

FORT WORTH ISD

BRAND BOOK



Fort Worth
INDEPENDENT SCHOOL DISTRICT

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WELCOME



Dear Colleagues:

What is a brand?

One answer – and perhaps the best one – is it's the way a product, company, or individual is perceived by those who experience it. Much more than just a name or a logo, a brand is the recognizable feeling these assets evoke.

In these pages you will find clear guidelines to the visual elements of the Fort Worth ISD brand. The logos, taglines, and colors included here are the design and graphic representation of who we are.

This book also includes important notes on copywriting. Our voice and tone are a very important aspect of our brand.

It is our hope that successful and consistent use of these elements will result in increased

awareness of the Fort Worth ISD and its academic programs, stronger ties with the community, wider appreciation for the quality of our employees, and an overall better educational experience for our students.

Please join me in working with the Communications team to ensure that the District's brand is maintained and incorporated into all that we do.

Sincerely,

A handwritten signature in black ink, reading 'Angélica M. Ramsey'.

Angélica M. Ramsey, Ed. D
Superintendent of Fort Worth ISD

01 LOGO GUIDE

YOU ONLY GET
ONE CHANCE TO
MAKE A FIRST
IMPRESSION.

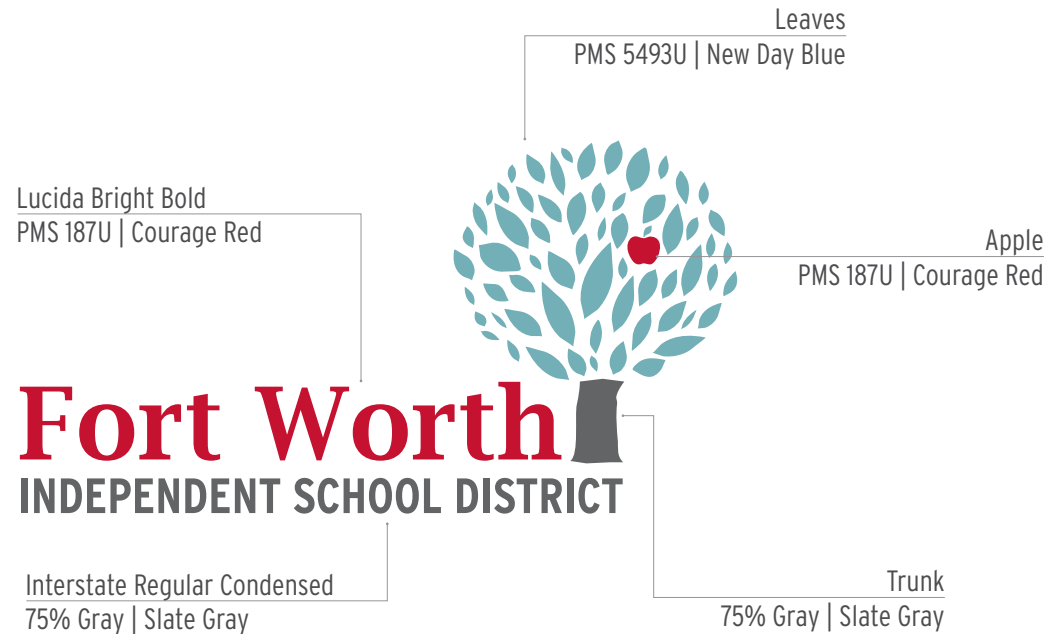
A logo is a graphic mark or emblem used to aid and promote instant public recognition. It's our most valuable asset! This guide is designed to aid in the appropriate use and application of the Fort Worth ISD logo.



LOGO

A logo is a visual representation of an organization's brand. It is designed to conjure an immediate perception, hopefully a positive one, to the viewer. It also functions as a cultural reminder for the organization as it pursues its mission. In our logo, the tree and its apple represent public education's noblest aspirations of growth, change, and success.

When used, the District logo should appear as shown to the right. To download the logo, visit www.fwisd.org/branding.



LOGO

The primary full-color logo should be used whenever possible. Alternatively, the all-black or gray version is the second preferred option. The all-white version of the logo should be used only when placed on a solid, dark background.

One of the described logos must appear on all internal and external communications.



SIZE AND SPACING

To ensure the integrity and legibility of the logo in various media, it should be applied at the proper size. The sizes shown are appropriate for print. Larger sizes may be required for media such as video, signage, apparel, etc. The minimum size may also vary for smaller media, including, but not limited to, pens, pencils and lapel pins.

