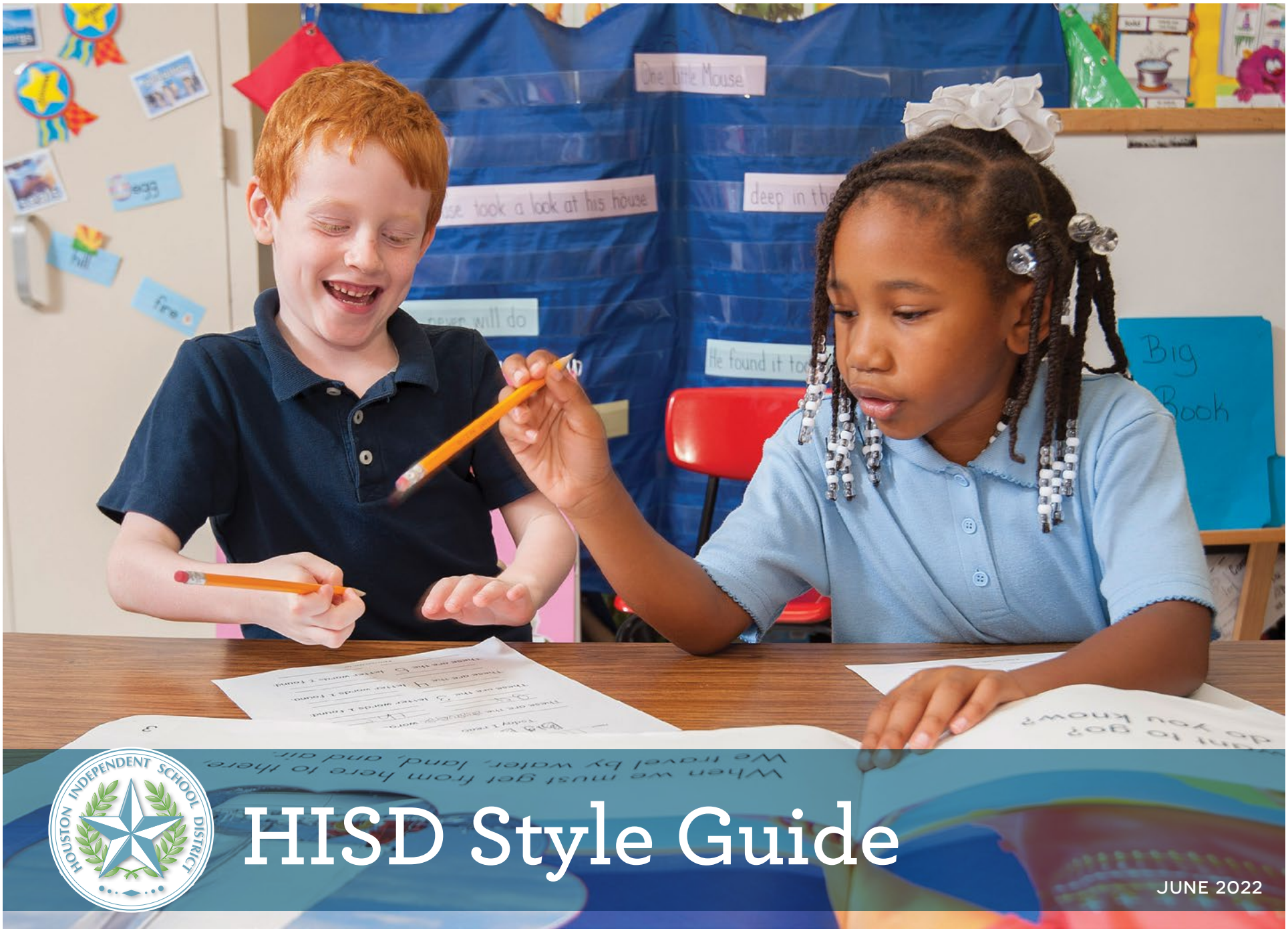
HOUSTON INDEPENDENT SCHOOL DISTRICT



HISD Style Guide

JUNE 2022

TABLE OF CONTENTS

INTRODUCTION	4
OFFICIAL WRITING STYLE GUIDES, REFERENCES	5
EDITORIAL STYLE GUIDE	6 – 8
PRODUCING DOCUMENTS IN LANGUAGES OTHER THAN ENGLISH	9
BUSINESS CARDS, LETTERHEAD, AND ENVELOPES	10
EXTERNAL CORRESPONDENCE	11
EXECUTIVE CORRESPONDENCE	12
MEMORANDA	13
ACADEMIC SERVICES MEMO	14
BOARD AGENDA ITEMS	15
EMAILS	16
EMAIL SIGNATURES	17 – 18
PUBLICATIONS	19 – 20
POWERPOINT PRESENTATIONS	21
SOCIAL MEDIA	22
TYPOGRAPHY	23
PHOTOGRAPHY	24
COLOR PALETTE	25 – 32
CHARTS	33
THE HISD SEAL	34
THE HISD LOGO	35 – 37
DEPARTMENT LOGOS	38 – 41
PROGRAM LOGOS	42
APPAREL	45
CONTACTS	46

INTRODUCTION

To help Houston Independent School District (HISD) offices, departments, and schools maintain a consistent and effective identity in the communications and publications they produce, HISD has prepared this style guide. It includes basic rules of written communication, such as punctuation, abbreviations, and capitalization, as well as guidelines for formatting and the use of the approved district branding (seal).

Questions or comments about this guide can be directed to Multimedia Services (**713-556-6066; info@HoustonISD.org**). An online version of this guide, electronic files of the branding images in a variety of formats, and Microsoft Word documents for use as templates for letters and memoranda are available at **www.HoustonISD.org/branding**. In addition, this guide will be updated periodically, as common practices in the district evolve, and to clarify or add guidelines and standards as needed.

OFFICIAL WRITING STYLE GUIDES, REFERENCES

The primary "authority" selected to follow for writing standards in HISD is Strunk and White's *The Elements of Style — Fourth Edition*. It is a concise and inexpensive guide that is often used in English classes in schools and colleges across the country.

Also referenced are more complete guides such as the *Associated Press Stylebook* and *The Chicago Manual of Style*. Even the most authoritative style guides sometimes differ on certain details, however. In a few instances, the *HISD Style Guide* may not agree with all major reference works. In these cases (such as the final comma in a series or using only one space after periods and colons) follow the preferences as detailed in the HISD Specific Writing/Style Guide section of the appendix. Of course, HISD preferences do not supersede those established for areas of writing that have their own set of rules (legal documents for example).

ABBREVIATIONS/ACRONYMS

If an abbreviation or acronym is widely known, such as SAT or ACT, it is acceptable on first reference. If the acronym is obscure, give the full name of the organization or program on its first use, followed by the acronym in parentheses: Effective Teacher Initiative (ETI). If the organization or program is not mentioned again, there is no need to give the acronym. Traditionally, acronyms included periods (F.B.I.), but they are usually omitted today (FBI). The AP Style rule about abbreviations is to use periods for two letters, not to use periods with abbreviations of three or more letters; ie, U.S., USA. Make sure the use of periods in abbreviations and acronyms is consistent throughout the same document. "Athletics" means sports. "The Athletics Department" is the department that oversees athletics (sports). "The Athletic Department" would be a department that is athletic. Use the former.

BOARD OF EDUCATION

The formal title of the governing body is the Houston Independent School District Board of Education. HISD Board of Education is also permitted in all references. Subsequent references may be "the board" (not capitalized), "school board," or "trustees." To maintain consistency in communications, please do not use "Board of Trustees."

BOARD OF EDUCATION TITLES

HISD has nine trustees or members on its Board of Education. Each trustee is elected to a four-year term to represent a specific geographic district. The four-year terms are staggered, and the nine districts are numbered using Roman numerals (I, II, III, IV, V, VI, VII, VIII, IX). An individual is referred to as either a "trustee," "school board member," or "board member." These individual titles are capitalized only when used as a formal title before the name. Trustees hold various offices, but the board president is the only trustee whose title should be used, as in Board President Juliet Stipeche. Use Trustee as the formal title before names of trustees who are not the Board of Education president.

COMMA IN A SERIES

Include a comma before the last item in a series. A, B, and C, not A, B and C.

DASHES

Longer than a hyphen, an en dash (as wide as the letter n) is for ranges, as in 1965–1970. You should not use an en dash between two consecutive days. Thus Aug. 3–5 but not Aug. 3–4 (that should be Aug. 3 and 4). Twice as long as an en dash, an em dash (as wide as the letter m) indicates a sudden break or abrupt change, or sets something off from the rest of the sentence, as in "The Texas Assessment of Knowledge and Skills — the TAKS — is the state-mandated achievement test." In Microsoft Word, en and em dashes can be found on the "Special Characters" tab after selecting "Symbol" in the "Insert" pull-down menu. Much easier than pulling down the symbols is to use a keyboard shortcut on ens and ems. For ens, it is [Alt]+[Ctrl]+[-] (in the numbers on the right of the keyboard). For an em, it is [Ctrl]+[-].

DAYS OF THE WEEK AND MONTHS

Always capitalize days of the week, and never abbreviate them. Always capitalize the names of months. If a month is used with a specific date, only abbreviate the following months: Jan., Feb., Aug., Sept., Oct., Nov., and Dec. However, spell out all months when a year is attached or when alone. In formal writing, use July 1, 2006, not July 1st, 2006. And use a comma after the year in "On July 1, 2006, teachers attended…"

DEGREES

If you know a subject has an advanced degree, it is acceptable to use. When writing an advanced degree, use abbreviations with periods and no spaces (e.g., Daniel Jones, Ph.D.; Mary Smith, Ed.D.). If including degree information is desired, do so using abbreviations with periods and no spaces in the first reference (see above), in subsequent references use the formal title "Dr." Example: The keynote speaker at the inservice was Daniel Jones, Ph.D., a leading expert in the field of testing. Dr. Jones' speech focused on using test results to improve instruction. It is not correct to use a title and degree together (incorrect: Dr. Mary Smith, Ed.D.).

EMAIL

The "e" in email is lowercase, and the word is not hyphenated.

FACILITY NAMES
When referring to a campus facility use HS, MS, or ES after the school name on first reference. Delmar-Tusa Complex should be used if referring to the entire complex, including the stadium and grounds. If only the stadium is used, Delmar Stadium is acceptable.

HOUSTON INDEPENDENT SCHOOL DISTRICT
The formal name is the Houston Independent School District; however, HISD is acceptable on first reference. If the acronym is used in the first reference, it must be spelled out in the second reference. The Houston Independent School District may also be referred to as "the district" (not capitalized) in subsequent references.

HYPHEN
A hyphen is a very short dash used to indicate a link between words, as in after-school. Use a hyphen for compound words, such as "often-used" or "much-loved." Hyphenate two or more modifiers preceding a noun when they form a unit modifying the noun (e.g., exit-level test and up-to-date records). Do not use a hyphen after adverbs ending in "-ly" (highly regarded, not highly-regarded). Do not use a hyphen after prefixes or before suffixes. Prekindergarten, not pre-kindergarten; districtwide means "throughout the district," while district-wide means "as wide as a district."

NAMES
It is John Smith III, not John Smith, III. Traditionally, "Jr." was both preceded and followed by a comma, as in "John Smith, Jr., has been …" This guide recommends following the increasingly common practice of omitting the commas, as in "John Smith Jr. has been …"

NUMBERS
Spell out both cardinal and ordinal numbers from one through nine and when a sentence begins with a number. Use figures for 10 and above: ninth grade, 10th grade, 11th grade. But use all numbers in mixed situations (5 out of 10 students), Spell out ordinal numbers below 10. ("ninth grade" rather than "9th grade"). Use numbers for grades 10 and above (10th grade, 11th grade, and 12th grade). Numbers over a million may be rounded off and expressed this way, including sums of money: 2.75 million rather than 2,752,123 and About $2.35 million rather than $2,349,999.

OFFICES AND DEPARTMENTS
In HISD, organizational units that report directly to the superintendent of schools are called offices. These "direct report" offices are made up of departments. Capitalize the word "office" or "department" in the name of an office or department (e.g., the Office of Academic Services, the Office of Human Resources, the Special Education Department). Use a lowercase "o" or "d" in "the office" or "the department" in subsequent references (e.g., Almost every employee in the department attended the fitness rally.)

PERCENT
Use "percent" rather than % in formal writing. And a 10 percent increase is not the same thing as a 10-percentage-point or 10-point increase.

PREKINDERGARTEN
Prekindergarten is one word. Pre-K is acceptable on second reference.

