Brand Guidelines

2025

South St. Paul Public Schools



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04 Introduction

Introduction

Our district identity is the face and personality presented to the community. It's as important as the services we provide. Our identity is the total effect of the logos, brand names, advertising, brochures, and presentations—everything that represents South St. Paul Public Schools.

This manual provides guidelines to help ensure consistent application of the South St. Paul Public School (SSPPS) brand. Projecting a unified visual identity involves more than simply creating and implementing a logo. Our brand is what students, parents, academics, alumni, and communities think and feel when they hear the name "South St. Paul Public Schools."

By consistently following these graphic standards, the SSPPS visual identity will become established and recognized. Failure to properly use these elements reduces our ability to communicate with the school's many audiences and diminishes the brand's value.



06 Logos

District Logo

The South St. Paul Public Schools logo has been refreshed to reflect the district's proud heritage while introducing a bold, modern style. Built around the strong "SSP" initials, the mark creates an instantly recognizable symbol of community pride. The central form incorporates bull horns, directly connecting the district identity to the Packers mascot—a nod to strength, resilience, and tradition.

The maroon and gold color pairing pays tribute to SSPPS' history, while the clean, modern typography ensures clarity and versatility across print and digital platforms. Together, the logo represents academic excellence, community spirit, and the enduring pride of the Packers. With multiple variations available, the SSPPS logo works seamlessly across applications while maintaining consistency and impact.

At the heart of the South St. Paul Public Schools logo are the bold initials "SSP"—a strong, simple mark that represents unity across the district.

The central design element forms bull horns, directly connecting to the Packers mascot and the community's proud tradition. The horns symbolize strength, resilience, and determination, qualities reflected in our students, staff, and families.

Combined with the district's classic maroon and gold, the logo becomes more than a symbol—it's a visual reminder of who we are: a community that works hard, stands strong, and takes pride in being Packers.



Logo Variations

Horizontal Logo

The horizontally oriented logo features the SSP initials with bull horns integrated into the design, paired with the full district name. This version is ideal for website headers, email banners, and official communications where horizontal space allows the full name to be clearly displayed.

Vertical Logo

The vertical logo stacks the SSP initials above the district name, creating a compact and balanced arrangement. This version works well for posters, banners, and print materials where a taller orientation is more effective.





Logo Usage

The full-color version of the logo should be used whenever possible for maximum visual impact. Single-color versions in maroon, black, or white are available for occasions when full color is not possible. Please ensure the logo is placed on appropriate-colored backgrounds to meet accessibility standards for visibility and legibility.



Sir Loin

The South St. Paul Public Schools mascot logo celebrates the Packers' bull, a symbol of strength, determination, and community pride. The bold maroon and gold design connects directly to the district's athletic and activity traditions, while the horns reinforce the enduring spirit of the Packers.

The mascot logo is most often used in association with athletics, activities, and school spirit initiatives. It brings energy and personality to team uniforms, spirit wear, event branding, and student-focused materials, complementing (but not replacing) the official district logo.

The mascot logo works best as a representation of school pride. Whether displayed on a jersey, a poster, or a banner in the stands, it embodies the resilience, courage, and tradition that define the Packers community.



Standalone Symbol (SSP)

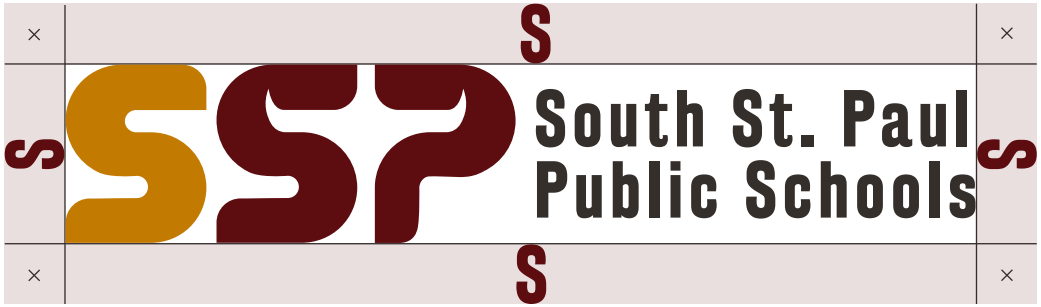
The standalone SSP mark highlights only the initials and horns, emphasizing strength and tradition without the district name. This version is best for merchandise, social media icons, watermarks, or other applications where a simplified symbol is appropriate.