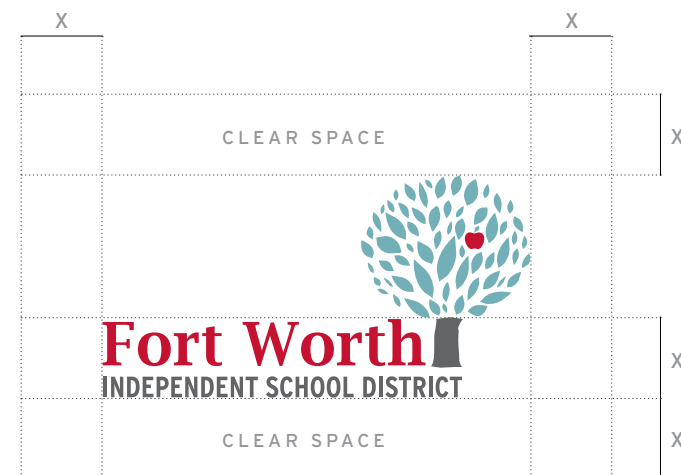
The clear space around the logo is central to the design. It ensures that the logo can be seen and recognized quickly, and it ensures prominence of the logo.

MINIMUM SIZE

1.5 INCHES WIDE | .75 INCHES HIGH



CLEAR SPACE



USAGE

View these examples for a clear understanding of logo do's and common misuses.

- A. The logo should not be altered in any way.
- B. Do not use parts of the logo.
- C. Don't place the logo over busy or distracting backgrounds.
- D. Use caution when re-sizing the logo. It should never be rotated or re-proportioned incorrectly.
- E. Avoid logo pixelation and blurriness.

EXAMPLE A

ALTERED LOGO



EXAMPLE B

PARTS OF THE LOGO



EXAMPLE C

DISTRACTING BACKGROUNDS



EXAMPLE D

IMPROPER RE-SIZING



EXAMPLE D.1

IMPROPER RE-SIZING



EXAMPLE E

PIXELATED & BLURRY



LOGO VERSIONS

An alternate version includes the social media tag, an amended version of the District logo.

This mark is designed to appear on public-facing communications. For example, advertisements, flyers, posters and brochures should feature the social media tag.

This version is also available in gray, black and white.

One of the described logos must appear on all internal and external communications.

ENGLISH VERSION



Follow us on
Facebook and Twitter
@FortWorthISD

SPANISH VERSION



Síguenos en
Facebook y Twitter
en FortWorthISD

DEPARTMENT LOGOS

Department and division logos consist of the Fort Worth ISD logo with the department or division name in one of the official fonts. These are intended for use on apparel and specialty print materials. The District logo will be utilized on business cards, memos and letterhead.

To request a department or division logo, please email branding@fwisd.org.

One of the described logos must appear on all internal and external communications.

DIVISION LOGO EXAMPLE

CAPITAL IMPROVEMENT PROGRAM



DEPARTMENT LOGO EXAMPLE

GRANTS COMPLIANCE AND MONITORING



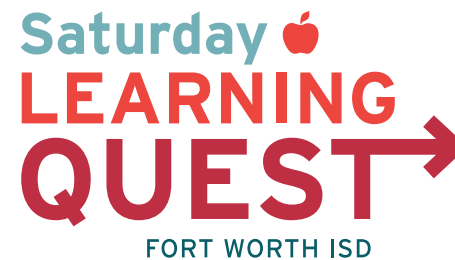
SPECIALTY LOGOS

SPECIALTY LOGOS

Superintendent-approved programs such as Fort Worth ISD Saturday Learning Quest or community partnerships such as Vital Link may have their own logos.

All specialty logos are created on a case-by-case basis and must be requested by the division chief. Contact the Communications Department for more information.

PROGRAM LOGO EXAMPLE



PARTNERSHIP LOGO EXAMPLES

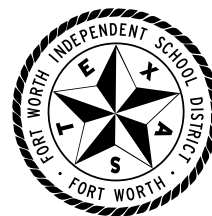


DISTRICT SEAL

DISTRICT SEAL

The District seal, which dates back to 1927, is for official business only. It is intended for academic purposes and usage is to be approved by the Superintendent or Communications Office.

The seal should never be used as a replacement for the District logo.



02 STYLE GUIDE

“AUTHENTIC BRANDS DON’T
EMERGE FROM MARKETING
CUBICLES OR ADVERTISING
AGENCIES. THEY EMANATE
FROM EVERYTHING THE
COMPANY DOES...” - **HOWARD SCHULTZ**
CEO, STARBUCKS

Our brand goes beyond a logo, typefaces and color palettes. It’s in every message we send and every personal encounter on behalf of our District.



STYLE GUIDE

Our style guide exists to help us all consistently communicate our culture, our values, our message and much more. The District's purpose and personality are expressed through the color palette, fonts and images otherwise known as our brand identity. All District departments must follow the guidelines as described here.

Any use of the Fort Worth ISD visual identity that is not produced and/or distributed by the Communications Department must have prior approval. For assistance, contact branding@fwisd.org.

District style guidelines apply to all internal and external communications including:

- Advertising
- Apparel
- Banners
- Billboards
- Brochures
- Flyers/posters
- Invitations
- Newsletters
- Presentations
- Reports
- Signage
- Stationery

COLOR PALETTE

Our colors are one of our most distinctive visual identity traits. It's important to understand what each type is used for.