SCHOOLS
In general, when a school is named after a person use only the person's last name (Twain Elementary School, Yates High School). Some HISD schools are named after people with the same last name. When referring to these campuses, always use the identifying initials, with a space between the letters (e.g., J. R. Harris and R. P. Harris Elementary Schools, C. Martínez and R. Martínez Elementary Schools), or use the full name (Clemente Martínez Elementary School).

SDMCS
They are shared-decision-making committees, not shared decision-making committees (the decision-making is shared on the committees, the decision-making committees are not shared).

SEASONS
It is "spring 2013" or "spring of 2013," not "Spring 2013." And there is no comma (spring 2013, not spring, 2013).

SPACES
It is customary now to use only one space after a period at the end of a sentence and after colons, not two.

STUDENTS
They are ninth-graders, not ninth graders. And it is "All ninth- and 10th-grade students …," not "All ninth and 10th-grade students ..." Grades 10 and higher should use numbers.

STUDENT NAMES
Use the last name of high school students on second reference. Use elementary and middle school students' first names on second reference.

SPECIAL EDUCATION
Capitalize it when referring to Special Education programs. Otherwise it just means programs that are special. Never use sped or SPED in reference to Special Education.

SUPERINTENDENT OF SCHOOLS
The formal position title is "superintendent of schools," but HISD Superintendent [insert name] is acceptable in all references. Capitalize the title only when used as a formal title before the name, such as Superintendent of Schools [insert name], or HISD Superintendent [insert name]. Subsequent references may be written as "the superintendent." Do not use "Dr." and "superintendent" together. HISD Superintendent Dr. [insert name] is not correct.

TELEPHONE NUMBERS
Do not put the local area codes in parentheses. Thus, 713-556-6005, not (713) 556-6005. And use hyphens, not periods as they do in Europe. Thus 713-556-6005, not 713.556.6005.

THE
Capitalize "the" only when it is the first word in a sentence. It can also be capitalized if it is part of an official name (e.g., The New York Times, The Learning Channel, etc.).

TIME
Don't use tonight with p.m. or this morning with a.m., because it is redundant. Use 3 p.m. not 3:00 p.m. An event is "from 2 – 5 p.m.," not "from 2:00 – 5:00 p.m."

TITLES
All titles (principal, school improvement officer, manager, etc.), are capitalized when they precede the person's name, as in "School Improvement Officer Armando Alaniz," but not when used after or without the person's name, as in "Armando Alaniz , the school improvement officer, attended the meeting" or "The school improvement officer attended the meeting." Spell out all legislative, state, and congressional titles: State Rep. Sylvester Turner, U.S. Rep. Gene Green.

UNDER WAY
Under way is two words, not one (underway).

URLs
When typesetting URLs or emails, capitalize "HISD" (e.g. www.HoustonISD.org, name@HoustonISD.org, etc.)

WEBSITE
website is one word and begins with a lowercase "w."

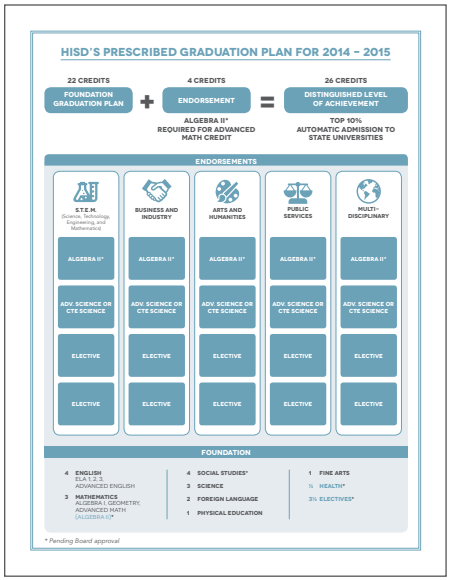
YEARS
It is "2011 – 2012 school year" (with an en dash, not a hyphen) but "fiscal year 2005." 2011-12 is not correct.

ZIP CODE
ZIP code, not zip code (ZIP is the acronym for Zone Improvement Plan.)

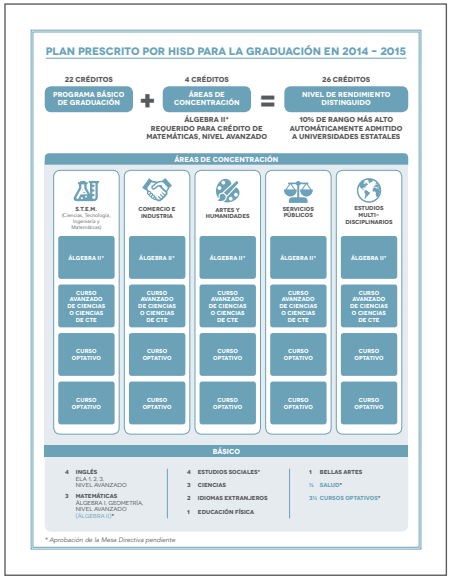
Dozens of languages are spoken in HISD, with English, Spanish, Arabic, and Vietnamese the four most widely used. In order to keep Houston's Hispanic and Vietnamese communities well informed about the district's programs and policies, HISD's Translation Services Department translates key district and school-based documents and communications into Spanish and Vietnamese for public distribution in printed form and on the Internet. These include letters to parents from schools and departments as well as documents that have districtwide importance.

To ensure that communications in languages other than English are consistent and of high quality, schools and departments are encouraged to use the services provided by Translation Services (4400 West 18th Street; 713-556-6130). The procedures and timeline for acquiring Spanish, Arabic, or Vietnamese translations are outlined in administrative regulation GBB2. HISD's translation guidelines and practices are set forth in GBB3(REGULATION). Both regulations are available at http://pol.tasb.org/Policy/Code/592?filter=GBB. The department can also provide assistance in locating translation support for languages other than Spanish, Vietnamese, Arabic, or Italian. Be sure to allow time for translations when planning your communications.

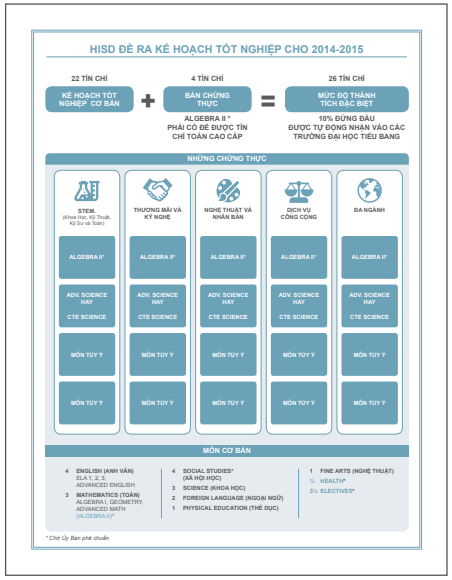
To help HISD personnel to better serve non-English-speaking patrons in person, the district has prepared a list of frequently asked questions and their answers available in seven languages (English, Spanish, Vietnamese, French, Farsi, Mandarin Chinese, Arabic, and Urdu). The publication has been distributed to schools and is available online by clicking on the "How may we help you?" link on the left-hand side of the district's home page (www.HoustonISD.org). The home page also includes a Spanish-language website and a channel in Vietnamese.



ENGLISH



SPANISH



VIETNAMESE

The Houston Independent School District has official business cards, letterhead, and envelopes for use when communicating with the public.

BUSINESS CARDS

Official district business cards featuring the HISD seal are available through HISD Printing Services. Contact Printing Services or visit its website (www.HoustonISD.org/Domain/7977) for details on ordering business cards.

OFFICIAL LETTERHEAD

The district has official letterhead available for school, office, and department use. Letterhead can be ordered from Warehouse Operations through SAP; use material #2232 or contact Printing Services for details on ordering letterhead.

PERSONALIZED LETTERHEAD

Personalized letterhead is available to the superintendent, the superintendent's direct reports, and regional superintendents unless otherwise authorized by the chief of staff. Approved personalized letterhead is available through HISD Printing Services.

BLANK LETTERHEAD PAPER

Blank paper matching the stock used for the district's official letterhead can be ordered from Warehouse Operations through SAP; use material #30273. Use this paper for letters that require more than a single sheet of printed letterhead.

ENVELOPES

Envelopes that include the 4400 West 18th Street return address are available for office and department use. Envelopes can be ordered from Warehouse Operations through SAP; use material #2125 for ordering white #10 envelopes with the return address or material #2128 for ordering white #10 window envelopes with the return address.

HOUSTON INDEPENDENT SCHOOL DISTRICT
Hattie Mae White Educational Support Center
4400 West 18th Street • Houston, Texas 77092-8501

First and Last Name
Job Title

www.HoustonISD.org
www.twitter.com/HoustonISD

Month 00, 2015

Tom and Susan Smith
6420 First Street
Houston, Texas 77077

Dear Mr. and Mrs. Smith:

Thank you so much for your wonderful letter. I am always gratified to receive reports of how dedicated and helpful teachers in the Houston Independent School District are — especially those who teach at Name of School.

Needless to say, I am delighted to hear how Name of School teacher John Doe's tireless commitment to excellence helped your son Name of Student to master geometry. I am certain that Mr. Doe's outstanding support also did wonders for Name of Student's confidence in his/her ability to succeed through perseverance and hard work, which will serve him/her well in his/her other studies and throughout his /her life.

Again, thank you for taking the time to tell me about Mr. Doe's exemplary dedication to his profession. Enclosed please find the information you requested on Name of School's outstanding math and science Magnet program.

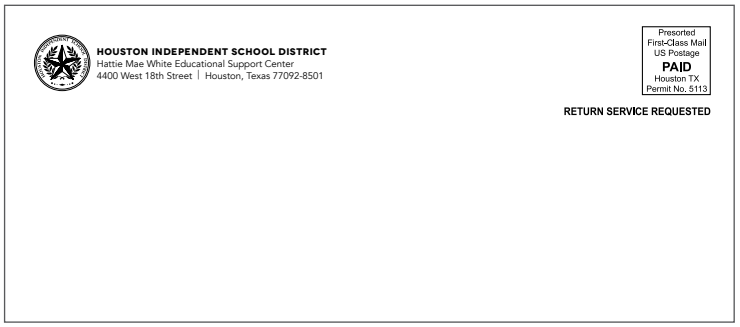
Sincerely,
First and last name, Job title
Department name

OFFICIAL LETTERHEAD

First and last name
Title
Department

HOUSTON INDEPENDENT SCHOOL DISTRICT
Hattie Mae White Educational Support Center
4400 West 18th Street • Route 1 • Houston, Texas 77092-8501
Tel: 713-555-0000 • Fax: 713-556-0000 • Cell: 713-556-0000
email@HoustonISD.org • www.HoustonISD.org

BUSINESS CARD



HOUSTON INDEPENDENT SCHOOL DISTRICT
Hattie Mae White Educational Support Center
4400 West 18th Street | Houston, Texas 77092-8501

Presorted
First-Class Mail
US Postage
PAID
Houston TX
Permit No. 5113

RETURN SERVICE REQUESTED

SAMPLE #10 ENVELOPE

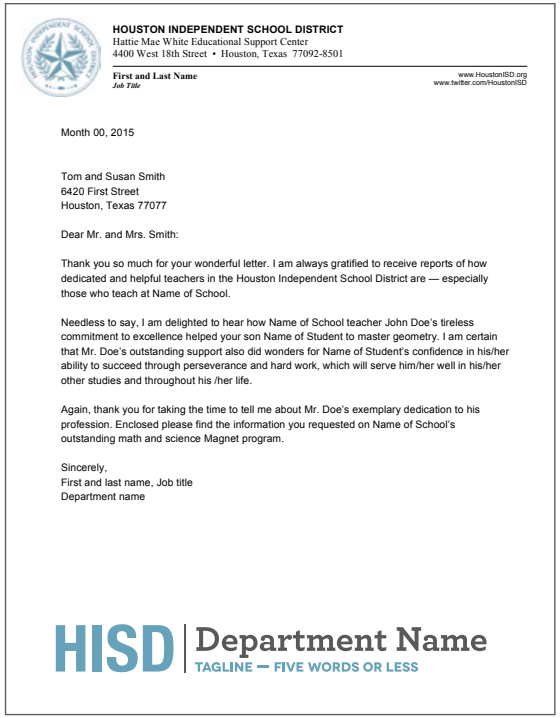
Whenever possible, to save paper, limit external correspondence to one page. Using 11-point instead of 12-point type should make this easier. Paragraph line spacing may also be reduced from "Multiple" "At: 1.2" to "Single" if needed. Do not utilize paragraph line spacing less than the standard "Single" setting.

Of course, if the letter is very short and a smaller type size is not needed to conserve space, 12-point type can certainly be used.

If a letter does require more than one page, use plain paper instead of official letterhead for the additional pages.

