



SEQUOIA UNION HIGH SCHOOL DISTRICT

Branding Guide

A practical system for a consistent, credible and welcoming district identity.

A unified district identity

Our visual and verbal identity should feel established, human, and easy to recognize across every school and channel.

Brand principles

Credible

Use clear language, verified information and disciplined design.

Welcoming

Represent students, families and staff with warmth, dignity and belonging.

Consistent

Repeat the same core elements so every communication feels connected.



How to use this guide

Apply these standards to district publications, websites, presentations, signage, social media and other official communications. Schools may retain their own identities while using this system when representing the district as a whole.

The logo system

Choose the simplest approved mark that remains clear and recognizable in the available space.

Primary logo

Use for formal district applications and prominent institutional materials.



Secondary logo

Use when the community names around the outer edge of the primary mark would be too small to read.



Selection rule

Use the primary logo when space permits. Use the secondary logo for smaller formats, avatars and repeated placements. Never recreate, redraw or typeset the seal.

Clear space and minimum size

Clear space



Maintain clear space equal to approximately 15% of the seal's diameter (X) on every side. Keep text, photos, edges and other marks outside this area.

Minimum size



PRIMARY

1.25 in print / 150 px digital



SECONDARY

0.75 in print / 90 px digital

If details become difficult to read, increase the size or use the secondary logo.

Backgrounds and misuse

Contrast is essential. The logo should always appear intentional, intact, and easy to read.



COLOR MARK / LIGHT BACKGROUND

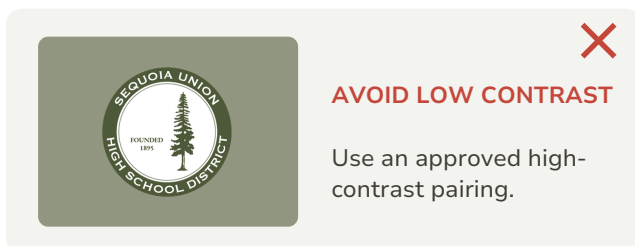
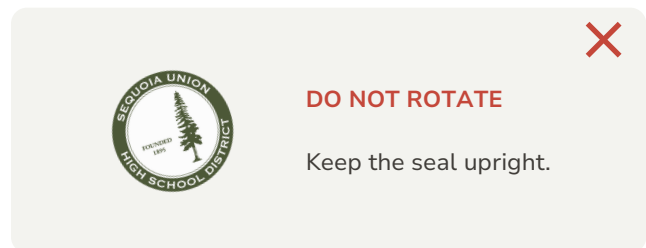
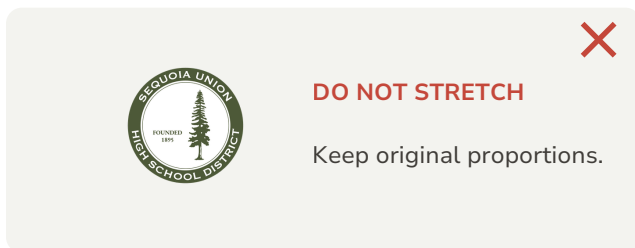


REVERSED MARK / DARK BACKGROUND

Do

Use approved artwork, preserve proportions and choose the version that provides clear contrast.

Logo misuse examples



Color palette

A grounded green leads the palette, supported by warm charcoal and quiet neutrals inspired by the district landscape.



Primary green

#455933

Core brand fields, headings and key emphasis



Gold

#FABC2A

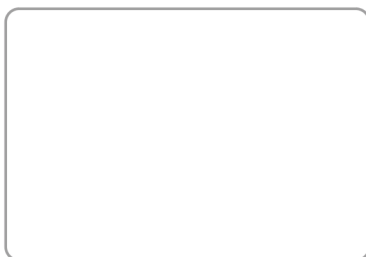
Warm accent, highlights and calls to attention



Charcoal

#403D39

Body text and dark neutral backgrounds



White

#FFFFFF

Open space, reversed text and clean fields



Sage

#919680

Supporting blocks, rules and subtle accents



Cool gray

#A2A0A2

Secondary accents and neutral dividers

Recommended balance

Let white space lead. Use primary green for roughly 20% to 30% of a layout, charcoal primarily for text, and gold as a focused accent. Use sage and cool gray sparingly. Avoid using the accent colors for small text on white.

