



# District Logo Standards Guide

*Joshua ISD will be a  
highly acclaimed model of educational excellence.*

# Introduction

The Joshua ISD identity is a valuable organizational asset that distinguishes JISD's achievements and services from other school districts in the state and country.

This guide explains the proper use and display of the official JISD logo to assure the proper and consistent use of the logo.

Use of the logo as provided by the district ensures it renders consistently and legibly in all print and electronic communication products, including Web streaming and broadcast video, Web pages, and presentation programs such as PowerPoint.

No element of the district logo may be used to promote non-District activities or to imply endorsement without prior written approval.

The use of the JISD logo should reflect on the identity of the district and therefore authorization to use the logo on any printed, electronic or promotional material is restricted to purposes outlined in this guide. Permission to use the logo for purposes not outlined in this guide must be obtained from the Joshua ISD.

**REGISTERED TRADEMARK:** Since May 2012 the "Star Owl" logo is a registered trademark. The Registered Trademark ® must be used whenever possible.

# Logo Usage

## Integrity

All elements of the district logo must remain as originally drawn and proportioned and cannot be modified.

## Accepted Uses

The Joshua ISD logo is available in color and black and white.

The logo is available in the following formats:

### Adobe Illustrator (eps/ai)

Adobe Illustrator is a draw program.

### JPEG (jpg)

The JPEG versions should be used in PowerPoint presentations, Word documents and Web page design.

### TIFF (tif)

The TIFF versions may be used in Word and Excel documents.

If you require the district logo in another format, please contact the Joshua ISD Communications Department.



Joshua Blue



Black



White

(White shown on gray background only for visibility purposes)

# Logo Usage: Color

## Standard Versions

Either the Pantone PMS 286/288, black or white colors should be used in every possible situation.

## Two Color

The Joshua Blue two color version with Pantone PMS 286 and PMS 288 is the preferred version to be used.

## Single Color

The single color logo in Joshua Blue Pantone PMS 286 or black are also options that may be used.

## Single Color on Dark Background

On dark backgrounds, the only option is solid white.

## Single Predetermined Color

One exception to the rules applies when using the logo on documents with a single predetermined color (without black ink). In such instances, the logo may be printed in 100% of the designated color.

If you require the district logo in another color, please contact the Joshua ISD Communications Department.

## Flexibility

There are rare instances where these guidelines should be flexible. All variances from this policy must be approved by Joshua ISD Communications Department.