EXTERNAL CORRESPONDENCE TEMPLATES

Electronic templates are available online at www.HoustonISD.org/branding.



HOUSTON INDEPENDENT SCHOOL DISTRICT
Hattie Mae White Educational Support Center
4400 West 18th Street • Houston, Texas 77092-8501

First and Last Name
Job Title

www.HoustonISD.org
www.twitter.com/HoustonISD

Month 00, 2015

Tom and Susan Smith
6420 First Street
Houston, Texas 77077

Dear Mr. and Mrs. Smith:

Thank you so much for your wonderful letter. I am always gratified to receive reports of how dedicated and helpful teachers in the Houston Independent School District are — especially those who teach at Name of School.

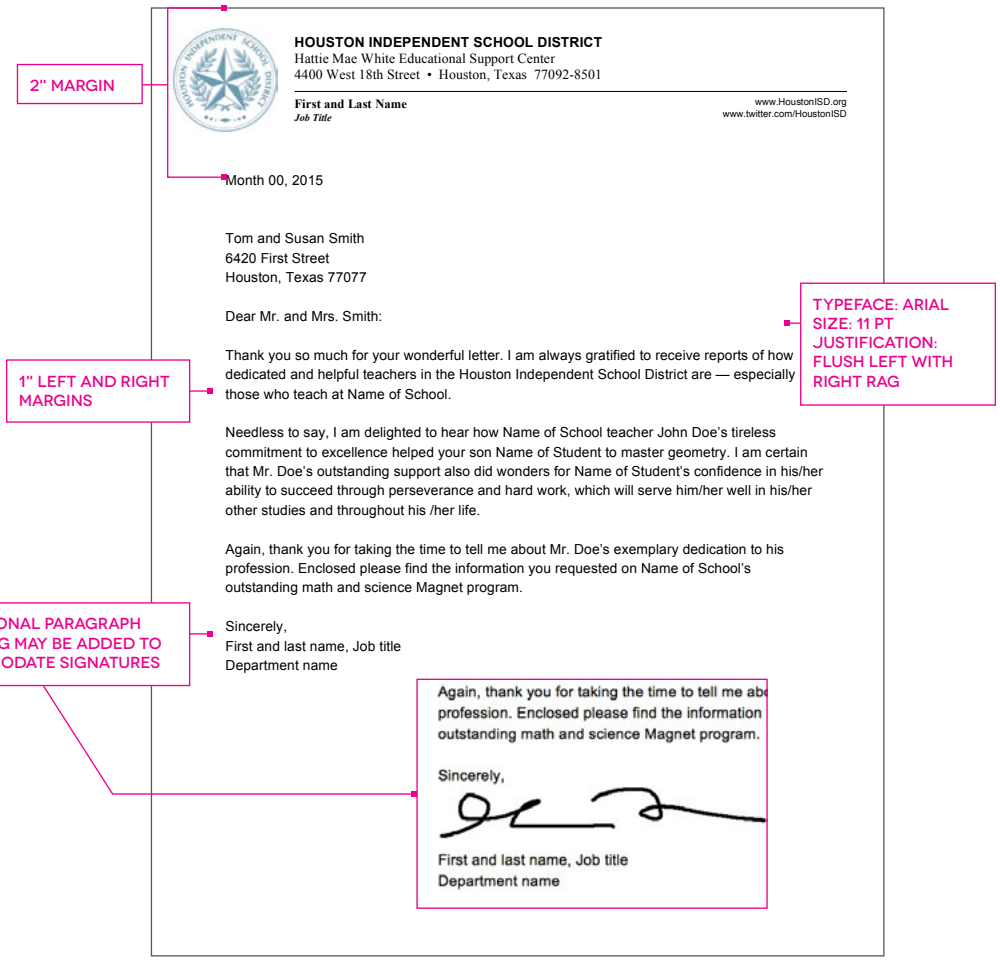
Needless to say, I am delighted to hear how Name of School teacher John Doe's tireless commitment to excellence helped your son Name of Student to master geometry. I am certain that Mr. Doe's outstanding support also did wonders for Name of Student's confidence in his/her ability to succeed through perseverance and hard work, which will serve him/her well in his/her other studies and throughout his /her life.

Again, thank you for taking the time to tell me about Mr. Doe's exemplary dedication to his profession. Enclosed please find the information you requested on Name of School's outstanding math and science Magnet program.

Sincerely,
First and last name, Job title
Department name

HISD | Department Name
TAGLINE — FIVE WORDS OR LESS

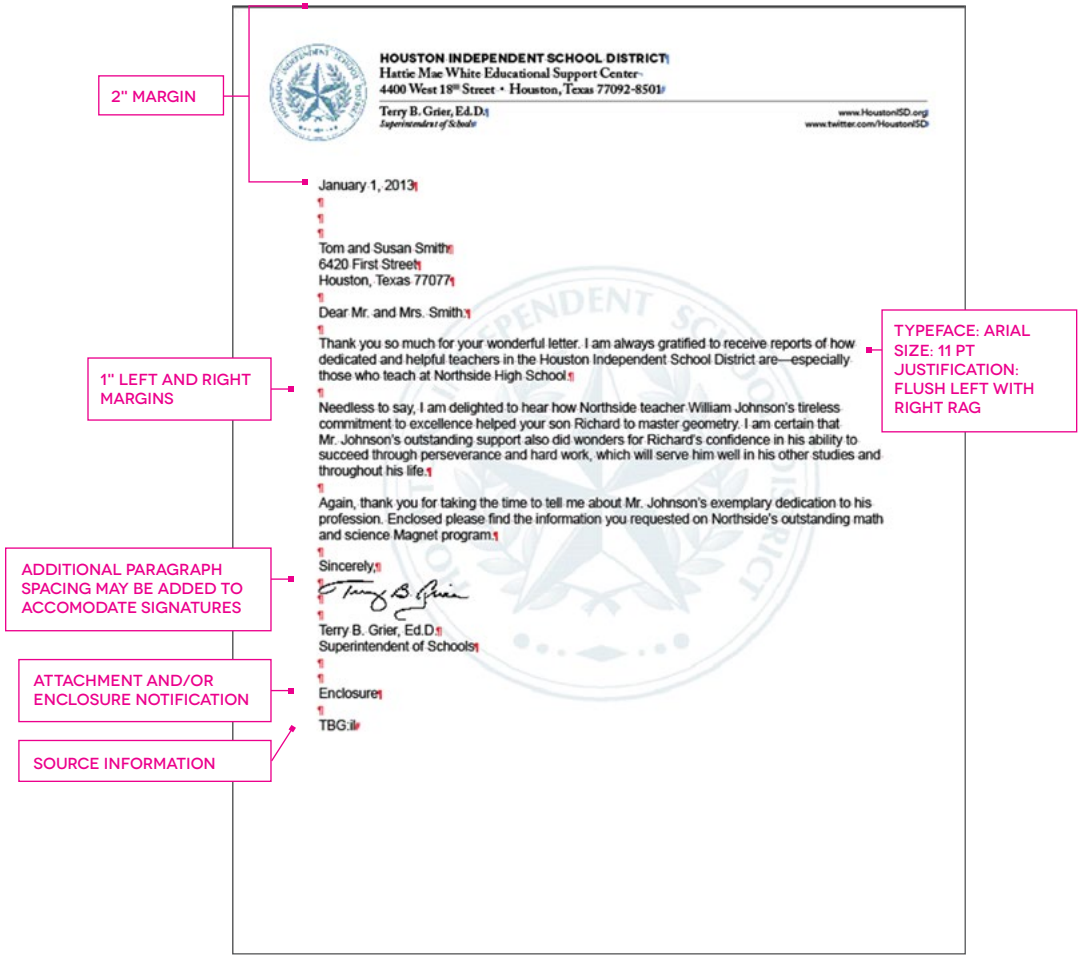
NOTE: DEPARTMENTS, DO NOT INCLUDE TAGLINES OR DEPARTMENT LOGOS ON THE CORRESPONDENCE.



SAMPLE EXTERNAL CORRESPONDENCE

Electronic templates for external correspondence are available online at **www.HoustonISD.org/branding**.

Executive letterhead is available only to the superintendent, the superintendent's direct reports, and regional superintendents unless otherwise authorized by the chief of staff. Approved personalized letterhead is available through HISD Printing Services.



SAMPLE EXECUTIVE CORRESPONDENCE

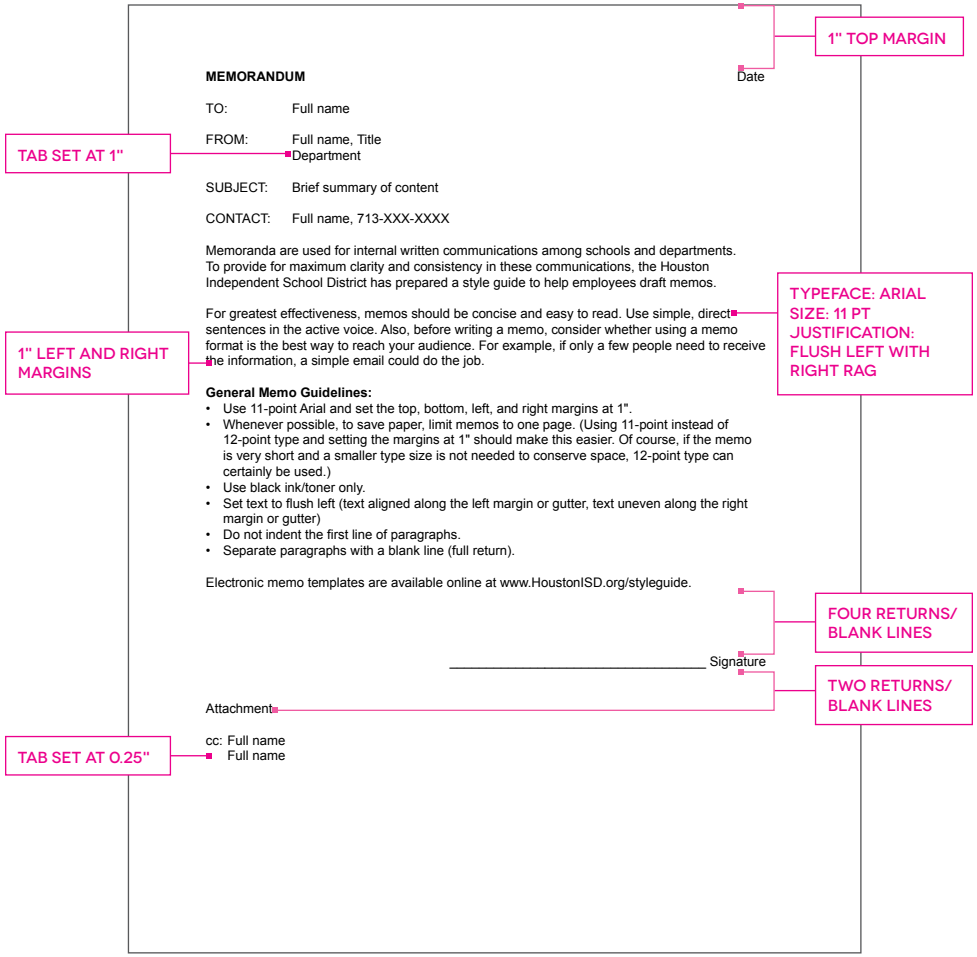
Memoranda are used for internal written communications among schools and departments. Memos should be concise and easy to read. Use simple, direct sentences in the active voice. Also, before writing a memo, consider whether the memo format is the best way to reach your audience. For example, if only a few people need the information, a simple email could suffice.

GENERAL MEMO GUIDELINES

- Use 11-point Arial, black ink/toner only, and set the top, bottom, left, and right margins at 1".

Note: Whenever possible, to save paper, limit memos to one page. Using 11-point instead of 12-point type and setting the margins at 1" should make this easier. If the memo is very short and a smaller type size is not needed to conserve space, 12-point type can certainly be used.

- Text is flush left (the text is aligned along the left margin or gutter; it is uneven along the right margin or gutter), and the first line of paragraphs is not indented.
- Include the name of a contact person and his or her telephone number.



SAMPLE INTERNAL CORRESPONDENCE

The Office of Student Support communicates information to principals and other district leaders on behalf of various departments. Please follow these guidelines when submitting information for dissemination.

