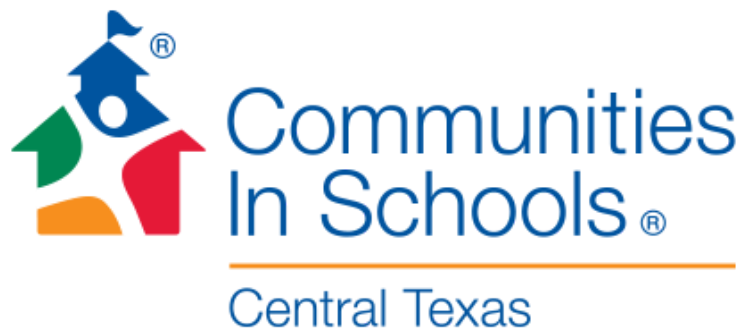


Communities In Schools Branding Guidelines

Logo Guidelines:



Do's:

1. Use the stacked or horizontal logo option.
2. Use the blue standard logo unless on a dark background, where you can then use the four-color version with white lettering.
3. Use logo options that include the trademark symbol, a small R near the "school house" logomark.

Don'ts:

1. No using a logo that does not include the "school house" logomark and the "Communities In Schools" logotype.
2. No editing the CIS logo's colors, format, or elements outside of the trademarked options provided by the Communications team.

Other tips to remember:

1. Capitalize the I in the word "In" when typing out CIS.
2. Make sure to use our mission statement rather than summarizing.



**Communities
In Schools**®

Central Texas

Branding Guidelines

Hashtags to Use:

#ciscentraltexas.org

#AllinforKids

Sample Headlines:

In schools to help kids stay in school.

In schools to unlock potential.

In schools to break barriers.

Our Mission Statement:

Communities In Schools' mission is to surround students with a community of support, empowering them to stay in school and achieve in life.



You can find key messaging and communication tips in ShareFile and Members Only in the Communications Resources folder. If you would like a member of the Communications Dept. to review your materials to ensure they are within our CIS brand guidelines, please send to communications@ciscentraltexas.org