

G – Community and Governmental Relations	GB
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Public Information Program – Brand Standards	



South San Antonio Independent School District

Brand Style Guide

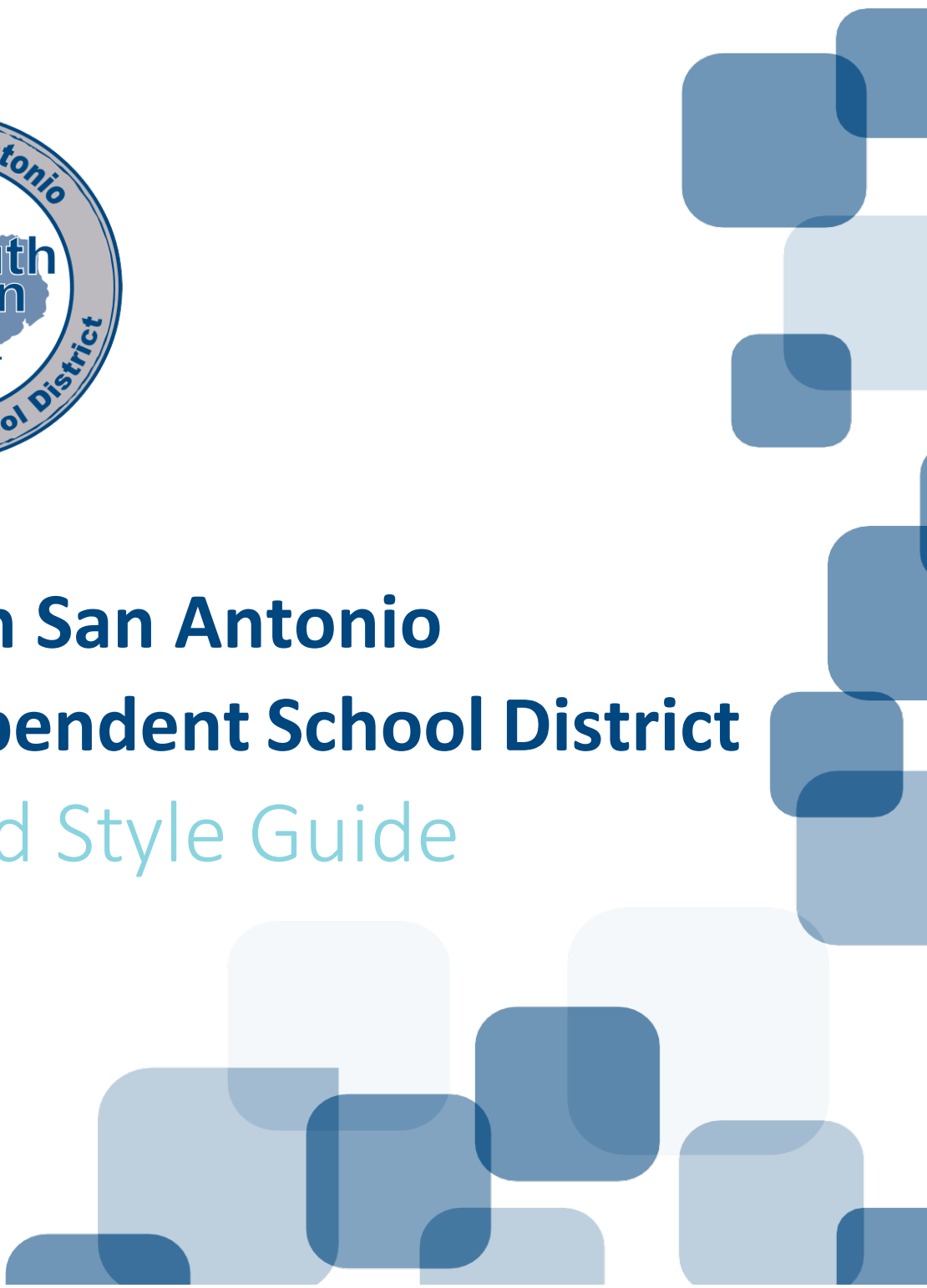
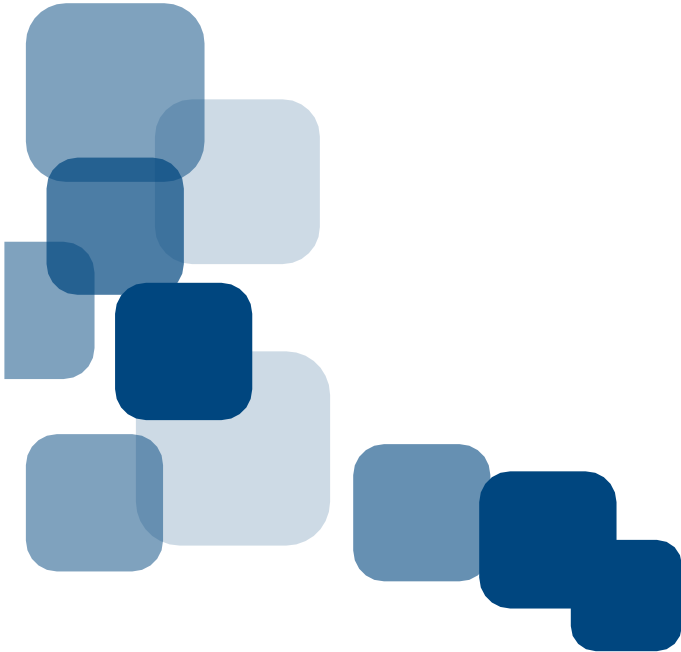


