Our Identity

At The El Paso Independent School District, when we say "I Am EPISD" it is more than just a tagline, it is our driving force. EPISD is a critical component of the fabric that is El Paso. We all share in the responsibility to make it all it can be and share in the commitment to help ensure the future. Our students, administrators and staff share a passion for making the greatest impact on our community and the world around us to benefit society now and in the future. We see examples every day of how EPISD students are changing the world in large and small ways. Together, We Are El Paso. We Are EPISD.

Our brand communications guide helps our stakeholders in understanding the value and impact of our first class school district by sharing these stories and images in a consistent and compelling way. Presenting a unified image is key to increasing El Paso ISD's visibility and recognition. The EPISD Office of Community Engagement maintains the official identity guidelines, which define the elements that form the foundation of the El Paso ISD brand. District staff, students and administrators should use these guidelines as a reference to maintain a consistent and effective identity in the communications and publications they produce. It includes basic rules and guidelines for formatting and the use of the approved district brand.

EPISD Seal

New this year is the EPISD Seal, which should be used on official stationery, badges and other formal correspondence on behalf of the District. The Seal was developed by the Office of Community Engagement and features a stylized bell tower, a star in motion and the name of the school district. The bell tower is that of Central School, the very first school in the El Paso Public Schools System – the predecessor of the El Paso Independent School District. The building, which opened in 1884, housed students in all grades – including the very first kindergarten program in Texas. Central School closed early in the 20th century, but its legacy remains as the foundation of the commitment El Pasoans made to the education of their children. A photograph of Central School can be seen below.

The EPISD Seal celebrates the District's history as the Keystone School District in El Paso, but it also marks the beginning of the future of education in the region and EPISD's role in creating world-class graduates.

EPISD Logo

The District will continue to feature the "I am EPISD" logo for promotional uses. The logo should be used in less formal settings such as posters, flyers and marketing material. The District used the "I am EPISD" campaign as a way to unite its students, employees and communities in solidarity with the new governance and leadership. Moreover, the campaign served as a reminder that EPISD is district that belongs to all of its stakeholders.

The updated version of the "I am EPISD" logo better conforms to the new District branding.

Branding Assets

- Approved EPISD Logo and Seal

EPISD LOGO

EL PASO INDEPENDENT SCHOOL DISTRICT

EPISD SEAL

EL PASO INDEPENDENT SCHOOL DISTRICT

The EPISD seal should be utilized for authenticating official district documents, such as diplomas, transcripts, certification of board actions, trustee and superintendent publications, and other official correspondence. The EPISD logo should be used on promotional and marketing materials (such as brochures, posters & flyers).

To ensure the integrity of the logos and seal, here are some guidelines:
- Do not modify the seal's colors, content, or graphic elements.
- The approved seal can be downloaded from episd.org/branding.
- Maintain the seal's proportions. The scale/size of the seal may be adjusted to fit the needs of the layout; do not stretch or distort it.

For promotional and marketing materials the I Am EPISD logo or EPISD seal is required and should be prominently displayed.

One-Color Reproduction

1. When reproduced in color the logo should appear in the EPISD signature deep blue color, black or all white for reverses on dark backgrounds.

2. Black, white and gray are the only alternate colors that may be used when the deep blue cannot be used.

3. The logo can be reversed out (white) when the background is deep blue, black or gray.

3-COLOR SPOT

EL PASO INDEPENDENT SCHOOL DISTRICT

EL PASO INDEPENDENT SCHOOL DISTRICT

BLACK

EL PASO INDEPENDENT SCHOOL DISTRICT

EL PASO INDEPENDENT SCHOOL DISTRICT

REVERSE

EL PASO INDEPENDENT SCHOOL DISTRICT

EL PASO INDEPENDENT SCHOOL DISTRICT

Outdated/Incorrect Logos

The following examples are logos that were either incorrectly made, or are previous institutional logos that should not be used on any EPISD materials. Discontinue use of all previous and outdated logos, seals, slogans or department identities. These will no longer be used. In addition, all other program identities representing EPISD are to be discontinued. Materials bearing them should be replaced with the new appropriate logo as soon as inventories expire. Mandatory use of the new system will take effect September, 2016. Contact EPISD Office Community Engagement for more information and for help with updating your materials. All previous logos for EPISD are no longer approved for use and should be discontinued as soon as economically possible. Outdated logos are not limited to those shown here.