PROCESS FOR SUBMITTING COMMUNICATIONS FOR PUBLISHING ON WEBSITE

- Ensure that the appropriate Cabinet member has approved the communication before submitting. The responsibility for obtaining appropriate departmental approval for submission rests solely with the individual originating and/or submitting the item.
- Submit communication by 5 p.m. on Thursday in order for it to be published on the Academic Services Memos website (HoustonISD.org/ASM) the following Monday.
- Use the online submission form that is located on the website.
- Click the "Submit New Memo" tab (located in the box at the top left section) to access the Submission Form.
- Fill out the form completely; required information is indicated by an asterisk.
- Mark the Monday of the week following the date of submission as the "Post Date."
- Include a specific date, if appropriate, in the box designated, "Deadline Date If Applicable." The deadline date should fall on a Friday, and a minimum of two weeks should be allowed for the recipient to respond to any action required.
- Indicate the intended recipients (i.e., principals, work location supervisors, etc.) in the "Audience" box.
- Input the information to be communicated in the "Message Body" section. The first few sentences of this text will serve as a "preview" to the entire item. Use single spacing with double spacing among paragraphs. Place tables, graphs, outlines, etc. in an attachment and reference the attachment in the message body.
- Upload the attachment, if appropriate, by clicking the "Attach File" icon at the top of the submission form and following the instructions. An attachment should not include a memo that repeats the content of the message body.
- Click "Save" to submit the memo. Upon submission, the communication is sent directly to the Academic Services mailbox; the submitter receives a notice that the form was successfully submitted, and the completed form is also automatically emailed to the address listed for the contact person.

PROCESS FOR SUBMITTING COMMUNICATIONS FOR EMAIL DISTRIBUTION

Emails to a select group of principals must be submitted to the Office of Student Support for approval and dissemination. Send the email communication, along with a distribution list for the selected principals, to AcademicServices@HoustonISD.org.

PUBLICATION/DISTRIBUTION OF COMMUNICATIONS

All communications (postings and emails) received in the Academic Services mailbox by 5 p.m. on Thursday will be reviewed by the Student Support Officer and (barring any conflicts or concerns) published/distributed on the following Monday.

TIPS FOR WRITING THE COMMUNICATIONS

- Summarize and place important information at the beginning of the item as an "attention grabber." This beginning text should briefly provide basic information on the topic such as what, who, when, where, why, and how. Ensure that the communication is concise and easy to read. Use simple, direct sentences written in the active voice. Carefully proofread and edit the information.
- If needed, translate letters or information to parents in Spanish and Vietnamese prior to submitting them for publication or distribution.
- Include tables, graphs, outlines, etc., in an attachment in order to maintain their original formatting.

BOARD AGENDA ITEMS

The Board of Education is the official policy-making body of the Houston Independent School District. The nine trustees, elected from separate districts, serve staggered four-year terms. The board holds public meetings at 5 p.m. on the second Thursday of every month in the HISD Board Auditorium, 4400 West 18th Street. A limited number of printed agendas and meeting notices are available on board meeting day. Agenda summaries and the official agenda are available online (http://www.houstonisd.org/domain/7947).

A detailed description of the process and format used to create agenda items to be considered in HISD Board of Education meetings is provided in BE2(REGULATION) and BE3(REGULATION), available at http://pol.tasb.org/Policy/Code/592?filter=BE.

Emails used for district-related purposes need to be formal, polished, and professional in tone as well as concise and easy to read. Always be aware that by law all HISD emails are public documents open to public scrutiny.

GENERAL EMAIL GUIDELINES

Use black or dark colors for type in emails; avoid using bright or lightly shaded type, which can be difficult to read. Be cautious about attaching large documents or photos to your emails, because they can quickly fill up a recipient's inbox, potentially shutting down his or her account. If you must send a large attachment, be considerate by alerting a recipient before sending it, and try not to send it on a Friday or over a weekend (thereby possibly shutting out weekend emails). Decorative or whimsical animations and using "stationery" (backgrounds or "wallpaper") in emails are not permitted.

Remember, your HISD email account is for district-related communication purposes and should not involve solicitation, be associated with any for-profit outside business activity, or propagate chain or junk email. All employees are encouraged to review district policy on appropriate use of email and the network. The policy can be found online in the TIS Policies and Procedures Manual under Policies and Procedures on the Technology and Information Systems Department website after log-in.

Also, it is always good to keep your Outlook properties information current. To view your information, open an email that you have sent and double-click on your name at the top of the email. To update, simply email your correct information to the Technology Help Desk (helpdesk@HoustonISD.org).

EMAILS TO SCHOOLS AND REGIONAL — OFFICE PERSONNEL

Emails to groups of schools, all school support officers, or large groups, principals, or regional-office personnel should follow the general guidelines outlined above and must be submitted as an Academic Services memo (see preceding section).

EMAIL FORMATTING:

- **USE A WHITE BACKGROUND**

  Do not use a "wallpaper" or other image as a background – these are often received as attachments and are not viewable on all devices, and can make the email difficult to read.

- **USE A STANDARD TYPEFACE FOR BODY CONTENT**

  Use only common, easy-to-read typefaces such as:
  - Arial
  - Calibri
  - Times New Roman

- **ONLY USE ARIAL FOR THE EMAIL SIGNATURE**

- **USE 11-POINT TYPE**

  Use blue PMS 549 C (R=103/G=162/B=185) and/or black text color.

- **DO NOT USE LOGOS AND GRAPHICS**

  These do not translate well across email clients.

- **DO NOT USE QUOTES OR EPIGRAPHS**

  Using quotes or taglines in your email signature is not permitted.

APPROVED FORMAT FOR EMAIL SIGNATURES

Name
Title, Department
XXX-XXX-XXXX (office) | XXX-XXX-XXXX (fax)
name@HoustonISD.org (email)

HOUSTON INDEPENDENT SCHOOL DISTRICT
Hattie Mae White Educational Support Center
4400 West 18th Street | Houston, TX 77092-8501
Keep up with the latest news from HISD: www.HoustonISD.org
Follow HISD on Twitter: @HoustonISD
Like HISD on Facebook: www.facebook.com/HoustonISD

TYPEFACE: ARIAL
WEIGHT: BOLD
SIZE: 10PT

TYPEFACE: ARIAL
WEIGHT: BOLD
STYLE: ITALIC
SIZE: 10PT

TYPEFACE: ARIAL
WEIGHT: REGULAR
SIZE: 10PT

TYPEFACE: ARIAL
WEIGHT: BOLD
SIZE: 10PT
COLOR:
BLUE, PMS 549 C
R = 103
G = 162
B = 185

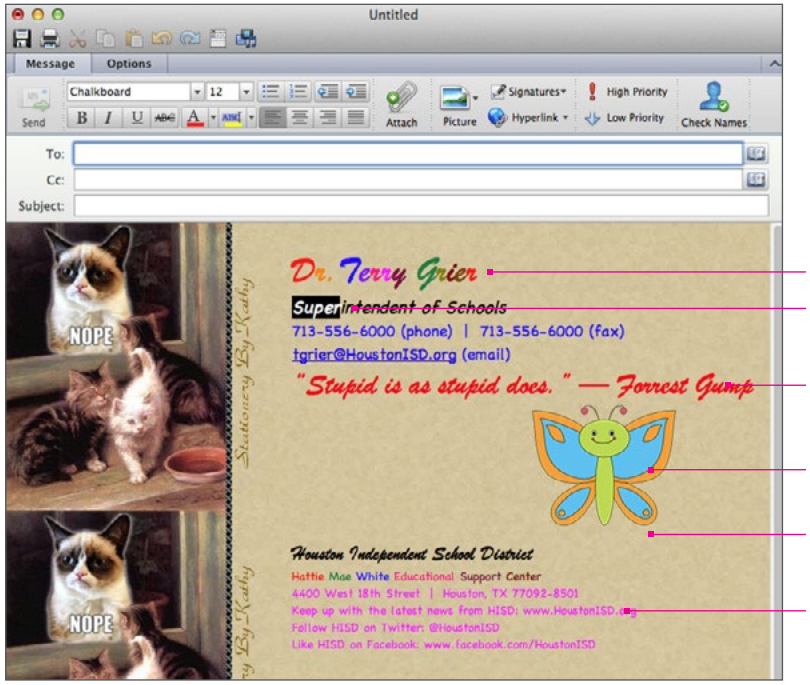
Name
Title, Department
APPROVED DEPARTMENT TAGLINE
XXX-XXX-XXXX (office) | XXX-XXX-XXXX (fax)
name@HoustonISD.org (email)

HOUSTON INDEPENDENT SCHOOL DISTRICT
Hattie Mae White Educational Support Center
4400 West 18th Street | Houston, TX 77092-8501
Keep up with the latest news from HISD: www.HoustonISD.org
Follow HISD on Twitter: @HoustonISD
Like HISD on Facebook: www.facebook.com/HoustonISD

TYPEFACE: ARIAL
WEIGHT: BOLD
SIZE: 10PT
COLOR:
BLUE, PMS 549 C
R = 103
G = 162
B = 185

SAMPLE WITH A DEPARTMENT TAGLINE

INAPPROPRIATE FORMAT FOR EMAIL SIGNATURES



✗ *Do not use multiple colors.*

✗ *Do not highlight areas.*

✗ *Do not include quotes, phrases, or scriptures.*

✗ *Do not include images.*

✗ *Do not use wallpaper or background colors.*

✗ *Do not use a typeface other than Arial.*

Name
Title, Department
XXX-XXX-XXXX (office) | XXX-XXX-XXXX (fax)
name@HoustonISD.org (email)

HOUSTON INDEPENDENT SCHOOL DISTRICT
Hattie Mae White Educational Support Center
4400 West 18th Street | Houston, TX 77092-8501
Keep up with the latest news from HISD: www.HoustonISD.org
Follow HISD on Twitter: @HoustonISD
Like HISD on Facebook: www.facebook.com/HoustonISD

HISD | Department Name
TAGLINE — FIVE WORDS OR LESS

✗ *Do not add a department logo.*

PUBLICATIONS

The Houston Independent School District generates hundreds of publications (manuals, reports, newsletters, brochures, posters, flyers) each year from schools, offices, and departments. In many cases, these publications target a specific audience or community, such as those produced for parents whose children attend a particular school. In other cases, publications are produced centrally for districtwide audiences or groups of audiences, such as all taxpayers, all students, all parents, or all employees. To ensure that all schools, offices, and departments convey the fact that they are part of the HISD organization, it is important that their publications be consistent in design and format. Below are basic guidelines for the different types of publications that the district produces.

Questions or comments about using the HISD Style Guide can be directed to Multimedia Services (713-556-6066; info@HoustonISD.org). The guide, as well as electronic files of the images and templates referenced in the guide, are available at www.HoustonISD.org/branding.

MANUALS AND REPORTS

All districtwide manuals and reports must include content and design elements as outlined below.

COVER SPECIFICATIONS

Manual and report covers should include the title of the document, the district name, the district seal, and the month and year of publication.

INSIDE COVER (OR INSIDE PAGE) SPECIFICATIONS

All district manuals and reports must have an inside cover page that includes the seal; the name of the district; the names of the HISD Board of Education members including officer positions; the name of the superintendent of schools; the name of the superintendent's direct report whose office generated the publication, or the name of principal if generated by a school; the physical mailing address and web address (if there is one) of the issuing office or school; and the district's web address. Indicate individuals' advanced degrees (doctorate).

The inside cover should also include the HISD Equal Opportunity Statement:

> It is the policy of the Houston Independent School District not to discriminate on the basis of age, color, handicap or disability, ancestry, national origin, marital status, race, religion, sex, veteran status, political affiliation, sexual orientation, gender identity and/or gender expression in its educational or employment programs and activities.

EXECUTIVE SUMMARY

All manuals and reports that include several sections or chapters or that consist entirely of charts, graphs, or tables must include an executive summary. An executive summary is similar to the abstract for an article in a professional journal. It is a brief but comprehensive summary of the purpose and content of the document. It should succinctly outline the document's aims, findings, and conclusions.

PAGINATION/TABLE OF CONTENTS

Documents of more than two pages should be clearly paginated. Publications should include a table of contents if there are several sections or chapters.

USE OF GRAPHS/TABLES AND PHOTOGRAPHY

Images included in a document should complement the text, making the information that is being presented easier for the reader to understand. Graphs and tables can be used to make complex data and their relationships easier to understand (e.g., a bar graph can compare HISD's performance on a given test with that of other districts, a line graph can be used to show comparisons over time, a pie chart can show divisions of the whole or parts of the whole). Graphs and tables should be simple and easy to read, with a clear explanation of what is being represented, and should include the source of the data.

Photography can also be used to make information easier to understand (e.g., pictures of students wearing clothes that meet a school's dress code) or can be used to make a document more interesting and visually appealing. Be sure to follow HISD's Media Policy when using photographs of students in publications (www.HoustonISD.org/mediapolicy).

