

SANTA FE ISD



Brand Guidelines



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Santa Fe ISD Brand Guide

This guide is designed to maintain a cohesive and professional image across all communications and representations of the Santa Fe Independent School District. This guide outlines the standards for the use of logos, colors, typography, and other visual elements that embody the District's identity, voice, and values.

By adhering to these guidelines, all staff members, partners, and stakeholders can ensure that the District's brand remains consistent and recognizable, fostering trust and pride within the community. The brand guide includes detailed instructions on proper logo usage, including permissible color variations guidelines to ensure the logo is always displayed with clarity and respect.

Additionally, the guide specifies the official color palette, which reflects the District's spirit and mission. Typography is another crucial component, with recommended fonts for different types of communications, ensuring readability and professionalism.

By following this guide, the district can present a unified and polished image, reinforcing its commitment to excellence in education and community engagement.

Thank you,
The Santa Fe ISD Communications Department

LOGO GUIDE



Purpose:

The primary purpose of our district and campus logos is to establish a cohesive and recognizable identity that reflects the values and spirit of the Santa Fe Independent School District (SFISD). These logos serve as a visual representation of our commitment to excellence in education, community engagement, and cultural inclusivity. By utilizing consistent branding across all platforms, we aim to foster a sense of unity and pride among students, staff, and the wider community. ***Do not stretch, skew, recolor, or place on busy backgrounds.***



DISTRICT LOGO VARIATIONS

PRIMARY



SECONDARY VISION LOGO



Our Community. Our Legacy.
OUR FUTURE.



WORD MARK

SANTA FE
Independent School District

LOGO VARIATIONS

The main full-color logo should be used predominantly. However, we have also provided an all-black and all-white version for use on dark or light backgrounds.

One of the described logos should appear on all external and internal communications.



Our Community. Our Legacy.
OUR FUTURE.




SANTA FE
Independent School District

SANTA FE
Independent School District

SPECIALITY LOGOS

Every SFISD campus and certain departments have unique logos that represent their identity. These logos have received approval from the Communications Department. Specialty logos can be developed on a case-by-case basis and should be requested by the respective department leader.

If you have any questions or require further information, please don't hesitate to contact the Communications Department.

SFISD ATHLETICS



SFISD FINE ARTS



SFISD CTE



SPECIALITY LOGOS CONT.

SANTA FE HIGH SCHOOL



SANTA FE JUNIOR HIGH



BARNETT ELEMENTARY



KUBACAK ELEMENTARY



RJ WOLLAM ELEMENTARY



STYLE GUIDE

A photograph of a classroom scene with a green tint. A female teacher with long dark hair, wearing a grey sweater and a red Texas-shaped earring, is smiling and leaning over a desk. She is holding a yellow pencil. Three students are seated at the desk: a girl on the left looking up at the teacher, a boy in the foreground with his back to the camera, and a girl on the right holding up a white sheet of paper. The background shows a bulletin board with various papers and a green door.

This style guide serves as a crucial tool for maintaining consistency and clarity across all SFISD communications. It outlines the visual and verbal elements that define our identity, ensuring that every piece of content—from marketing materials to internal documents—aligns with the SFISD’s core values and messaging. By establishing clear guidelines for typography, color palettes, logos, and tone of voice, a style guide helps to create a cohesive and professional image that resonates with our stakeholders and audience. This not only strengthens the SFISD brand recognition but also fosters trust and loyalty among community. All district departments should follow the guidelines that are laid out in this branding guide.

Guidelines apply to all internal and external communications including, but not limited to:

- Advertising/Marketing
- Banners
- Brochures
- Flyers or Posters
- Invitations
- Newsletters
- Presentations
- SFISD Apparel
- Signage
- Stationary



COLOR PALETTE

Green and Gold. These colors are linked to qualities such as growth, community, resilience, honor, tradition, and energy. They reflect a balanced identity grounded in community, yet ambitious in purpose. Santa Fe ISD's most visual trait is our green and gold color palette.



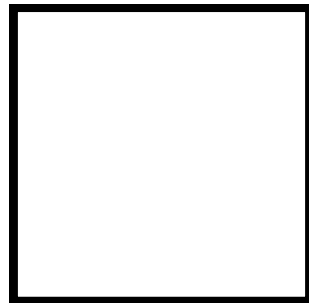
HEX: #275D38
CMYK: 58,0,40,64



HEX: #BCA665
CMYK: 0,12,46,26



HEX: #FDC82F
CMYK: 0,21,81,1



HEX: #FFFFFF
CMYK: 0,0,0,0



TYPOGRAPHY

Santa Fe ISD uses two primary fonts, Montserrat and Times New Roman. Both fonts are free and accessible through various sites. You may see these fonts italicized, bolded, or in various combinations throughout District publications. Headlines should be prominent with few words. The body of the document should be large enough to be legible with sufficient white space. Type styles for content should be applied consistently throughout the document.

Montserrat Bold:

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () { } : ; , .

Montserrat:

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () { } : ; , .

Times New Roman:

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () { } : ; , .



