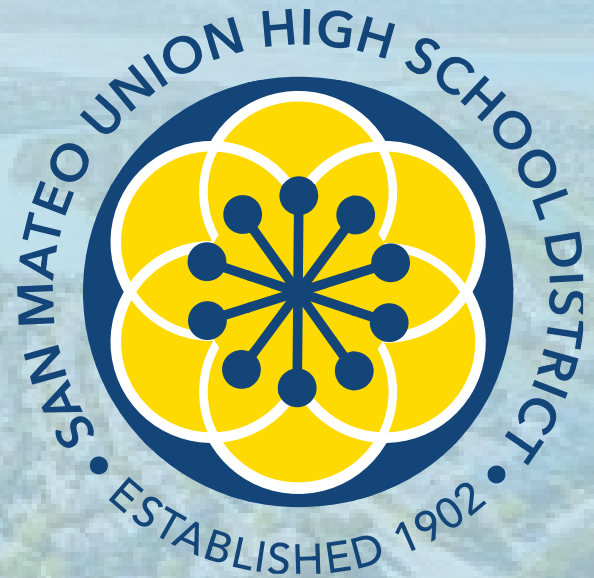


San Mateo Union High School District

# LOGO GUIDELINES



# Table of Contents

3	Mission, Vision and Beliefs
4	Logo symbolism
5	Logo colors and fonts
6	Logo variations and their usage
7	Logo application: Dos
8	Logo application: Don'ts
10	Logo application: file formats
11	Business cards
12	Email signature
13	Apparel and promotional items
14	Assets

# San Mateo Union High School District

## Mission

*Statement of System Purpose and Critical Means*

The mission of the San Mateo Union High School District is to challenge and motivate each student to achieve their full potential as a responsible member of our diverse community, in a safe learning environment that promotes intellectual growth, health, creativity, and respect for self and others.

## SMUHSD Equity Vision and Mission

**VISION:** All students will learn in a safe, inclusive and equitable environment that validates, respects and honors their unique backgrounds, interests and identities.

**MISSION:** We will continually identify, disrupt and eliminate institutional biases and barriers to ensure that all students have the skills and knowledge to thrive physically, emotionally and academically.

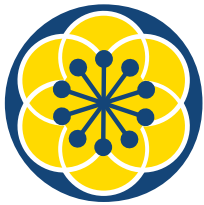
## Beliefs

*Fundamental Convictions and Basic Values*

***We believe that:***

- Each individual has equal inherent dignity and worth.
- Family is essential to the development of an individual's values.
- Learning develops the aesthetic, emotional, intellectual, practical, and social aspects of the whole person.
- Learning is a unique, personal, and lifelong experience.
- Motivation is essential for reaching one's potential.
- Higher expectations yield higher results.
- Communities have a responsibility to the individual as individuals have a responsibility to the community.
- Diversity enriches the community.

# Logo symbolism



**San Mateo Union  
High School District**

10 SCHOOLS • 6 CITIES • 1 DISTRICT

Components of the logo visually communicate that we are **TEN** schools supported by **SIX** communities and united in vision and mission under **ONE** district.

The new logo reflects the values and vision of the San Mateo Union High School District community.

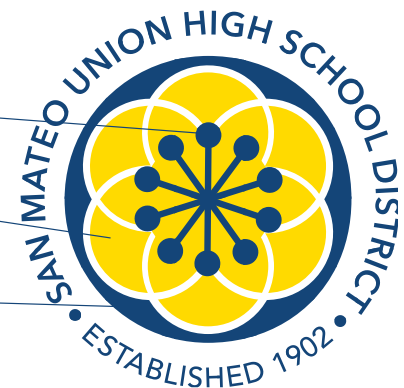
The colors and design of the central image reflect our value for developing the whole person who contributes to building a better future. Through academics, sciences, the arts, athletics and more, our schools and communities create environments that foster:

