

BRAND GUIDELINES



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INTRODUCTION

INTRODUCTION

SMSD is The Best Little School District in Texas, and #StaffordNation is a bustling community that opens new pathways in K-12 learning. This brand book offers guidance for the journey ahead.

What is a brand? A brand is more than a logo. It's an expression of everything we do and stand for in SMSD, and there are many different visual and verbal elements involved.

These components work together to showcase the distinct and dynamic learning experience happening throughout our campuses. Our goal is to inspire all young people to believe in themselves, develop a sense of belonging and become champions of their own lives and their communities. By consistently applying approved brand standards to communications of all kinds, SMSD continues to build a strong foundation for future growth and opportunity, and we want our families, staff and community to be proud of all that we provide.

If you have questions about using our updated brand identity system as shown in this guide, please email the Communications & Marketing Coordinator, Gracie Martinez, at gmartinez@staffordmsd.org or call 281-261-9287.

"Here at SMSD we are expanding the boundaries of discovery with every student gaining the skills for college or career, and life. Learning is enhanced through technology using simulated real-world experiences in our small, but mighty municipal community. It's our job to prepare each student to become a critical thinker and an ethical, productive citizen."

Dr. Robert Bostic
Superintendent of Schools



LOGO

LOGO

The SMSD logo is an important starting point for establishing a unified brand identity for our campuses and district. The updated spartan figure incorporates elements of previous spartan logos. With a nod to the past and our beloved traditions, it also propels SMSD into the future with a single simplified, modern and recognizable design. The capitalized letters now used in the district name are prominent and provide a collegiate look and feel. The font style also suggests bold new beginnings along with a sense of stability and purpose.



STAFFORD
MUNICIPAL SCHOOL DISTRICT

LOGO VARIATIONS

The SMSD logo can stand alone or appear with typography in either horizontal or vertical formats, which allows for flexibility in design. These examples illustrate the range of possibilities and proper size relationships between visual and verbal elements. Make sure to allow clear space around the logo and stay above the minimum size.

DISTRICT LOGOS



DISTRICT SEAL

As the most formal and ceremonial mark of the district, the seal should only be used by the Superintendent's Office, Board of Trustees and Chief Administration including Chief Academic Officer, Chief of Schools, and Chief Financial Officer for official district documents. Doing this will retain the seal's integrity for official communications from these offices.

DISTRICT SEAL



LOGO USAGE

The logo representing our campuses and district can be used in many different ways for creative design. The new vibrant logo is a part of our cohesive SMSD color palette (see page 20 for hex codes and more). A total of three multi-color variations, black, and white for district and campus logos. While a one-color version is available in black-and-white, we encourage you to use the two-color or three-color logos whenever possible. See examples.

All of our logos exist in both CMYK and RGB versions. CMYK logo files should be used in printing projects (posters, flyers, mailers, etc). This color space uses a four-color (cyan, magenta, yellow, and black) process for printing to maintain the exact SMSD brand colors.

For all digital projects, use the RGB logo files. For social media, website and digital ads- this color space is intended for all digital applications and will maintain the exact colors across all screens.



CLEAR SPACE

For maximum legibility, maintain clear space around the logo to avoid conflicts with other design elements. The minimum clear space is defined as the height of the S in Stafford. This space should be maintained as the logo is proportionally resized.



MINIMUM SIZE

The SMSD logo should never appear smaller than 1.25" wide for the horizontal version or 1" wide for the vertically stacked version. By making sure the logo is always this size or larger, you're communicating with the intended impact and legibility.



LOGO MISUSE

Distorting the shape of the logo or altering its typographic appearance creates confusion and dilutes the brand identity of SMSD. Shown here are examples that violate brand standards. None of these or anything related are acceptable.



X Do not change the typeface or recreate the wordmark.



X Do not use non-brand colors.



X Do not rotate the logo.



X Do not distort the logo by stretching it horizontally or vertically.



X Do not add drop shadow or other text styles.



X Do not outline any part of the logo.



X Do not place the logo on a background with insufficient contrast.



X Do not place the logo over an image which compromises the legibility.



CAMPUSES & PROGRAMS

ALL LOGOS

Approved logos for SMSD campuses and our programs are shown here.





MESSAGING

TAGLINE

Our district tagline will remain the same —
The Best Little School District in Texas.

**THE BEST LITTLE SCHOOL
DISTRICT IN TEXAS**

HASHTAG

Our new school and district hashtag is #StaffordNation, which highlights our community-centered vibe and illustrates how our students expand the boundaries of discovery, gaining the skills for the skills for college or career, and life.



KEY MESSAGES

We have developed a focused group of key messages to support SMSD communications. These messages provide a sense of belonging for students, staff and families throughout our campuses and district. Our goal is that everyone in our SMSD community sees themselves reflected in the updated messaging.