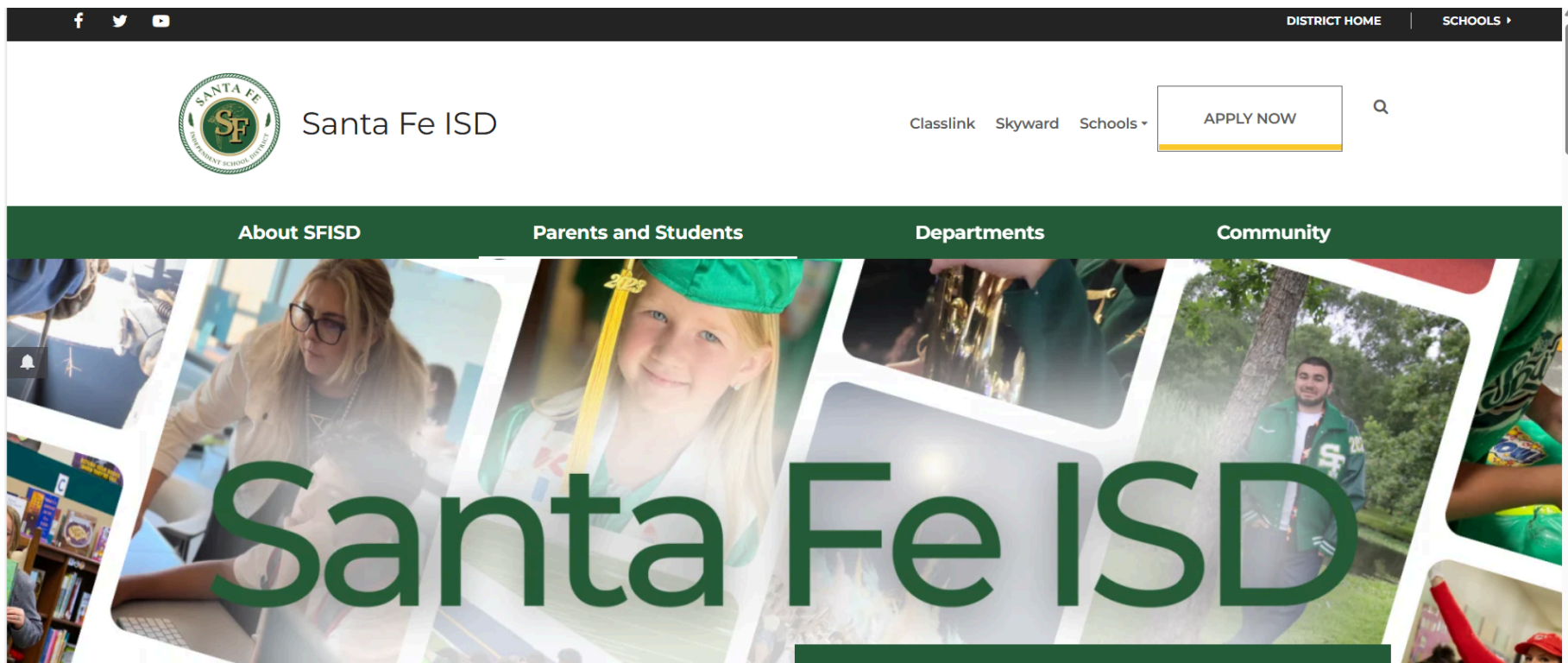
RESOURCE GUIDE

A group of female soccer players are sitting on a grass field, smiling at the camera. They are wearing green jerseys with "SANTA FE" visible, white socks, and various colored cleats. The player in the foreground has a brace on her right ankle. In the background, there are bleachers and a track. The image has a green tint and the text "RESOURCE GUIDE" is overlaid in large white letters.

WEBSITE

The Santa Fe ISD website has been streamlined to help parents and community members navigate the pages and find information easily. Each campus page is formatted in the same manner so that visitors have a similar experience throughout all District pages. Santa Fe ISD Webmasters avoid unnecessary graphics in order to maintain website accessibility for all users.

If you need assistance or are in need of adding information to the website, please contact the Communications Department.



SOCIAL MEDIA

Santa Fe ISD utilizes social media platforms to enhance communication and engagement within the community. The Communications Department manages the district's official social media accounts, ensuring timely dissemination of information to students, parents, and staff . Through platforms like Facebook, Instagram and X (formerly Twitter), SFISD shares updates on events, emergency notifications, and educational initiatives, fostering transparency and community involvement . In addition to the District social media accounts, the Athletics Department and each campus maintains their respective Facebook platforms.

When posting or engaging on social media, it's important to represent yourself and your school community respectfully and responsibly. Social media is a powerful tool for communication, storytelling, and celebration but it must be used with care. Always think before you post, consider your audience, and remember that your digital footprint is permanent. At Santa Fe ISD, we encourage positive and constructive interactions that reflect our values of respect, integrity, and accountability.

SFISD Social Media Rules:

1. Be Respectful: Treat others online as you would in person. Avoid name-calling, offensive language, or bullying behavior. Profanity and vulgarities will not be tolerated.
2. Think Before You Post: Consider whether your post is appropriate, necessary, and kind. If you wouldn't say it in person, rethink your words.
3. Protect Privacy: Never share personal information (like your full name, address, or student ID) or that of others without permission.
4. Stay Positive and Constructive: Use social media to uplift, support, and encourage others. Celebrate achievements and engage in meaningful dialogue.
5. Represent the School Well: If referencing Santa Fe ISD, be mindful that you're a representative of the community. Avoid content that could damage the school's reputation.

Violations of the SFISD Social Media Rules could result in comment or user removal.

SANTA FE ISD COMMUNICATIONS DEPARTMENT

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