- respect for diversity
- pursuit of excellence
- joy of creativity

**10 Schools:** Dynamic Growth

**6 Cities:** Nurturing Community

**1 District:** Solid Foundation



# Logo colors and fonts

## Color Logos:



PMS 116 C

RGB: R-255, G-218, B-0

CMYK: C-0, M-12, Y-100, K-0

Hex: #FFDA00



PMS 3025 C

RGB: R-21, G-69, B-120

CMYK: C-100, M-80, Y-27, K-12

Hex: #154578

## Black & White Logos:



K: 30



K: 90

## Logotype & Main Font: Avenir Next



**Avenir Next Medium** (landscape logo text)

**Avenir Next Demibold** (circular logo text)

## Alternate fonts for headers and body text:



AVENIR: abcdefghiklmnopqrstuvwxyz

**abcdefghijklmnopqrstuvwxyz**

**abcdefghijklmnopqrstuvwxyz**



ARIAL: abcdefghiklmnopqrstuvwxyz

**abcdefghijklmnopqrstuvwxyz**

**abcdefghijklmnopqrstuvwxyz** (Arial Narrow Bold)



MONTERRAT:

abcdefghijklmnopqrstuvwxyz

abcdefghijklmnopqrstuvwxyz

**abcdefghijklmnopqrstuvwxyz**

# Logo variations and their usage



## Primary logo(s): landscape

This version provides the most legibility in the widest variety of uses. Use especially when there is small header or footer space on a printed page or web page, usually left- or right-justified.

## Secondary logo: circular

This version is to be used when the horizontal space is too narrow for the landscape logo to be used and regardless of the size, the name around the central image is still legible. (See size requirements on page 7)

## Clearance space

For visual distinction, allow blank space around all four sides of the logo that is at least the distance from top of the logo to the bottom of the uppermost inner blue circle (as shown).

# Logo application: Dos

## Principles

To keep the integrity of our identity consistent, here are simple principles to consider.

**Contrast:** Maintain sufficient contrast between the background and the logo elements so that all parts of the logo are clearly distinguishable and legible.

**Proportions:** Maintain the same proportions in width and height when increasing or reducing the logo size.

**Size:** Maintain legibility of the logo when reducing the logo size. No smaller than 1.6" in width for landscape logo and 0.875" wide for circular logo.

**Color:** Build visual identity of the new logo through consistently using color logo in most cases. Use the black & white logo(s) only for a document that will exist only in black and white printed form.



Black & white version



Positive version on white or light background



Reversed version on dark background



minimum width 1.6"



minimum diameter 0.875"

# Logo application: Don'ts

Examples of improper usage in not treating the entire logo as one fixed image with fixed font, colors and proportions



*Colors of the logo are part of its identity and therefore must not be changed.*



*The typeface for the text lines must not be replaced with a different font.*



*The logo, whole or in part, must not be reduced in width nor height only to fit into a limited space. It must be reduced proportionately in both width and height.*



# Logo application: Don'ts

Examples of improper logo usage where there is not enough contrast between the background and the logo image and its parts to appear clearly in its totality. Avoid busy photos as backgrounds.



*Background is too light, and the name gets lost.*



*Parts of the image are too light, and parts of the name become too hard to read.*



*Background is too dark, and the name loses prominence.*



*Background is too dark and busy, and the name is not legible against the background.*

# Logo application: file formats

## **.JPG / .JPEG / .PNG**

Use in documents for digital or desktop printer (Word, PowerPoint) and websites. Low to mid-resolution.

## **.PNG**

Best to use for websites and email signatures but in reduced size. Allows transparent background and is best to use for white background.

## **.EPS**

Vector file for high-resolution color printing such as large banners, promotional items such as apparel, and offset printed publications.



