

STYLE GUIDE FOR SATSUMA CITY SCHOOLS

These are the ONLY acceptable logos to be used on ANY pages, sites, clothing, and other items associated with Satsuma City Schools. See the last page for Frequently Asked Questions.

LOGOS & VARIATIONS

All words and images used near the logo should be placed no closer than 0.25" inches to the logo. The logo should not be reproduced smaller than 0.5" high in printed and web materials. These logos are preferred to be printed or displayed in their original, full color, but if one color is the only option, the entire logo prints 100% black with no screens on a white background. To maintain the quality and integrity of the logos, do not alter or distort the logos. Do not change the size or position of any parts of the graphic or replace it with a different graphic. Do not change the color or font of the logo. Do not place the logo on a background that causes the logo to be unreadable. Do not add any filters or drop shadow to logo.

LOGO

Satsuma "S"

This logo may be used with or without the gator in the forefront. It may only be used alone and not closely with any other graphics or text without written approval from the Creative Marketing Team.



LOGO

Gator Eyes

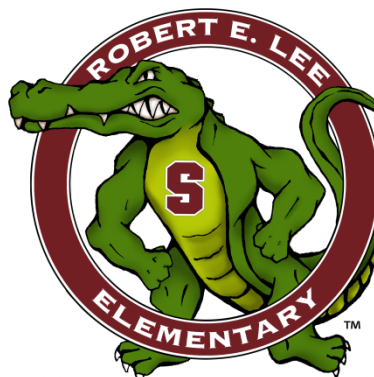
It may only be used alone and not closely with any other graphics or text without written approval from the Creative Marketing Team.



ICON

Satsuma Gator

It may only be used alone and not closely with any other graphics or text without written approval from the Creative Marketing Team



DESIGNATED LOGOS

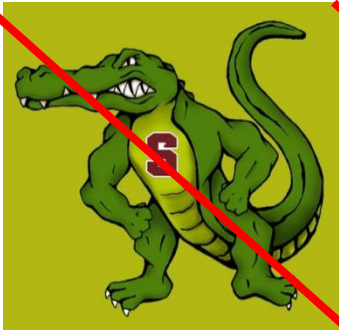


Acceptable Logo Usage:

These logos may be used with other text, given there is sufficient space surrounding the logo. Below are some examples of correct usage.



Unacceptable Logo Usage:



BRAND COLORS

CORE COLOR

Maroon



This color will be used with the Satsuma "S", as well as other logos. The official colors of both Satsuma High and Robert E. Lee Elementary are Maroon and White.

Maroon

Web: HEX #640000

Broadcast: RGB 100 0 0

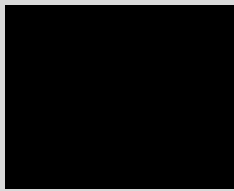
CMYK: 0 1.00 1.00 0.61

SECONDARY COLOR

White



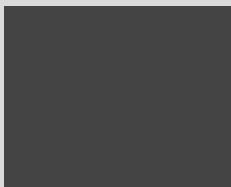
Black



Dark Green Light Green



Black Heather Grey



White

Web: HEX #FFFFFF

Broadcast: RGB 255 255 255

CMYK: 0 0 0 0

Black

Web: HEX #000000

Broadcast: RGB 0 0 0

CMYK: 0 0 0 0

Dark Green

Web: HEX #4F800B

Broadcast: RGB 79 128 11

CMYK: 38 0 91 50

Black Heather (Grey):

Web: HEX #474747

Broadcast: RGB 71 71 71

CMYK: 0 0 0 72.2

PAINT COLOR

Satsuma Maroon



Custom Manual Match

Satsuma Maroon:

CCE*Colorant

02 32 64 128

L1-Blue - 2 1 1

R2-Maroon - 12 - -

R3-Magenta 2 41 - 1

BRAND FONTS

PRINTED TEXT LOGOS

These specific fonts have been chosen, however any traditional fonts are approved for usage for both schools. Used together, they impart the unique look and visual style that defines Satsuma City Schools.

Satsuma High School
(Headland One and Patua One)

Robert E. Lee Elementary
(Radley and Crete Round)

In addition to the following, preferred fonts are: Times New Roman, Arial, and Franklin Gothic.

Satsuma High School
Satsuma High School

Robert E. Lee Elementary
Robert E. Lee Elementary

WEBSITE FONTS

[Verdana Bold or Arial Black are the only fonts to be used on all web applications.]

Verdana (Bold)

Arial Black

Satsuma High School
Robert E. Lee Elementary School

Satsuma High School
Robert E. Lee Elementary School

BRAND IMAGERY

OUTDATED LOGOS

These are logos that will be phased out of usage in Satsuma City Schools by the end of the 2016-2017 school year.

All new items, stationery, and gear must contain the new logos.

As of the first day of the 2017-2018 school year, students will no longer be allowed to wear outerwear items to school that contain these outdated logos.



Frequently Asked Questions

Where will these official logos be used?

The official logos:

-will be displayed on school system public information, promotional materials and district assets, including facility signage, other signage and more.

The logo cannot be changed in any way. This includes its proportions, fonts and colors. Adherence to Satsuma City Schools graphic standards is critical to communicating a cohesive and consistent message. The official school system logos are shown on this page. It may be used on Satsuma City Schools' publications including but not limited to fliers, brochures, annual reports, newsletters, forms, multimedia presentations, posters, letterhead, signage, business cards and advertising.

Can I change the logo for my use?

To ensure the consistency and professionalism of our identity, the Satsuma City School System logos below must never be altered, improperly reproduced, or used inappropriately. The logos are available here in the permitted layouts and colors. All files are in png format, which is preferred for web use. They can be resized as needed, but the design should never be compromised without prior written permission from Satsuma City Schools. Specific items may be created by an outside party if a current royalties agreement is reached and financially supports Satsuma City Schools.

Can I put these logos on my items?

These logos are trademarked by Satsuma City Schools and any usage for personal profit is not allowed. Licensed products are available soon at the Satsuma High School Swamp Shoppe. Official school organizations at both Satsuma High School and Robert E. Lee Elementary have full rights to use these logos. This includes placing the logo on items ordered through third-party vendors. Individuals, however, may not use any of these logos for personal profit without a current royalties agreement. If you are interested in signing a royalties agreement, please contact central office.

If you have questions about usage or these standards, please contact the Satsuma City School System Central Office at 251-380-8200.