PMS 286

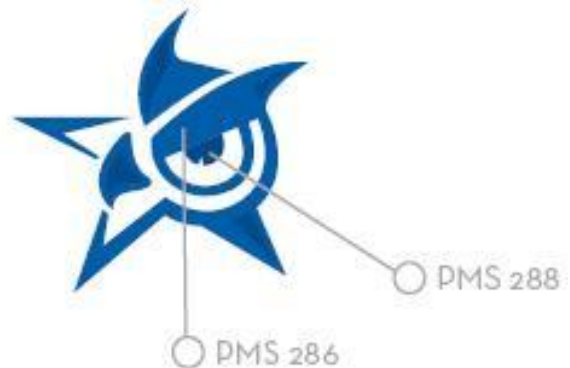


CMYK: 100, 60, 0, 2  
RGB: 0, 93, 170  
HTML: 005DAA

PMS 288

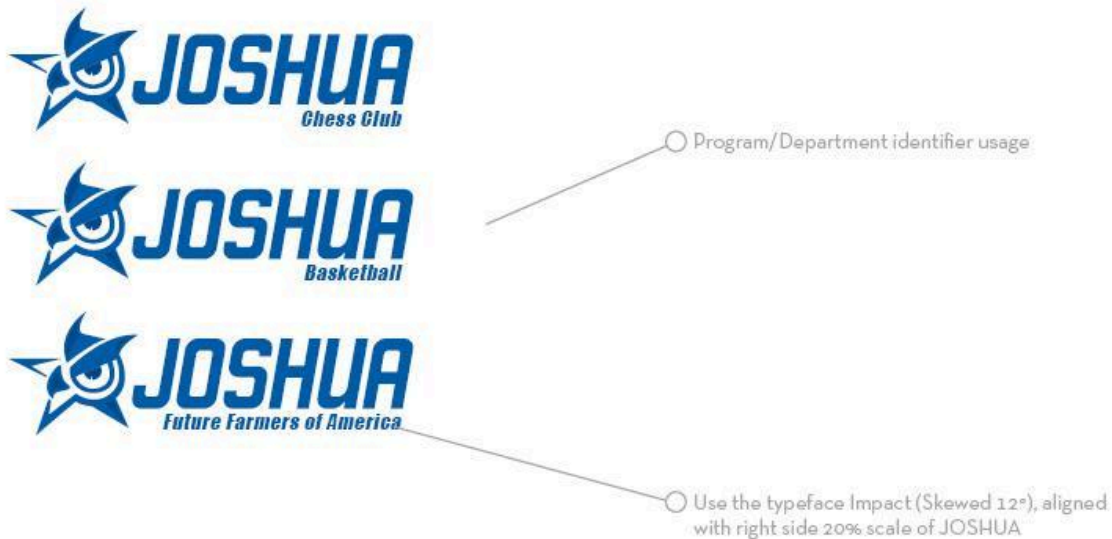


CMYK: 100, 67, 0, 23  
RGB: 0, 74, 141  
HTML: 004B8D



## Logo Usage: Program/Department Identifiers

JISD's identity system maintains the integrity of the Joshua logo, while allowing for differentiation among the many departments and programs within Joshua ISD. This is achieved through the use of Program/Department Identifiers created by adding sublines or modifiers.



When using the JISD logo option that includes the organization/department name, consistent use of typography further maintains the brand.

The following typefaces should be used as much as possible. The typefaces presented should be accessible on most computers and on the internet.

**Arial** - Used for text and body copy purposes in items such as newsletters, program text, web copy, etc.

**Arial Italic** - Used for text and body copy purposes in items such as newsletters, program text, web copy, etc.

**Arial Bold** - Used for text and copy when a heavier look is desired  
Used for headlines/headers

**Impact** - Used for headlines, headers and to highlight text and copy

**Impact (Skewed 12°)** - Used only for identifiers in the visual identity system

## Logo Usage: Unacceptable Versions

Correct logo usage is essential to brand development and recognition. Please pay close attention to the size relationship, positioning and color usage. Please adhere to these rules.

**DO NOT** use the Star Owl without the Registered Trademark ® logo.



**DO NOT** add a drop shadow to the logo.



**DO NOT** distort logo in **ANY** way.



**DO NOT** change color(s) of logo to non-approved color(s).



**DO NOT** incorrectly position the Star Owl when using text with sublines or modifiers.



**DO NOT** use stacked logos when using text and sublines or modifiers.



## Logo Usage: Non-District Entities

**External entities and organizations:** Logo use permission is granted on a case-by-case basis. To request use of official district or school logos, the online request form must be completed. Reasonable notice should be given for logo requests with a minimum of one full business week. If the logo format is not readily available in the format requested, a longer period may be required as not all logos are currently available in every format. Every attempt will be made to supply the logo as quickly as possible. Approvals must be granted before the use of the district logo. Once approval is granted, additional entity requests are not required. All requests and approval for uses are kept on file.

**Faculty and staff:** Logos may be used for district or school oriented purposes only. Logos may not be used for personal purposes or gain.

**Students:** Logos may be used for official academic purposes (e.g. class projects, yearbook, etc.). Logos may not be used for personal purposes or gain.

Use or reproduction of any logos or wordmarks is prohibited without the approval of Joshua ISD.

*WHEREAS*, **Joshua Independent School District** is the owner of all rights, title, interests, and goodwill in and to certain designations comprising designs, trade names, trademarks and service marks, including but not limited to the designations depicted in our District Logo Standards, and other designs, seals, and symbols associated with Joshua ISD and/or Joshua ISD schools and campuses.