- PowerPoint template
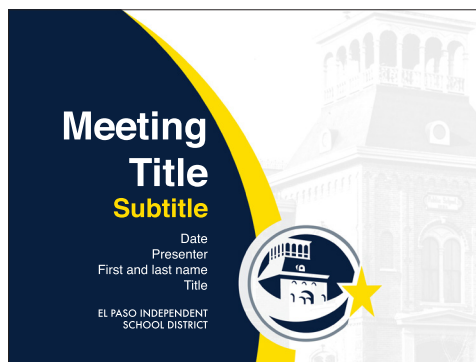
PowerPoint Template available for download at www.episd.org/branding/

Tips
- Recommended font - Helvetica Bold for titles and Helvetica Regular for body text.
- One thing at a time - The audience will almost instantly read every slide as soon as it's displayed.
- No paragraphs - Most presentations fail when there are large amounts of content on each slide. The presentation is not a stand-alone document. Your slides are the illustrations for your presentation, not the presentation itself.
- Use images sparingly - Try to avoid using PowerPoint's built-in clipart. If you need branding images, contact the Community Engagment Team at gwarren@episd.org.
- Over design - Avoid the temptation to dress up your pages with effects and focus instead use the template provided by Community Engagement.

- **District Stationery**

  Official District letterhead, envelopes and business cards are available for school, office, and department use and can be ordered from the EPISD Print Shop.

- **District Business Cards**

  Either the EPISD Seal or EPISD logo may be used on District business cards.

Aa

Typography

ADOBE APPLICATIONS
- Futura Medium
- Futura Book
- Helvetica

WEB AND MOBILE APPS
- Helvetica
- Arial

MICROSOFT OFFICE
- Helvetica
- Arial

HEADLINE OPTIONS

Futura Medium
Helvetica Regular
Helvetica Bold

BODY TEXT OPTIONS

Futura Light
Futura
Helvetica Regular
Helvetica Oblique

Tips for Typeface
- Use only two or three different font styles and sizes in a single printed piece
- Keep the typefaces proportional; do not stretch or skew them
- Ensure that the typeface sizes are easy to read

Color palette

EPISD Blue, Yellow and Slate are the official colors and primary palette used to represent El Paso ISD. They can be found on both official communications such as business cards, letterhead and presentations, as well as in a broad range of marketing materials. Blue, yellow and slate should dominate all El Paso ISD-endorsed identities such as logos and promotional graphics.

PRIMARY PALETTE

Deep Blue

PMS 282
PRINT: C:100 M:87 Y:41 K:47
SCREEN: R:0 G:33 B:71
WEB: #002147

Slate

PMS 7544
PRINT: C:50 M:35 Y:30 K:1
SCREEN: R:137 G:150 B:160
WEB: #8996a0

Yellow

Pantone Yellow
PRINT: C:4 M:6 Y:100 K:0
SCREEN: R: 254 G:224 B:0
WEB: #ffde00

Photography

AVAILABLE FOR DOWNLOAD AT WWW.EPISD.ORG

To download a photograph from the photo gallery, right click and save

Department Logos

A customizable template is available for download at www.episd.org/branding. Example below:

EL PASO
INDEPENDENT
SCHOOL DISTRICT

Department Name

Email Signature

A consistent, organization-wide email signature is a key part of our brand identity. Use basic contact information, font is Sans Serif, font color is #747f8b. Instructions on setting up your email signature is provided on the last page of this guide. Please note that emails and email signatures are a reflection of the work you do for EPISD. Therefore additional information on signatures — including quotes, verses, messages and images — are not permitted. An exception may be made for email signatures with quotes and/or messages related to pedagogy and education. **Please note: The email signature logo below is only to be used on your email signature, please do not use this logo for any other purpose (memos, letterhead, promotional items, etc.)**

First & Last Name	(14pt size)
Title	(12pt size)
Department or Campus	(12pt size)
PHN 915-000-0000	(12pt size)
CELL 915-000-0000	(12pt size)

EPISD
EL PASO INDEPENDENT
SCHOOL DISTRICT *I AM EPISD*

Contact Information

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915-230-2556
gwarren@episd.org