Clear Space

Always keep a minimum clear space around the South St. Paul Public Schools logo to ensure its legibility and maintain its impact. This space isolates the logo from competing graphic elements, such as text, images, or other logos, preventing visual clutter and ensuring its standout. The minimum clear space is defined as the height of the capital “S” of the “South” in South St. Paul Public Schools.



Minimum Size

Establishing a minimum size ensures that the logo’s impact and legibility are not compromised when applied. The minimum size should be maintained as the logo is proportionally resized.







Logo Misuse

The appearance of the logo must remain consistent. The logo should not be misinterpreted, modified, or added to. No attempt should be made to alter the logo in any way. Its orientation, color, and composition should remain as indicated in this document — there are no exceptions.



Do not change the typeface or recreate the wordmark.



Do not rotate the logo.



Do not change the colors of the logo, even if they are brand colors.



Do not distort the logo by stretching it horizontally or vertically.



Do not add drop shadows or other text styles.



Do not outline any part of the logo.



Do not place the logo on a background with insufficient contrast.



Do not place the logo over an image which compromises the legibility.

14 Tagline

Tagline

Engage. Educate. Empower.

South St. Paul Public Schools is a place where learning starts with connection. We engage students by getting to know who they are — their strengths, interests, and stories. We educate with purpose, helping every learner build the skills and confidence they need to grow. And we empower students to take what they've learned and use it — to shape their future, support their community, and live with pride and promise. At SSPPS, education isn't one-size-fits-all. It's personal, powerful, and built for every learner.

Tagline Usage

The tagline should be used consistently across materials to reinforce the SSPPS brand. It can appear alongside the logo in formal communications, at the close of messages from the district, or in campaigns that highlight the SSPPS mission. While it is central to our identity, the tagline should not be overused in place of other messaging, but rather serve as a unifying thread that ties communications together.

ENGAGE. EDUCATE.
EMPOWER.

16 Messaging

Messaging

Our brand is more than a logo or a color palette — it's the words we use to tell our story. Consistent, authentic messaging helps every audience understand what makes South St. Paul Public Schools unique. We don't stand still. We continue to grow, evolve, and imagine what comes next. This is a place where tradition meets tomorrow — where every student is engaged with care, educated with purpose, and empowered to shape their future. We use our messaging to highlight this narrative to families already enrolled in the district, or even new ones looking for a school.

The following core narratives are designed to guide communication across enrollment marketing, district storytelling, and community outreach.

ENROLLMENT MARKETING

At South St. Paul Public Schools, learning starts with connection — and it starts with your child.

ABOUT US

SSPPS: Where Tradition Meets Tomorrow

BRAND STATEMENT

Where tradition fuels progress. Where public schools feel personal. Where families stay — and students go far.

18 Typography

Typography

Typography is a key part of the South St. Paul Public Schools' visual identity. Our fonts were chosen to balance clarity, tradition, and approachability, ensuring our communications are professional, consistent, and welcoming across every platform.

Strong and modern, Figtree Bold gives headlines impact while remaining highly readable. It conveys confidence and draws attention to key messages. While Figtree Regular is clean and approachable, it works best for paragraphs, captions, and general content. Its versatility ensures readability in both print and digital formats.

Sanchez offers a touch of tradition with its slab-serif style, pairing well with Figtree to provide contrast and hierarchy. It helps subheads stand out while adding warmth and character.

When applied consistently, these typefaces reinforce SSPPS's identity: bold and modern, rooted in tradition, and designed to connect with students, families, and the community.

PRIMARY FONT FAMILES

FIGTREE BOLD
Use for headlines in both print and web applications.

Figtree
Bold

SANCHEZ REGULAR
Use for body copy in both print and web applications.

Sanchez
Regular

FIGTREE REGULAR
Use for body copy in both print and web applications.

Figtree
Regular

SECONDARY FONT FAMILES

For digital applications when the primary typefaces are not available

CORBEL BOLD
Use for headlines in emails, Word docs or PowerPoint files only.

Corbel
Bold

ROCKWELL REGULAR
Use for body copy in emails, Word docs or PowerPoint files only.

Rockwell
Regular

CORBEL REGULAR
Use for body copy in emails, Word docs or PowerPoint files only.

Corbel
Regular

20 Color Palette

Color Palette

South Saint Paul Public School's color palette is designed to strike a balance between tradition and innovation, combining deep, grounded tones with bright, energetic accents.

The primary colors — Maroon, Gold, White, and Charcoal — create a foundation of pride, stability, and opportunity that reflects the district's history and core values.