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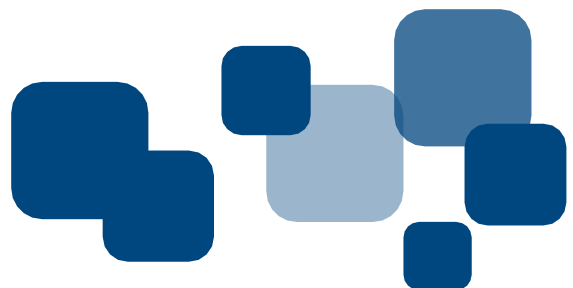
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Introduction:

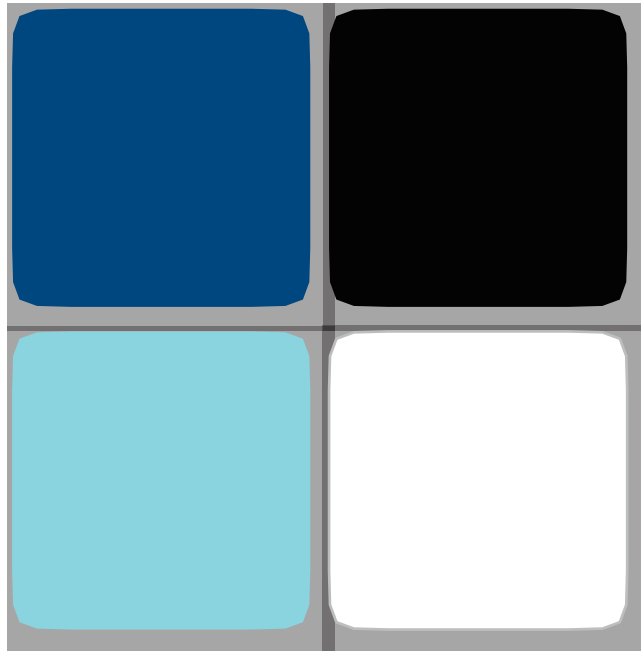
The purpose of this book is to serve as a guide for the South San Antonio Independent School District's brand. All of the elements that make up our brand, including logo options, colors and imagery, enable the school district to maintain a unified identity and voice within our community. Please use this guide to help keep the integrity of our brand intact.

For more information or assistance with using these brand guidelines, please contact the Director of Communications.



Primary Colors

PANTONE 541 C
C= 100 M=58 Y= 9 K=46
R= 0 G= 62 B= 107
#003c71



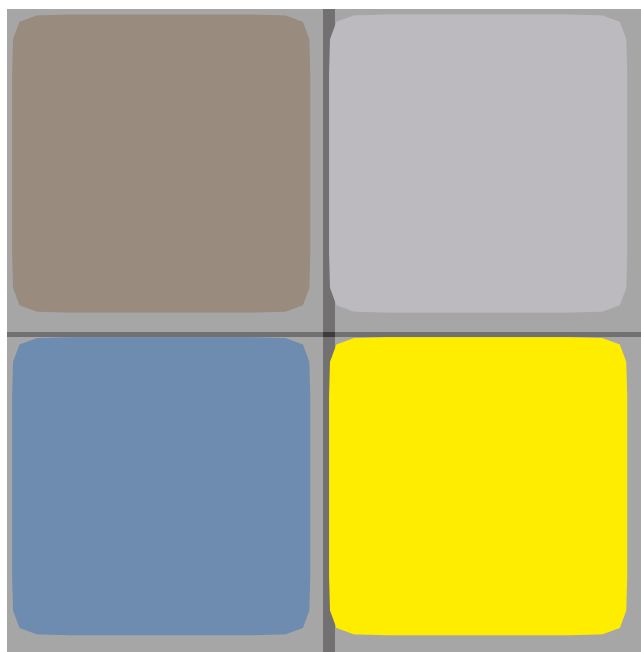
PANTONE Black C
C= 63 M= 62 Y= 59 K= 94
R= 45 G= 41 B= 38
#2d2926

PANTONE 3105 C
C= 44 M= 0 Y= 11 K= 0
R= 104 G= 210 B= 223
#68d2df

White/Paper

Secondary Colors

PANTONE Warm Gray 9 C
C= 23 M= 32 Y= 34 K= 51
R= 131 G= 120 B= 111
#83786f



C= 26 M= 22 Y= 18 K= 0
R= 189 G= 185 B= 190
#bdb9be

C= 61 M= 38 Y= 16 K= 0
R= 110 G= 140 B= 176
#6e8cbo

C= 3 M= 0 Y= 97 K= 0
R= 255 G= 237 B= 0
#ffedoo

Fonts & Typography

Calibri Bold

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam ornare erat nec dignissim tincidunt. Sed ac augue vulputate, porta neque non, euismod sem. Fusce efficitur nibh ligula, in faucibus tellus.

