# Table of Contents

3 | Introduction: Why Brand Consistency Matters

4 | Visual Identity: Primary District Logo

5 | Visual Identity: Approved District Logo Variations

6 | Visual Identity: Approved Campus Logo Variations

7 | Visual Identity: Mascot Logos

8 | Visual Identity: Typography

9 | Visual Identity: Color Palette

10 | Business Correspondence: Letterhead

11 | Business Correspondence: Business Cards

12 | Digital Presence: PowerPoint Presentations

13 | Digital Presence: District Social Media

14 | Digital Presence: Campus Social Media

15 | Digital Presence: Campus Social Media

16 | Digital Presence: Campus Social Media

17 | Contact Information
Introduction

Why Brand Consistency Matters

As you prepare to glance, sift, read, indulge, whatever it may be, through this Brand & Style Guide, you may be wondering what a brand and style guide even is, and why it matters.

Hitchcock ISD has a logo, a mascot, mission statements, and a tagline. While this is great, it requires a proper outlet to showcase itself. A brand is so much more than the aforementioned items. A brand represents everything we as a school district stand for. It is our "elevator pitch", showing off who we are before anyone even steps foot in one of our buildings, campuses, or fields.

It is the shared responsibility of all of us at Hitchcock ISD to showcase who we are in the best possible light. By promoting everything we have to offer under one, unified image, we show our stakeholders that we too, are unified.

We are all ambassadors of the Hitchcock ISD brand. This Brand & Style Guide was created to help you showcase our brand effectively. It is not possible for this guide to predict every possible situation, so if you find yourself having questions, please reach out to the Communications Department.

What starts here can change the world, so let’s start with a unified, cohesive brand... and as always, it’s a great day to be a bulldog.
The Hitchcock "H" logo serves as a primary representation of the Hitchcock ISD brand. This logo and its properties are used to identify all Hitchcock ISD-related products, services, and communication materials. Our logo, along with the rest of our brand elements, allows the district to present itself as a strong, unified entity.

Hitchcock ISD's logo and additional district and school brand elements are property of the district. In an effort to maintain the integrity of our brand and who we are as a district, no altered logos or other brand elements, aside from the variations provided in this guide, shall be used without prior written consent from the Hitchcock ISD Communications Department.

Logos and brand elements shall not be warped, stretched, or altered in ways that hinder their integrity. All logos and brand elements can be found on the Communications Department's page on the district website and in the HISD Public Folder in Google Drive. Only district staff can access these files as they are part of the district's Google Drive.

For questions regarding use of Hitchcock ISD's logo or brand elements, please contact the Communications Department.
Visual Identity
Approved District Logo Variations

The Hitchcock "H"

Horizontal lockup with tagline

Standalone Tagline

Word Mark

HITCHCOCK ISD

What starts here can change the world.

The district logo variations displayed above are pre-approved for use to identify any Hitchcock ISD-related products, services and communication materials.

If you wish to print onto a piece that has a red background, please contact the Communications Department for a logo variation.

*background not included, all logos have transparent backgrounds
Visual Identity
Approved Campus Logo Variations
The Hitchcock "H" with campus name

*background not included, all logos have transparent backgrounds
The district mascot logos displayed above are pre-approved for use to identify promotional Hitchcock ISD-related products, services and communication materials. Additional mascot logos are permitted given it is verified with the Communications Department.

*background not included, all logos have transparent backgrounds
Consistent typography reinforces the Hitchcock ISD brand. District-approved fonts listed below can be used with their font families. A font family is a set of fonts varying from light, normal, italic, semi-bold, bold, etc...

Most of the fonts listed below can be found at fonts.google.com, if not already downloaded to your computer. Please direct any questions about downloading fonts to your computer to the Technology Department. These fonts shall be used for any Hitchcock ISD-related events, products, services and communication materials.

Please note that in the case of social media posts, it is acceptable to stray from this typography to allow for creative expression.

