



# Branding and Style Guidelines

COMMUNICATIONS DEPARTMENT

SAN ANTONIO INDEPENDENT SCHOOL DISTRICT

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## Introduction

To help San Antonio Independent School District (SAISD) offices, departments and schools maintain a consistent and effective identity in the communications and publications they produce, SAISD has prepared this style guide. It includes basic rules of written communication, as well as guidelines for formatting documents and the use of the approved district branding.

Questions or comments about this guide can be directed to the Communications Department at **210-554-2250** or **[saisdcommunications@saisd.net](mailto:saisdcommunications@saisd.net)**. An electronic copy of this guide, official logos, templates and additional resources are available for download at **[www.saisd.net/branding](http://www.saisd.net/branding)**.

## Our Vision

Our primary purpose of improving lives through a quality education is driven by an unrelenting determination to graduate all of our students and prepare them for success in higher education. Our ideology is reflected in our fundamental beliefs, commitments and core values that guide us in our daily practices.

## Core Beliefs

- Every student can learn and achieve at high levels
- We are responsible for the education and safety of every student
- We are responsible for the efficient and effective operation of the school system
- Everyone should be treated with respect
- People support what they help create

## Core Values

- Student Centered
- High Expectations
- Commitment
- Passion
- Integrity
- Respect
- Teamwork



# Visual Identity

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GUIDE TO LOGO USAGE

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## Official SAISD Logo

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 (SAISD). Together, they form the logo generally referred to as the SAISD logo, hereinafter referred to as the logo. The logo is the primary symbol of the district and should be utilized for promotional and marketing materials.

To ensure the integrity of the logo, here are some guidelines:

- Do not modify the logo's colors, content, or graphic elements
- Maintain the logo's proportions
- The scale/size of the logo may be adjusted, but can not be stretched or distorted





## Approved Logo Usage

The SAISD logo should be used in the official district blue color when possible. When necessary, the logo may be used in solid black if on a white background, or solid white if reversed on a black or other dark colored background. A horizontal version of the logo is also available by request.



COLOR



BLACK



REVERSED ON COLORED  
BACKGROUND



WHITE ON BLACK  
BACKGROUND



HORIZONTAL TWO-LINE

## Clear Space

The importance of maintaining consistency should also be applied to logo clarity. Be conscious of the amount of clear space used around the logo, especially when it appears with other brands. Allowing ample space around the logo ensures the logo won't be obscured by neighboring elements or typography.



## Minimum Size

The logo should never be scaled so small that it loses legibility. To ensure the quality and accuracy of production, never reduce the size of the logo beyond 0.5" width. This is equal in size to the logo used on most district business cards. For applications where the minimum logo size is still too large to accommodate the available space, the district's name should be used without the logo.



## Logo Violations

Any variations from those detailed in this style guidelines 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.