Pantone (PMS)

Pantone colors are premixed inks used in professional offset and screen printing as well as manufacturing applications. They provide an industry standard for specifying color for consistent reproduction.

CMYK

(cyan, magenta, yellow, and black)

4-Color Process is the standard ink system used by professional offset and digital printing. Most modern desktop printers reproduce color.

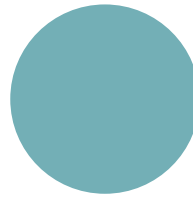
RGB Color

(red, green, and blue)

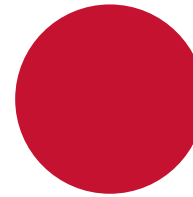
Standard color system to reproduce digital color on screen. These colors appear brighter and more intense than CMYK colors. RGB colors sometimes appear as six character hexadecimal codes (eg. #6d1131)

PRIMARY PALETTE

Our primary palette consists of four colors that should be dominant when applied.



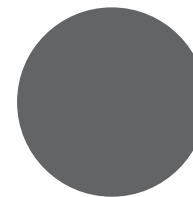
New Day Blue
PMS 5493
CMYK: 43/0/14/21
RGB: 115/175/182
HEX: #73afb6



Courage Red
PMS 187
CMYK: 0/100/79/20
RGB: 196/18/48
HEX: #c41230



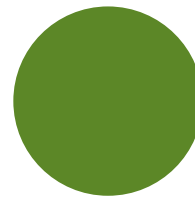
Cowtown Stone
PMS 7528
CMYK: 0/3/10/10
RGB: 231/222/208
HEX: #e7ded0



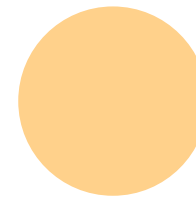
Slate
75% Black
CMYK: 0/0/0/75
RGB: 99/100/102
HEX: #636466

SECONDARY PALETTE

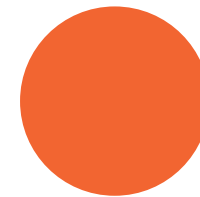
Our secondary palette is comprised of six additional colors designed to work in harmony with the primary palette. These colors are to be used as background, graphic or typographic highlights. The logo must not be reproduced in these colors.



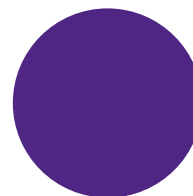
Green
PMS 576
CMYK: 49/0/100/39
RGB: 92/135/39
HEX: #5c8727



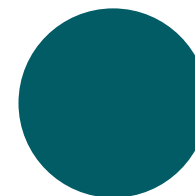
Gold
PMS 141
CMYK: 0/19/51/0
RGB: 255/209/139
HEX: #ffd18b



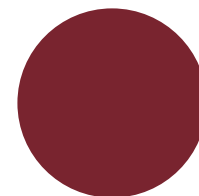
Warm Red
PMS Warm Red
CMYK: 0/75/90/0
RGB: 242/101/49
HEX: #f26531



Purple
PMS 268
CMYK: 82/100/0/12
RGB: 79/38/131
HEX: #4f2683



Teal
PMS 5473
CMYK: 92/49/49/24
RGB: 3/92/103
HEX: #035c67



Dark Red
PMS 188
CMYK: 33/93/74/38
RGB: 121/35/46
HEX: #79232e

TYPOGRAPHY

PRIMARY TYPOGRAPHY

The brand uses two primary fonts supported by secondary fonts.

Interstate and Lucida Bright are the primary typefaces for the Fort Worth ISD brand.

Interstate Light Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*(){}:;

Lucida Bright Regular

ABCDEFGHIJKLMNO
abcdefghijklmnopqr
1234657890!@#\$%^

TYPOGRAPHY

SECONDARY TYPOGRAPHY

If Interstate and Lucida Bright are not available to you, Open Sans Condensed and Georgia typefaces may be utilized as alternatives. Open Sans Condensed can be found online as free download at <http://fonts.google.com>.

Windows: Download the font .zip file where it's easy to find on your hard drive and unzip the file. Go to Start > Control Panel > Fonts > File > Install Fonts, then select the unzipped font files.

Mac: Download the font .zip file where it's easy to find on your hard drive and unzip the file. Double click on the font file to open it, then click Install.

Open Sans Condensed Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*(){}:;

Georgia Regular

ABCDEFGHIJKLMNO
abcdefghijklmnopqr
1234657890!@#\$%^

TYPOGRAPHY

CAMPAIGN TYPOGRAPHY

Aleo Regular is another option for headline type. This typeface is often used to promote Pre-K enrollment and Gold Seal Schools and Programs of Choice. Aleo can be found online as free download at <https://www.fontsquirrel.com/fonts/aleo>.

