



DISTRICT BRANDING & COMMUNICATION GUIDELINES

One District • One Brand • One Message

BRAND CONSISTENCY

Our goal is to create a unified SFDR CISD brand.

- Use approved district and campus logos.
- Keep logo modifications minimal to maintain brand recognition.
- Temporary accessories or color changes for holidays, awareness campaigns, or special events are permitted, provided the logo remains recognizable.
- Use the official district blue on district and secondary campus graphics.

If your campus is using a different logo or has created a new version, please send it to Web_Master@sfdr-cisd.org for review.



SOCIAL MEDIA **STANDARDS**

HELP US KEEP OUR COMMUNICATIONS PROFESSIONAL.

AI may be used for captions and text.

- No emojis in district posts.
- Follow district branding guidelines.

Please avoid AI-generated flyers and graphics.

WHY AVOID AI FLIERS?



Extra arms/body parts



Not the correct Garfield logo

PHOTO GUIDELINES

When submitting photos:

- Send images as JPGs.
- Use high-quality, clear photos.
- Ensure students follow the Student Code of Conduct.
- Ensure employees are in compliance with the Employee Handbook.

Photos not meeting district standards may not be posted.

CONTENT REVIEW

Before submitting a post:

- Review spelling and grammar.
- Verify names and dates.
- Check photo quality.
- Ensure branding is correct.
- Verify parental consent student social media image release.

Principals and directors should review content before submission.



BUSINESS **PROMOTIONS**

Please do not submit posts that promote businesses or commercial products.

If you're unsure, contact the Communications Office before submitting.



FAIR COVERAGE

WE WANT TO HIGHLIGHT EVERY CAMPUS.

Please continue sharing:

- Student achievements
- Classroom activities
- Events
- Athletics
- Fine Arts
- Staff recognitions

Consistent submissions from all campuses help us provide balanced district coverage.



WE'RE HERE **TO HELP**

Questions about:

- Logos
- Branding
- Social media
- Flyers
- Photography

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OUR TEAM



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Student Performance Center
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RESOURCES

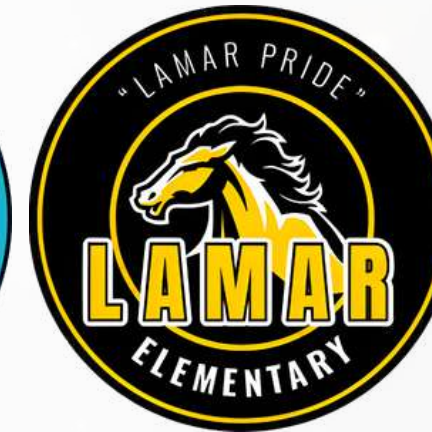
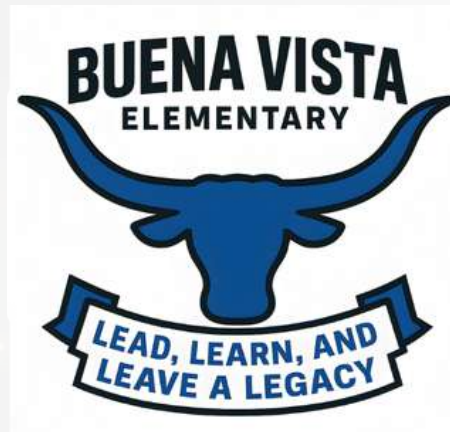


SFDR Color:

Canva color: #122E9A

CMYK: 88%, 70%, 0%, 40%

RGB: 18, 45, 154



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