MARTIN A. LOPEZ
Graphic Artist
Community Engagement
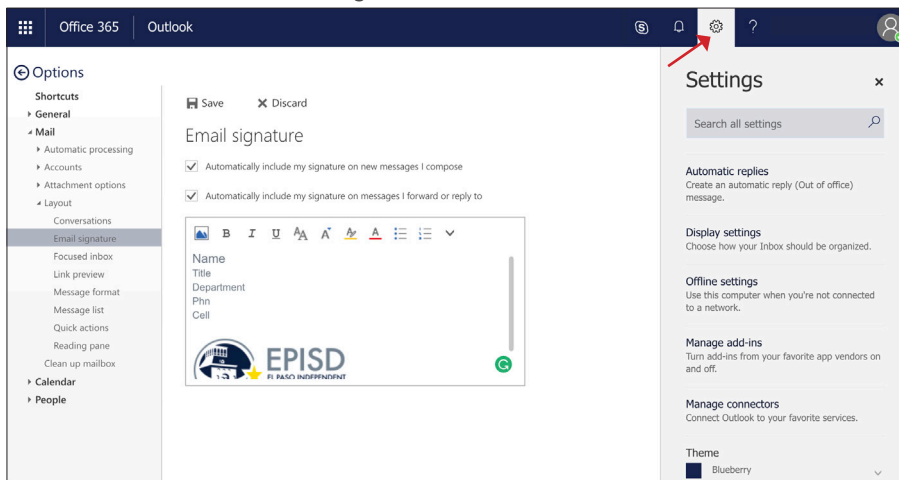*915-230-2560*
malopezs@episd.org

MELISSA MARTINEZ
Executive Director,
Community Engagement
915-230-2559
mmarti10@episd.org

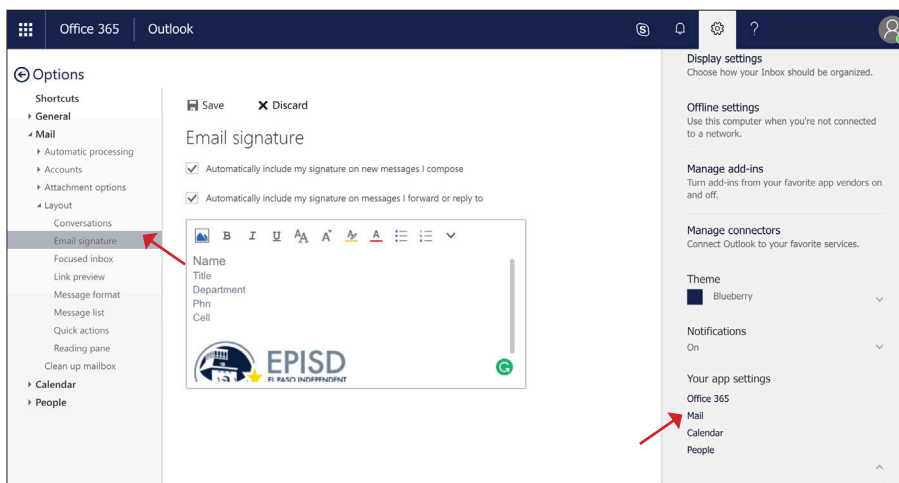**MULTIMEDIA SERVICES**
915-230-3080
vsmonsis@episd.org

How To Set Up Your Email Signature in Outlook

In Outlook, click on the Settings icon

Scroll down and click on Mail listed on the right side of the page, then click on Email options listed under Layout on the left side of the page
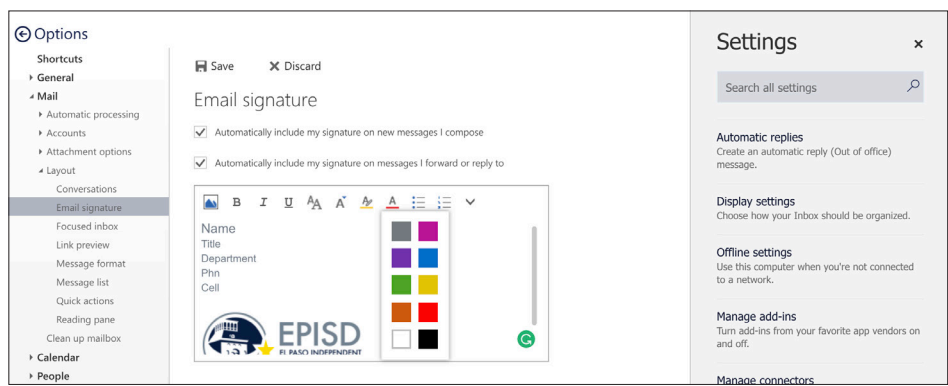

