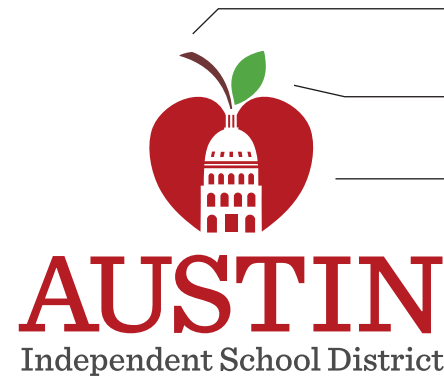# Austin ISD Brand Identity Style Guide

August 15, 2024

CORE LOGO

Primary

Pantone® 186 C
HEX: #B7000B
CMYK: 15, 100, 96, 15

Pantone® 279 C
HEX: #547DBF
CMYK: 71, 47, 0, 0

Pantone® 280 C
HEX: #293678
CMYK: 100, 93, 22, 9

Primary colors for the District print logo:

Pantone® 498 (brown)

Pantone® 368C (green)

Pantone® 186C (red)

Pantone® 431C (charcoal gray)

AUSTIN
Independent School District

Secondary

Pantone® 368 C
HEX: #5BA649
CMYK: 69, 12, 96, 1

Pantone® 498 C
HEX: #6B3534
CMYK: 39, 78, 69, 43

Pantone® 431 C
HEX: #4B4B4B
CMYK: 66, 59, 57, 39

Pantone® 2727 C
HEX: #4555A5
CMYK: 84, 76, 0, 0

Pantone® 123 C
HEX: #F9BC15
CMYK: 2, 27, 100, 0

Primary blue colors with *a secondary color*
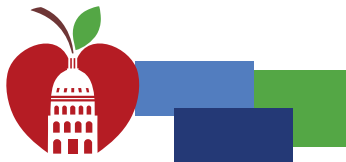
Green: Communicates harmony, growth and eco-friendly.
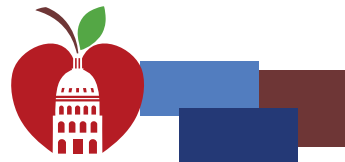
Brown: Evokes feelings of warmth, comfort and reliability.
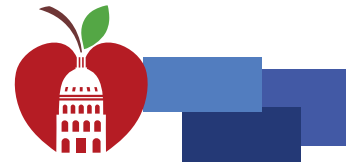
Blue: Can help create a sense of trust and professionalism.
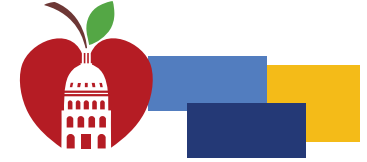
Yellow: The feelings that yellow evokes are of cheerfulness and energy.

CORE LOGO

On White

Primary Horizontal logo

Secondary Stacked (Vertical) logo
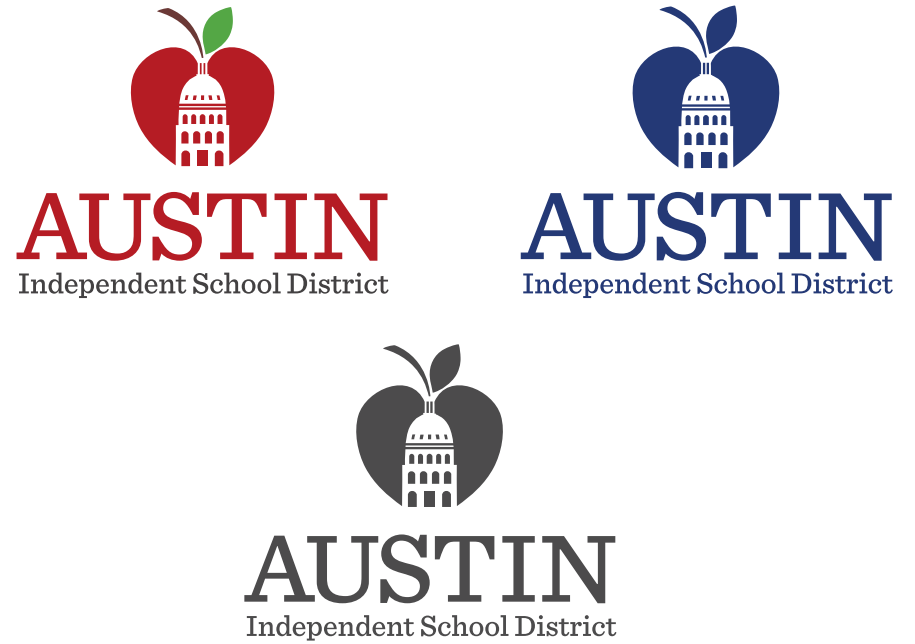
On Color

Do not place the logo on patterned or busy backgrounds

Use these colors from the district's color palette for best contrast.

