Original Brand Colors
COLOR CHOICE & 508 COMPLIANCE
**Options-Buttons/Labels**

- **link**
  - background: #a7333b
  - color: #fff

- **hover/active**
  - background: #781f25
  - color: #fff

- **link**
  - background: #595757
  - color: #fff

- **hover/active**
  - background: #414143
  - color: #fff

- **link**
  - background: #fff
  - border-style: 1 solid #d6d6d6
  - color: #a6353c

- **hover/active**
  - background: #e0e1e1
  - border-style: 1 solid #ccccc
  - color: #a6353c

**Icon Btns**

- **Icon gray**
  - rgb 229-229-229
  - hex #cccccc

- **Icon gray**
  - rgb 204-204-204
  - hex #e5e5e5
Background Blocks

**title bar**
- hex `##eeeeee`

**breadcrumb bar**
- hex `##eeeeee`

**Caption Block**
- rgba `(84, 87, 90, 0.9)`

**brand block**
- rgb `(167-51-59)`
  - hex `#a7333b`

**fix-top/footer gray**
- rgb `(89-87-87)`
  - hex `#595757`
Level 1 Nav- Main/ colors (AA)

unvisted

hover

active

rgb 167-51-59 | hex #a7333b

Level 1.a Nav-Constituency Bar (need mobile development)

unvisted

hover

active

rgb 167-51-59 | hex #a7333b

Level 2 Nav- Dept

unvisted

hover

active

rgb 167-51-59 | hex #a7333b
Level 3 Nav-Color Option Red

**a:link** /* unvisited link */

```html
nav
link 1
link 2
link 3
```

**a:active** /* selected link */

```html
nav
link 1
dropdown
dropdown
link 2
link 3
```

**a:hover** /* mouse over link */

```html
nav
link 1
dropdown
```

Color Option Default

text-#00000-
lines #626262

```html
nav
link 1
dropdown
dropdown
link 2
link 3
```
Red Brand Tables– line/ border option (AAA)

<table>
<thead>
<tr>
<th>#a7333b</th>
<th>row alt 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>border-top: 1 solid #d6d6d6</td>
<td></td>
</tr>
<tr>
<td>row alt 1</td>
<td></td>
</tr>
<tr>
<td>row alt 2</td>
<td>#e0e1e1</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>#a7333b</th>
<th>#ffffff</th>
</tr>
</thead>
<tbody>
<tr>
<td>row alt 2</td>
<td></td>
</tr>
<tr>
<td>#ffffff</td>
<td></td>
</tr>
<tr>
<td>row alt 2</td>
<td></td>
</tr>
<tr>
<td>#727476</td>
<td></td>
</tr>
</tbody>
</table>

Usage: Level Three Department Pages
# Gray Brand Tables – line/border option (AAA)

<table>
<thead>
<tr>
<th>#595757</th>
<th>#ffffff</th>
<th>border-top: 1 solid #d6d6d6</th>
</tr>
</thead>
<tbody>
<tr>
<td>#ffffff</td>
<td>#e0e1e1</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>#595757</th>
<th>#ffffff</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>#d6d6d6</td>
<td>#727476</td>
<td></td>
</tr>
</tbody>
</table>

Usage: Level Three Department Pages
Marketing by Brand Color Blocks (AA & AAA)

**blue-primary**
- rgb 46-112-175
- hex #2d6991

**blue-light**
- rgb 157-199-227
- hex #9dc7e3

**blue-dark**
- rgb 24-83-132
- hex #18537a

**fold-primary**
- rgb 234-142-35
- hex #ea8e23

**gold-light**
- rgb 229-173-35
- hex #e5ad23

**gold-dark**
- rgb 172-94-20
- hex #ac5e14

**green-primary**
- rgb 0-157-79
- hex #009d50

**green-light**
- rgb 34-188-112
- hex #22bc70

**green-dark**
- rgb 8-116-63
- hex #08743f

*Usage: Marketing by grade level background color of text boxes and buttons*
### Chart Color Options

- **#299526** (hex) for School & Instructional Leadership (GF)
- **#677ab7** (hex) for Payments to Intergovernmental Entities (GF)
- **#D6D6D6** (hex) for Recapture (GF)
- **#21543f** (hex) for Debt Services & Capital Outlay (GF & DS)
- **#3F9CAD** (hex) for General Administration (GF)
- **#EA8E23** (hex) for Student Support (GF)
- **#E5AD23** (hex) for Plant Maintenance, Security, Data & Operations (GF)

