

# SAISD Logo Quick Reference Sheet

[www.saisd.net](http://www.saisd.net)

This quick reference sheet is intended to be used as a guide to implement the San Antonio Independent School District logo in a number of applications and configurations. If you have any questions about the proper use of the SAISD logo, please contact the SAISD Printing Services department.

## The Logo Design

The official SAISD logo is composed of three elements: the silhouette of the Alamo, the outline of an apple and the acronym of San Antonio Independent School District.



## Logo Variations

The following examples are the only acceptable use of the logo.



COLOR



BLACK



REVERSED ON  
COLORED BACKGROUND



WHITE ON  
BLACK BACKGROUND

## Logo Violations

Any variations from the guidelines detailed in this reference sheet are unacceptable. Here are some examples of incorrect usage of the logo.

**Avoid these common mistakes.**

### PROPORTIONS

**DO NOT** stretch, distort, rotate or condense the logo.

### COLORS

**DO NOT** alter the logo official district color.

### MODIFICATIONS

**DO NOT** add other design elements to the logo.

### QUALITY

**DO NOT** use blurred or pixellated versions of the logo.



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# SAISD Branding Quick Reference Sheet

[www.saisd.net/communications](http://www.saisd.net/communications)

For a more in-depth explanation of each of the following, as well as additional resources, please see our complete branding style guidelines on our website.



## Resources

AVAILABLE FOR DOWNLOAD AT [WWW.SAISD.NET/COMMUNICATIONS](http://WWW.SAISD.NET/COMMUNICATIONS)

- SAISD Branding Style Guide
- PowerPoint templates and recommendations
- Letterhead templates

## Typography

The Districts official primary typefaces are to be used for all promotional materials, as well as internal and external communications. Each font contains regular, light, bold and other variations.



**OPEN SOURCE FONTS AVAILABLE AT FONTS.GOOGLE.COM**

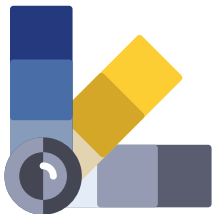
Montserrat  
Roboto Slab

**DEFAULT SYSTEM FONTS IF GOOGLE FONTS ARE NOT AVAILABLE**

Arial  
Times New Roman

## Color Palette

**PRIMARY**



**DISTRICT BLUE**  
C100 M87 Y19 K10

**DISTRICT GOLD**  
C0 M16 Y100 K0

**SECONDARY** FOR USE ON PRESENTATIONS, CHARTS AND GRAPHS

**MAROON**  
C41 M89 Y78 K63

**TEAL SLATE**  
C31 M00 Y15 K31

**GREY**  
C45 M36 Y35 K00

**SAND**  
C00 M08 Y54 K13

**MARIGOLD**  
C00 M51 Y99 K00

**SAGE**  
C50 M18 Y100 K00

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