When using a solid background, the Austin ISD logo should appear in one color.

CORE LOGO

Clear Space

A "clear space" of .375"x.375"on all sides of the logo have been established to preserve the integrity and visual impact of the Austin ISD logo.
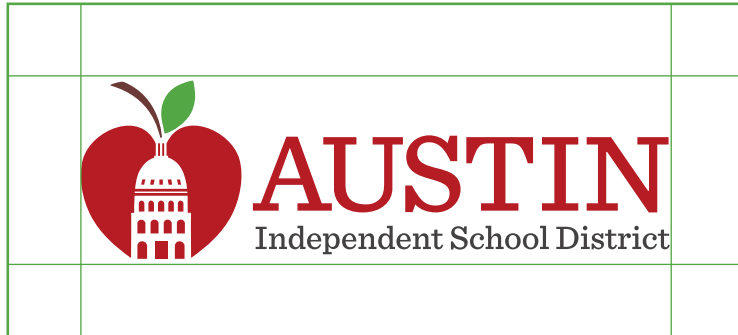
No graphics, text or other elements should be placed within the defined area for the clear space.

Minimum Size

1.5"

The minimum reproducible size of the primary, horizontal logo is 1.5" wide or 72 pixels for digital or online publications.

1"

The minimum reproducible size of the primary, horizontal logo is 1.25" wide or 72 pixels for digital or online publications.

Internal Co-branding

Examples:

AUSTIN
Independent School District | **Career & Technical Education**

AUSTIN
Independent School District | **Talent Strategy**

AUSTIN
Independent School District | **College, Career and Military Readiness**

Internal Co-branding Specs

AUSTIN
Independent School District

Logo usage

Austin Independent School District logo

is used in Internal Co-branding

AUSTIN
Independent School District | **Department Name**

4.5"x.75" boundary limit

Department Name: font, color, size & placement

Color: Red (Pantone® 186 C; HEX: #B7000B; CYMK: 15, 100, 96, 15)

Placement: Centered with logo

Font: Clarendon (or Domine)

Size: 14pt.

CORE LOGO

Internal Sub-departments

Examples:

Technology
Technology Design Team

Multilingual Education
Dual Language

Internal Sub-department Specs

Logo usage

Only the appitol is used in Sub-department names

Department Name
Sub-department name

3"x.75" boundary limit

Department Name: font, size & placement

Color: Red (Pantone® 186 C; HEX: #B7000B; CYMK: 15, 100, 96, 15)

Placement: Centered with appitol logo

Font: Clarendon (or Domine)

Size: 14pt.

Sub-department Name: font, color, size & placement

Color: Blue (Pantone® 280 C; HEX: #293678; CYMK: 100, 93, 22, 9)

Placement: Flush left under Department name

Font: Myriad Pro Regular (or Open Sans Regular)

Size: 12pt.

CORE LOGO

Internal Co-branding with Partnerships

Examples:

Texas English Language
Proficiency Assessment System

Texas
Reading
Academies

Internal Co-branding with Partnership Specs

Logo usage
Only the appitol is used in Partnership names

Partner
logo

Partnership logo placement
Partner logo is centered to the right of the appitol logo

Partner
logo
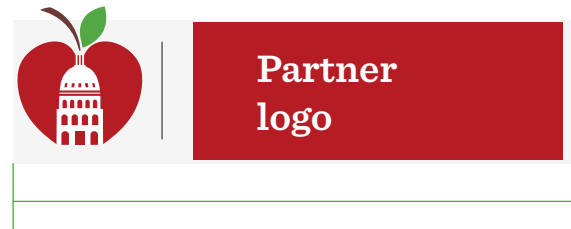
3"x.75" boundary limit

AUSTIN ISD FONTS

Main Content and Body Fonts

The Myriad Pro family of fonts will be used as the primary body and content font for all Austin ISD documents. The font is versatile containing many weights which allow for maximum flexibility while still staying consistent.

