 76 / 12 / 70
RGB: 12 / 35 / 64
HEX: 0c2340



PMS 1235

CMYK: 0 / 31 / 98 / 0
RGB: 255 / 184 / 28
HEX:ffb81c

TEXAS CITY HIGH SCHOOL



PMS 152 C

CMYK: 0 / 66 / 100 / 0
RGB: 229 / 114 / 0
HEX: e57200



Black

CMYK: 50 / 50 / 50 / 100
RGB: 0 / 0 / 0
HEX: 000000

LA MARQUE HIGH SCHOOL



LMHS CREST



LM HIGH SCHOOL - LETTER



LM HIGH SCHOOL - MASCOT

TEXAS CITY HIGH SCHOOL



TCHS CREST



TC HIGH SCHOOL - LETTER



TC HIGH SCHOOL - MASCOT

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.

EXAMPLE A

ALTERED LOGO

**EXAMPLE B**

PARTS OF THE LOGO

**EXAMPLE C**

DISTRACTING BACKGROUNDS

**EXAMPLE D**

IMPROPER RESIZING

**EXAMPLE D.1**

IMPROPER RESIZING

**EXAMPLE E**

PIXELATED AND BLURRY



2.0 STYLE GUIDE

"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 Texas City ISD.



STYLE GUIDE

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 and campuses must follow the guidelines as described here.

Any use of the Texas City ISD visual identity that is not produced and/or distributed by the Communications & Public Information Department must have prior approval. For assistance, contact csilva@tcisd.org.

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

- Advertising
- Apparel
- Banners
- Brochures
- Flyers/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.

Pantone (PMS)

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.

CMYK (cyan, magenta, yellow, black)

4-color process color is the standard system used by professional offset and digital printing. Most modern desktop printers reproduce color in CMYK.

RBG Color (red, green, blue)

Standard color system to reproduce digital color on screen. These colors appear brighter and more intense than CMYK colors. RGB colors sometimes appear as six character hexadecimal codes (eg. #6d1131).

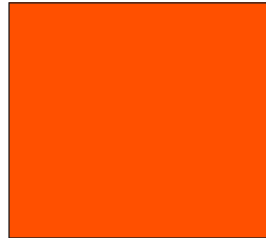
PRIMARY PALETTE

Our primary palette consists of colors that reflect our commitment to students, teachers and tradition. The three colors should be dominant when applied.



PMS 2766

CMYK: 100 / 100 / 6 / 60
RGB: 20 / 27 / 77
HEX: 141b4d



PMS 021

CMYK: 0 / 65 / 100 / 0
RGB: 254 / 80 / 0
HEX: fe5000



PMS 000

CMYK: 0 / 0 / 0 / 0
RGB: 0 / 0 / 0
HEX: ffffff

TYPOGRAPHY

The brand uses two primary fonts supported by secondary fonts when primary fonts are unavailable.

Nexa and Minion Pro are the primary fonts for the Texas City ISD brand. Nexa and Minion can be found online as free downloads.

Nexa: <https://www.dafontfree.io/nexa-font-free/> (Be sure to download both versions, Light and Bold).

Minion Pro: <http://fontsgreek.com/fonts/Minion-Pro-Regular>

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.

Nexa Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*(){}:;,.

Nexa Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*(){}:;,.<>

Minion Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*(){}:;,.<>?

TYPOGRAPHY

Minion Pro Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1267890!@#\$\$%^&*(){};:,.<>?

Minion Pro Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1267890!@#\$\$%^&*(){};:,.<>?

Minion Pro Semibold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1267890!@#\$\$%^&*(){};:,.<>?

Minion Pro Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1267890!@#\$\$%^&*(){};:,.<>?

Minion Pro Bold Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1267890!@#\$\$%^&*(){};:,.<>?

Minion Pro Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1267890!@#\$\$%^&*(){};:,.<>?

Minion Pro Bold Condensed Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1267890!@#\$\$%^&*(){};:,.<>?

Minion Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1267890!@#\$\$%^&*(){};:,.<>?

Minion Pro Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1267890!@#\$\$%^&*(){};:,.<>?

TYPOGRAPHY

If Nexa and Minion Pro are not available to you, Arial and Georgia typefaces may be utilized as alternatives.

