

Richardson ISD Brand Guidelines

LOGO

Logo files in color and black and white are available on the Strategy and Engagement page of the employee intranet. Acceptable versions of the RISD logo are as follows:



Full Color



Black and White, for use over light images.



Reverse, for use over dark images.

It is not acceptable to manipulate the proportions of the logo by stretching, condensing, skewing, bending, or rotating the logo. Also, please do not change the colors, remove elements from the logo, or add extra elements or effects.

COLORS

RISD official colors are red and blue. Use the color codes below to ensure you are using the correct shade:



Pantone Matching System (PMS) | **187 C**
HEX | **#ac1f2d**
RGB | **R: 172 • G: 31 • B: 45**
CMYK | **C: 22 • M: 100 • Y: 89 • K: 15**



Pantone Matching System (PMS) | **294 C**
HEX | **#1b3668**
RGB | **R: 27 • G: 54 • B: 104**
CMYK | **C: 100 • M: 87 • Y: 32 • K: 20**

TYPOGRAPHY

The font used in the RISD logo is **Baskerville Semibold**.

Departments are not required to use this font throughout their documents, but might consider incorporating it where appropriate.

Questions?

If in doubt, please contact Strategy and Engagement for assistance. Departments can be provided with their departmental version of the logo upon request.

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Why Brand?

A visual brand used consistently over a period of time comes to embody the values, services, ideas and personality of an organization.

Department Logos

In the past, RISD departments have received little guidance regarding branding. This has led to a confusing array of logos that dilute the main RISD brand. All central office departments represent valuable facets of a unified district, not separate organizations. **Therefore, going forward all departments will be branded with the RISD logo and their department name centered underneath or left justified to the right in "Baskerville Semibold."**

Example:



Strategy & Engagement



Strategy & Engagement

No exceptions will be considered. Unique graphics can only be created and used for district initiatives, programs and events.