Windows: Download the font .zip file where it's easy to find on your hard drive and unzip the file. Go to Start > Control Panel > Fonts > File > Install Fonts, then select the unzipped font files.

Mac: Download the font .zip file where it's easy to find on your hard drive and unzip the file. Double-click on the font file to open it, then click Install.

Aleo Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^

PHOTOGRAPHY

Photos help tell the story. Authentic photography taken throughout our classrooms and hallways captures our students, teachers and community engaged in student achievement. Diverse, spontaneous, vibrant, high-resolution images best reflect the District's brand.

For the best results, avoid:

- Low resolution images or clip art
- Images taken without a media release

The Communications Department has an inventory of photos taken at our schools. If you need assistance with photography, please email branding@fwisd.org.

MEDIA RELEASE

The media release form is included at enrollment.



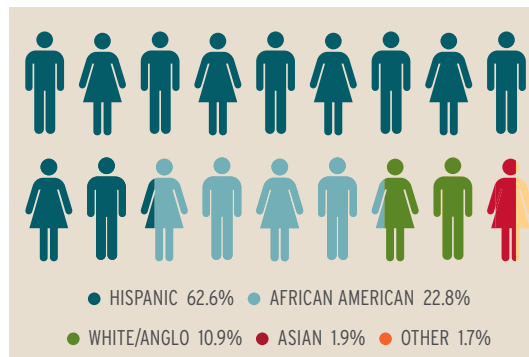
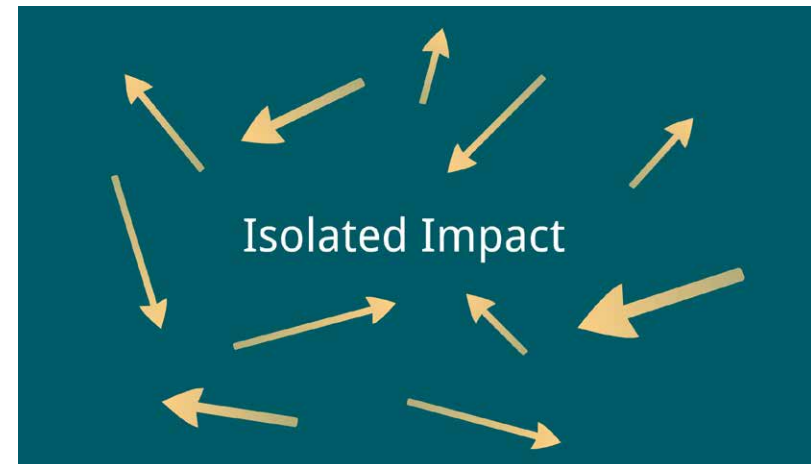
ICONOGRAPHY

Graphics and icons add visual interest and help to communicate quickly. Strive to avoid graphics that are simply decorative – every element on a page should aid in understanding.

For the best results, avoid:

- Clip art
- Cartoons
- Colors that aren't in our palette

If you need assistance with graphics, please email branding@fwisd.org.



COPYWRITING

WORDS MATTER

As brand assets go, our writing is as important as how we look. Above all, every written communication should be clear, accurate, and engaging. But our written words should deliver something more - a consistent voice or tone that sets us apart and helps us connect on an emotional level with our audience. Think of the Fort Worth ISD voice as:

- More friendly than formal
- Active instead of passive
- Smart, not “smarty pants” (Avoid “academic-ese” and legalese - unless it is a legal document)

The **Associated Press Stylebook** is our primary editorial guide. This section includes some of the items you are likely to encounter. We will periodically update this guide as our style preferences evolve and when clarification of guidelines is needed.



COPYWRITING

ACADEMIC DEGREES

When writing advanced degrees, use the abbreviation with periods (Ex. *Susan Jones, Ed.D.*) On second reference, you may use *Dr. Jones*. Use an apostrophe for *bachelor's degree* and *master's degree*. Omit the apostrophe in *associate degree* and *doctoral degree*.

ACRONYMS

Spell out the full name on first reference unless the acronym is widely recognized. *SAT* is an example of a widely recognized acronym inside and outside Fort Worth ISD. Generally, omit periods in acronyms.

AGES

Use figures for people and animals, but spell out for inanimate objects. (Ex. *The student is 15 years old. The textbook is two years old.*) Use hyphens for ages expressed as adjectives before a noun or

as substitutes for a noun. (Ex. *the 7-year-old boy. The boy is 7 years old.*)

AMPERSANDS

Spell out "and." Avoid using ampersands (&) unless they are part of an official title.

BULLETS

Each bullet should start with a capital letter. Keep the structure consistent and avoid mixing sentences and phrases in a bulleted list. Punctuation is not needed at the end of each bullet.

CLASSES AND COURSES

Lowercase general references to subjects. (Ex. *mathematics, history, photography*), unless they include the name of a country or language. (Ex. *English literature*). Capitalize exact course titles and those followed by a numeral. (Ex. *U.S. Military History; Biology I*).