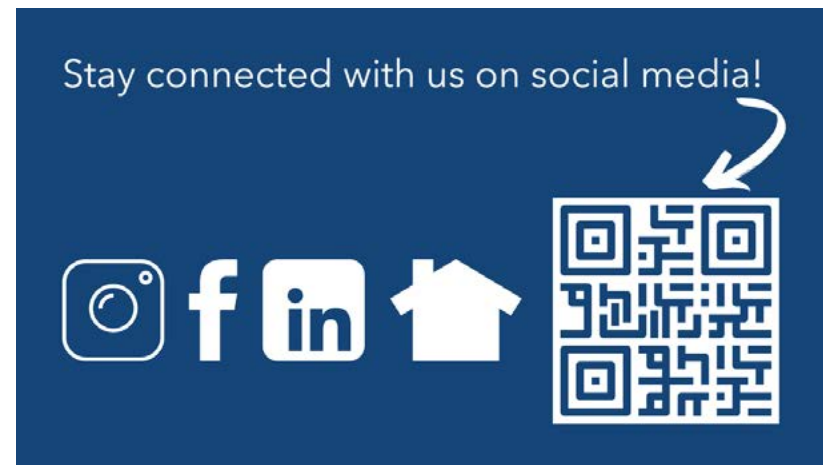
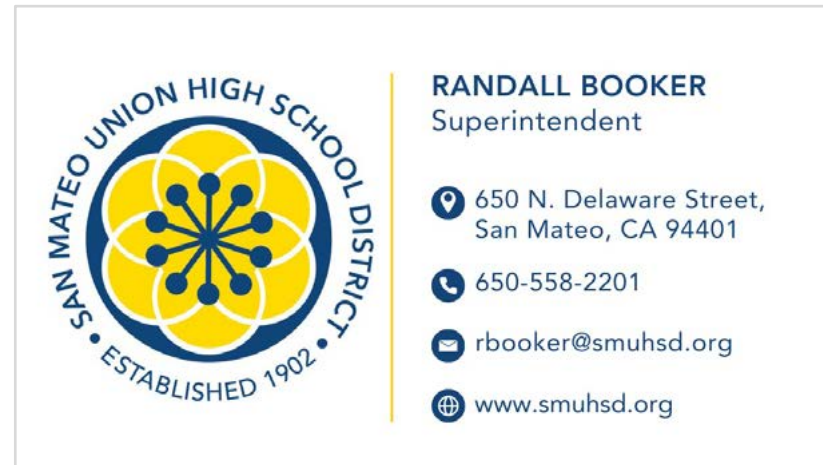
**San Mateo Union  
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10 SCHOOLS • 6 CITIES • 1 DISTRICT



# Business cards

All District Office educators will receive the same business card design. Please contact the Communications Department at [communications@smuhsd.org](mailto:communications@smuhsd.org) to receive a personalized template for your business cards. School sites should continue to use their existing business card design.



# Email signature

Employees wishing to use the logo in their email signature, may use the following designs. Social media links may be included in employees' email signatures. Please see the assets section of the logo guide for email signature templates.

## Signature format 2



Stay connected with SMUHSD:



## Signature format 1



Stay connected with SMUHSD: [Instagram](#) | [Facebook](#) | [LinkedIn](#) | [Nextdoor](#) | [YouTube](#) | [Board Meeting YouTube](#)

# Apparel and promotional items

SMUHSD encourages departments to use the approved District logo on apparel and other promotional items. The District has also provided Department Logos for your use. Please see the Assets Section of the Logo Guide for these logos.

Staff should not create their own artwork, logos or icons to represent the District, departments or programs.

For guidance on how to use the Official District logos properly on apparel and promotional items, please contact the **Communications Department** at [communications@smuhsd.org](mailto:communications@smuhsd.org).

## Vertical format:

The circular logo may be used for this format, along with the department name below as large as needed, but no smaller than the size of the text around the circle.

## Examples of Department logos:



# Assets

The following assets are available for use by SMUHSD employees. Employees may use Avenir, Arial or Montserrat fonts in the body of any of the below documents:

[Logos](#)

[Letterhead Template](#)

[Memorandum Template](#)

[Slide Deck Template](#) (Google Slide version)

**Slide Deck Template (PowerPoint version):**

Please contact The Communications Department at [communications@smuhsd.org](mailto:communications@smuhsd.org) for a PowerPoint Template

[Email Signature Templates](#)



**Contact Information:**

[communications@smuhsd.org](mailto:communications@smuhsd.org)