The secondary colors—Brick, Fire, Turf, Arctic, and Marine — introduce vibrancy and variety, capturing the energy, creativity, and growth that define the student experience.

Together, the palette communicates a sense of strength, inclusivity, and forward momentum, ensuring the district's brand feels both timeless and inspiring.

PRIMARY COLORS

Maroon
HEX #5D0C0F
RGB 93, 12, 15
CMYK 35, 97, 89, 56
PMS 4102 C

Gold
HEX #C27B00
RGB 194, 123, 0
CMYK 21, 55, 100, 5
PMS 145 C

White
HEX #FFFFFF
RGB 255, 255, 255
CMYK 0, 0, 0, 0
PMS 100% WHITE

Charcoal
HEX #352F2C
RGB 53, 47, 44
CMYK 65, 64, 65, 62
PMS 440 C

SECONDARY COLORS

Brick
HEX #B93513
RGB 185, 53, 19
CMYK 19, 92, 100, 10
PMS 1675 C

Fire
HEX #FC6C0F
RGB 252, 108, 15
CMYK 0, 71, 100, 0
PMS 1585 C

Turf
HEX #1EAD68
RGB 30, 173, 104
CMYK 79, 4, 80, 0
PMS 2417 C

Arctic
HEX #0BDBD5
RGB 11, 219, 213
CMYK 62, 0, 26, 0
PMS 311 C

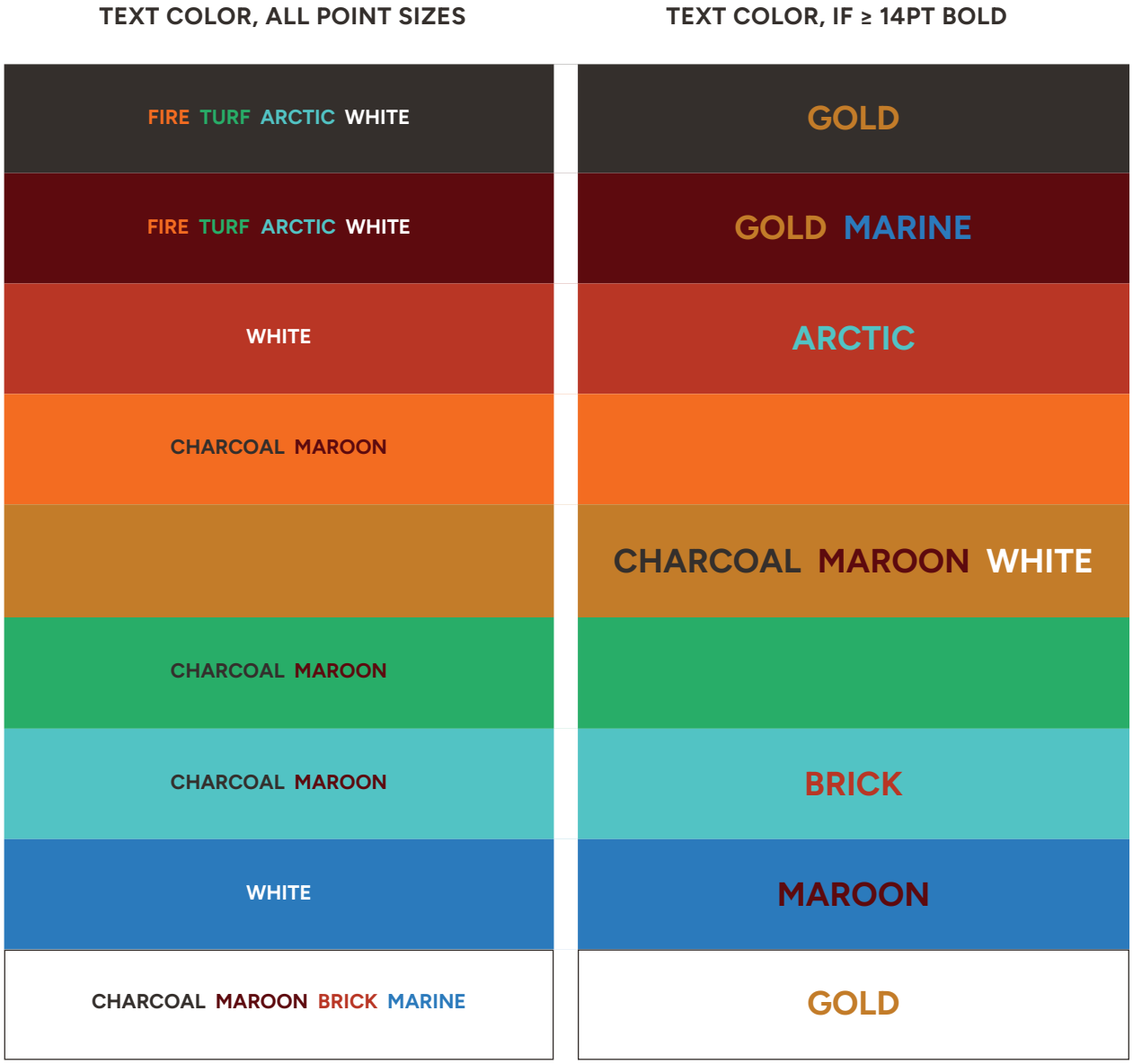
Marine
HEX #357ABB
RGB 53, 122, 187
CMYK 80, 47, 2, 0
PMS 660 C