COMMAS IN A SERIES

Eliminate the comma before the conjunction, unless it is needed for clarification. (Ex. *The flag is red, white and blue. We learned more about the STEM, Culinary, and Career and Technical Gold Seal categories.*)

DATES

When a month is used with a specific date, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov. and Dec. (Ex. *Aug. 15, 2006, was the due date.*) Spell out all months if using them alone or with only a year. (Ex. *August 1980 was one of the hottest months on record.*) If using only a month and a year, do not separate the year with a comma. (Ex. *October 1989 was unusually cold.*) If using the month, day and year, set off the year with a comma. (Ex. *Feb. 1, 2015, was the last day to register.*)

COPYWRITING

FORT WORTH INDEPENDENT SCHOOL DISTRICT

For external audiences, use *Fort Worth Independent School District* on first reference or *Fort Worth ISD. District* (capitalized) is acceptable on second reference. Use *FWISD* only when there is not enough space for one of the other forms, as in a photograph caption.

FORT WORTH ISD BOARD OF EDUCATION

Fort Worth ISD Board of Education (or Fort Worth ISD Board of Trustees) - On subsequent references, you can use the board or trustees. Do not capitalize on second reference.

GRADE LEVELS

Generally, spell out numbers one through nine (Ex. *ninth grade*). Use figures for 10 and above. Use all numerals in a mixed situation (Ex. *5th grade* and *10th grade*). Use a hyphen for *ninth-graders*, etc.

PREKINDERGARTEN

Use *prekindergarten* on first reference. You can use *Pre-K* on subsequent references.

SUPERINTENDENT

Use *Fort Worth ISD Superintendent Angélica M. Ramsey* on first reference. On second reference you may use the superintendent (lowercase) or *Dr. Ramsey*.

TELEPHONE NUMBERS

Use hyphens (Ex. 817-814-2000)

TIME OF DAY

Use 8 a.m. instead of 8:00 a.m. Do not repeat a.m. and p.m. unnecessarily. (Ex. *4-5 p.m.*, *9 a.m.-3:30 p.m.*, *10 a.m.-2 p.m.*, or *4 to 5 p.m.*, *9 a.m. to 3:30 p.m.*, etc.) Use *noon* and *midnight*.

TITLES

Capitalize when they precede a person's name. (Ex. *The children sang to Principal Bill Smith as he*

entered the auditorium.)

03 RESOURCE GUIDE

The Communications Department has created several templates and resources in order to streamline the brand. There are print and digital templates available for download from www.fwisd.org/branding. Every department is encouraged to use these resources.



PRINT

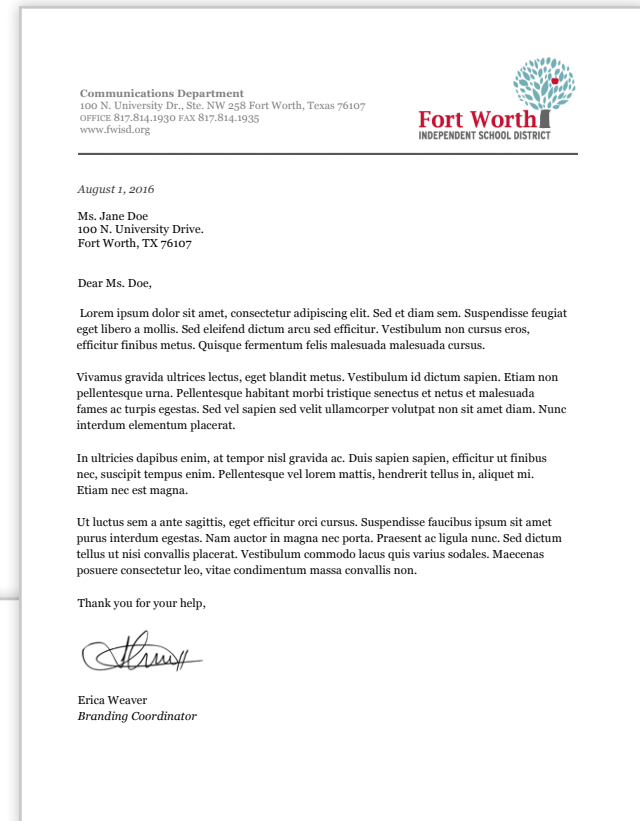
LOGO

The Fort Worth ISD logo must be used in all official District, department or program publications. The logo is available for download from www.fwisd.org/branding. Contact the Communications Department if a different file format is needed.

***Remember, the logo should not be altered from the files provided.**

STATIONERY

Templates for letterhead and memos are for download from www.fwisd.org/branding. Specific information (name, title, address, etc.) can be easily typed in the text boxes. To order envelopes and business cards, submit a request form to **Purchasing Department**. Forms can be found at www.fwisd.org/stationery.



