



KIPP
TEXAS
PUBLIC SCHOOLS

**Brand identity
at a glance**





Brand identity at a glance

Logo files are available at kipptexas.org/brand

The KIPP Texas Public Schools logo is the key building block of our identity, and the primary visual element that identifies us. The logo is a combination of the “State of Texas,” “TEXAS Public Schools” type style and the “KIPP” symbol itself — they have a fixed relationship that should never be altered, outlined, or embellished in any way.

Main Family Logo with State Image



Alternate Family Logo without State Image



Horizontal Family Logo with line, without State Image



Colors:



Pantone 295c



Pantone 284c

Typeface:

For designed materials, KIPP Texas Public Schools uses Whitney or Thesis Sans (sometimes just known as “the sans”). It comes in a variety of weights, from extra light to extra bold. We recommend only using extra bold and in all caps for headings.

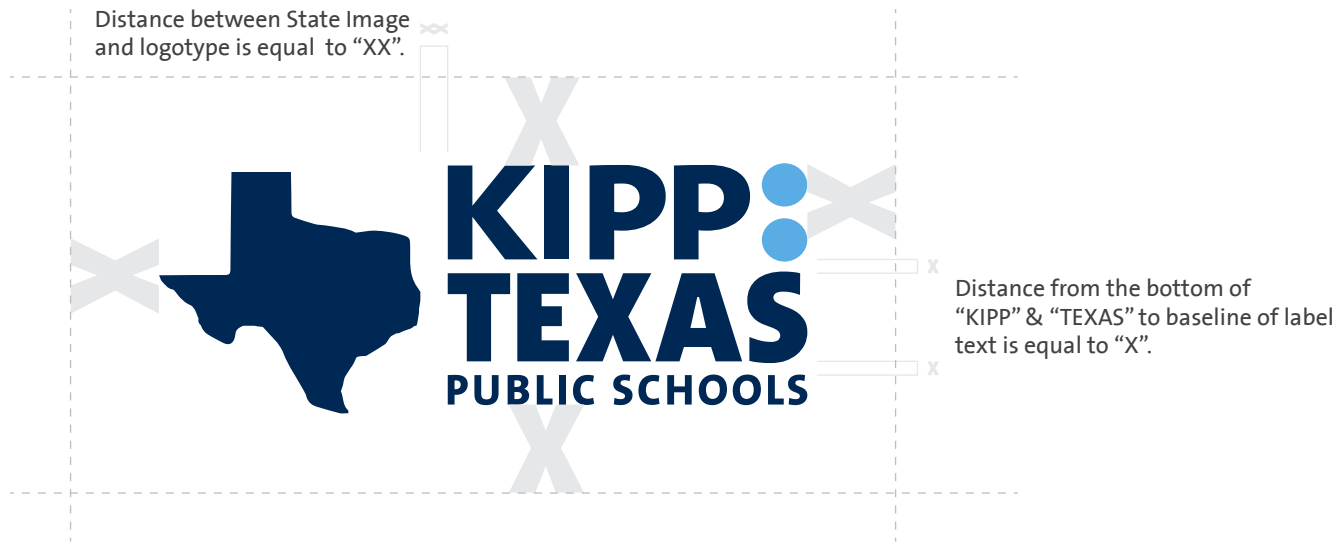
Whitney Book | WHITNEY BOOK SMALL CAPS | **Whitney Bold** | **WHITNEY BOLD SMALL CAPS**
Thesis Sans Plain | **Thesis Sans Extra Bold**

Whitney and Thesis Sans fonts are available for download at kipptexas.org/brand.

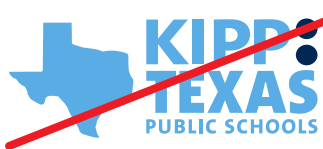
For non-designed files (everyday documents and presentations), it is fine to use a common sans serif font, such as Calibri or Verdana.

Brand identity at a glance

It is important to keep the logo marks clear of any other graphic elements. To regulate this, a clearance zone has been established around the logo mark. This zone indicates the closest amount that other graphic elements or messages can be positioned in relation to the mark.



Incorrect Logo Usage:



Do not reverse the colors.



