

# HISD Branding Quick Reference Sheet

[HOUSTONISD.ORG/BRANDING](http://HOUSTONISD.ORG/BRANDING)

## Resources

AVAILABLE FOR DOWNLOAD AT [HOUSTONISD.ORG/BRANDING](http://HOUSTONISD.ORG/BRANDING)

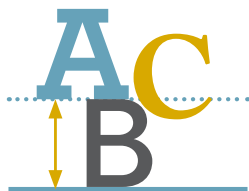


- *HISD Style Guide*
- PowerPoint templates and basic instructions
- Letterhead, one-page flyer, multiple-page, and general memo Microsoft Word templates, and basic instructions
- Approved HISD seals and logos
- Approved department logos
- Approved program and approach logos



## Writing style guides and references

- *HISD Style Guide*
- Strunk and White's *The Elements of Style – Fourth Edition*
- *Associated Press Stylebook*
- *The Chicago Manual of Style*



## Typography

### ADOBE APPLICATIONS

- Archer
- Novocento Wide
- Adobe Caslon
- Avenir

### MICROSOFT OFFICE

- Rockwell
- Arial
- Times New Roman

### WEB AND MOBILE APPS

- Normal 400
- Montserrat
- Times New Roman
- Arial



## Photography

AVAILABLE FOR DOWNLOAD AT  
[HOUSTONISDPHOTOS.PHOTOSHELTER.COM](http://HOUSTONISDPHOTOS.PHOTOSHELTER.COM)

To download a photograph from the library, use password “media” when prompted



## Color palette

### PRIMARY

- PMS 549 C
- 80% Black

### SECONDARY

- PMS 110 C
- PMS 369 C

### TERTIARY

- PMS 208 C
- PMS 7583 C
- PMS 7673 C

## CONTACT INFORMATION

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