USAGE

BRANDING APPROVAL

Any use of the Fort Worth ISD visual identity that is not produced by the Communications Department must have prior approval.

All documents must include:

- the District logo
- official color palette and typefaces
- vibrant, student-focused photography
- follow AP style

To request branding approval, email branding@fwisd.org and allow two business days for review.

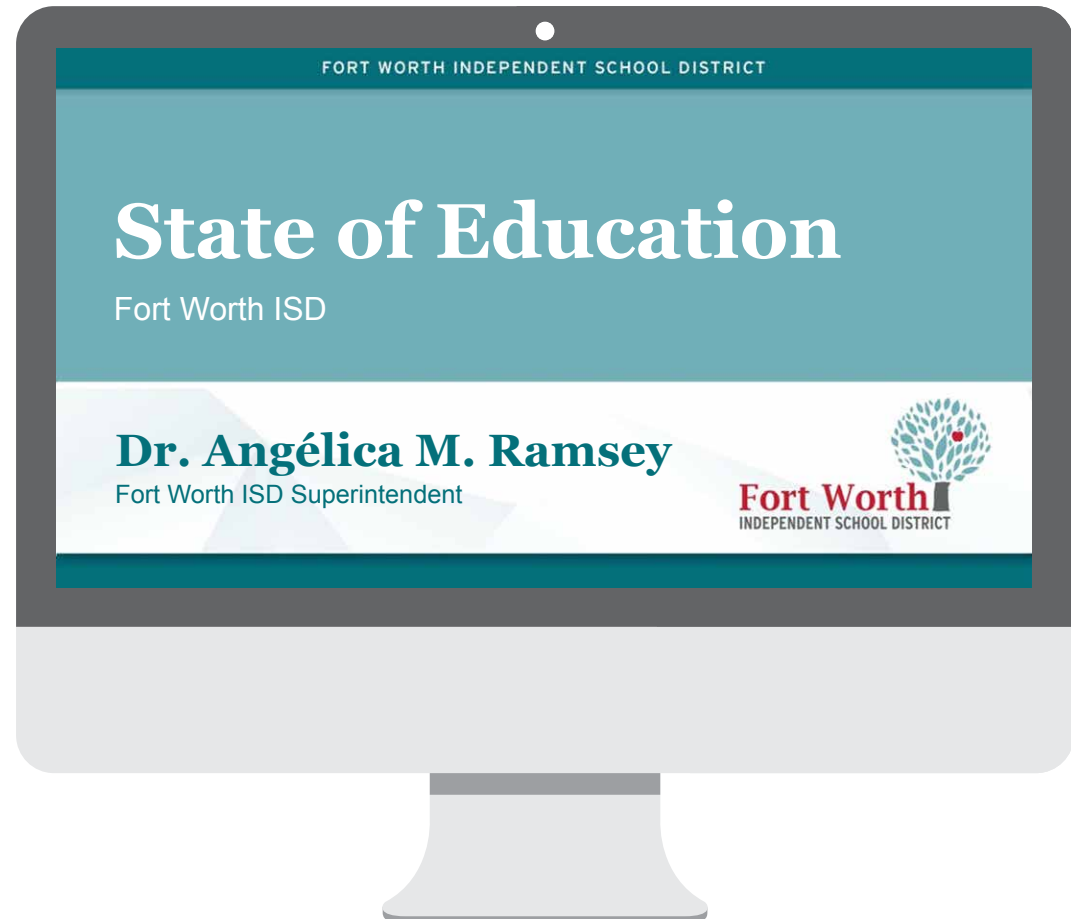


DIGITAL

PRESENTATIONS

District approved Powerpoint templates are strongly recommended as a secondary aid to deliver your message to internal and external audiences. Presentations should include bullet points of key ideas and should not be overcrowded with text. Wherever possible, include photography and other visuals to help illustrate your message.

Standard and widescreen Powerpoint templates are available for download from www.fwisd.org/branding. When presenting to the Board of Education, be sure to contact the Communications Department for special instructions.



EMAIL SIGNATURE

EMAIL SIGNATURES

Consistent email signatures deliver a visually coherent look across departments and campuses. Just as our business cards follow a standardized approach, email signatures should be consistent.

Email signatures should include:

- Your name
- Job title
- Department or Campus
- Fort Worth Independent School District
- Phone number
- Email Address
- Location

For instructions on how to set up your signature in Outlook, visit www.fwisd.org/emailsignment.

EXAMPLE

Jane Doe

Coordinator | Communications Department
Fort Worth Independent School District

817.814.2000 | jane.doe@fwisd.org
100 N. University Dr. NW 258 | Fort Worth, TX 76107
www.fwisd.org

*Preparing **all** students for success in college, career and community leadership.*

FORMATTING

Your Name

Font: Georgia Bold
RGB: 115, 175, 182
Size: 13 pt

Contact Information

Font: Arial Regular
RGB: 99, 100, 102
Size: 11 pt

Mission Statement

Font: Arial Italic
RGB: 99, 100, 102
Size: 10 pt

PROMOTIONAL

APPAREL AND PROMOTIONAL ITEMS

T-shirts, polos, lanyards and other items must follow the District's style guide and properly use the District logo and color palette.