Font Families

**Montserrat**
- Montserrat Thin
- Montserrat Extra-Light
- Montserrat Light
- Montserrat Regular
- Montserrat Medium
- Montserrat Extra-Light Italic
- Montserrat Thin Italic
- Montserrat Light Italic
- Montserrat Semi-Bold
- Montserrat Bold
- Montserrat Italic
- Montserrat Medium Italic
- Montserrat Extra-Bold
- Montserrat Semi-Bold Italic
- Montserrat Black
- Montserrat Bold Italic
- Montserrat Extra-Bold Italic
- Montserrat Black Italic

**Roboto**
- Roboto Thin
- Roboto Thin Italic
- Roboto Light
- Roboto Light Italic
- Roboto Bold
- Roboto Bold Italic
- Roboto Medium
- Roboto Black
- Roboto Medium Italic
- Roboto Regular

**Gilam**
- Gilam
- Gilam Bold
- Gilam Thin

**Chunk Five**
- Chunk Five
- Chunk Five

**Brightwall**
- Brightwall

Other fonts not listed here that can be used include Times New Roman, Arial and Calibri. For the word mark and tagline, it is permitted to use alternative fonts accessible to you given it is verified with the Communications Department.

*found in Canva*
Visual Identity
Color Palette

Hitchcock ISD’s primary colors are red and white. Secondary colors are black, gray and tan. In addition to these colors, the district utilizes accent palettes to add extra depth to Hitchcock ISD-related products, services and communication materials.

Primary Colors

Fire Engine Red
HEX: ce142c
RGB: 206, 20, 44, 1
CMYK: 0, 90, 79, 19

White
HEX: ffffff
RGB: 255, 255, 255, 1
CMYK: 0, 0, 0, 0

Secondary Colors

Black
HEX: 000000
RGB: 0, 0, 0, 1
CMYK: 0, 0, 0, 100

Gray
HEX: 919191
RGB: 145, 145, 145, 1
CMYK: 0, 0, 0, 43

Pallelete

<table>
<thead>
<tr>
<th>Shades</th>
<th>Tints</th>
</tr>
</thead>
<tbody>
<tr>
<td>90%</td>
<td>HEX #50205</td>
</tr>
<tr>
<td>80%</td>
<td>HEX #290409</td>
</tr>
<tr>
<td>70%</td>
<td>HEX #3e060e</td>
</tr>
<tr>
<td>60%</td>
<td>HEX #530812</td>
</tr>
<tr>
<td>50%</td>
<td>HEX #670a17</td>
</tr>
<tr>
<td>40%</td>
<td>HEX #7c0c1b</td>
</tr>
<tr>
<td>30%</td>
<td>HEX #910e20</td>
</tr>
<tr>
<td>20%</td>
<td>HEX #a51124</td>
</tr>
<tr>
<td>10%</td>
<td>HEX #ba1329</td>
</tr>
</tbody>
</table>

For purposes such as social media, apparel, etc... other color can be permitted for use within designs given it is verified with the Communications Department.
Business Correspondence

Letterhead

Hitchcock ISD’s letterheads are to be used in all formal communications, such as memos, letters, news releases, etc... Basic district and campus letterhead is available, as well as department letterhead and letterhead with contact information. If you would like letterhead with your contact information, please contact the Communications Department. Letterhead can be found on the Communications Department’s page on the district website and in the HISD Public Folder in Google Drive under "Communications Dept." Only district staff can access these files as they are part of the district's Google Drive. Letterhead with specific contact information will shared directly with the requestor. All letterhead with contact information will include Superintendent Edwards’ information.

Header Examples

![Hitchcock Independent School District](image1)

Hitchcock Independent School District
Hitchcock High School

![Hitchcock Independent School District](image2)

Hitchcock Independent School District
Communications

Footer Example

![Footer Example](image3)
Business Correspondence

Business Cards

Hitchcock ISD business cards are issued to various administrators across the district including, but not limited to, members of Central Office, Principals, Assistant Principals. The Communications Department will issue business cards to those people. If you wish to have a business card, please contact the Communications Department. Please provide at least 2 weeks notice.