- Expanding the boundaries of discovery, with every student gaining the skills for college or career, and life.
- Learning is enhanced through technology using simulated real-world experiences in our small, but mighty municipal community.
- Preparing each student to become a critical thinker and an ethical, productive citizen.

TRANSLATIONS

SMSD honors our communities and each student's unique background and culture to promote a sense of belonging. School and district websites are available in multiple languages, including Spanish.

- Ampliar los límites del descubrimiento, con cada estudiante que adquiriera las habilidades para la universidad, la profesión y la vida.
- El aprendizaje se mejora a través de la tecnología que utiliza experiencias simuladas del mundo real en nuestra pequeña pero poderosa comunidad municipal.
- Preparar a cada estudiante para que se convierta en un pensador crítico y un ciudadano ético y productivo.



TYPOGRAPHY

TYPOGRAPHY

Typography refers to the fonts we use every day in communications of all kinds, from printed materials to video titles and signage.

The brand identity system for SMSD includes these fonts and font families. Used consistently for body copy and headlines, they help create an inviting and energetic visual presence for our school.

PRIMARY FONT FAMILIES

THE BRITTANY SERIF 2

Use for headlines in both print and web applications.

THE BRITTANY
SERIF 2

REGULAR

LATO BOLD

Use for subheads in both print and web applications.

Lato
Bold

LATO REGULAR

Use for body copy in both print and web applications.

Lato
Regular

SECONDARY FONT FAMILIES

For digital applications when the primary typefaces are not available.

CANTATA ONE

Use for headlines in Google docs, Google Slides and websites only.

CANTATA ONE

REGULAR

LATO BOLD

Use for subheads in both print and web applications.

Lato
Bold

LATO REGULAR

Use for body copy in both print and web applications.

Lato
Regular



COLOR PALETTE

COLOR PALETTE

A vibrant, carefully coordinated color palette brings to life the brand identity system for SMSD. During the brand refresh, we expanded our SMSD color palette and refined it to incorporate a broader range of bright to deep reds with accents of golds, tan and white. The primary colors in the SMSD color palette are still bright red and gold and should be used as the main colors on brand materials whenever possible. This helps to have that ease of use and flexibility when creating materials for the campuses or for the district. And it's another way of unifying the campuses in the district and achieving a more consistent visual expression of our brand identity.

PRIMARY COLORS



SCARLET

HEX #EA0000
RGB 234, 0, 0
CMYK 2, 100, 100, 0
PMS 485 C



GOLD

HEX #FCB326
RGB 252, 179, 38
CMYK 0, 33, 96, 0
PMS 7409 C

SECONDARY COLORS



MAHOGANY

HEX #4E060C
RGB 78, 6, 12
CMYK 42, 89, 78, 65
PMS 4975 C



MAROON

HEX #82000D
RGB 130, 0, 13
CMYK 28, 100, 100, 36
PMS 1815 C



BRICK

HEX #B60007
RGB 182, 0, 7
CMYK 19, 100, 100, 12
PMS 7621 C



BANANA

HEX #FFD55F
RGB 255, 213, 95
CMYK 0, 15, 74, 0
PMS 120 C



SAND

HEX #EDD3B3
RGB 237, 211, 179
CMYK 6, 16, 30, 0
PMS 475 C



WHITE

HEX #FFFFFF
RGB 255, 255, 255
CMYK 0, 0, 0, 0
PMS 100% WHITE



ACCESSIBILITY

ACCESSIBILITY

To create an accessible digital presence in accordance with American With Disability Act (ADA) guidance, color combinations should be limited to those listed here. Printed documents also should follow these standards. These combinations apply to all text, including presentations, infographics, charts, tables and text on top of images. The goal is keeping text accessible to individuals with visual impairments by meeting contrast minimums between the size and color of the text and the background.

The guidelines shown here are just a starting point to understanding accessibility. For more information on accessibility, consult [Yale University](#) and the [Web Accessibility Initiative](#).

TEXT COLOR, ALL POINT SIZES

GOLD	BANANA	SAND	WHITE
GOLD	BANANA	SAND	WHITE
BANANA	SAND	WHITE	
WHITE			
MAHOGANY	MAROON		
MAHOGANY	MAROON	BRICK	
MAHOGANY	MAROON	BRICK	
MAHOGANY	MAROON	BRICK	SCARLET

TEXT COLOR, IF ≥ 14PT BOLD

SCARLET
GOLD
MAHOGANY BANANA SAND
BRICK
SCARLET
SCARLET



BRAND ELEMENTS

BRAND ELEMENTS

The updated brand identity system for SMSD includes shapes and patterns that incorporate more energy, color and visual interest in our communications. As part of our identity, brand elements add texture, color and visual interest to designs. Often used as backgrounds and color fills, they work with other visual assets to create striking new combinations. These patterns provide greater flexibility within designs and complement the photos, typography and colors that build our brand.