Do not use colons.
They are prompts.



Do not place the logo on top of a visually active photograph or pattern, which makes it difficult to read.



Do not skew. Hold down the SHIFT key when scaling.





Brand identity at a glance

Our Main Family Logo comes with the image of the state. For consistency, use the Main Family Logo whenever possible. For times that the logo legibility might be sacrificed, please use the following guidelines and your best judgement.

Additional Versions

When the Main Family Logo is not appropriate, you can use a different version of the logo.

1. Alternate Family Logo

Use this only when you are working with restricted sizes that will not allow the state and logotype to be legible e.g., narrow vertical formats in signage and digital application. A white version is also available for dark backgrounds.

2. Horizontal Family Logo

Use this only when you are working with restricted sizes that may compromise the logo legibility e.g., narrow horizontal formats in signage and digital applications. A white version is also available for dark backgrounds.

Color

For light-image backgrounds

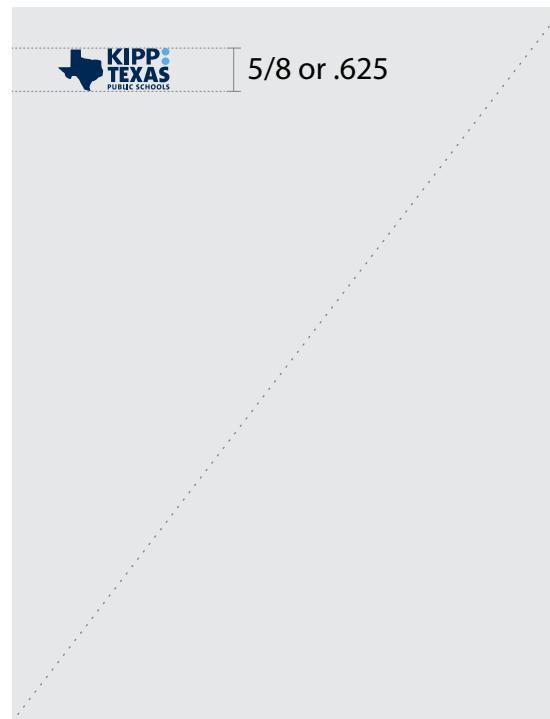
Use the Main Family Logo with the blue colors.

For dark-image backgrounds

Use the Main Family Logo with the white KIPP Texas logotype.

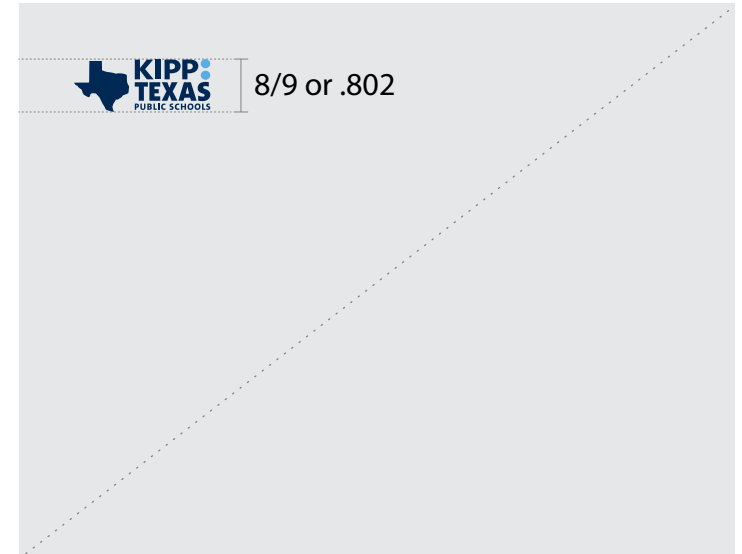
Formats

Vertical



Minimum sizes 5/8 or 0.625.

Horizontal



Minimum sizes 8/9 or 0.802.

Unique format



There will be occasional exceptions, such as merchandise and stationery, but please stick to the minimum sizes wherever possible.

Unique format

For unique formats that are narrow (e.g. digital Web banners or trade show signage) you should use your judgment to determine the logo size to achieve optimal brand presence. Try to keep to our clearspace rules as much as possible.



kipptexas.org/brand