



# CLEBURNE ISD BRAND GUIDELINES

## LOGO VERSIONS

### LOGOMARK



### STANDARD LOGO



### TRADITIONAL JACKET ART



## LOGOMARK VARIATIONS

LOGO A  
Standard Version



LOGO B  
White Version



LOGO C  
Black Version



## MASCOT VARIATIONS

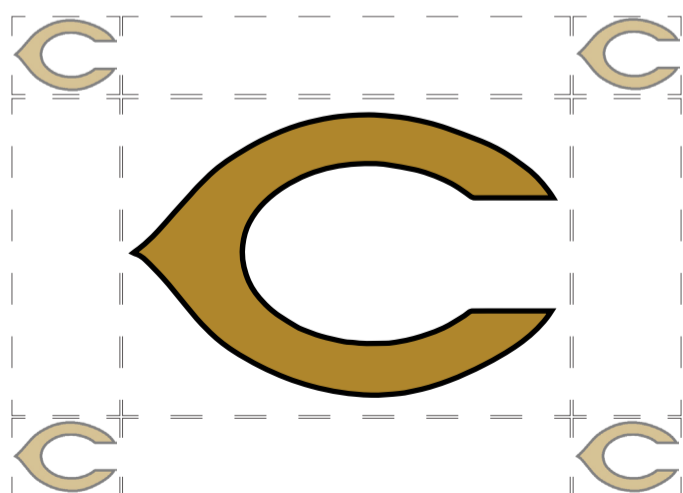
### TRADITIONAL



### MODERN



## LOGO USAGE RESTRICTIONS



## DO NOT

### COMPRESS



### STRETCH



### RECOLOR



### APPLY EFFECTS





## HEADING TYPOGRAPHY BEBAS NEUE PRO EXPANDED EXTRA BOLD

# CISD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

## BODY TYPOGRAPHY MONTSERRAT REGULAR

# CISD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

### PRIMARY COLORS

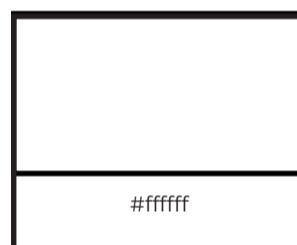


**Color Codes**  
HEX : #AE8628  
CMYK : 27%, 41%, 91%, 17%  
RGB : R174, G134, B40

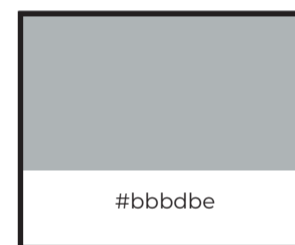


**Color Codes**  
HEX : #020202  
CMYK : 90%, 78%, 62%, 96%  
RGB : R2, G2, B2

### SECONDARY COLORS



**Color Codes**  
HEX : #ffffff  
CMYK : 0%, 0%, 0%  
RGB : R255, G255, B255



**Color Codes**  
HEX : #bbdbde  
CMYK : 30%, 21%, 22%, 3%  
RGB : R187, G189, B190

## MISSION

The mission of Cleburne ISD in partnerships with parents and community is to provide all students with rigorous and relevant learning.

## VISION

Excellence Happens Here

## OUR BELIEFS

We believe that every student can succeed.  
We believe that high expectations foster a high level of performance.  
We will make all decisions in the best interest of our students.  
We will prepare our students to be successful, productive citizens.