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1267890!@#\$\$%^&*(){}:;,.<>

Georgia Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1267890!@#\$\$%^&*(){}:;,.<

Arial Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1267890!@#\$\$%^&*(){}:;,.<>*

Georgia Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1267890!@#\$\$%^&*(){}:;,.*

Arial Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1267890!@#\$\$%^&*(){}:;,.<**

Georgia Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1267890!@#\$\$%^&*(){}:;;**

Arial Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1267890!@#\$\$%^&*(){}:;,.<***

Georgia Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1267890!@#\$\$%^&*(){}:;;***

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 best results, avoid:

- Low resolution or poor quality images
- Cell phone pictures*
- Clip art

** If a cell phone is your only option, be sure to use or send the original size image. Any images saved or sent as small, medium or large are too poor of quality to be used in communications, including the website and e-newsletter.*

The Communications & Public Information Department has an inventory of photos taken at our schools. If you need assistance with photography coverage, please see the department's online event coverage request form at www.tcisd.org/goodnews.

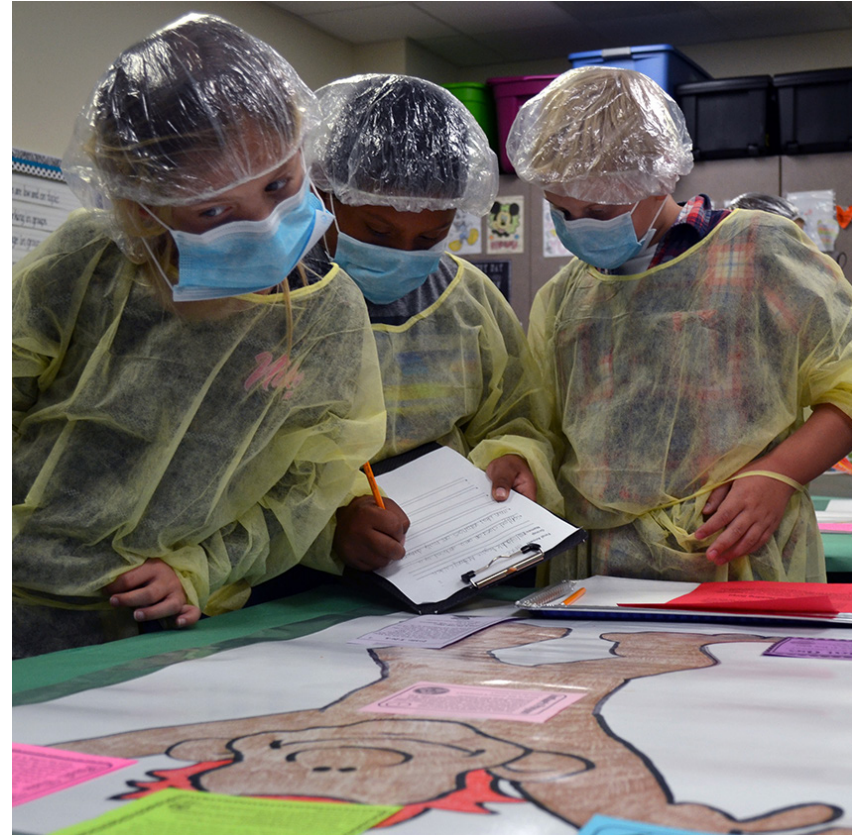


COPYWRITING

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 Texas City ISD voice as:

- More friendly than formal
- Active instead of passive
- Smart, not “smarty pants” (Avoid “academic-ese” and legalese – unless it’s 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 of Texas City 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.

AMPERSANDS

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 Education fields.)

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 only using 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.)

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.

COPYWRITING

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 Texas City ISD Superintendent Melissa Duarte on first reference. On second reference, you may use the superintendent (lowercase) or Dr. Duarte.

TELEPHONE NUMBERS

Use hyphens. (Ex. 409-916-0177)

TEXAS CITY INDEPENDENT SCHOOL DISTRICT

For external audiences, use Texas City Independent School District on first reference or Texas City ISD. District (capitalized) is acceptable on second reference. Use TCISD only when there is not enough space for one of the other

forms, as in a photograph caption.

TEXAS CITY ISD BOARD OF TRUSTEES

Use Texas City ISD Board of Trustees. On subsequent references, you can use the board or trustees. Do not capitalize on second reference.

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., 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.)

