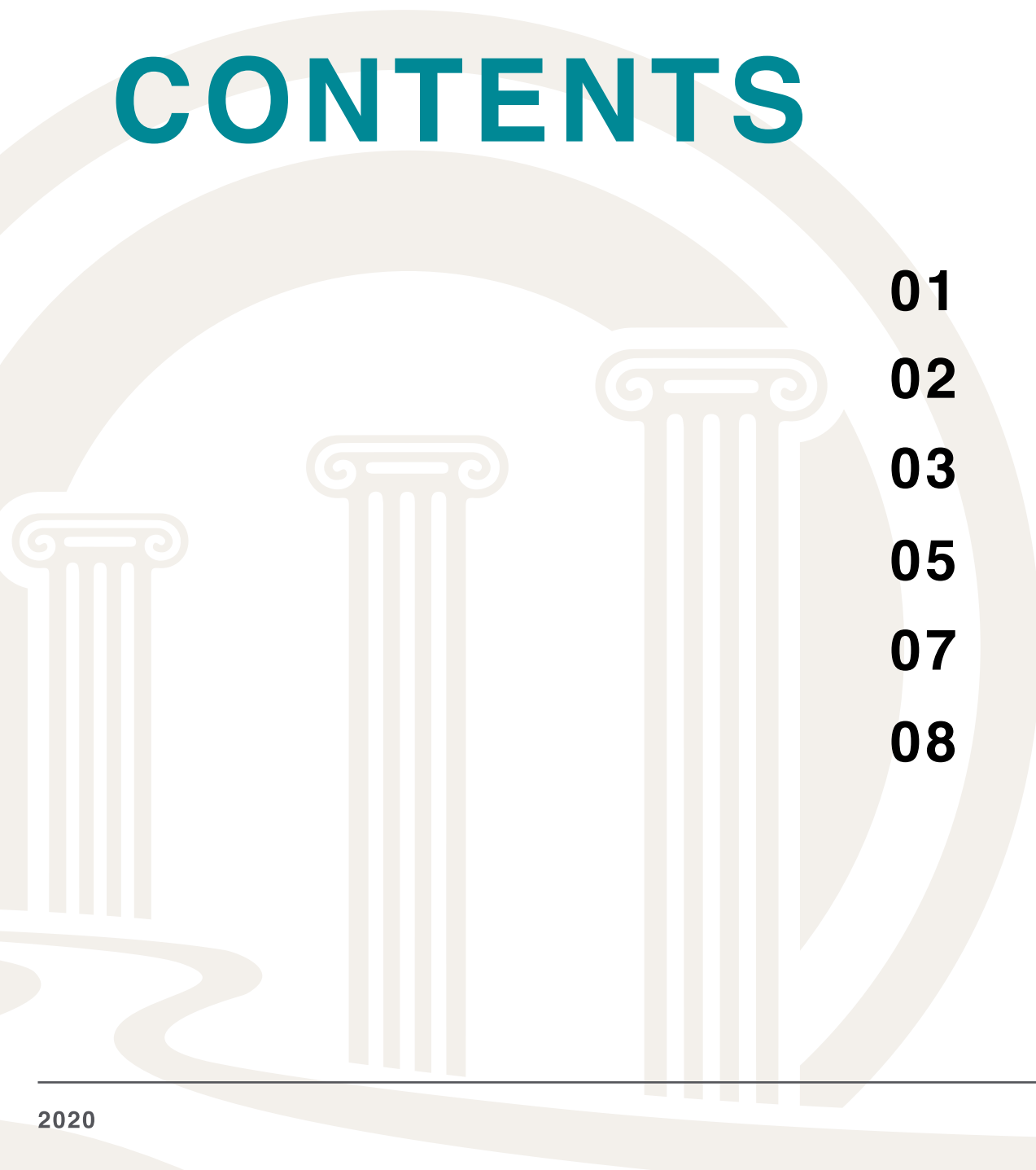




ST. JOSEPH

SCHOOL DISTRICT

BRANDING GUIDELINES



CONTENTS

01	CONTENTS
02	LOGO
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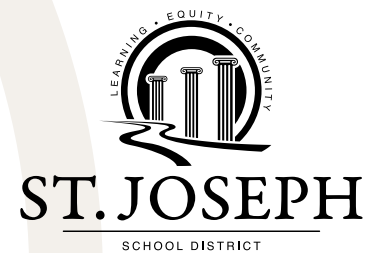
09	TYPE
10	BUSINESS CARDS
11	EMAIL SIGNATURE
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LOGO

