



Joshua ISD
Graphic Standards Guide

Table of Contents

1. Primary Logo
2. Logo Options
3. Program/Department Identifiers
5. Color Guide
7. Typeface Guide
9. Logo Usage Rules

Primary Logo



Logo options



Icon can be used without type



Logo Options

Program/Department Identifiers

Our new identity system maintains the integrity of the Joshua brand, while differentiating between the many departments and programs within Joshua ISD.

This is achieved through the use of sublines or modifiers.





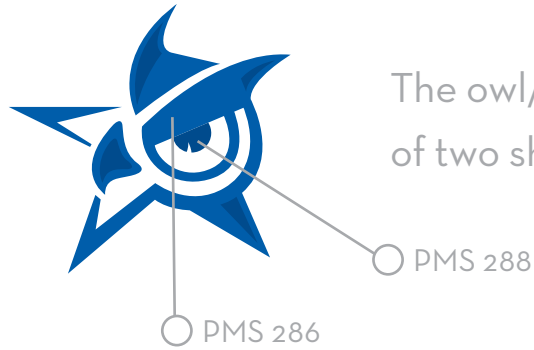
○ Program/Department identifier usage

○ Use the typeface Impact (Skewed 12°), aligned with right side 20% scale of JOSHUA

Color Guide

Color reproduction is critical to brand consistency.

The following guidelines will assist in all facets of color reproduction.



The owl/star icon in the Joshua logo is made up of two shades of blue.



PMS 286
CMYK: 100, 60, 0, 2
RGB: 0, 93, 170
HTML: 005DAA



PMS 288
CMYK: 100, 67, 0, 23
RGB: 0, 74, 141
HTML: 004B8D



When printing a one-color version of the logo select, PMS 286

Correct usages for black & white applications



Typeface Guide

Consistent use of typography further maintains the brand.

The following typefaces should be used as much as possible.

The typefaces presented should be accessible on most computers and on the internet.

Arial

Used for text and body copy purposes in items such as newsletters, program text, web copy, etc.

Arial Italic

Used for text and body copy purposes in items such as newsletters, program text, web copy, etc.

Arial Bold

Used for text and copy when a heavier look is desired

Used for headlines/headers

Impact

Used for headlines, headers and to highlight text and copy

Impact (Skewed 12°)

Used only for identifiers in the visual identity system (see page 4)

Logo Usage Rules



Correct usage



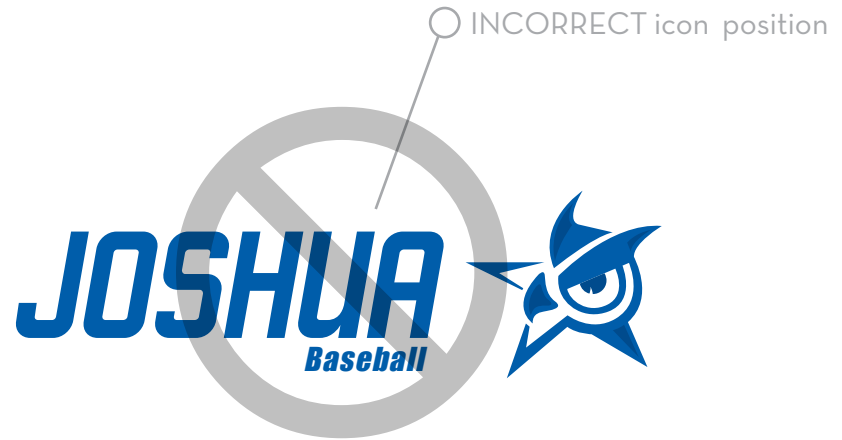
Correct logo usage is essential to brand development and recognition.

Please pay close attention to the size relationship, positioning and color usage.

Please adhere to these rules.



INCORRECT type position



INCORRECT icon position



INCORRECT program/department identifier position



INCORRECT icon size