### Exhisting Chart Style

#### Usage: Finance & Budget Page - Tax Rate

#### Your Property Tax Dollars by Function

**FY2017-18 General Fund and Debt Service Fund Expenditures**

<table>
<thead>
<tr>
<th>Department</th>
<th>Total Actual</th>
<th>% of Budget</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Instruction, Curriculum, &amp; Staff Development (GF)</td>
<td>$148,024,110</td>
<td>32.08%</td>
<td>$1,001,377</td>
</tr>
<tr>
<td>School &amp; Instructional Leadership (GF)</td>
<td>$71,919,594</td>
<td>16.00%</td>
<td>$200,000</td>
</tr>
<tr>
<td>Student Support (GF)</td>
<td>$163,122,684</td>
<td>38.75%</td>
<td>$271,198</td>
</tr>
<tr>
<td>Student Transportation (GF)</td>
<td>$257,771,304</td>
<td>61.37%</td>
<td>$1,212,3</td>
</tr>
<tr>
<td>General Administration (GF)</td>
<td>$332,959,024</td>
<td>76.89%</td>
<td>$1,997,786</td>
</tr>
<tr>
<td>Plant Maintenance, Security, Data &amp; Operations (GF)</td>
<td>$195,727,041</td>
<td>45.23%</td>
<td>$240,102</td>
</tr>
<tr>
<td>Community Services (GF)</td>
<td>$688,025</td>
<td>34.74%</td>
<td>$25,511</td>
</tr>
<tr>
<td>Debt Services &amp; Capital Outlay (GF &amp; DS)</td>
<td>$108,198,216</td>
<td>23.01%</td>
<td>$420,222</td>
</tr>
<tr>
<td>Recapture (GF)</td>
<td>$110,975,647</td>
<td>25.71%</td>
<td>$2,932</td>
</tr>
<tr>
<td>Payments to Intergovernmental Entities (GF)</td>
<td>$102,296,706</td>
<td>23.73%</td>
<td>$263,771</td>
</tr>
</tbody>
</table>

**Total** $1,843,098,245 (100%) $8,957,466

**GF** - General Fund
**DS** - Debt Service Fund
**bs-conversion**

<table>
<thead>
<tr>
<th>Default</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>.active</td>
<td>Applies the hover color to a particular row or cell</td>
</tr>
<tr>
<td>.success</td>
<td>Indicates a successful or positive action</td>
</tr>
<tr>
<td>.info</td>
<td>Indicates a neutral informative change or action</td>
</tr>
<tr>
<td>.warning</td>
<td>Indicates a warning that might need attention</td>
</tr>
<tr>
<td>.danger</td>
<td>Indicates a dangerous or potentially negative action</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Primary</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>.active</td>
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<thead>
<tr>
<th>Success</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>.active</td>
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<thead>
<tr>
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<tr>
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<tr>
<th>Warning</th>
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<tr>
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<thead>
<tr>
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TYPOGRAPHY CHOICE & 508 COMPLIANCE
First headline. It’ll blow your mind.


#2 First headline. It’ll blow your mind.


Usage: Domine’s primary use is for over image banners. Domine font-(free open license) should be used sparingly along with marketing message focus. Chosen based on closest family to Calrendon-web-(500 views per month restriction) and Sentinel-print brand font even though it has a limiting font family
First headline. It’ll blow your mind.

First headline. It’ll blow your mind.


These are the voyages of the Starship Enterprise. Its continuing mission, to explore strange new worlds, to seek out new life and new civilizations, to boldly go where no one has gone before. We need to neutralize the homing signal. Each unit has total environmental control, gravity, temperature, atmosphere, light, in a protective field. Sensors show energy readings in your area. We had a forced chamber explosion in the resonator coil. Field strength has increased by 3,000 percent.

Sensors indicate no shuttle or other ships in this sector. According to coordinates, we have travelled 7,000 light years and are located near the system J-25. Tractor beam released, sir. Force field maintaining our hull integrity. Damage report? Sections 27, 28 and 29 on decks four, five and six destroyed. Without our shields, at this range it is probable a photon detonation could destroy the Enterprise.