Items purchased must be of an educational or professional nature (ex: notebooks, pens, etc.).

Items intended for personal use should never be branded or purchased by the District. Those items include but are not limited to:

- Items associated with alcohol, tobacco, drugs or gambling
- Knives or weapons of any kind

For further clarification, please contact the Communications or Purchasing Department.



WEB

DEPARTMENT PAGES

Websites are often the first point of contact for parents and families. In order for users to navigate with ease, it is essential for each department page to follow a similar format.

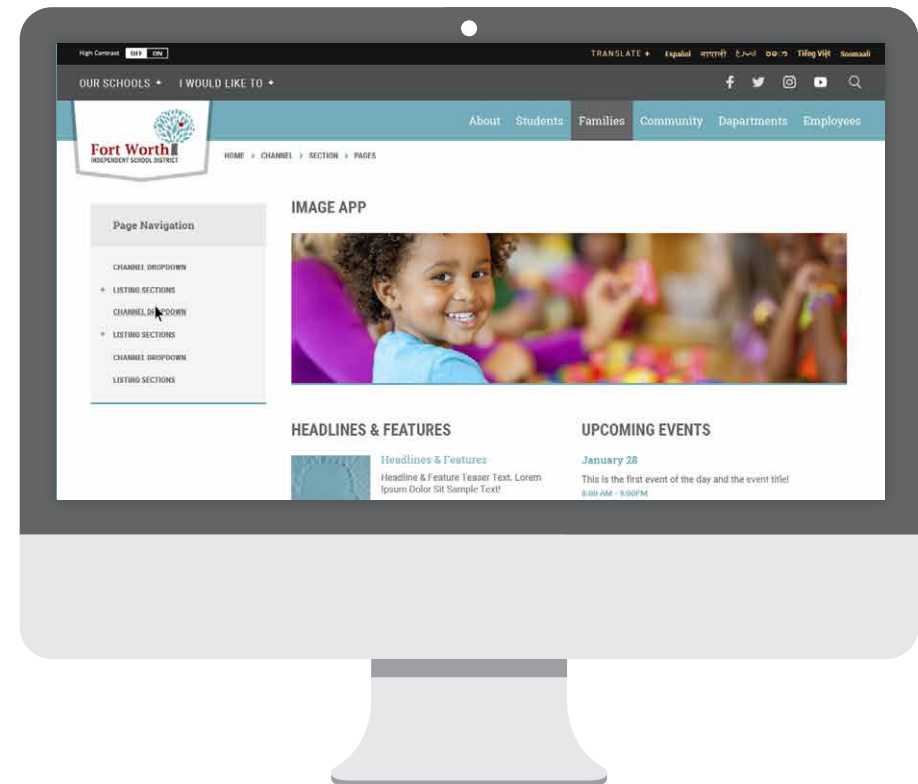
Each department page should include:

- Welcome image (600px x 200px)
- Welcome message
- Contact information (name, email and phone number)

Strive to avoid graphics that are simply decorative – every element on a page should aid in understanding. If you need assistance with your department or Campus page, please visit www.fwisd.org/web or email thomas.ketchersid@fwisd.org.

WEB TRAINING

For a list of dates, visit www.fwisd.org/web. All sessions will be held at the Board Conference Room (2903 Shotts St.). Please bring your own laptop.

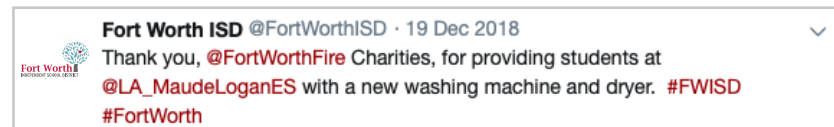


SOCIAL MEDIA

OVERVIEW

Fort Worth ISD-affiliated social media accounts are to be created by the Communications Department. The department provides guidance, trainings, and expectations to support your goals.

These guidelines are meant to ensure the appropriate and successful use of Fort Worth ISD-affiliated social media accounts. The District will continue to adapt to the ever-evolving social media landscape as new technologies and tools emerge. These guidelines will be updated as needed.



SOCIAL MEDIA

QUESTIONS TO CONSIDER

When discussing the creation of a social media account, be prepared to answer the following questions:

Who will manage the account?

- Who will be responsible for posting content and monitoring engagement?

What is your message?

- What information do you want to share?
- What initiative/event do you want to highlight?
- Is there enough dynamic content to post at least once per day?

Who is your audience?

- Whom are you trying to engage?
- How will they benefit from your social media presence?