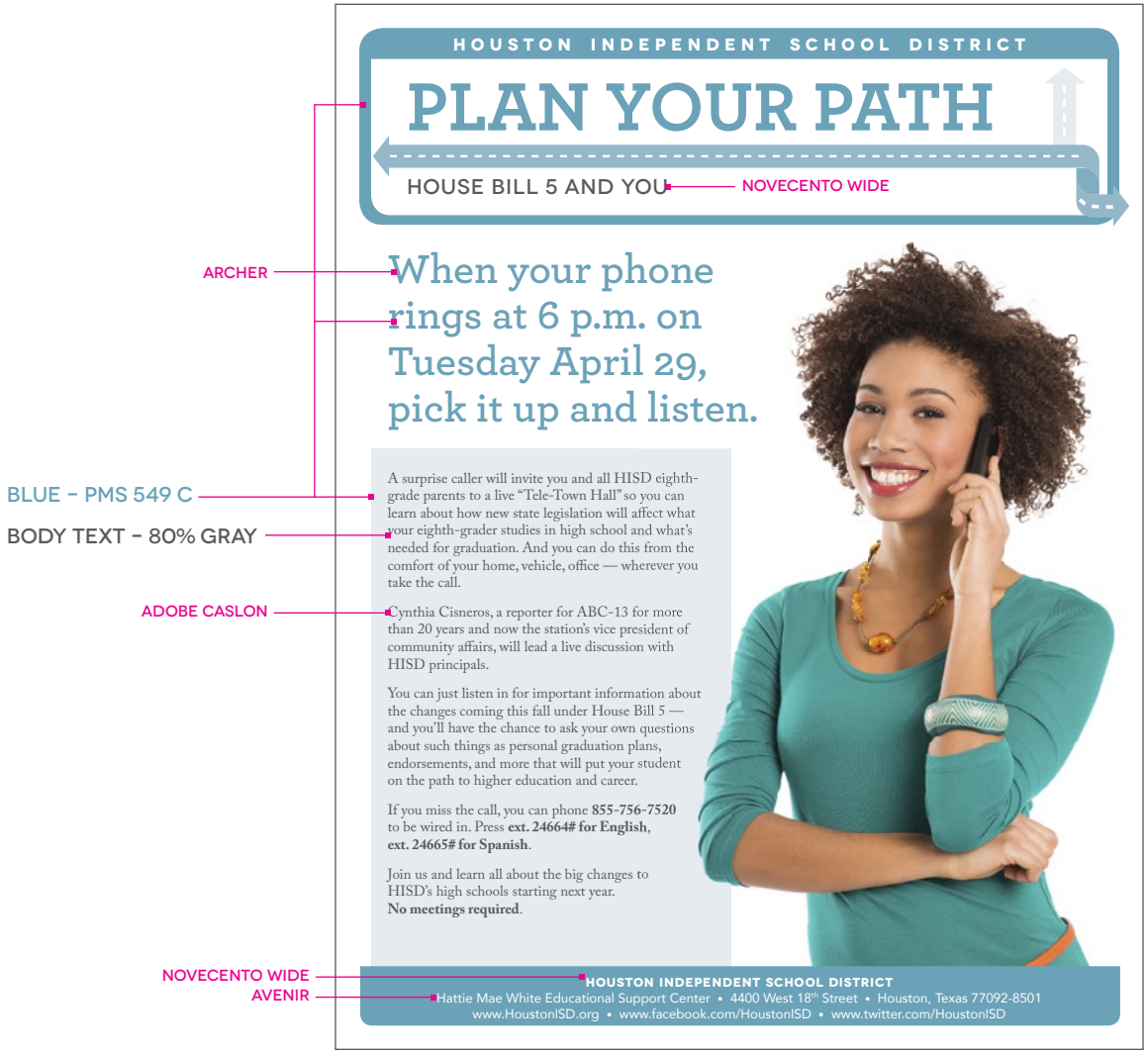
Avoid using complicated images behind text, as they can often make reading difficult. In addition, be sure your images retain their correct proportions.

Descriptions of the kinds of publications that HISD issues are included in BP3(REGULATION) available at http://pol.tasb.org/Policy/Code/592?filter=BP3.

NEWSLETTERS, BROCHURES, POSTERS, AND FLYERS

All district, office, department, or school newsletters, brochures, posters, and flyers must include content and design elements as outlined below.

- The words "Houston Independent School District" must be clearly visible.
- Use of approved color palette
- Use of approved typefaces
- The information about using graphs/tables and photographs in manuals and reports in this style guide applies to newsletters, brochures, posters, and flyers, as well.

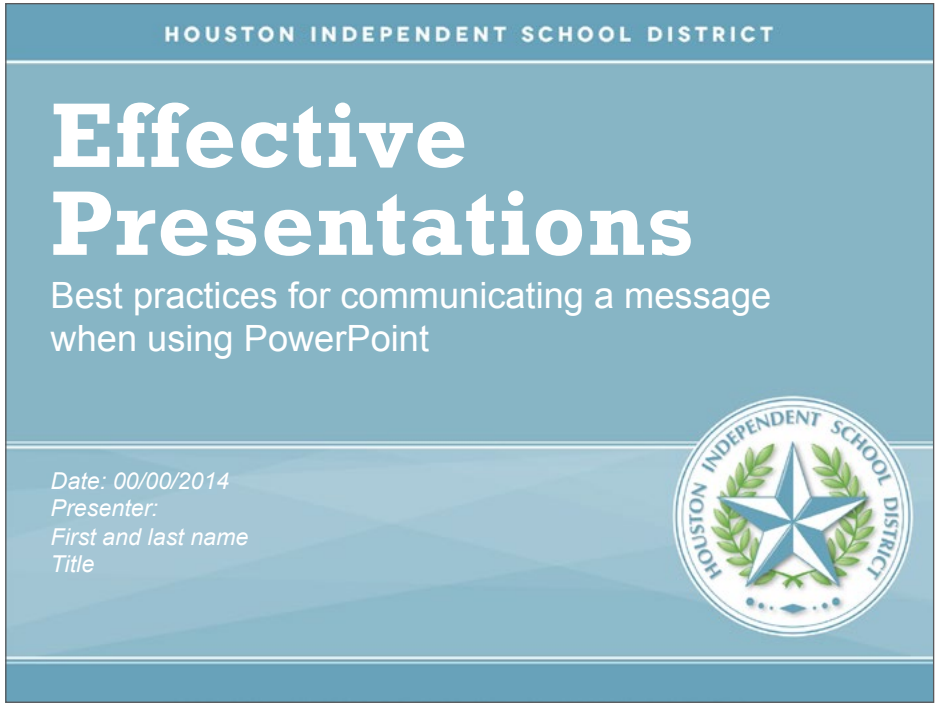


SAMPLE 8.5" BY 11" FLYER

When designing presentations using PowerPoint, use the official HISD PowerPoint templates. They can be downloaded at **www.HoustonISD.org/branding**.

GENERAL TIPS

- For presentations, use at least 24 point type. Anything smaller may not be readable from a distance.
- Your presentation should help the audience understand the topic, and include a clear outline and logical structure.
- Strive for fewer slides and simple, easy-to-comprehend charts and graphics.
- Rather than using a printout of your slides as a handout, consider placing fewer words on your slides and developing a separate handout with your talking points or additional notes. Let the audience know you will make these notes available at the end of the presentation so they will focus less on taking notes and more on what you're saying.
- Whenever possible, use images to complement the text. Approved HISD photography can be found at www.HoustonISDphotos.photoshelter.com. To download a photograph from this library, use password "media" when prompted.



POWERPOINT PRESENTATION TEMPLATE

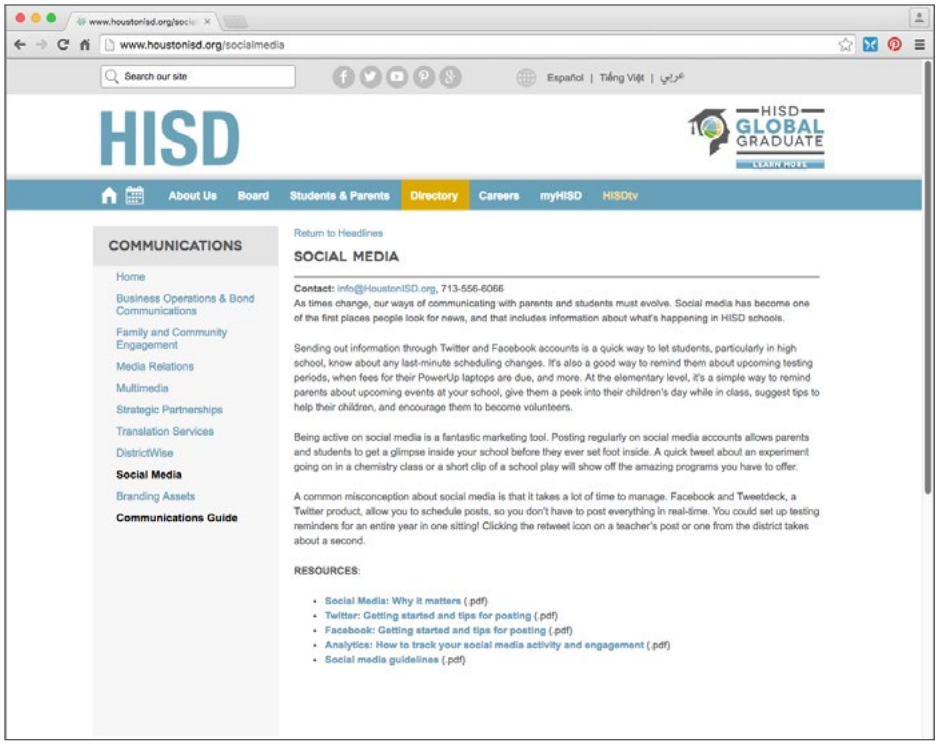
Approved HISD PowerPoint templates can be downloaded at **www.HoustonISD.org/branding**.

SOCIAL MEDIA

The Houston Independent School District (HISD) realizes that part of 21st century learning is adapting to the changing methods of communication. The importance of teachers, students and parents engaging, collaborating, and sharing in these digital environments is a part of 21st century learning. To this aim, the Houston Independent School District has adapted guidelines to provide direction for instructional employees, students and the School District community when participating in online social media activities. Social media guidelines can be downloaded from **www.HoustonISD.org/Page/106719** under the Resources heading.

Whether or not an employee chooses to participate in a blog, wiki, online social network or any other form of online publishing or discussion is his or her own decision. Free speech protects individuals who want to participate in social media, but the laws and courts have ruled that school districts can discipline employees if their speech, including personal online postings, disrupts school operations.

The guidelines have been created as a resource for you. It is important to create an atmosphere of trust and individual accountability. Keep in mind that information produced by HISD employees is a reflection on the entire district and is subject to the District's Acceptable Use Policy. Personal postings, even if marked private, may also be subject to relevant HISD policies and procedures, as well as to relevant local, state, and federal laws. By accessing, creating or contributing to any blogs, wikis, podcasts or other social media for classroom or district use, you agree to abide by the guidelines (www.HoustonISD.org/Page/106719). Please read them carefully before participating in any social media application.



TYPOGRAPHY

Our typographic style is strong, clear, and professional.

Headlines should be prominent and limited to a small number of words. Body copy should be large enough to be legible with sufficient white space. Typestyles for content should be applied consistently throughout the layout.

When working in Microsoft Office on a computer that does not have the recommended typefaces installed, the acceptable typeface substitutions may be utilized.

RECOMMENDED TYPEFACES

HEADLINES

The primary typeface for headlines is Archer Bold or Novecento Wide Bold. The type size and weight should be prominent and clear in relationship to the body copy.

Archer Bold Italic, Archer Semibold Italic, Archer Semibold, Novecento Wide Medium, Novecento Wide Medium Italic, Novecento Wide Bold, or Novecento Wide Bold Italic are secondary options.

SUBHEADLINES

The primary typeface for subheadlines is Novecento Wide Bold. The space between the letters, kerning may be expanded at a distance that is aesthetically pleasing.

Novecento Wide Medium is a secondary option.

BODY COPY

Body copy should be set in Adobe Caslon Pro.

CHARTS AND LABELS

Chart body copy and illustration labels should be set in Avenir.

Chart headers should be set in Novecento Wide Medium.