Resistance is futile.
Display Character Checks

A B C D E F G H I J K L M N O P Q R S T U V W X W 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
0123456789

Domine Regular

Body Character Checks

A B C D E F G H I J K L M N O P Q R S T U V W X W 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
0123456789

Open Sans Regular
Select to see full font families

Display/Marketing Fonts
family=Domine:400,700

Heading & Body Fonts
https://fonts.google.com/specimen/Open+Sans

Objectives:
• legibility
• 508 compliance
• Minimum of 6 style options in family
• One Serif-based on closest family to Clarendon
• One San Serif
COMPONENTS
• USS Reliant - NCC-1864 - Ship on which Pavel Chekov serves as first officer. Assigned to Project Genesis and later hijacked by Khan Noonien Singh. Destroyed by Genesis Device detonation.

• USS Yamato - NCC-71807 - Crew discovered Iconian artifacts but is infected by a computer virus that causes antimatter containment loss. The virus causes the ship to explode with all hands lost.

• USS Titan - NCC-80102 - The USS Titan is the first command of Captain William Thomas Riker, former first officer of the USS Enterprise-D and USS Enterprise-E.

• USS Yellowstone - NX-74751 - Prototype for an advanced runabout designed in large part by Ensign Harry Kim and Lieutenant Laska in an alternate timeline. Destroyed by antimatter containment loss.

Usage: Level Three Department Pages/ sidebar content
Panels-Primary

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Panels-Secondary

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**Usage: Level Three Department Pages/ sidebar content**
<table>
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<tr>
<th>List group item heading</th>
</tr>
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<tbody>
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</tr>
</tbody>
</table>
Usage: Used in headings, paragraph text

<h3>Example heading <span class="label label-primary">New</span></h3>
‘Live long and prosper’ is an abbreviated version of a traditional Jewish religious blessing. It came to a wider public in the Star Trek TV series. It was used there by the character Mr. Spock (actor Leonard Nimoy, himself Jewish) as the greeting of the Vulcan people.

-Mr. Spock

hex #009b4d
‘Live long and prosper’ is an abbreviated version of a traditional Jewish religious blessing. It came to a wider public in the Star Trek TV series. It was used there by the character Mr. Spock (actor Leonard Nimoy, himself Jewish) as the greeting of the Vulcan people.

-Mr. Spock

hex #009b4d

rgb 234-142-35

hex #ea8e23

hex #2d70af
Primary & Secondary: Backgrounds & Text

Level Two and Three Page

**Heading Bacon Ipsum Lorem.**

Spicy jalapeno bacon ipsum dolor amet jerky nulla beef ribs incididunt. Andouille filet mignon pork beef venison, swine flank. Ground round beef tempor turkey, dolor tenderloin doner strip steak aliqua short ribs ut voluptate sed id est.

**class=”gray-light-block”**

//scss
$es-primary: #009b4d;
padding:20px;
border: solid 1px $es-primary;
background-color: rgba ($es-primary, 0.13)

**Heading Bacon Ipsum Lorem.**

Spicy jalapeno bacon ipsum dolor amet jerky nulla beef ribs incididunt. Andouille filet mignon pork beef venison, swine flank. Ground round beef tempor turkey, dolor tenderloin doner strip steak aliqua short ribs ut voluptate sed id est.

**class=”primary-block”**

//scss
$brand-color: #a7333b;
$gray-darker: #d6d6d6;
padding:20px;
border: solid 1px $brand-color;
background-color: rgba (gray-darker, 0.5)

**Heading Bacon Ipsum Lorem.**

Spicy jalapeno bacon ipsum dolor amet jerky nulla beef ribs incididunt. Andouille filet mignon pork beef venison, swine flank. Ground round beef tempor turkey, dolor tenderloin doner strip steak aliqua short ribs ut voluptate sed id est.

**class=”secondary-block”**

//scss
$gray-darker: #009b4d;
padding:20px;
border: solid 1px $gray-darker;
background-color: rgba ($gray-darker, 1.0)
Backgrounds & Text for Marketing by Grade Level
School Choice/ Programs Page

**Heading Bacon Ipsum Lorem.**
Spicy jalapeno bacon ipsum dolor amet jerky nulla beef ribs incidunt. Andouille filet mignon pork beef venison, swine flank. Ground round beef tempor turkey, dolor tenderloin doner strip steak aliqua short ribs ut voluptate sed id est.

```
class="green-block"
//scss
$green-primary: #009b4d;
padding:20px;
border: solid 1px $es-primary;
background-color: rgba($es-primary, 0.13)
```

**Heading Bacon Ipsum Lorem.**
Spicy jalapeno bacon ipsum dolor amet jerky nulla beef ribs incidunt. Andouille filet mignon pork beef venison, swine flank. Ground round beef tempor turkey, dolor tenderloin doner strip steak aliqua short ribs ut voluptate sed id est.

```
class="gold-block"
//scss
$gold-primary: #ea8e23
$gold-light: #e5ad23;
padding:20px;
border: solid 1px $ms-light;
background-color: rgba($ms-primary, 0.13)
```