- Who are your secondary audiences?
- How will you reach out to them initially?
- What is your plan to build your audience?

Remember, a new account starts without followers.

What are your goals?

- What are the desired results of your social media account?
- Are your goals measurable?
- How will you assess your success?

FWISD SOCIAL MEDIA PROTOCOL

Fort Worth ISD-affiliated social media accounts should be focused and should complement the Fort Worth ISD's official website and social media profiles. Fort Worth ISD news releases should originate from the official District website and social media profiles due to the vast reach of

these established audiences. In order to eliminate source confusion, FWISD-affiliated accounts are encouraged to share and retweet these items, but should not replicate in visual identity or content the official District accounts. If you have news that should be shared through official FWISD accounts, please contact ryan.harris@fwisd.org.

Any sites, accounts, or pages existing absent prior authorization will be subject to review, editing or removal. To request permission for a District-affiliated site, please have the Chief contact the Communications Department.

When account managers have left their position and no longer require access to social media profiles, you must notify the Communication Department immediately. Please contact the

SOCIAL MEDIA

Communications Department to remove or add an Editor. Communications reserves the right to disable or temporarily unpublish Fort Worth ISD-related social media accounts that are dormant (no posts, no activity) for more than TWO months, as such stagnancy reflects poorly on the District.

OFFICIAL SOCIAL MEDIA ACCOUNTS

 @FortWorthISD

 @FortWorthISD

 @FortWorthISD

 @fort-worth-isd

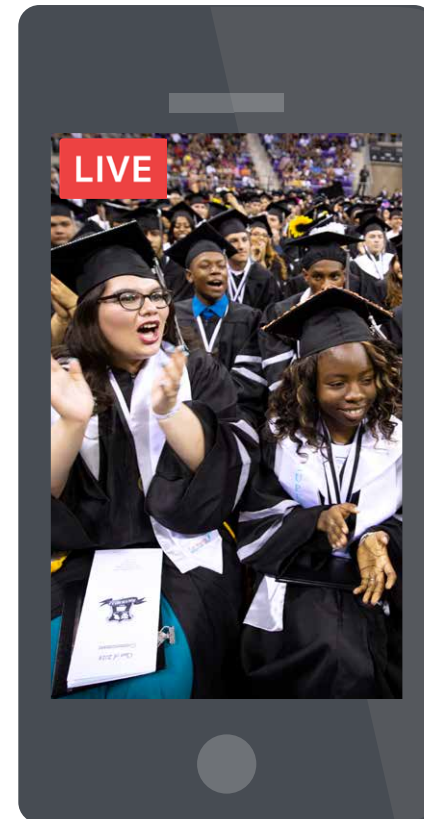
 @FWISDNews

We encourage participation on FWISD Facebook pages. We ask that visitors exercise civility and good will in their communication. Any comments that are intentionally rude or deride the opinions of others will be removed.

RULES OF ENGAGEMENT

- (1) No profanity
- (2) No vulgarities
- (3) No accusations or accusatory language toward an individual (or group of individuals)

Any violation of the three rules of engagement will result in immediate banishment from the page and could be reported to Facebook for termination from the network. Also be aware that comments are public comments and can and may be used by anyone else, including news media.



INSIDE FWISD

INTERNAL COMMUNICATIONS

The Fort Worth ISD internal communications component is designed to keep the District's 11,000 employees informed of what's occurring throughout the organization. Additionally, internal communications explains how policies, local and abroad, impact our employees.

The District maintains an internal blog via www.fwisd.org/InsideFWISD and a weekly newsletter, **Inside FWISD**.

Rather than work at District campuses and facilities going unnoticed, we want to put a spotlight on it, and internal communications is the vehicle for doing just that.

Do you have an engaging or interesting story or want to applaud a colleague for a recent award?

We want to hear those stories and share them with all employees throughout FWISD.

We look forward to receiving your story ideas and employee successes District-wide. Feel free to share with us photos and calendar items for upcoming events that we can spotlight. Please provide notice of your event at least two weeks ahead. Share photos and information about recent events, and we'll be sure to find a home for the content.

We welcome your feedback as well as your questions.

SHARE A STORY

- Send a detailed email to Inside@fwisd.org
- Complete a news release worksheet at www.fwisd.org/newsrelease
- Call the Communications Department at 817.814.1930

COMMUNICATIONS

DIVISION OF STRATEGIC COMMUNICATIONS

Fort Worth ISD's Division of Strategic

Communications provides creative communication solutions for departments, schools and District initiatives. Some of the services we provide include:

- Media Relations and Press Releases
- Web Training and Support
- Social Media Support
- Graphic Design
- Copywriting and editing

To start a project, submit a Project Form at:

www.fwisd.org/bluesheet

100 N. University Dr. NW 258 | Fort Worth, TX 76107

www.fwisd.org/communications | 817-814-1930



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