Equivalent Free Google Fonts

Google Fonts collaborates with type designers, foundries and the design community worldwide to create a directory of open source fonts.
The fonts are free to use.

Myriad Pro Regular
Myriad Pro Regular Italic
Myriad Semibold
Myriad Semibold Italic
Myriad Pro Cond
Myriad Pro Cond Italic
Myriad Cond Semibold
Myriad Cond Semibold Italic

or

Open Sans Regular
Open Sans Regular Italic
Open Sans Semibold
Open Sans Semibold Italic
Open Sans Pro Cond
Open Sans Cond Italic
Open Sans Cond Semibold
Open Sans Cond Semibold Italic

Display Font

The Clarendon font is the primary font for all Austin ISD documents. It is a classic bold serif font, that showcases the history and instructional strength of the district.

Equivalent Free Google Fonts

Clarendon Light
Clarendon Regular

or

Domine
Domine Bold

PRIMARY COLORS / CONTRAST CHECKER

Font usage

Pantone® 280 C

HEX: #293678
CMYK: 100, 93, 22, 9

Regular Text	Large Text	Graphic Components
A high color contrast makes anything easier to read	A high color contrast makes anything easier to read	■ ● ▲
✓ Pass for 17pt and below	✓ Pass for 18pt and above / 14pt bold and above	✓ Pass for icons and actionable graphics
A high color contrast makes anything easier to read	A high color contrast makes anything easier to read	■ ● ▲
✓ Pass for 17pt and below	✓ Pass for 18pt and above / 14pt bold and above	✓ Pass for icons and actionable graphics

Passes accessibility for 17pt size and below

Pantone® 186 C

HEX: #B7000B
CYMK: 15, 100, 96, 15

Regular Text	Large Text	Graphic Components
A high color contrast makes anything easier to read	A high color contrast makes anything easier to read	■ ● ▲
✓ Pass for 17pt and below	✓ Pass for 18pt and above / 14pt bold and above	✓ Pass for icons and actionable graphics
A high color contrast makes anything easier to read	A high color contrast makes anything easier to read	■ ● ▲
✓ Pass for 17pt and below	✓ Pass for 18pt and above / 14pt bold and above	✓ Pass for icons and actionable graphics

Passes accessibility for 17pt size and below

Font usage

Pantone® 279 C

HEX: #547DBF
CMYK: 71, 47, 0, 0

Regular Text	Large Text	Graphic Components
A high color contrast makes anything easier to read	A high color contrast makes anything easier to read	■ ● ▲
⊘ Fail for 17pt and below	✓ Pass for 18pt and above / 14pt bold and above	✓ Pass for icons and actionable graphics
A high color contrast makes anything easier to read	A high color contrast makes anything easier to read	■ ● ▲
⊘ Fail for 17pt and below	✓ Pass for 18pt and above / 14pt bold and above	✓ Pass for icons and actionable graphics

White font on color **Fails** accessibility for 17pt size and below

Black font on blue **Passes** accessibility for 17pt size and below

Regular Text	Large Text	Graphic Components
A high color contrast makes anything easier to read	A high color contrast makes anything easier to read	■ ● ▲
✓ Pass for 17pt and below	✓ Pass for 18pt and above / 14pt bold and above	✓ Pass for icons and actionable graphics
A high color contrast makes anything easier to read	A high color contrast makes anything easier to read	■ ● ▲
✓ Pass for 17pt and below	✓ Pass for 18pt and above / 14pt bold and above	✓ Pass for icons and actionable graphics

Blue font on black **Passes** accessibility for 17pt size and below

SECONDARY COLORS / CONTRAST CHECKER

Font usage

Pantone® 498 C

HEX: #6B3534
CMYK: 39, 78, 69, 43

Regular Text
A high color contrast makes anything easier to read

Large Text
A high color contrast makes anything easier to read

Graphic Components

✓ Pass for 17pt and below   ✓ Pass for 18pt and above / 14pt bold and above   ✓ Pass for icons and actionable graphics

Regular Text
A high color contrast makes anything easier to read

Large Text
A high color contrast makes anything easier to read

Graphic Components

✓ Pass for 17pt and below   ✓ Pass for 18pt and above / 14pt bold and above   ✓ Pass for icons and actionable graphics

