



BRAND GUIDELINES

Identity and Style Manual for Midland ISD

Office of Communications & Public Relations | communications@midlandisd.net

September 2021

Let's Talk About Branding

WHAT MAKES UP THE MISD BRAND

There are several facets of Midland Independent School District's brand. Our logos, our colors and the typography we use provide visual cues that make our identity instantly recognizable. Written items such as our mission statement, slogans and social media hashtags help shape how we are perceived and what we value.

WHY BRAND CONSISENCY IS IMPORTANT

Our brand creates one of the first impressions our students, staff and community see when they interact with MISD. Consistent and correct use of branding reinforces that we are one organization and that we speak with one unified voice. We all have a responsibility to promote our brand identity and uphold consistent standards.

The standards in this manual will help you apply our brand correctly in a wide variety of environments.

WHO TO CONTACT WITH BRANDING QUESTIONS

The Office of Communications & Public Relations maintains the district's branding standards. To ask questions, offer suggestions or to have materials customized for your need, please email the office at communications@midlandisd.net.

Logos

PRIMARY LOGOS

MISD has two primary logo styles. Both consist of a waving flag with MISD and a star embedded into the blue field, as well the red stripe. One version has the words Midland Independent School District included beneath; the other does not. These logos use MISD's primary colors of blue (PMS 7687 C), red (PMS 1795 C) and white (PMS opaque white). Approved district logos are available for download on our [branding page](#).

Flag and District Name



Flag Only



REVERSE LOGOS

MISD occasionally uses a reverse (white) logo in white for special purposes, such as on top of solid color blocks or as a watermark on a video.

Flag and District Name



Flag Only



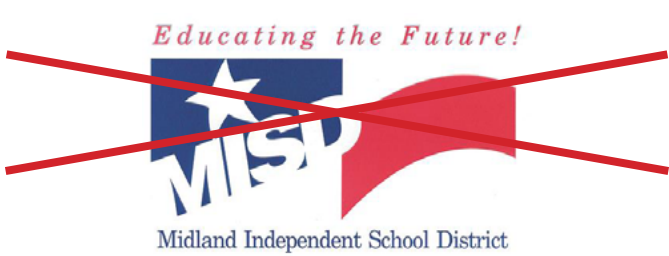
BUFFER SPACE

Always leave buffer space around the logo.



OLD LOGOS

Do not use old versions of the logo. The current logo was updated in 2017. Features of old logos include thicker MISD lettering and the tagline “Educating the Future!”



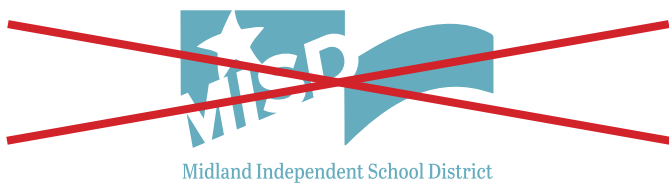
ORIENTATION

Do not rotate, distort or modify the logo in any way, including stretching and squeezing.



ALTERNATE COLORS AND DESIGNS

Do not alter the logo colors or design in any way.

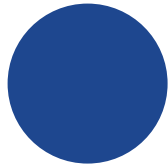


HOW TO CHOOSE A FILE FORMAT

Digital	Basic Printing	Commercial Printing
PNG JPG	PNG JPG	EPS TIF PDF AI <i>(These files are only available from the Office of Communications & Public Relations)</i>

Color Palette

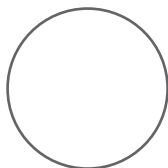
Primary Colors



PMS: 7687 C
CMYK: 99 84 11 2
RGB: 30 71 143
Hex: #1D468E

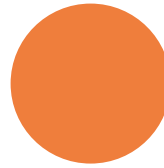


PMS: 1795 C
CMYK: 15 100 100 0
RGB: 210 35 42
Hex: #D12229

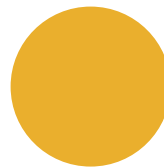


PMS: Opaque White
CMYK: 0 0 0 0
RGB: 255 255 255
Hex: #FFFFFF

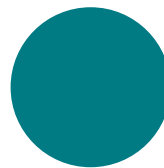
Secondary Colors



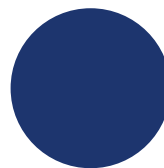
PMS: 7577 C
CMYK: 2 62 85 0
RGB: 239 126 60
Hex: #EE7D3C



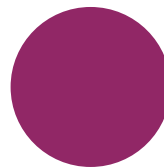
PMS: 143 C
CMYK: 0 28 91 8
RGB: 234 175 45
Hex: #E9AE2C



PMS: 7474 C
CMYK: 95 19 39 22
RGB: 0 139 132
Hex: #007B84



PMS: 288 C
CMYK: 100 88 22 21
RGB: 29 53 110
Hex: #1D356E



PMS: 7649 C
CMYK: 16 89 5 36
RGB: 145 39 102
Hex: #912665

Typography

THE FONTS WE USE

The district's preferred font for written communication is **Calibri**. You also have the option to use **Georgia** if you prefer a serif font. The Office of Communications & Public Relations reserves the right to use alternate fonts as needed for the purposes of marketing and creative services. If you want to use fonts outside the palette, contact the Office of Communications & Public Relations at communications@midlandisd.net.