22 Accessibility

Accessibility

Color combinations should be limited to those listed here to create an accessible digital and print presence and follow the Americans with Disabilities Act (ADA) guidance. These combinations apply to all text, including presentations, infographics, charts, tables, and text on top of images. The goal is to keep text accessible to individuals with visual impairments by meeting contrast minimums between the size and color of the text and the background.

The guidelines shown here are just a starting point for understanding accessibility. For more accessibility information, consult Yale University and the Web Accessibility Initiative.



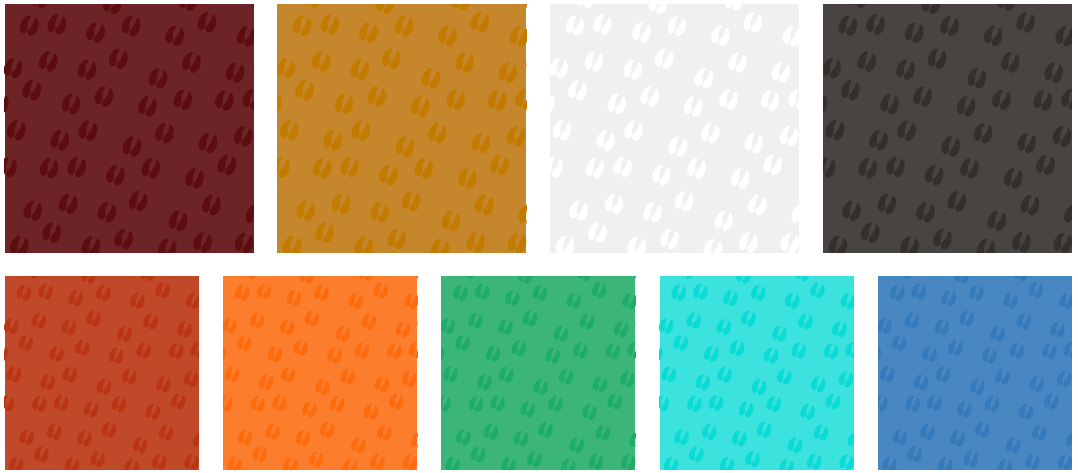
24 Patterns

Patterns

Patterns add depth and texture to the South St. Paul Public Schools brand. Each design connects directly to our identity — one to our mascot and school spirit, the other to our community's history and foundation. Used thoughtfully, these patterns create visual interest while reinforcing what makes SSPPS unique.