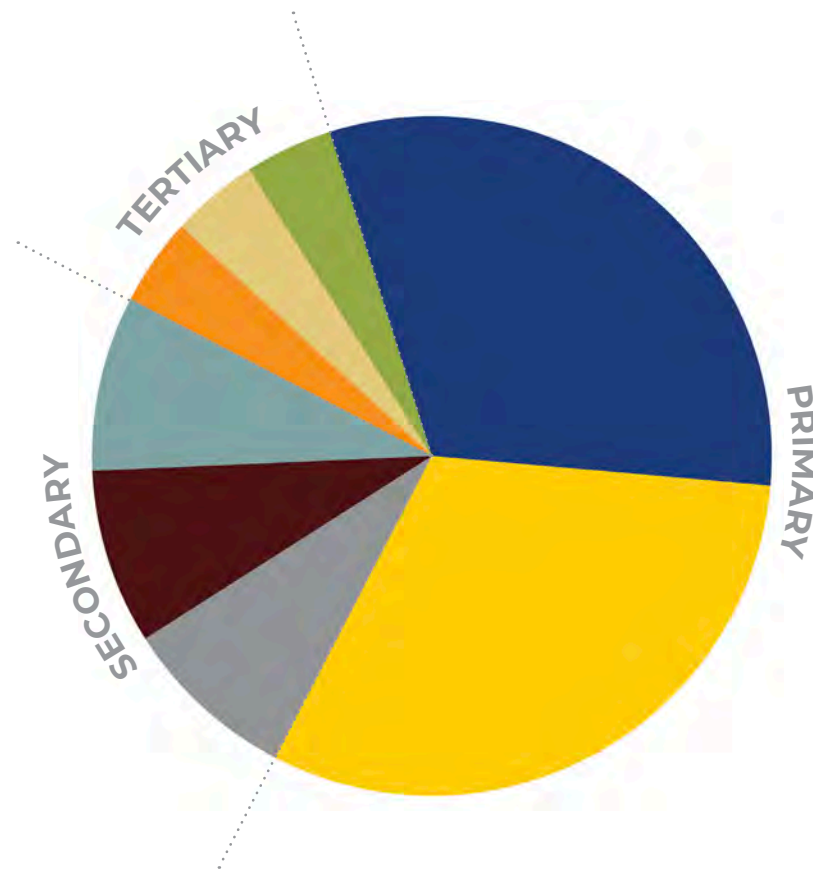
# Color Palette

GUIDE TO COLOR USAGE

## Understanding the Color Palette

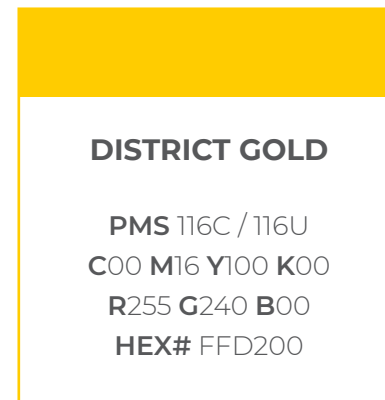
Consistent use of brand colors is critical to the effectiveness of any corporate identity system. At SAISD our primary colors are Blue and Gold. Blue symbolizes wisdom, confidence and truth, while gold is associated with courage, illumination and passion.

A secondary and tertiary color palette has been developed to accent our two primary colors. These additional colors add variety where and when needed, but should be used sparingly, so as not to muddy the brand. They are to be used as accent colors in PowerPoint presentations, charts, graphs, posters, flyers and other collateral materials.

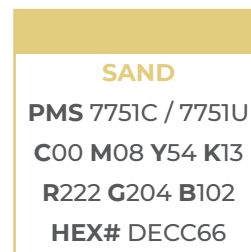
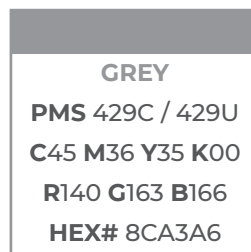
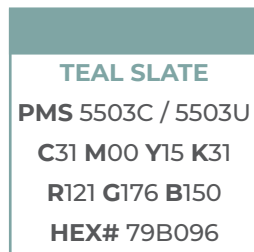
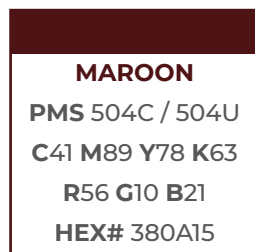


## Primary Colors

Blue and Gold are the official district primary colors. In order to maintain accurate color representation the following color formulas have been provided. The Pantone Matching System(PMS) is utilized by professional offset printing presses, while CMYK four-color process printing is utilized by modern digital presses. RGB is a color formula used for screen viewing and six-digit Hex codes are implemented for web development and mobile platforms.



## Secondary & Tertiary Colors





A high-angle, top-down photograph of a volleyball team huddled together on a wooden court. Numerous players' arms are raised, reaching towards a volleyball held in the center. The entire image is overlaid with a semi-transparent orange filter. A white rectangular frame is centered over the image, containing the title and subtitle text.

# Typography

GUIDE TO FONT USAGE

# Understanding Typography

The Districts official primary typefaces are to be used for all promotional materials, as well as internal and external communications. Our choice of both a serif and sans-serif typeface combine to create a typographic style that is strong, clear and professional. Headlines should be prominent and limited to a small number of words. Body copy should be large enough to be legible with sufficient white space. It is important for typestyles to maintain consistency throughout the entire layout. Each font contains regular, light, bold and other variations.

The official typefaces are available as open sources fonts at **fonts.google.com** for both Mac and Windows operating systems. If the Google fonts are not available, the default system fonts of Arial and Garamond are acceptable substitutions.

## Recommended Font Families

### MONTERRAT

Montserrat Regular	<i>Montserrat Italic</i>
Montserrat Thin	<i>Montserrat Thin Italic</i>
Montserrat Extra Light	<i>Montserrat Extra Light Italic</i>
Montserrat Light	<i>Montserrat Light Italic</i>
Montserrat Medium	<i>Montserrat Medium Italic</i>
Montserrat Semi Bold	<i>Montserrat Semi Bold Italic</i>
Montserrat Bold	<i>Montserrat Bold Italic</i>
Montserrat Extra Bold	<i>Montserrat Extra Bold Italic</i>
Montserrat Black	<i>Montserrat Black Italic</i>