HEADLINES AND SUBHEADS

Archer Light
Archer Light Italic

Archer Medium
Archer Medium Italic

Archer Semibold
Archer Semibold Italic

Archer Bold
Archer Bold Italic

NOVECENTO WIDE MEDIUM

NOVECENTO WIDE BOLD

BODY COPY

Adobe Caslon Regular
Adobe Caslon Italic

Adobe Caslon Semibold
Adobe Caslon Semibold Italic

Adobe Caslon Bold
Adobe Caslon Bold Italic

CHARTS AND LABELS

Avenir Book
Avenir Book Oblique

Avenir Medium
Avenir Medium Oblique

Avenir Heavy
Avenir Heavy Oblique

ACCEPTABLE TYPEFACE SUBSTITUTIONS FOR MICROSOFT OFFICE

Archer Bold = Rockwell Regular

NOVECENTO WIDE DEMIBOLD = ARIAL BOLD (ALL CAPS)

Adobe Caslon Regular = Times New Roman Regular

Avenir Medium = Arial Regular

ACCEPTABLE TYPEFACE SUBSTITUTIONS FOR WEB AND MOBILE APPS

Archer Bold = Arvo (Normal 400)

NOVECENTO WIDE DEMIBOLD = MONTSERRAT (BOLD 700) (ALL CAPS)

Adobe Caslon Regular = Times New Roman Regular

Avenir Medium = Arial Regular

Photography is a dynamic tool. It can be used to make information easier to understand (e.g., pictures of students wearing clothes that meet a school's dress code) or can be used to make a document more interesting and visually appealing.

The photographs taken and utilized should convey the diversity, activities, and values of the district. Photographs should show natural, real-life people and activities. They should evoke positive emotions, atmosphere, and engage the audience while maintaining relevance to the content they support. Look beyond the straightforward and typical to communicate the rich moments of district life.

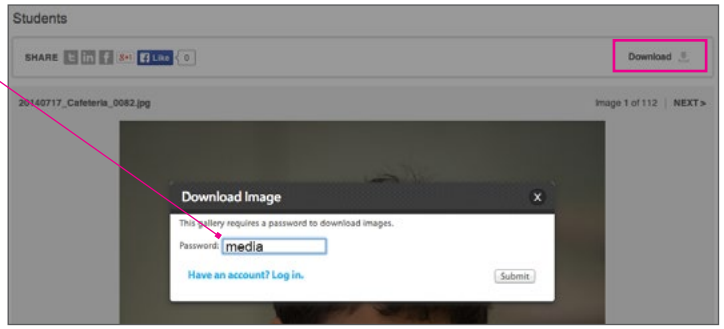
Avoid using photographs with complex elements behind text, as they can often make reading difficult. In addition, be sure your photographs retain their correct proportions.

Be sure to follow HISD's Media Policy when using photographs of students in publications (www.houstonisd.org/Page/31524).

To access the district photography library, visit www.HoustonISDphotos.photoshelter.com.

- At the bottom of the web page there are four category thumbnails including: students, staff, leadership, and trustees for quick photograph selections.
- To find particular photo, enter search criteria into the field located next to the "Search Archive" button at the bottom of the webpage.
- To download a photograph from the library, use the password "media" when prompted.

Approved HISD photography can be found at **www.HoustonISDphotos.photoshelter.com**. To download a photograph from this library, use password "media" when prompted.



COLOR PALETTE

When choosing color, it is important to consider the best configuration from the district color palette that will present the message clearly, effectively, and complement the chosen images.

For text, the primary color is 80 percent black on a white background. Utilizing the 80 percent tint of black offers a welcoming and warm feeling to the design. It is inviting to the audience. The full 100 percent black is acceptable to use when a strong impact or direct look and feel is desired.

The primary color for HISD branded materials is blue – PMS 549 C. When there is information that requires a distinction in hierarchy beyond what blue PMS 549 C and its tints can offer, the secondary and tertiary colors along with their tints may be utilized.

Color configuration options have been illustrated in the following pages. The options illustrated in this guide are a small sample of the creative possibilities that the district color palette affords. You are encouraged to create the best configuration from the palette with this key standard in mind — **Always keep blue – PMS 549 C as the main color.**

COLOR PALETTE: PRIMARY COLORS

PMS 549 C
C: 60
M: 24
Y: 20
K: 0

#67A2B9
R: 103
G: 162
B: 185

TINTS

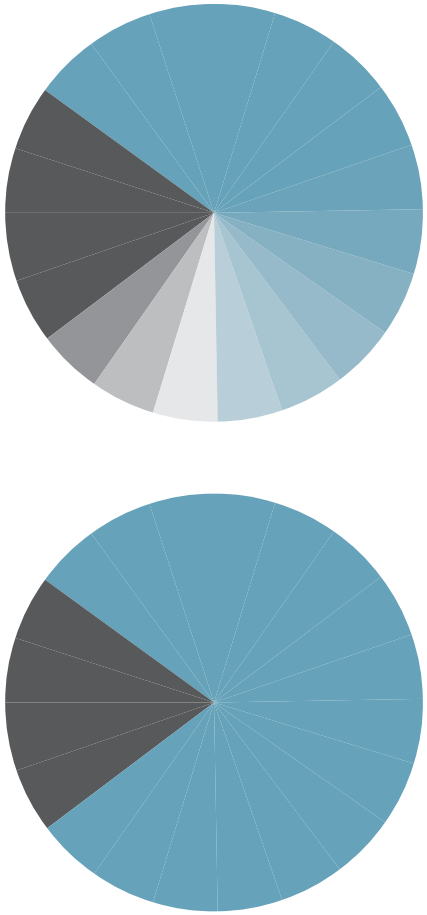
90%	#78ACC0	R=120 / G=172 / B=192
80%	#88B5C6	R=136 / G=181 / B=198
70%	#99BECD	R=153 / G=190 / B=205
60%	#A6C6D3	R=166 / G=198 / B=211
50%	#B5CFDB	R=181 / G=207 / B=219
40%	#C3DAE3	R=195 / G=218 / B=227
30%	#D3E2E8	R=211 / G=226 / B=232
20%	#E1ECEF	R=225 / G=236 / B=239
10%	#F1F5F6	R=241 / G=245 / B=246

80% BLACK
C: 0
M: 0
Y: 0
K: 80

#58595B
R: 88
G: 89
B: 91

TINTS

100%	#000000	R=0 / G=0 / B=0
90%	#404040	R=64 / G=64 / B=64
70%	#6E6E6E	R=110 / G=110 / B=110
60%	#828282	R=130 / G=130 / B=130
50%	#949494	R=148 / G=148 / B=148
40%	#A8A8A8	R=168 / G=168 / B=168
30%	#BDBDBD	R=189 / G=189 / B=189
20%	#D2D2D2	R=210 / G=210 / B=210
10%	#E7E7E7	R=231 / G=231 / B=231



PRIMARY COLOR
CONFIGURATION OPTIONS

HOUSTON INDEPENDENT SCHOOL DISTRICT

PLAN YOUR PATH

HOUSE BILL 5 AND YOU

When your phone rings at 6 p.m. on Tuesday April 29, pick it up and listen.

A surprise caller will invite you and all HISD eighth-grade parents to a live "Tele-Town Hall" so you can learn about how new state legislation will affect what your eighth-grader studies in high school and what's needed for graduation. And you can do this from the comfort of your home, vehicle, office — wherever you take the call.

Cynthia Cisneros, a reporter for ABC-13 for more than 20 years and now the station's vice president of community affairs, will lead a live discussion with HISD principals.

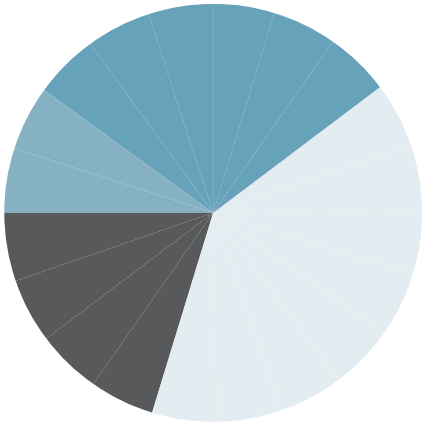
You can just listen in for important information about the changes coming this fall under House Bill 5 — and you'll have the chance to ask your own questions about such things as personal graduation plans, endorsements, and more that will put your student on the path to higher education and career.

If you miss the call, you can phone **855-756-7520** to be wired in. Press **ext. 24664# for English**, **ext. 24665# for Spanish**.

Join us and learn all about the big changes to HISD's high schools starting next year.
No meetings required.

HOUSTON INDEPENDENT SCHOOL DISTRICT
Hattie Mae White Educational Support Center • 4400 West 18th Street • Houston, Texas 77092-8501
www.HoustonISD.org • www.facebook.com/HoustonISD • www.twitter.com/HoustonISD

SAMPLE



COLOR CONFIGURATION OF SAMPLE

COLOR PALETTE: SECONDARY COLORS

PMS 110 C
C: 16
M: 31
Y: 100
K: 0

#DCA900
R: 220
G: 169
B: 0

TINTS

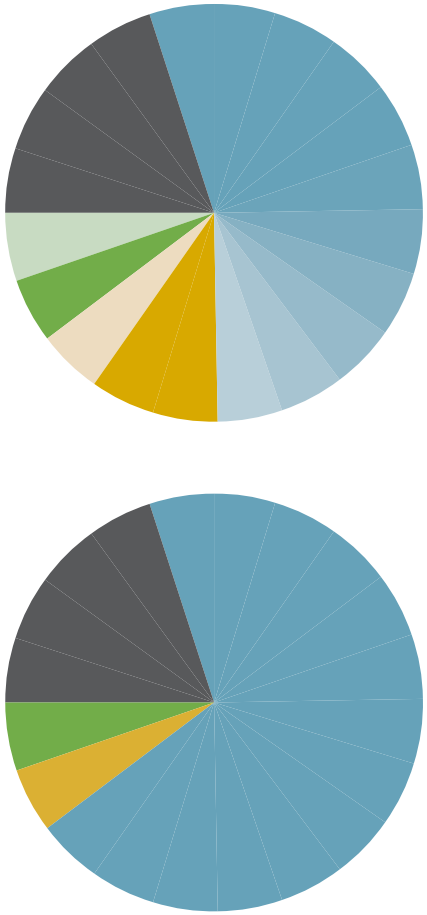
90%	#E3B207	R=227 / G=178 / B=7
80%	#E8BA2A	R=232 / G=186 / B=42
70%	#EDC24C	R=237 / G=194 / B=76
60%	#F1CB68	R=241 / G=203 / B=104
50%	#F1D280	R=244 / G=210 / B=128
40%	#F3DB9B	R=243 / G=219 / B=155
30%	#F8E4B3	R=248 / G=228 / B=179
20%	#F9EDCD	R=249 / G=237 / B=205
10%	#FAF6E4	R=250 / G=246 / B=228