3.0 RESOURCE **GUIDE**

"HOW WELL WE COMMUNICATE
IS DETERMINED NOT BY
HOW WELL WE SAY THINGS,
BUT HOW WELL WE ARE
UNDERSTOOD." **ANDREW GROVE**

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



PRINT

LOGO

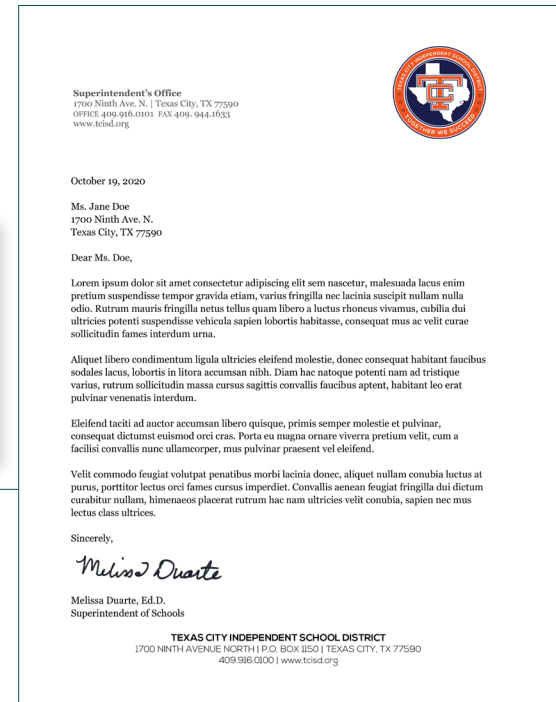
The Texas City ISD logo must be used in all official District, department or program publications. The logo is available for download from www.tcisd.org/branding. Contact the Communications & Public Information Department if a different file format is needed.

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

STATIONERY

Templates for letterhead and memos are available for download from www.tcisd.org/branding. Specific information (department, name, title, address, etc.) can be easily typed into text boxes.

Envelopes and business cards can be purchased from Office Depot. Please follow the ordering instructions provided by the Purchasing Department. For information, contact Brooke Lakner, director of purchasing, at 409-916-0115 (internal extension 1115).

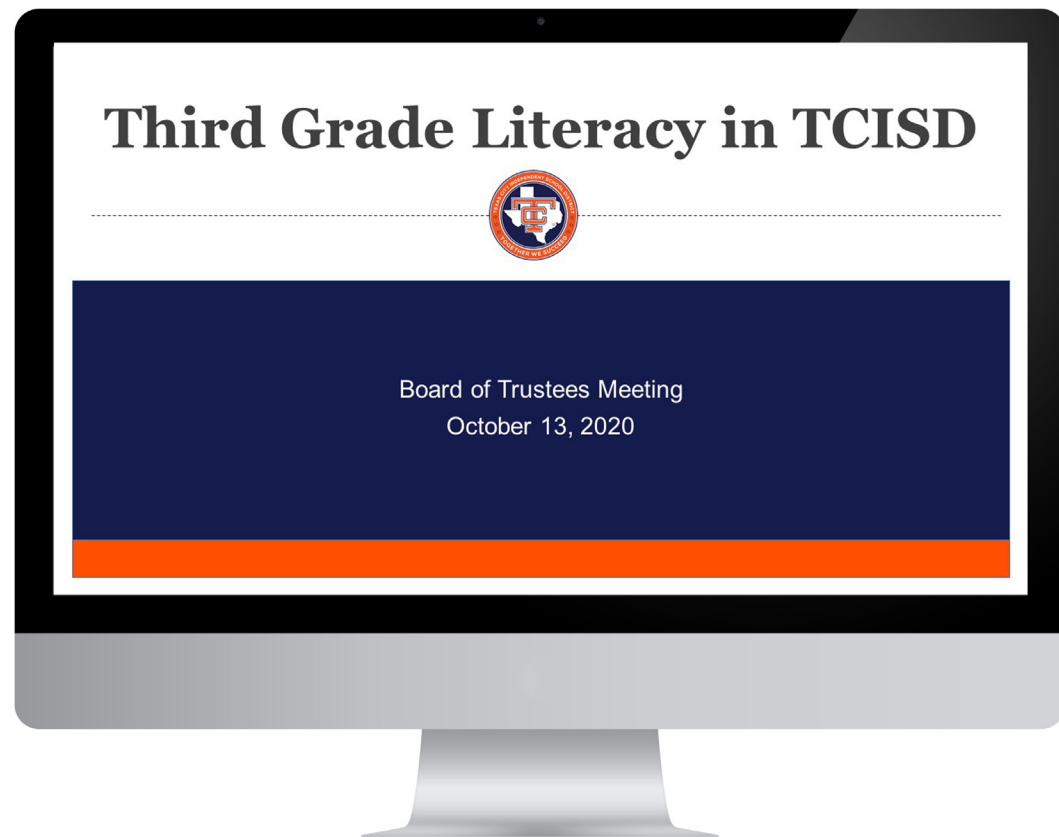


DIGITAL

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.