FULL COLOR

1 COLOR BLACK

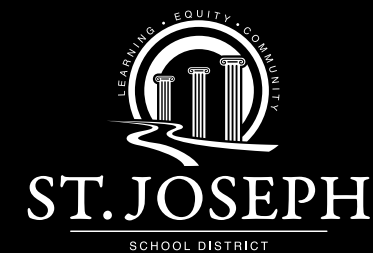
PRIMARY



SECONDARY



1 COLOR WHITE



LOGO

USAGE GUIDELINES



DO NOT STRETCH



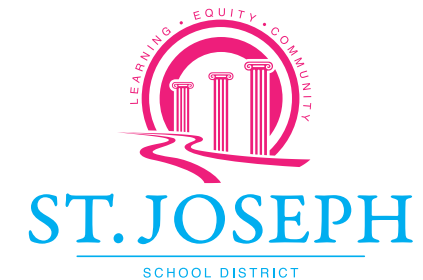
DO NOT SCRUNCH

ST. JOSEPH
SCHOOL DISTRICT



SCHOOL DISTRICT
LEARNING • EQUITY • COMMUNITY
ST. JOSEPH

DO NOT REARRANGE



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SCHOOL DISTRICT

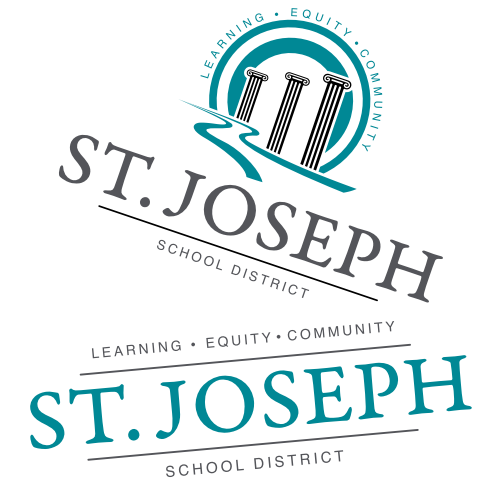
DO NOT SWITCH OUT
COLORS

LOGO

USAGE GUIDELINES



DO NOT CHANGE
THE FONTS



DO NOT ROTATE



DO NOT PLACE OVER
COMPLEX BACKGROUNDS

LOGO OVER APPROVED PHOTOGRAPHY

ALL IMAGERY MUST BE APPROVED BY SJSD OFFICE

LOGO

USAGE GUIDELINES



WHITE OVERLAY ON PHOTO AT 50% OPACITY
1 COLOR BLACK LOGO



BLACK OVERLAY ON PHOTO AT 25% OPACITY
1 COLOR WHITE LOGO



DARK GRAY OVERLAY ON PHOTO AT 50% OPACITY
1 COLOR WHITE LOGO



TEAL OVERLAY ON PHOTO AT 50% OPACITY
1 COLOR WHITE LOGO

LOGO

SPACING & SIZING



DO NOT CROWD THE LOGO

LET THE LOGO BREATHE BY KEEPING SPACE
AROUND IT THAT IS AT LEAST EQUAL TO THE
HEIGHT OF THE "J" IS JOSEPH



◀ 2" MINIMUM ▶

DO NOT USE THE LOGO TOO SMALL

IN ORDER TO KEEP THE LOGO LEGIBLE &
PROMINENT, THE MINIMUM WIDTH IN PRINT
SHOULD BE 2"