**Heading Bacon Ipsum Lorem.**
Spicy jalapeno bacon ipsum dolor amet jerky nulla beef ribs incidunt. Andouille filet mignon pork beef venison, swine flank. Ground round beef tempor turkey, dolor tenderloin doner strip steak aliqua short ribs ut voluptate sed id est.

```
class="blue-block"
//scss
$blue-primary: #009b4d;
padding:20px;
border: solid 1px $blue-primary;
background-color: rgba($hs-primary, 0.13)
```

<row><div class="col-md-4 es-block">
<h6>heading</h6>
<p>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer posuere erat a ante.</p>
</div></row>
Options for color-accent text boxes of program comparison page, or program pages.

Heading Bacon Ipsum Lorem.
Spicy jalapeno bacon ipsum dolor amet jerky nulla beef ribs incididunt. Andouille filet mignon pork beef venison, swine flank. Ground round beef tempora turkey, dolor tenderloin donner strip steak aliqux short ribs ut voluptate sed id est.

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Usage:
- `<a class="btn btn-es" href="#" role="button">Link</a>`
- `<button class="btn btn-ms" type="submit">Button</button>`
- `<input class="btn btn-hs" type="button" value="Input">`
WIREFRAMES
Austin ISD is dedicated to a high-quality education to all our students and ensuring that they graduate ready for college, career, and life.
Welcome to the Office of Talent Acquisition & Development

As part of the AISD Human Capital Team, the Office of Educator Quality positively impacts and supports the recruitment, development and retention of effective teachers and administrators throughout AISD. The EQ team offers a variety of professional learning opportunities, leadership pathways and supports and rewards for all AISD staff. Explore this website to learn about the various programs and services we offer.

Need to register for workshops and courses? Use our Human Capital Platform registration system to find class offerings and plan for a year of success!

Professional Pathways for Teachers
Professional Pathways for Teachers (PFT) is a collaboration between Austin Independent School District, Education Austin, and American Federation of Teachers

Professional Learning
Professional Pathways for Teachers (PFT) is a collaboration between Austin Independent School District, Education Austin, and American Federation of Teachers

Advance Your Career
Professional Pathways for Teachers (PFT) is a collaboration between Austin Independent School District, Education Austin, and American Federation of Teachers

Advance Opportunities
Texas State AISD Co-located Principal Certification
Texas State AISD Co-located Principal Certification
Texas State AISD Co-located Principal Certification
Texas State AISD Co-located Principal Certification

Salute
A Tribute to Excellence
AISD Human Capital Services Team, the Office of Human Resources is committed to the implementation of programs to attract, recruit, and retain high quality employees to serve AISD students. HR is comprised of three divisions designed to serve present and prospective employees: Recruiting and Staffing, Human Resource Services and Employee Relations.


Start Learning Today!
From art to science to language and technology, AISD has a robust selection of signature learning programs offered in both elementary and secondary schools to meet your student's unique interests and learning needs. Signature programs prepare students for future careers after graduation and some programs even lead to an associates degree—for free! Contact us for more information, and start learning today!
Marketing–School Choice/ Programs Icon Group
It’s Easy to Get Started – Enroll Today

New Students

1. Create an Account
   - For parents registering students using MyISD, create an account before you access the registration system.
   - To create a MyISD account, visit https://www.austinisd.org/myisd.

2. Find Your School
   - Austin ISD covers a wide area of ZIP codes and is equipped with everything needed for your student’s success.
   - Access the Austin ISD directory to find your school.

3. Gather Documents
   - For Pre-K registration, you will need the following documents: student’s birth certificate, proof of residency, and immunization records.

4. Register Online
   - Follow the on-screen instructions to complete your student’s registration.

Returning Students

1. Create an Account
   - For parents registering students returning to Austin ISD, create a new account.

2. Find Your School
   - Austin ISD covers a wide area of ZIP codes and is equipped with everything needed for your student’s success.
   - Access the Austin ISD directory to find your school.

3. Register Online
   - Students who have previously attended an Austin ISD school and are returning to Austin ISD must register as returning students.
   - Follow the on-screen instructions to complete your student’s registration.

Top Reasons to Enroll at Austin ISD

Education is just the beginning at Austin ISD. Our full-day Pre-K, after-school programs with meals, free college classes and extracurricular activities give students the resources they need to achieve more than they ever dreamed.