Business Card Examples

Front

Sienna Rodriguez
Digital Media & Marketing Specialist

409-316-6545 ext. 1518
409-986-5141
srodriguez1@hitchcockisd.org

HISD Administration
7801 Neville Rd., Bldg. B
Hitchcock, TX 77563

Travis W. Edwards
Superintendent

409-316-6545 ext. 1501
409-986-5141
tedwards@hitchcockisd.org

HISD Administration
7801 Neville Rd., Bldg. B
Hitchcock, TX 77563

Chris Armacost
Director of Technology, Facilities, & Operations

409-316-6540 ext 1001
409-986-5141
carmacost@hitchcockisd.org

HISD Administration
7801 Neville Rd., Bldg. B
Hitchcock, TX 77563

Back

hitchcockisd.org
Digital Presence
PowerPoint Presentations

Presentations are another opportunity to show who Hitchcock ISD is as district. By displaying an organized, put together PowerPoint or Google Slides presentation, we show the level of seriousness and professionalism we strive to not only provide others, but expect in return.

PowerPoint Example

Title Slide (Two Options):
Title
Font: Families of Montserrat, Roboto, Times New Roman, Arial
Size: 36 pt - 50 pt
Subtitle
Font: Families of Montserrat, Roboto, Times New Roman, Arial
Size: 24 pt - 34 pt

Body Slides:
Title
Font: Families of Montserrat, Roboto, Times New Roman, Arial
Size: 36 pt - 50 pt
Subtitle
Font: Families of Montserrat, Roboto, Times New Roman, Arial
Size: 24 pt - 34 pt
Body
Font: Families of Families of Montserrat, Roboto, Times New Roman, Arial
Size: 14 pt - 18 pt

When creating a PowerPoint or Google Slides presentation, creators are welcome to have photos. Please be sure to not place text over a crowded area of a photo as this will alter the visibility of the text. Creators are welcome to share a presentation with the Communications Department for assistance and recommendations. A link to this template can be found on the Communications Department’s page on the district website.
Digital Presence
District Social Media

District social media is managed by the Communications Department. While there is an extended allowance for creativity in regards to social media, brand image is still at the back of our minds. It is accepted to stray from brand colors, however, Hitchcock ISD branding (logos, wordmark, etc...) still needs to be apparent on any graphics made (pictures not included).

Social Media Examples

Hitchcock ISD Logo

Hitchcock High School Graduation
Friday, May 27, 2022 7 p.m.
Abundant Life Christian Center
There are no tickets for graduation
There is no limit on number of guests allowed

Hitchcock ISD Horizontal lockup with tagline

No logo needed for candids or other photos by themselves

Hitchcock ISD Logo
Digital Presence
Campus Social Media

Campus social media is managed by the Campus Digital Team. This team is comprised of 1-3 persons from each campus that work with the Communications Department to share about their campus. While there is an extended allowance for creativity in regards to social media, brand image is still at the back of our minds. It is accepted to stray from brand colors, however, Hitchcock ISD branding (logos, wordmark, etc...) still needs to be apparent on any graphics made (pictures not included). It is acceptable to use campus-specific logos for campus posts. You are welcome to create your own graphic you would like to post, or send the Communications Department the information you would like included on a graphic made by the department.

Approval Process
1. Campus Digital Team member creates post (this can be achieved by receiving photos/details from another teacher, by creating a graphic, by having the Communications Department create a graphic, etc...)
2. Campus Digital Team drafts caption for post
3. Campus Digital Team member has consensus from the rest of the team on post
4. Campus Principal has approved post
5. Post can be shared via social media

*"CC" Sienna Rodriguez, Digital Media & Marketing Specialist on emails regarding post approval at srodriguez1@hitchcockisd.org.*

Tips for Taking Photos for Social Media
- Phones usually take better pictures than tablets (wipe your camera lens!)
- Turn your phone horizontally for better landscape photos.
- Zoom in and out with your feet, not your camera (walk closer/further from the subject instead of zooming on the screen)
- Unless it’s a basic group photo, try to get a unique angle
  - Eye-level photos, a photo above students while working, or lower to the ground.
- Capture students’ faces!
  - These garner the most attention on social media
  - Smaller group photos tend to do better than larger group photos
- Crop photos of extra space (i.e. extra ceiling/floor areas)
- Be aware of lighting
  - Tap your subject on your phone screen to adjust camera focus and lighting appropriately
  - Try to get more light in front of your subject than behind it.
Content Ideas