LOGO

CO- BRANDING
WITH SCHOOLS



SCHOOL
LOGO

EQUAL PROMINENCE

BALANCE THE LOGOS VISUALLY SO THEY FEEL EQUAL IN DOMINANCE.
DIVIDE THE LOGOS WITH A NEUTRAL GRAY LINE



SCHOOL
LOGO

SJSD PROMINENCE

THE SECONDARY LOGO SHOULD BE
APPROXIMATELY HALF THE SIZE
OF THE SJSD LOGO

SCHOOL
LOGO



SCHOOL PROMINENCE

USE THE 1 COLOR BLACK OR
WHITE LOGO WHEN SJSD IS SECONDARY

COLORS

PRIMARY

TEAL

PMS 7713
CMYK 100,0,30,26
RGB 0,136,150
HEX #008896

DARK GRAY

PMS COOL GRAY 11
CMYK 66,57,51,29
RGB 84,86,90
HEX #54565A

SECONDARY

BLACK

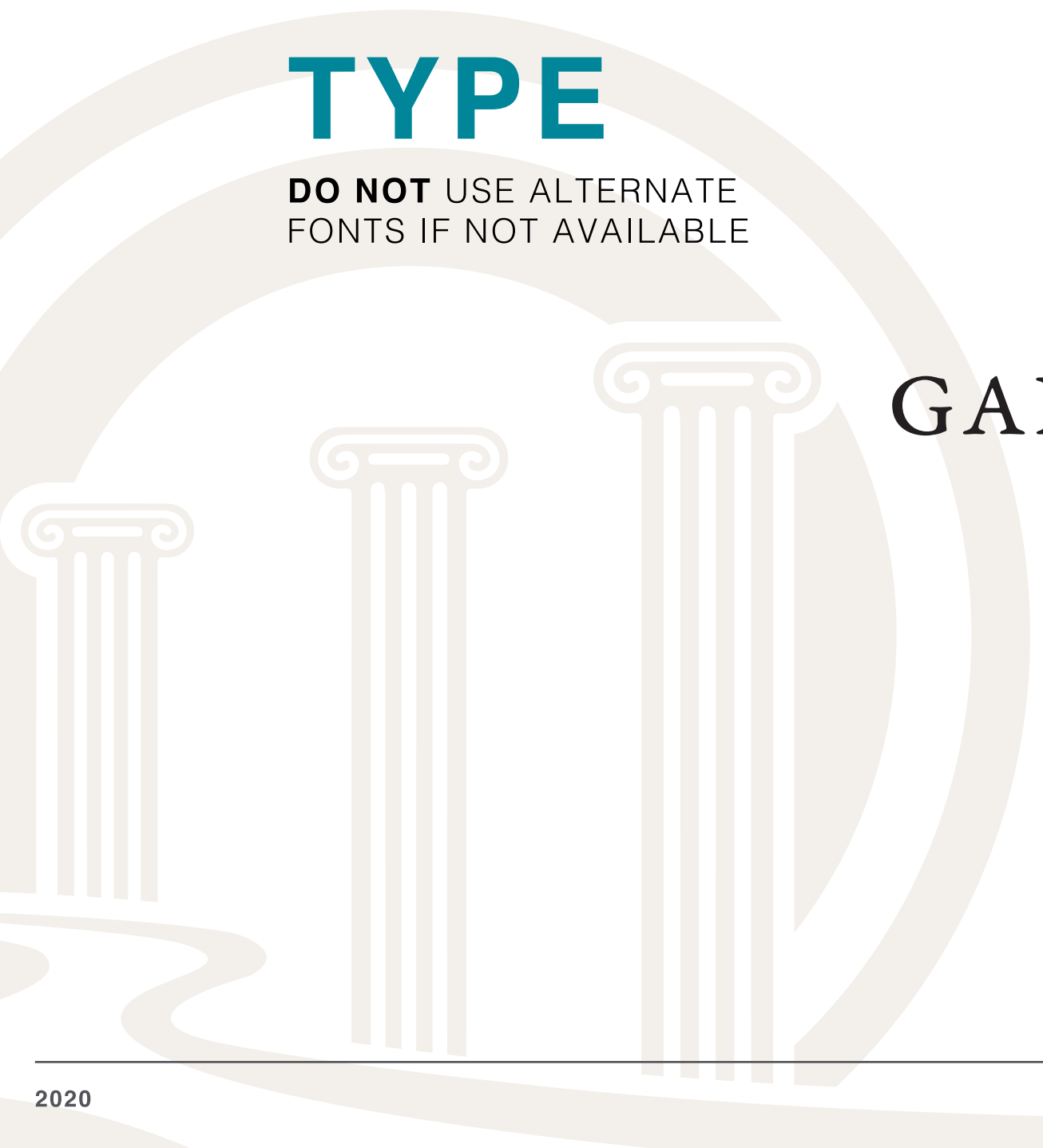
PMS BLACK
CMYK 100,100,100,100
RGB 0,0,0
HEX #000000

BEIGE

PMS P 13-4
CMYK 25,26,39,0
RGB 194,179,156
HEX #C2B39C

LIGHT GRAY

PMS COOL GRAY 1
CMYK 4,2,4,8
RGB 223,225,223
HEX #DFE1DF



TYPE

DO NOT USE ALTERNATE
FONTS IF NOT AVAILABLE

HELVETICA

LIGHT

LIGHT OBLIQUE

REGULAR

OBLIQUE

BOLD

BOLD OBLIQUE

GARAMOND PREMIER PRO

CAPTION

MEDIUM SUBHEAD

MEDIUM DISPLAY

FONTS SHOULD BE USED ON ALL SJSD MATERIAL
INCLUDING BUT NOT LIMITED TO STATIONARY,
APPAREL, PRESENTATIONS, & MEDIA.