Full Day Pre-K and Montessori

Pre-K at Austin ISD is about so much more than colors, letters and shapes. Students in Pre-K learn complex skills including problem-solving, verbal expression, language fluency, self-regulation and writing. Find out which campus your child will attend and visit to bring when you register.

Extracurricular Activities

From Creative Learning Initiative fine arts programming to UIL athletics, Austin ISD offers a robust menu of extracurricular activities. Students develop leadership and critical thinking skills that support their academic performance and prepare them to college- and career-ready.

Free College Classes

Through a partnership with Austin Community College, Austin ISD students enrolled in an Early College High School can take free college classes that also satisfy high school requirements. ECHS is offered at Crockett, Eastside Memorial, Lanier, LBJ, Reagan and Travis high schools, where students can earn both a high school diploma and an associate degree in four years.

More Reasons to Enroll with Austin ISD:

- High Austin ISD High schools are among the best in the nation, according to the 2017 U.S. News & World Report rankings.
- Austin ISD is a leader in language immersion programs, with our schools offering German, Japanese and American Sign Language.
- Austin ISD is the only school district in Texas offering a full range of language programs to prepare students for the challenges and opportunities of the 21st Century.
About Us

Austin ISD educates approximately 140,000 students and embraces 156 diverse school communities in one of the fastest-growing, ever-changing metros in the country. In partnership with parents and our community, AISD’s mission is to provide a comprehensive educational experience that is high quality, challenging, and inspires all students to make a positive contribution to society. We partner with world-class universities, innovative businesses, and nonprofit organizations and engaged community leaders to prepare our students for college, career and life.

Find Your Future

AUSTIN ISD DISTRICT PROFILE

EST. 1881

We are an independent public school district with a rich history of excellence in Texas.

130 SCHOOLS

Austin Independent School District serves a diverse range of students, ages, learning styles, and community schools.

83,248

Students

5,890

Classroom Teachers

3,448

Administrators & Professional Staff

2,280

Bus Drivers, Custodians, Food Service Staff

We believe in equity, mutual support and collective responsibility. We also provide choice in educational decisions, which empowers advocacy in students and families to control their school experience.

Ty Davidson
Principal, Macarthur High School, 2017

AISD has a richly diverse student community, it includes children from all economic levels and backgrounds and supports of more than 94 languages, with seven languages taught other than English in our schools, including Chinese, Japanese, and American Sign Language.

Ty Davidson
Principal, Macarthur High School, 2017

Our students

Ethnicity/Race

- Hispanic: 59%
- White: 26%
- Black: 8%
- Other: 7%

Inclusive Populations

- English Language Learners: 23%
- Economically Disadvantaged: 52%
- Special Education: 10%

90.7% Graduation Rate

1098/22.5 Composite SAT/ACT scores

Austin Independent School District scores mean test and median scores

I hope all my students leave my class with a pride in who they are becoming, confidence in who they are becoming and hope for what they can be.

Allison Ashley
Becker Elementary School
Elementary Teacher of the Year, 2014
Texas Teacher of the Year, 2017

Our Programs

Austin ISD offers a variety of robust educational opportunities at every level to meet your students’ unique learning interests. Each listing below provides a link to learn more about the program.

- Career Launch
- Creative Learning Initiative
- Digital Media
- Dual Language
- Early College High School Program
- Early College Prep Middle School
- Elementary Foreign Language Experience
- Fine Arts Academy
- International Becalaurate Middle Years Program
- Magnet
- MicroSociety
- Social and Emotional Learning
- Single Gender
- Science, Technology, Engineering and Math

I believe that education is a partnership between the teacher, administration, student, community and family, and works best when all parties actively participate.

Alyx Porter
Debbie Phillips-Sanborn Center
Arnell Elementary School Teacher of the Year, 2017

Find Your Future
Constituency Pages: Student
Community Engagement

Each year, the AISD community engagement team hosts a variety of community events open to the public. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed massa metus, vestibulum viverra dui vitae, hendrerit libero. Nullam mollis, elit vel faucibus tincidunt, sapien nunc fringilla malesuada, leo turpis feugiat ex, euismod tortor. Nulla viverra, justo sed venenatis auctor, odio metus euismod odio, ornare volutpat magna pharetra eget. Nullam euismod, elit sit amet euismod, neque ante rutrum nisl, vel porta metus ipsum in magna.

January February March April May June July August September October November December

#AISDPride Parade

#AISDBash

#Back2School

#HispanicHeritage