A widescreen PowerPoint template is available for download from www.tcisd.org/branding.



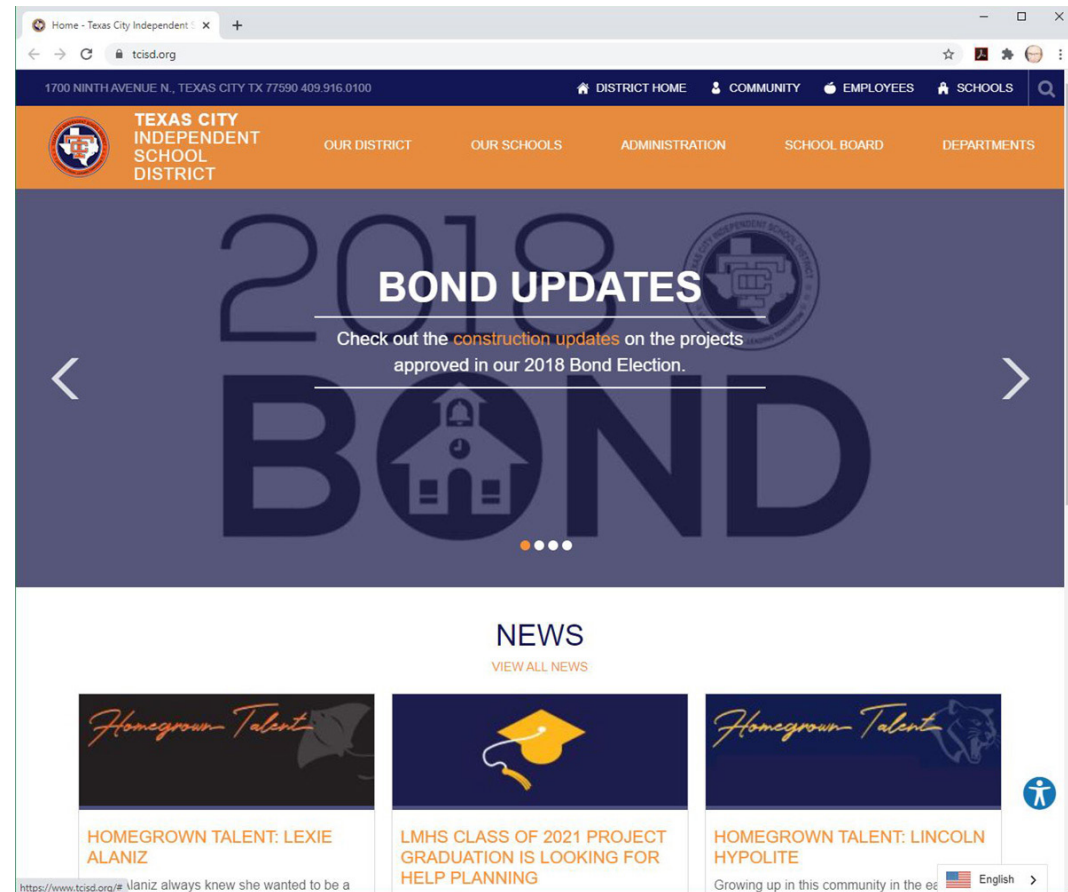
WEB

DEPARTMENT/CAMPUS 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 and campus page to follow a similar format.

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 refer to the Style Guide under the “Production Branch” when you are logged in to FinalSite.

For assistance, contact the Communications & Public Information Department.



SOCIAL MEDIA

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.

Texas City 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)

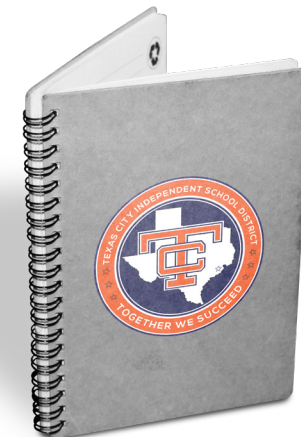
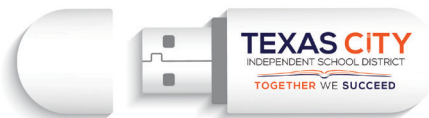
PROMOTIONAL

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 have questions about how to adhere to the style guide when ordering apparel or promotional items, please email Clarissa Silva, communications specialist, at csilva@tcisd.org.





COMMUNICATIONS & PUBLIC INFORMATION DEPARTMENT

1700 Ninth Avenue N. | Texas City, TX 77590
www.tcisd.org/communications | 409.916.0114