Weekly posting ideas

- #MotivationalMonday - stories of growth, motivational posts, etc.
- #TeacherTuesday - spotlight a teacher (background info, etc.)
- #TriviaTuesday - ask a question about your school, curriculum, etc.
- #WhatsGoodWednesday - positive stories, etc.
- #TBT - Throwback Thursday (share a throwback pic of the school, a staff member, etc.)
- #FeatureFriday - highlight a student or other staff member
- #FlashbackFriday - share a well-performing post from the last 6 months

Video Ideas (Approx. 30 seconds, 1 minute max!)

- Teacher/staff member sharing why they love their job
- Principal weekly shoutout for a student/staff member
- Student explaining their artwork/project
- Parent/student sharing what they love about their school
- Students completing an activity in class
- Principal sharing a student/teacher/staff member of the month
- Students reading from a short book
- For seniors: plans after graduation (college, military, trade school, etc...)
- Younger students: What they want to be when they grow up
- Students saying our district tagline
- Showcasing field trips
- Band rehearsal or show
- Send off for sports/band/etc..
- Interviews with foreign exchange students (what they like here, what they miss from back home, etc...)
- "Day in the life" (student/teacher/principal shows the day in the life as a student at school)
- Staff sharing how long they've worked for Hitchcock ISD and why they've stayed here.
- Theater rehearsals/shows
- Science experiments
- Students sharing the most interesting thing they learned in class the last week.
- Students introducing a sports team and inviting the community to an upcoming game.
Digital Presence

Campus Social Media

Caption Writing Tips

- Hit the important information early
  - Many platforms shorten captions, so the first 3-4 lines need to include the most essential information
  - Think of the 5 W's (who, what, when, where, and why)
- Consider your brand voice
  - Make sure to match your tone to that of the districts
  - Sound excited!
  - Include a CTA (link to an event sign-up, article on the Hitchcock ISD website, etc...)
  - Use hashtags!
    - #WhatStartsHereCanChangeTheWorld, #WorldChangers, #StudentWorldChanger, #TeacherWorldChanger, #StaffWorldChanger, #WorldChangerOfTheWeek, #ItsAGreatDayToBeABulldog, #BulldogPride, etc...
  - Use emoji's sparingly and in good taste

Important Things to Remember

- Social media is for sharing celebrations, shoutouts, etc. - Not information!
  - Detailed information should be shared through other platforms (Email, Teachers/Staff, School Websites, Peachjar, etc.)
- Include your school/district hashtag in posts
- Include additional trending hashtags on Twitter and Instagram as wanted
- Always include a photo/video/graphic with every post
- If you're uploading multiple photos, post the best one first!
- Square photos and graphics post the best across all social media platforms.
- Be aware of what times you're posting (i.e. not before sunrise/after sunset)
- Upload videos directly onto the platform(s) or embed the video into the post
- Videos should typically be 2 minutes or shorter!
- If you want to link something, use bit.ly to shorten the URL
- Tag other accounts in your posts to help boost your visibility.
- You must choose to either allow all comments or disable all comments on each post made.
  - Social media accounts are considered public record and thus individual comments cannot be removed from the record
- Verify media releases/obtain written consent from a parent/guardian for students you post
- Follow your best judgment when posting, keeping in mind the Employee Handbook, Student Handbook, and common sense.
  - If you have to ask yourself "Is this acceptable to post?", then err on the side of caution, and do not post it.

Additional Resources

- Canva is a free, easy to use design platform for those in education. https://www.canva.com/
  (Must use your Hitchcock ISD email)
Contact Information
Communications Department

Sienna Rodriguez
Digital Media & Marketing Specialist
Hitchcock ISD
7801 Neville Ave, Building B
Hitchcock, TX 77563
O: 409-316-6545
C: 409-739-9238
E: srodriguez1@hitchcockisd.org
hitchcockisd.org

Facebook | Instagram | Twitter | LinkedIn | YouTube