PMS 369 C
C: 67
M: 12
Y: 100
K: 0

#61A60E
R: 97
G: 166
B: 14

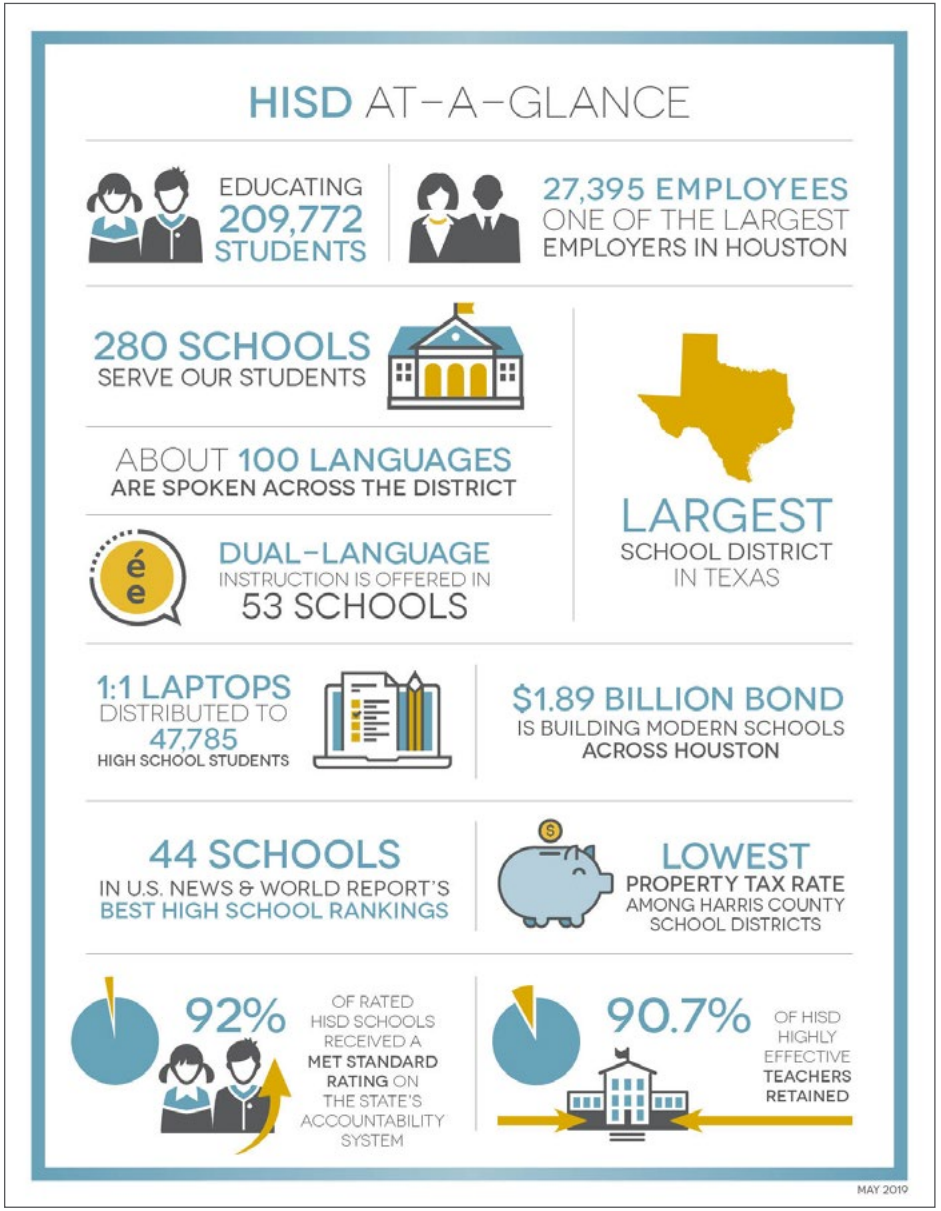
TINTS

90%	#73B02F	R=115 / G=176 / B=47
80%	#84B849	R=132 / G=184 / B=73
70%	#95C161	R=149 / G=193 / B=97
60%	#A5CA77	R=165 / G=202 / B=119
50%	#B4D28C	R=180 / G=210 / B=140
40%	#C3DBA3	R=195 / G=219 / B=163
30%	#D5E4B9	R=213 / G=228 / B=185
20%	#E4EDD0	R=228 / G=237 / B=208
10%	#F1F5E6	R=241 / G=245 / B=230

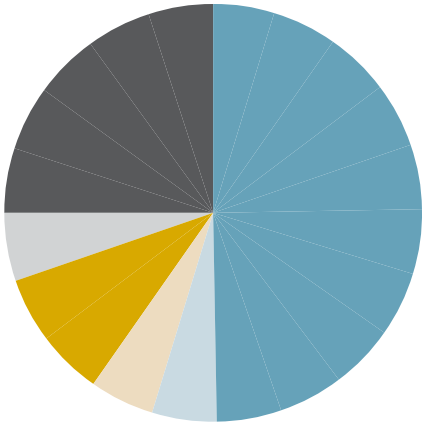


SECONDARY COLOR
CONFIGURATION OPTIONS

COLOR PALETTE: SECONDARY COLORS



SAMPLE



COLOR CONFIGURATION
OF SAMPLE

COLOR PALETTE: TERTIARY COLORS

PMS 208 C
C: 32
M: 99
Y: 61
K: 26

#8C1D40
R: 140
G: 29
B: 64

TINTS

90%	#9A3851	R=154 / G=56 / B=81
80%	#A64E62	R=166 / G=78 / B=98
70%	#B36674	R=179 / G=102 / B=116
60%	#C07A87	R=192 / G=122 / B=135
50%	#CC9098	R=204 / G=144 / B=152
40%	#D6A5AC	R=214 / G=165 / B=172
30%	#E1BABF	R=225 / G=186 / B=191
20%	#ECD1D5	R=236 / G=209 / B=213
10%	#F1E7EA	R=241 / G=231 / B=234

PMS 7583 C
C: 16
M: 74
Y: 97
K: 4

#CA602C
R: 202
G: 96
B: 44

TINTS

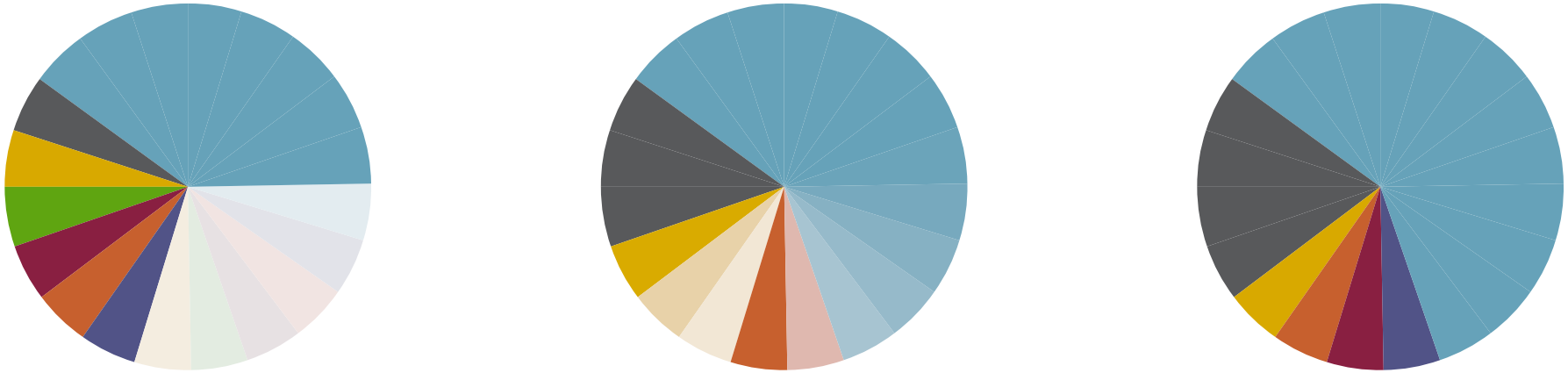
90%	#D27040	R=210 / G=112 / B=64
80%	#DA8055	R=218 / G=128 / B=85
70%	#E2906A	R=226 / G=144 / B=106
60%	#E79F7D	R=231 / G=159 / B=125
50%	#EDAF91	R=237 / G=175 / B=145
40%	#F3BFA6	R=243 / G=191 / B=166
30%	#F4CEBC	R=244 / G=206 / B=188
20%	#F9DDD1	R=249 / G=221 / B=209
10%	#F7EEE7	R=247 / G=238 / B=231

PMS 7673 C
C: 77
M: 74
Y: 22
K: 6

#545386
R: 84
G: 83
B: 134

TINTS

90%	#656393	R=101 / G=99 / B=147
80%	#75729E	R=117 / G=114 / B=158
70%	#8682A9	R=134 / G=130 / B=169
60%	#9794B5	R=151 / G=148 / B=181
50%	#A8A4C1	R=168/ G=164 / B=193
40%	#B9B5CD	R=185 / G=181 / B=205
30%	#CCC7D9	R=204 / G=199 / B=217
20%	#DDDAE5	R=221 / G=218 / B=229
10%	#EEECF1	R=238 / G=236 / B=241



TERTIARY COLOR CONFIGURATION OPTIONS

HOUSTON INDEPENDENT SCHOOL DISTRICT

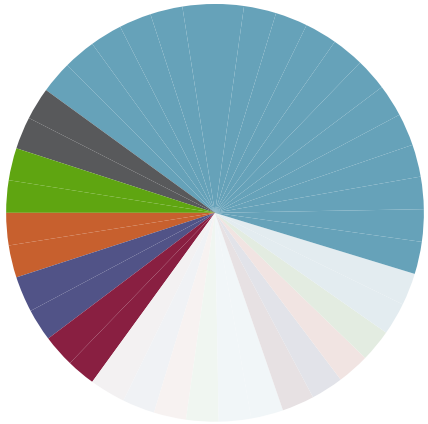
PLAN YOUR PATH

Paths and Endorsements Offered at High Schools

	S.T.E.M. (Science, Technology, Engineering, and Mathematics)					BUSINESS AND INDUSTRY				ARTS AND HUMANITIES						PUBLIC SERVICES		MULTI-DISCIPLINARY		
	CAREER & TECHNICAL EDUCATION	COMPUTER SCIENCE	MATHEMATICS	SCIENCE	INTERDISCIPLINARY	CAREER & TECHNICAL EDUCATION	ENGLISH LANGUAGE ARTS ELECTIVES	TECHNOLOGY APPS	LOCAL OPTION	SOCIAL STUDIES	SINGLE FOREIGN LANGUAGE	DOUBLE FOREIGN LANGUAGE	AMERICAN SIGN LANGUAGE	FINE ARTS	ENGLISH LANGUAGE ARTS	CAREER & TECHNICAL EDUCATION	JROTC	ADVANCED COURSEWORK	HISD 4X4	AP/IB/DUAL CREDIT
AUSTIN			●	●	●	●					●	●		●		●	●	●	●	●
BELLAIRE	●		●	●	●	●	●		●	●	●	●		●			●	●	●	●
CARNEGIE VANGUARD			●	●	●		●			●	●	●		●	●			●	●	●
CHALLENGE EARLY COLLEGE			●	●						●								●		●
CHAVEZ	●	●	●	●	●	●	●	●			●	●		●	●	●	●	●	●	●
DAVIS		●	●	●	●	●				●	●	●		●	●		●	●	●	●
DEBAKEY HEALTH PROFESSIONS			●	●			●			●	●					●		●	●	●
EAST EARLY COLLEGE			●	●	●		●			●	●	●		●	●			●	●	●
EASTWOOD	●		●	●	●	●	●		●	●	●	●		●	●			●	●	●
ENERGY	●		●	●	●						●	●						●	●	●
FURR	●		●	●		●			●	●	●	●		●	●		●	●	●	●
HARPER						●												●	●	●
HOUSTON ACADEMY FOR INTERNATIONAL STUDIES (EARLY COLLEGE)	●		●	●		●					●	●						●	●	●
HIGH SCHOOL FOR LAW ENFORCEMENT AND CRIMINAL JUSTICE			●	●	●	●			●		●					●	●	●	●	●
HIGH SCHOOL FOR PERFORMING AND VISUAL ARTS			●	●		●	●				●	●		●	●			●	●	●
JONES	●			●		●			●								●	●	●	●
JORDAN	●		●	●	●	●				●	●					●	●	●	●	●
KASHMERE	●		●	●	●	●								●			●	●	●	●
LAMAR	●		●	●	●	●	●			●	●	●		●	●		●	●	●	●
LEE			●	●		●	●		●					●	●	●	●		●	
LIBERTY			●	●	●		●			●		●		●	●			●	●	
LONG			●	●							●					●		●	●	
MADISON	●		●	●		●				●	●			●	●	●	●	●	●	●
MILBY	●		●	●		●				●	●	●	●	●		●	●	●	●	●
NORTH FOREST			●	●	●	●				●		●		●		●	●	●	●	●
NORTH HOUSTON EARLY COLLEGE			●	●			●			●	●			●	●			●	●	●
REACH						●					●			●			●		●	●
REAGAN	●		●	●	●	●	●			●	●	●		●	●	●	●	●	●	●
SAM HOUSTON	●		●	●	●	●	●			●	●	●		●	●	●	●	●	●	●
SCARBOROUGH			●	●	●	●				●	●			●			●	●	●	●
SHARPSTOWN			●	●		●	●			●	●			●			●		●	●
SHARPSTOWN INTERNATIONAL			●	●			●	●			●	●		●				●	●	●
SOUTH EARLY COLLEGE			●	●						●	●							●	●	●
STERLING			●	●		●				●	●			●	●	●	●	●	●	●
TEXAS CONNECTIONS ACADEMY			●	●	●					●	●	●		●				●	●	●
WALTRIP	●	●	●	●	●	●	●			●	●	●		●	●	●	●	●	●	●
WASHINGTON	●		●	●	●	●					●			●			●		●	●
WESTBURY			●	●	●	●	●			●	●	●		●	●	●	●	●	●	●
WESTSIDE	●	●	●	●	●	●	●			●	●	●		●	●	●	●	●	●	●
WHEATLEY	●		●	●	●	●						●					●	●	●	
WORTHING			●	●		●				●				●	●	●	●	●	●	●
YATES			●	●	●	●	●		●					●		●	●	●	●	●
YOUNG MEN'S COLLEGE PREP		●	●	●	●													●	●	●
YOUNG WOMEN'S COLLEGE PREP	●		●	●	●		●				●							●	●	●

HOUSTON INDEPENDENT SCHOOL DISTRICT
Hattie Mae White Educational Support Center • 4400 West 18th Street • Houston, Texas 77092-8501
www.HoustonISD.org • www.facebook.com/HoustonISD • www.twitter.com/HoustonISD

SAMPLE



COLOR CONFIGURATION OF SAMPLE

COLOR PALETTE

PMS 549 C	100%	15%	7%
	#67A2B9 R: 103 G: 162 B: 185	#EAF0F3 R: 234 G: 240 B: 243	#F4F7F8 R: 244 G: 247 B: 248

STYLES

PMS 549 C
#67A2B9

PMS 549 C — 7% TINT
#F4F7F8

PMS 549 C — 15% TINT
#EAF0F3

PMS 549 C — 7% TINT
#F4F7F8

NOVECENTO WIDE
MEDIUM 9 PT

HEADER	HEADER	HEADER
ITEM	• Item • Item	• Item • Item
ITEM	• Item • Item	• Item • Item
ITEM	• Item • Item	• Item • Item
ITEM	• Item • Item	• Item • Item

NOVECENTO WIDE
MEDIUM 10 PT

Avenir
Book 9 pt

INNER RULES
0.5 pt PMS 549 C

OUTER RULE
1 pt PMS 549 C

THE HISD SEAL

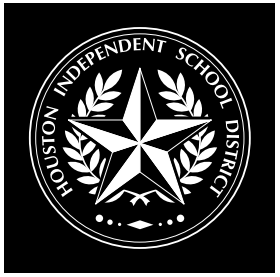
The HISD seal is should be utilized for authenticating official district documents, such as diplomas, transcripts, certification of board actions, trustee and superintendent publications, and other official correspondence. To ensure the integrity of the seal, here are some guidelines:

- Do not modify the seal's colors, content, or graphic elements.
- The approved seal can be downloaded from http://www.HoustonISD.org/branding.
- Maintain the seal's proportions. The scale/size of the seal may be adjusted to fit the needs of the layout; do not stretch or distort it.