STATIONARY

LEARNING • EQUITY • COMMUNITY

ST. JOSEPH

SCHOOL DISTRICT



DR. GABE
EDGAR

ASSISTANT SUPERINTENDENT
OF BUSINESS & OPERATIONS
GABE.EDGAR@SKSD.K12.MO
925 FELIX, ST. JOSEPH, MO 64501
(816) 671-4470



ST. JOSEPH

SCHOOL DISTRICT

AUGUST 28, 2011

FIRST LAST NAME
STREET ADDRESS
CITY, STATE 00000

DEAR :

LOREM IPSUM DOLOR SIT AMET. CONSECTETUR ADIPISCING ELIT. AENEAN UT IPSUM EGET MASSA
HENDRERIT VESTIBULUM VEL IN VELIT. DONEC PRETIUM NEQUE VELIT.

ALIQUAM PORTA LECTUS NEC MAURIS ORNARE VENENATIS. VIVAMUS NON EST TURPIS, ET CURSUS SEM.
MAURIS VEHICULA ERAT IN DIAM AUCTOR AT BIBENDUM NISL LACINIA.

MORBI IMPERDIET NEQUE VEHICULA NUNC CONVALLIS GRAVIDA. VESTIBULUM IACULIS PRETIUM
PLACERAT. INTEGER CONSEQUAT. EST SIT AMET FACILISIS ELEIFEND. NIBH NIBH VARIUS ORCI, EGET
DAPIBUS ARCU DUI NON PURUS, PELLENTESQUE IN MAGNA MAURIS, DUIS ENIM SAPIEN, DICTUM VITAE
CONDIMENTUM A, PULVINAR VEL LACUS, MAURIS ET MOLESTIE NIBH, VESTIBULUM VITAE NULLA AT METUS
ELEMENTUM PORTA SIT AMET INTERDUM ELIT, NULLA SOLLICITUDIN NEQUE EU NULLA VOLUTPAT CONGUE.

ETIAM PELLENTESQUE, VELIT ID DAPIBUS FERMENTUM, TURPIS SAPIEN ORNARE DUI, AC TINCIDUNT
LIGULA ODO CONGUE PURUS, NUNC SED ANTE DUI, IN PORTA LECTUS, CRAS NEG SEM LOREM, IN HAC
HABITASSE PLATEA DICTUMST. MAECENAS ID DIAM QUIS DUI PORTA TRISTIQUE, SED ID EGESTAS FELIS.
DONEC ULLAMCORPER MATTIS POSUERE, PHASELLUS FERMENTUM ELEIFEND TORTOR VEL DAPIBUS,
VESTIBULUM ANTE IPSUM.

SINCERELY,

CHRISTOPHER LOGAN
ATYOURBUSINESS.COM
P.O. BOX 000000
DILLON, CO 80498
P: (970) 368-0545

 925 FELIX
SAINT JOSEPH, MO 64501

 816-671-4000
FAX: 816-671-4470

 SJSD.K12.MO.US

EMAIL SIGNATURE



DR. MARLIE WILLIAMS

ASSISTANT SUPERINTENDENT | ACADEMIC SERVICES

925 FELIX STREET ST. JOSEPH, MO 64501
MARLIE.WILLIAMS@SJSD.K12.MO.US | 816.671.4000



FIRST NAME

LAST NAME

DR. MARLIE WILLIAMS

ASSISTANT SUPERINTENDENT | ACADEMIC SERVICES -----TITLE & DEPARTMENT

925 FELIX STREET ST. JOSEPH, MO 64501 ----- ADDRESS OF OFFICE
MARLIE.WILLIAMS@SJSD.K12.MO.US | 816.671.4000

EMAIL ADDRESS & PHONE NUMBER

APPAREL



LAYOUT TO BE FOLLOWED
AS SHOWN UNLESS OTHERWISE
APPROVED BY SJSD STAFF

PROMO ITEMS



NOTEPAD



BADGE CLIP



USB DRIVE



INK PEN