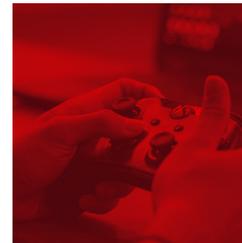


PHOTOGRAPHY

PHOTOGRAPHY

Photography plays a significant role in communications for SMSD. To visually convey the SMSD experience, the photographic approach blends candid and posed photos. The priority is focusing on students in their school environments and evoking emotion. As much as possible, and rather than sourcing stock images, use photos of real people from SMSD. Make sure you have permission and their photos are not restricted.

In addition, use photos in full color, either with their natural backgrounds or with a duotone effect. For our SMSD brand, there are various duotones to choose from within the color palette and we have also created a duotone template with combinations of the color. The duotone effect is a subtle yet effective design style, and can be used to spruce up an otherwise dull image. The sample combinations shown here illustrate this effect.



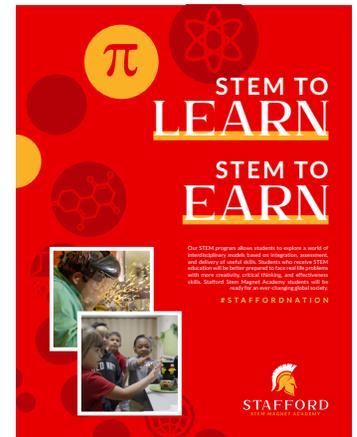
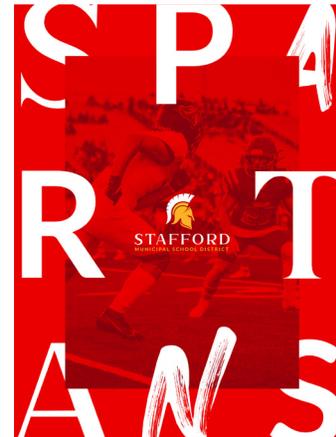
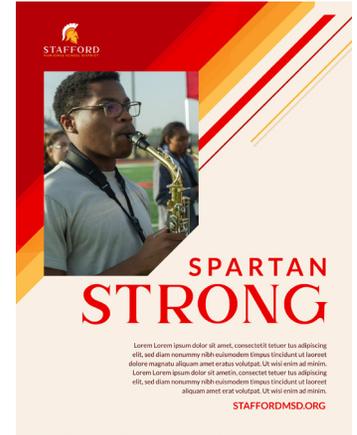
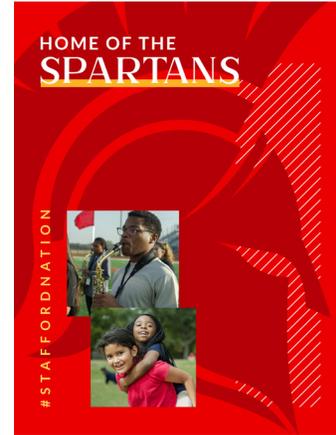
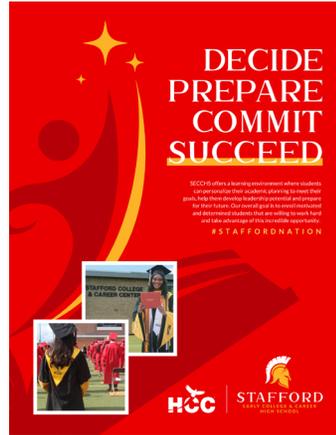


MOODBOARD

MOODBOARD

How can you use the many elements that make up our brand identity system? Get creative! To see the possibilities, review our collage of example images, text and elements from our branding compositions.

POSTERS



SLIDE DECK TEMPLATE



BUSINESS CARDS



SOCIAL MEDIA TEMPLATES



LETTERHEAD TEMPLATE



EMAIL SIGNATURES

Gracie Martinez
Communications & Marketing Coordinator

STAFFORD MUNICIPAL SCHOOL DISTRICT
1633 Staffordshire Road
Stafford, Texas 77477
staffordmsd.org
Office 281.261.9287 | Mobile 832.370.3857
[Twitter](#) | [Facebook](#) | [Instagram](#) | [LinkedIn](#) | [Youtube](#)



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THANK YOU

For more information on this brand guide, including questions, approval or additional access, please contact SMSD Communications & Marketing Coordinator Gracie Martinez at gmartinez@staffordmsd.org or 281-261-9287. We are confident these guidelines will represent our brand with fresh boldness, consistency and clarity to everyone we encounter and make #StaffordNation an unforgettable experience.



branding & design
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