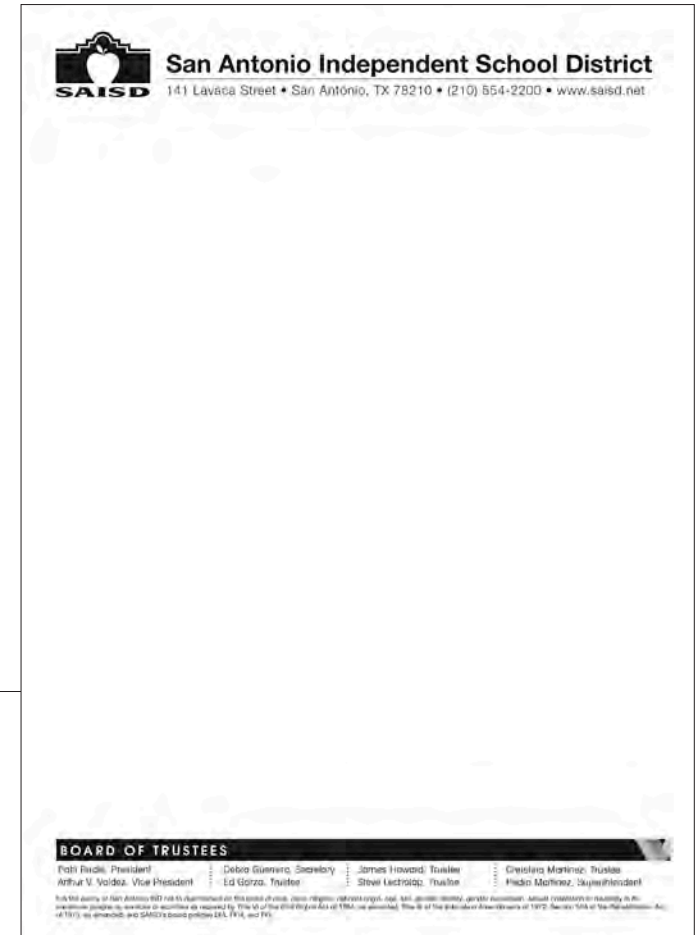
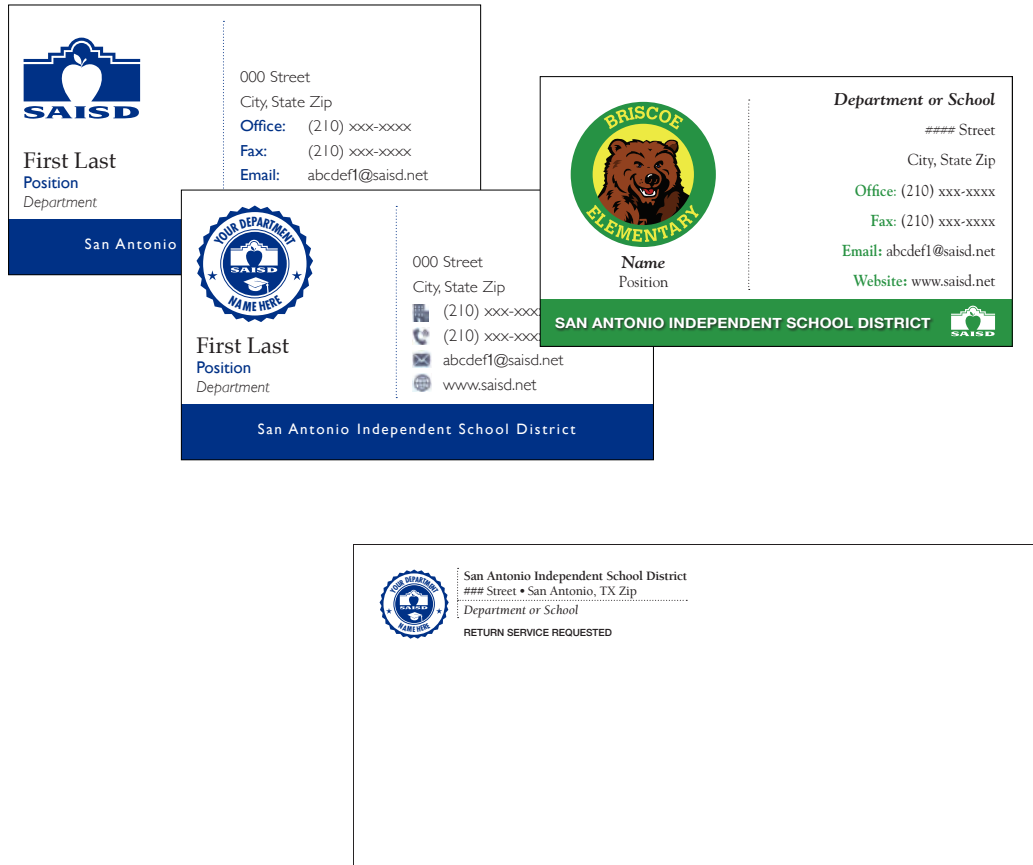
### ROBOTO SLAB

Roboto Slab Thin
Roboto Slab Light
Roboto Slab Regular
Roboto Slab Bold

## Stationary System

The SAISD logo must be used in all official District, department and program publications. The logo and letterhead template is available for download from [www.saisd.net/branding](http://www.saisd.net/branding). If you have any questions about the logo, please refer to Logo Usage on page 6 of these guidelines or contact Printing Services at (210) 554-8350.

To order envelopes and business cards contact Printing Services.  
For more information visit [www.saisd.net/printingservices](http://www.saisd.net/printingservices)







# Contact Information

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TITLE • PHONE • EMAIL

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## Communications/Printing Services Leadership



### **LESLIE PRICE**

*Chief Communications Officer*

**P.** 210-554-2250

**E.** lprice1@saisd.net

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### Communications

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

Main Line 210-554-2250



### **GUS LOPEZ**

*Printing Services - Director*

**P.** 210-554-8355

**E.** glopez@saisd.net

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### Printing Services

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

Main Line 210-554-8350



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