Calibri Light

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam ornare erat nec dignissim tincidunt. Sed ac augue vulputate, porta neque non, euismod sem. Fusce efficitur nibh ligula, in faucibus tellus.

Calibri Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam ornare erat nec dignissim tincidunt. Sed ac augue vulputate, porta neque non, euismod sem. Fusce efficitur nibh ligula, in faucibus tellus.

Brush Script Std is used for the *S* in South San logo.

Header & Copy Example

Calibri Bold

Calibri Light

Lorem ipsum dolor sit amet

Calibri
Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur porta tincidunt tristique. Nulla facilisi. Curabitur enim ligula, mattis sed nisi at, tincidunt lacinia leo. Donec eu lacus dolor. In ullamcorper.

Logo: The Seal

The seal should always consist of the elements shown here regardless if the logo is in full color or one color. The complete name of the school district should circle the state of Texas with the large text in the center that spells out South San using one large “S,” as well as the small star and “I.S.D.”

The grey dotted line represents the safe space which is equal to the width of the grey circle. Please be sure to prevent any surrounding text or graphics from entering this area.

Minimum Size: 1.5 inches



Logo: The State

The second option for the school district logo is known as the state version. This logo takes the center portion of the seal, including the state of Texas, the large “S” to spell out South San, the star and I.S.D.

The grey dotted line represents the safe space which is equal to the height of the letter “h” use in the word south. Please be sure to prevent any surrounding text or graphics from entering this area.

Minimum Size: 1 inch



Logo: Does

Our logos represent the brand of the South San Antonio Independent School District and have been carefully designed. In an effort to uphold the integrity of our brand, the logos should not be altered in any way.



Logo: Don'ts

 DO NOT DISTORT



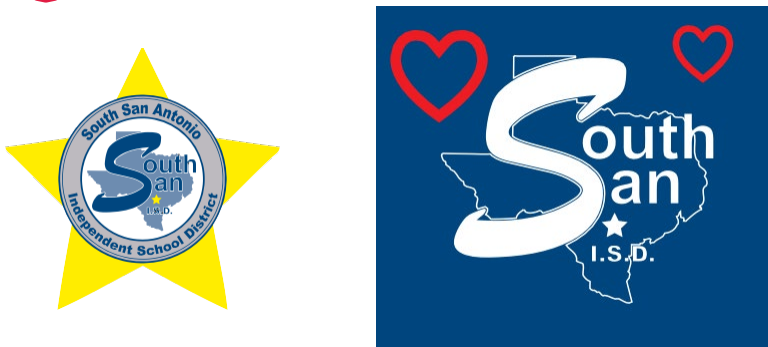
 DO NOT ROTATE



 DO NOT CHANGE THE COLORS



 DO NOT ADD GRAPHICS

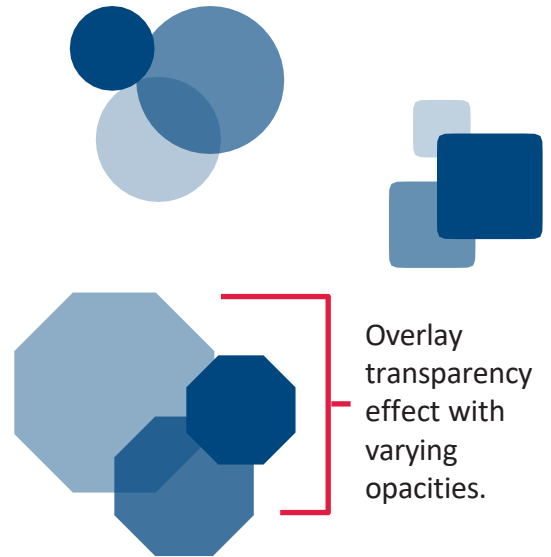


Imagery Standards

The imagery you choose should not only represent current students and future students, but should represent SSAISD in the best way possible.

Images should represent students at all grade levels and of all ethnic backgrounds. It should also be mindful to represent the district's vision to empower students to make decisions that enrich their lives in the future they create.

SSAISD marketing materials feature overlapping geometric shapes such as squares, circles and octagons in the brand's primary colors to ensure a cohesive and distinct brand identity.



South San Antonio Independent School District

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San Antonio, TX 78224

southsanisd.net