For promotional and marketing materials the seal is not required; however Houston Independent School District or HISD should be prominently displayed.

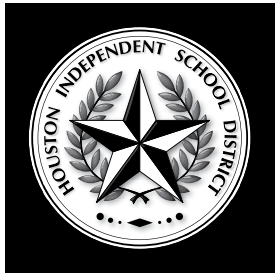
3D, 3-COLOR, SPOT (PMS 549 C, PMS 369 C, AND BLACK)

2D BLACK



2D WHITE

3D GRAYSCALE



3D GRAYSCALE

3D, 2-COLOR, SPOT (PMS 549 C AND PMS 369 C)

2D PMS 549 C

2D WHITE

3D GRAYSCALE - WHITE

2D WHITE — 20 PERCENT TRANSPARENCY

3D BLUE — 30 PERCENT MULTIPLY TRANSPARENCY

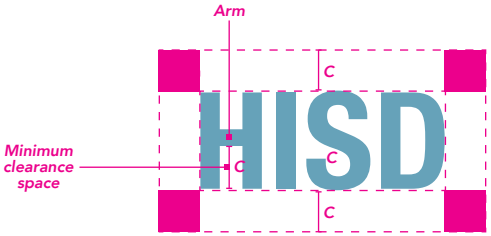
2D, 2-COLOR, SPOT (PMS 549 C AND PMS 369 C)

THE HISD LETTERMARK LOGO

The HISD logo should be utilized for promotional and marketing districtwide materials.

To ensure the integrity of the HISD logo, here are some guidelines:

- Do not modify the colors, content, or graphic elements.
- The approved HISD logo can be downloaded from www.HoustonISD.org/branding.
- Maintain the proportions. The scale/size of the logo may be adjusted to fit the needs of the layout; do not stretch or distort it.



Maintain a minimum clear space around the logo. Clear space insulates the logo from distracting elements, such as other logos, copy, illustrations, and photography. The minimum clear space can be determined by taking the measurement from the bottom of the arm of the "h" to the bottom of the "h" character.

✗ *Compromised legibility*

HISD

HISD

HISD

HISD

✗ *Compromised legibility*

When placing the logo on a dark background or photograph utilize white. Do not place the logo on busy areas of the photograph that compromise legibility.

✗ HISD

✗ *Do not stretch or distort the logo*

Maintain the logo's proportions. The scale/size of the logo may be adjusted to fit the needs of the layout yet, do not stretch or distort it.

✗ HISD

✗ *Do not change the colors of the logo*

✗ HISD

"An investment in knowledge pays the best interest." — *Benjamin Franklin* ✗ *No additions*

✗ *Do not change the content of the logo with subtractions or additions*

Do not modify the logo's colors, content, or graphic elements. The only adjustment allowed is scaling the logo to meet the size needs of the layout.

✔ Minimum size = 0.6" HISD

✔ Minimum size = 0.25" HISD

Adhere to the minimum size or greater for optimal legibility.

Houston Independent School District has a wealth of talent, expertise, leadership, resources, and nfrastructure that supports the needs of Houston's students and employees. Conveying the strong connection that each specialized department or office has with the district reinforces the value and contribution of all stakeholders.

Specialized departments may not use their unit name without "HISD" appearing in its designated format. Departments may not use a logo that has not been created by the Office of Communications or has not been approved as such.

CREATING A DEPARTMENT LOGO

Each department or office is unique and brings specialized value to the district. Therefore, each department has the option of developing a tagline that best represents how it reinforces the district's overall mission.

1. Each department or office brainstorms tagline options with their team.
2. The department or office chooses one option that best meets the following criteria:
   - Concise — five words or less
   - Conveys how the department contributes to the district's mission (e.g. HISD | College Readiness | Higher Expectations. Higher Education.)
3. Email the tagline for approval to info@HoustonISD.org.
4. Once the tagline is approved, the logo in various file formats will be made available for usage.

HISD
Department Name
TAGLINE — FIVE WORDS OR LESS

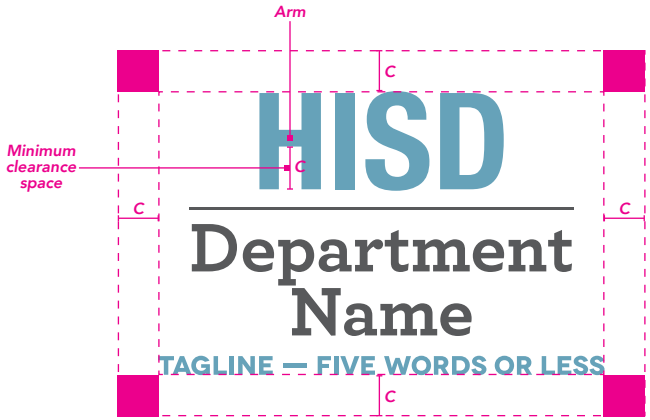
VERTICAL ORIENTATION

HISD | Department Name
TAGLINE — FIVE WORDS OR LESS

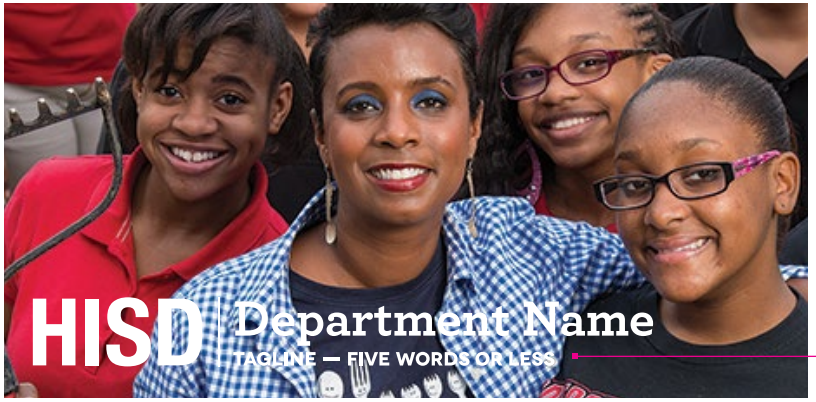
HORIZONTAL ORIENTATION

BUILDING A STRONG IDENTITY

A department can build a strong presence and reinforce its relationship with the district by consistently utilizing a structured brand. Here are some guidelines to ensure the integrity of the department's identity:



Maintain a minimum clear space around the logo. Clear space insulates the logo from distracting elements, such as other logos, copy, illustrations, and photographs. The minimum clear space can be determined by taking the measurement from the bottom of the arm of the "H" to the bottom of the "H" character.



✗ *Compromised legibility*

HISD | Department Name
TAGLINE — FIVE WORDS OR LESS

HISD | Department Name
TAGLINE — FIVE WORDS OR LESS

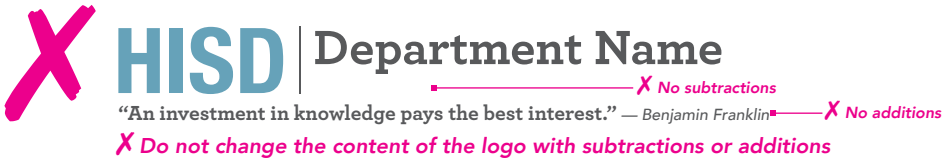
HISD | Department Name
TAGLINE — FIVE WORDS OR LESS

HISD | Department Name
TAGLINE — FIVE WORDS OR LESS

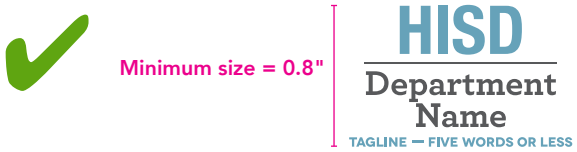
✗ *Compromised legibility*

When placing the logo on a dark background or photograph, utilize some white space. Do not place the logo on top of busy areas that compromise legibility.

Maintain the logo's proportions. The scale/size of the logo may be adjusted to fit the needs of the layout yet, but do not stretch or distort it.



Do not modify the logo's colors, content, or graphic elements. The only adjustment allowed is scaling the logo to meet the size needs of the layout.



Adhere to the minimum size or greater for optimal legibility.

The major programs and initiatives that HISD develops fulfill the educational needs of the student body and embody the vision of the district in unique and specialized ways.

As a whole, HISD is a strong team — continuously improving and refining initiatives in innovative ways. The logo system strongly connects and highlights the "who we are" and "what we do" back to HISD.

To receive logo artwork for a program, initiative, or approach, submit your request to info@HoustonISD.org. Do not create a program logo on your own. Logos that have not been created by the Office of Communications or have not been approved as such may not be used. All logos must comply with HISD branding color and type choices.

✔ **MEETS STANDARDS**

HISD GLOBAL GRADUATE
READY FOR THE WORLD

✔ **MEETS STANDARDS**

HISD | Family Learning Academy

✔ **MEETS STANDARDS**

HISD
Family Learning Academy

✗ **DOES NOT MEET STANDARDS**

HISD | Family Learning Academy

✗ Do not change the colors

✗ **DOES NOT MEET STANDARDS**

HISD
Family Learning Academy

✗ Do not place on a background that compromises legibility

APPAREL

The HISD brand is strong, clear, and professional. When acting as an HISD representative in the community these ideals should be reflected in your demeanor and apparel.

To request artwork suitable for screen printing or embroidery: email the Manager of Branding and Graphic Design, Noora Alsalman, at **nalsalma@HoustonISD.org.** Please indicate the shirt type, shirt color, fabrication method (ie. silkscreen or embroidery), and the logo or seal desired.

COMMUNICATIONS

Hattie Mae White ESC
4400 West 18th Street
Houston, Texas 77092

MAX MOLL

Chief Community Engagement Officer
telephone: 713-556-3350
email: Max.Moll@HoustonISD.org

BRANDING AND GRAPHIC DESIGN

NOORA ALSALMAN

Manager of Branding and Graphic Design
telephone: 713-556-6068
email: nalsalma@HoustonISD.org
website: HoustonISD.org/branding

MULTIMEDIA SERVICES

telephone: 713-556-6066
fax: 713-556-6082
email: info@HoustonISD.org

POLICY ADMINISTRATION DEPARTMENT

telephone: 713-556-6017
fax: 713-556-6025
website: HoustonISD.org/policyadmin

PRINTING SERVICES

hours: 8 a.m. – 5:30 p.m.
telephone: 713-556-6041
email: copycenter@HoustonISD.org
website: HoustonISD.org/printing

TECHNOLOGY HELP DESK

telephone: 713-892-7378
email: helpdesk@HoustonISD.org

TRANSLATION SERVICES

telephone: 713-556-6130
email: translations@HoustonISD.org
website: HoustonISD.org/Page/68308

It is the policy of the Houston Independent School District not to discriminate on the basis of age, color, handicap or disability, ancestry, national origin, marital status, race, religion, sex, veteran status, political affiliation, sexual orientation, gender identity and/or gender expression in its educational or employment programs and activities.

HOUSTON INDEPENDENT SCHOOL DISTRICT
Hattie Mae White Educational Support Center • 4400 West 18th Street • Houston, Texas 77092-8501
HoustonISD.org • Facebook.com/HoustonISD • Twitter.com/HoustonISD