Accessibility note: Always verify color contrast for the final text size and medium. White on primary green and charcoal on white are dependable starting combinations.

Typography

The pairing of classic Garamond and friendly Nunito Sans creates an identity that feels established and scholarly without pretentiousness.

Garamond Bold

Titles and headings

Use sentence case. Keep headings concise. Avoid all caps except for short labels or navigational text.

Nunito Sans Regular

Body copy

Use for paragraphs, captions, labels, digital interfaces and supporting information. Nunito Sans Bold may be used for emphasis, short subheads and calls to action.

Suggested hierarchy

District news and stories

A clear heading helps readers find what matters

Body text should be comfortable to read, left-aligned and set with generous line spacing. Keep paragraphs brief for district communications.

CAPTION OR LABEL / NUNITO SANS BOLD

Fallbacks

When brand fonts are unavailable, use Georgia Bold for titles and headings, and Arial or Aptos for body copy. Do not substitute decorative scripts or condensed display fonts.

Voice and AP style

Write with the confidence of a public institution and the warmth of a neighbor. Follow current AP style, with district-specific consistency taking priority where noted.

Clear

Lead with the news. Use familiar words, active voice and short sentences.

Human

Explain why information matters to students, families, staff and community members.

Inclusive

Use people-first, respectful language and avoid unexplained education jargon.

Core AP conventions

District Name	First reference: Sequoia Union High School District. Later: SUHSD or the district.
Dates	Use July 31, 2026. Abbreviate Jan., Feb., Aug., Sept., Oct., Nov. and Dec. with a specific date.
Times	Use 9 a.m., 2:30 p.m. and noon. Avoid :00 and redundant phrases such as 12 noon.
Titles	Capitalize formal titles before a name; lowercase titles after a name or when used alone.
Numbers	Spell out one through nine; use figures for 10 and higher, ages, percentages and measurements.
Punctuation	Use one space after a period. Generally omit the Oxford comma unless needed for clarity.
Links	Use descriptive linked text. Avoid “click here” and long raw URLs in body copy.

Writing in practice

Smaller editorial choices make district information easier to understand, translate and act on.

Lead with the action

Before: We would like to inform families that registration is now open.

After: Registration is open through Aug. 21.

Use an active voice

Before: The plan was approved by the Board of Trustees.

After: The Board of Trustees approved the plan.

Make the audience visible

Before: Stakeholders are encouraged to provide input.

After: Students, families, staff and community members can share feedback through Sept. 8.

Remove jargon

Before: The district will operationalize MTSS fidelity.

After: The district will strengthen academic, behavioral and wellness supports for students.

Editorial checklist

Is the main point first? Is the action and deadline obvious? Are names, dates and links verified? Is jargon explained? Can the message be understood quickly on a phone?

Bringing the brand to life

Consistency comes from repeatable choices — not identical layouts. Use these standards as a flexible framework.

Communications checklist

- 1 Use an approved logo file at an appropriate size.
- 2 Start with primary green, charcoal and white; add neutrals with purpose.
- 3 Use Garamond Bold for titles and Nunito Sans for body copy.
- 4 Keep generous margins and open space around content.
- 5 Use authentic, well-lit photos that reflect the district community.
- 6 Follow AP style and write clear calls to action.
- 7 Check spelling, names, dates, links, accessibility and contrast.

Photography direction

Choose candid, specific moments that show learning, connection and student experience. Favor natural light, uncluttered composition and genuine interaction. Obtain required permissions. Avoid staged handshakes, generic stock imagery, heavy filters and photos that isolate students as symbols rather than people.

Questions or approvals?

Contact the SUHSD Communications Office before creating a new logo treatment, campaign identity or exception to these standards. **Email: communications@seq.org**