Passes accessibility for 17pt size and below

Font usage

Pantone® 2727C

HEX: #4555A5
CYMK: 84, 76, 0, 0

Regular Text
A high color contrast makes anything easier to read

Large Text
A high color contrast makes anything easier to read

Graphic Components

✓ Pass for 17pt and below   ✓ Pass for 18pt and above / 14pt bold and above   ✓ Pass for icons and actionable graphics

Regular Text
A high color contrast makes anything easier to read

Large Text
A high color contrast makes anything easier to read

Graphic Components

✓ Pass for 17pt and below   ✓ Pass for 18pt and above / 14pt bold and above   ✓ Pass for icons and actionable graphics

Passes accessibility for 17pt size and below

Pantone® 431 C

HEX: #4B4B4B
CMYK: 66, 59, 57, 39

Regular Text
A high color contrast makes anything easier to read

Large Text
A high color contrast makes anything easier to read

Graphic Components

✓ Pass for 17pt and below   ✓ Pass for 18pt and above / 14pt bold and above   ✓ Pass for icons and actionable graphics

Regular Text
A high color contrast makes anything easier to read

Large Text
A high color contrast makes anything easier to read

Graphic Components

✓ Pass for 17pt and below   ✓ Pass for 18pt and above / 14pt bold and above   ✓ Pass for icons and actionable graphics

Passes accessibility for 17pt size and below

SECONDARY COLORS / CONTRAST CHECKER

Font usage

Pantone® 123 C

HEX: #F9BC15
CMYK: 2, 27, 100, 0

Regular Text
A high color contrast makes anything easier to read

Large Text
A high color contrast makes anything easier to read

Graphic Components
■ ● ▲

🚫 Fail for 17pt and below | 🚫 Fail for 18pt and above / 14pt bold and above | 🚫 Fail for icons and actionable graphics

Regular Text
A high color contrast makes anything easier to read

Large Text
A high color contrast makes anything easier to read

Graphic Components
■ ● ▲

🚫 Fail for 17pt and below | 🚫 Fail for 18pt and above / 14pt bold and above | 🚫 Fail for icons and actionable graphics

White font on yellow **Fails** accessibility for 17pt size and below

Yellow font on white **Fails** accessibility for 17pt size and below

Yellow font on black **Passes** accessibility for 17pt size and below

Regular Text
A high color contrast makes anything easier to read

Large Text
A high color contrast makes anything easier to read

Graphic Components
■ ● ▲

✓ Pass for 17pt and below | ✓ Pass for 18pt and above / 14pt bold and above | ✓ Pass for icons and actionable graphics

Regular Text
A high color contrast makes anything easier to read

Large Text
A high color contrast makes anything easier to read

Graphic Components
■ ● ▲

✓ Pass for 17pt and below | ✓ Pass for 18pt and above / 14pt bold and above | ✓ Pass for icons and actionable graphics

Black font on yellow **Passes** accessibility for 17pt size and below

Font usage

Pantone® 368 C

HEX: #5BA649
CMYK: 69, 12, 96, 1

Regular Text
A high color contrast makes anything easier to read

Large Text
A high color contrast makes anything easier to read

Graphic Components
■ ● ▲

🚫 Fail for 17pt and below | ✓ Pass for 18pt and above / 14pt bold and above | ✓ Pass for icons and actionable graphics

Regular Text
A high color contrast makes anything easier to read

Large Text
A high color contrast makes anything easier to read

Graphic Components
■ ● ▲

🚫 Fail for 17pt and below | ✓ Pass for 18pt and above / 14pt bold and above | ✓ Pass for icons and actionable graphics

White font on green **Fails** accessibility for 17pt size and below

Green font on white **Fails** accessibility for 17pt size and below

Green font on black **Passes** accessibility for 17pt size and below

Regular Text
A high color contrast makes anything easier to read

Large Text
A high color contrast makes anything easier to read

Graphic Components
■ ● ▲

✓ Pass for 17pt and below | ✓ Pass for 18pt and above / 14pt bold and above | ✓ Pass for icons and actionable graphics

Regular Text
A high color contrast makes anything easier to read

Large Text
A high color contrast makes anything easier to read

Graphic Components
■ ● ▲

✓ Pass for 17pt and below | ✓ Pass for 18pt and above / 14pt bold and above | ✓ Pass for icons and actionable graphics

Black font on green **PASSES** accessibility for 17pt size and below