Type in your contact information and select font and font size. Select Arial and 12 point size for your name, 10 point for title and contact info.

|	
First & Last Name	(12pt size)
Title	(10pt size)
Department or Campus	(10pt size)
PHN 915-000-0000	(10pt size)
CELL 915-000-0000	(10pt size)
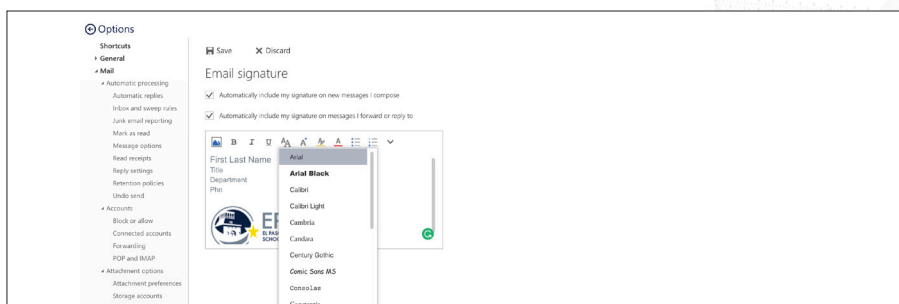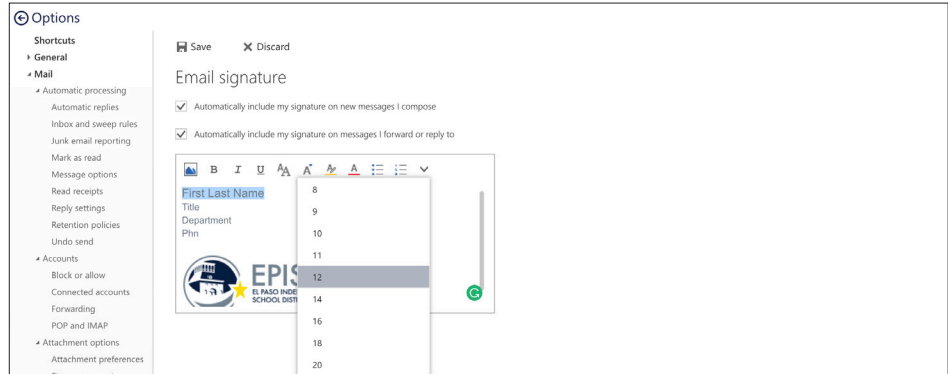
Click on the Color icon and select gray for your font color

Download the Email Signature logo and save it to you computer (do not copy paste, the image must be saved onto your computer in order to work properly. Then Click the insert image icon and select the email signature logo
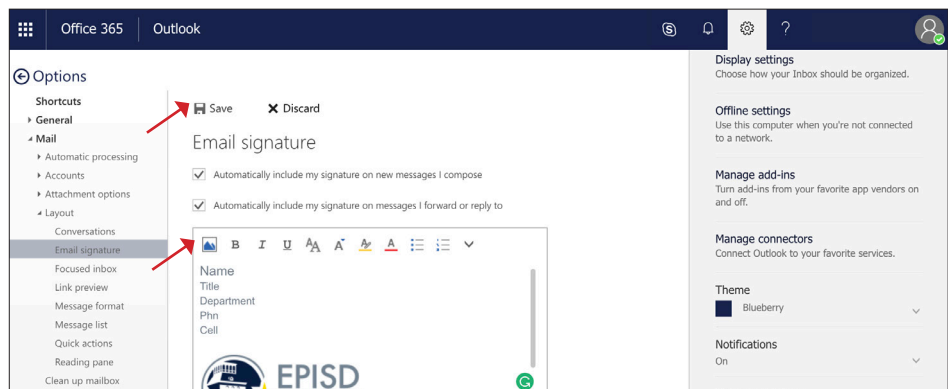
And finally, make sure to click Save