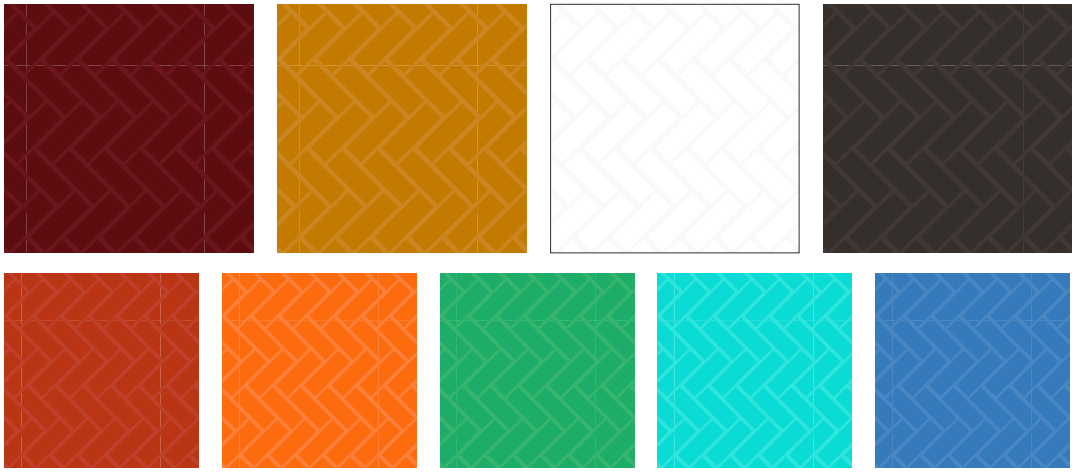
Hoof Prints Pattern

The hoof prints pattern highlights the Packers' bull mascot, symbolizing strength, movement, and pride. It is most effective as a subtle background texture or as a bold graphic accent in posters, social media graphics, or merchandise. Available in all our primary and secondary colors, it pairs seamlessly with the district's primary and secondary colors while reinforcing the energy of school spirit.



Brick Pattern

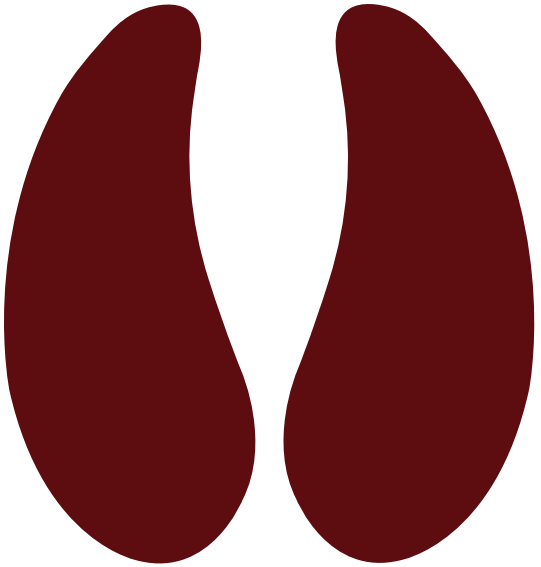
The brick pattern draws inspiration from the original South St. Paul stockyard gate pillars, a landmark that symbolizes the community's proud heritage. Like the enduring structures that welcomed generations of families, this design conveys resilience, stability, and a deep sense of tradition. The brick pattern can be used as a structural visual element in layouts or as a grounding texture behind photography and typography, reinforcing the strength of the SSPPS story. The brick pattern is also available in all our primary and secondary colors.



26 Hoof Print

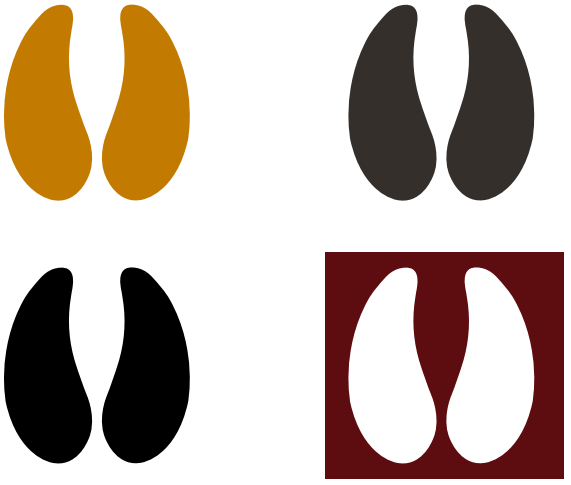
Hoof Print Icon

The Hoof Print icon connects directly to the Packers' Bull mascot, symbolizing strength, spirit, and movement. It can also represent the broader student community in a way that feels playful and approachable.



Hoof Print Usage

Hoof Prints can be used as background graphics, accents, or bullet points, adding texture and school spirit without always using the full mascot. They should never be locked up with the district logo or treated as a standalone mark. Colors are limited to the primary palette, and accessibility standards must always be met for contrast and legibility.



28 Photography

Photography

In our brand identity, vibrant and compelling photography plays an essential role in reflecting the spirit of South St. Paul Public Schools. We encourage the use of full-color images that highlight our students' diverse experiences and achievements. These photographs should capture authentic moments within our school community, showcasing the joy of learning, collaboration, and personal growth.

Strive to portray a wide range of activities inside and outside the classroom to emphasize the holistic development SSPPS supports. Our visual storytelling through photography should always align with the positive, inclusive values and enduring excellence that define South St. Paul Public Schools.











Thank You

For more information on this brand guide, including questions, approval, or additional access, please contact:

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These guidelines will represent our brand with boldness, consistency, and clarity to everyone we encounter, making South St. Paul Public Schools an unforgettable experience.