Calibri

LIGHT

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

LIGHT ITALIC

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890*

REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

ITALIC

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890*

BOLD

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890**

BOLD ITALIC

***Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890***

Georgia

REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

ITALIC

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890*

BOLD

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz
1234567890**

BOLD ITALIC

***Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz
1234567890***

Documents

LETTERS

Letterhead includes the no-flag MISD logo to the left and office/department and address to the right. All letterhead is available as a graphic to ensure consistency. **Do not make your own letterhead.** If you need a customized letterhead, contact the Office of Communications & Public Relations at communications@midlandisd.net.

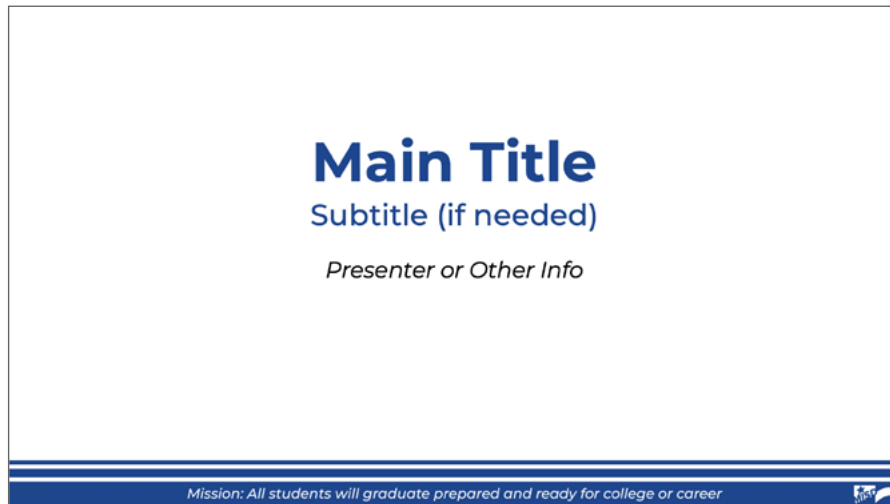
A document footer includes three blue bars and the district's mission. All footers are available as a graphic. **Do not make your own footer.** Instead, contact the Office of Communications & Public Relations at communications@midlandisd.net if you need help.

Ready-made Word templates for each department are available. Please contact the Office of Communications & Public Relations at communications@midlandisd.net for your template. If your letter runs more than one page, please remove the header from all pages other than the first page.

Letterhead	<div><div>OFFICE OF ADMINISTRATIVE SERVICES School Plant Services Midland Independent School District 615 W. Missouri Ave., Midland, TX 79701 432-240-1000 • midlandisd.net</div></div>
Date and recipient's address	<div>Month Day, Year [Ms./Mr.] Xyxyx Xyxyx Address City, State Zip</div>
Salutation	<div>Dear Xyxyxy,</div>
Body	<div><p>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis</p><p>pretium. Integer tincidunt. Cras dapibus. Vivamus elementum semper nisi. Aenean vulputate eleifend tellus. Aenean leo ligula, porttitor eu, consequat vitae, eleifend ac, enim. Aliquam lorem ante, dapibus in, viverra quis, feugiat a, tellus. Phasellus viverra nulla ut metus varius laoreet. Quisque rutrum. Aenean imperdiet. Etiam ultricies nisi vel augue. Curabitur ullamcorper ultricies nisi. Nam eget dui. Etiam rhoncus. Maecenas tempus, tellus eget</p><p>condimentum rhoncus, sem quam semper libero, sit amet adipiscing sem neque sed ipsum. Nam quam nunc, blandit vel, luctus pulvinar, hendrerit id, lorem. Maecenas nec odio et ante tincidunt tempus. Donec vitae sapien ut libero venenatis faucibus. Nullam quis ante. Etiam sit amet orci eget eros faucibus tincidunt. Duis leo. Sed fringilla mauris sit amet nibh. Donec sodales sagittis magna. Sed consequat, leo eget bibendum sodales, augue velit cursus nunc</p></div>
Complimentary closing	<div>Sincerely,</div>
Written signature	<div>[Signature]</div>
Name and title	<div>[Name] [Title] Midland Independent School District</div>
Footer	<div><div></div><div></div><div><i>Mission: All students will graduate prepared and ready for college or career</i></div></div>

POWERPOINT PRESENTATIONS

PowerPoint presentations have three blue bars at the bottom with a reverse MISD logo in the bottom right corner. The template is set to a 16:9 aspect ratio and uses the Montserrat font, [which you can download here](#).



EMAIL SIGNATURES

Email signatures should be typeset in Gmail default sans serif font and contain the following information:

- ▶ First and last name
- ▶ Title
- ▶ Midland Independent School District (or campus name)
- ▶ Office phone number
- ▶ Email address

Do not add quotes, scripture or images other than the MISD logo.

To edit your signature within Gmail, navigate to Settings, then See All Settings, and scroll down to the signature section. Be sure to click Save Changes at the bottom.