# SAINT LOUIS PUBLIC SCHOOLS




# *Brand* Guidelines

Updated: September 2026

# Introduction

The Saint Louis Public Schools brand reflects a powerful balance: a *deep-rooted* commitment to community and education, and a vision for the future that prepares every student for success in a changing world. These guidelines are more than a set of standards—they are a foundation for telling our story with clarity, purpose, and consistency.

**Every visual element, every message, and every interaction** shapes how our district is experienced by students, families, staff, and the broader community. These guidelines help us strengthen and unify our voice, ensuring that everything we create is accessible, authentic, and unmistakably Saint Louis Public Schools.

# Table of Contents

**Our Brand** 4
Purpose and Importance 5
Our Voice 6
Our Tone 7
Mission & Commitment 8
What Sets Us Apart 9

**Visual Identity** 10
Our Logo 11
Logo Usage 12
Logo Sizing & Clear Space 14
Misuse of Logo 19

**One Brand** 21
United as One District 22
Our Name & Identity 23
School and Department Naming 24
Visual Application 25

**Typography** 26
Brand Typefaces 27
Using Google Fonts 29
System Font Alternatives 30
Typography Hierarchy 31
Incorrect Typography Usage 32
Typography & Accessibility 33

**Color** 34
Color System 34
Primary Colors 35
Hex Codes 36
Secondary Colors 37
Accent Colors 38
Color Accessibility 39

**Design Elements** 40
Graphic Elements & Patterns 41
Usage & Intent 42
Correct Application 43
Incorrect Usage 44
Accessibility Considerations 45
Color Hierarchy 46

**Iconography** 47
Icon Library 48
Icon Sizing & Spacing 49
Icon Color Usage 50
Proper & Improer Use 51

**Brand in Use** 52
Implementation Guidelines 53

**Approvals & Resources** 54
Next Steps & Support 55

# Our *Brand*

04

# Purpose and *Introduction*

Saint Louis Public Schools is built on a *strong* foundation of history, resilience, and community—but our focus is firmly on the future. We are a district in motion, continuously evolving to meet the needs of every student we serve.

Our brand reflects that spirit—forward-looking, student-centered, and rooted in opportunity.

Here, education is about more than learning; it's about empowerment, growth, and confidence.

Our educators and staff work together to support each student's unique path and potential.

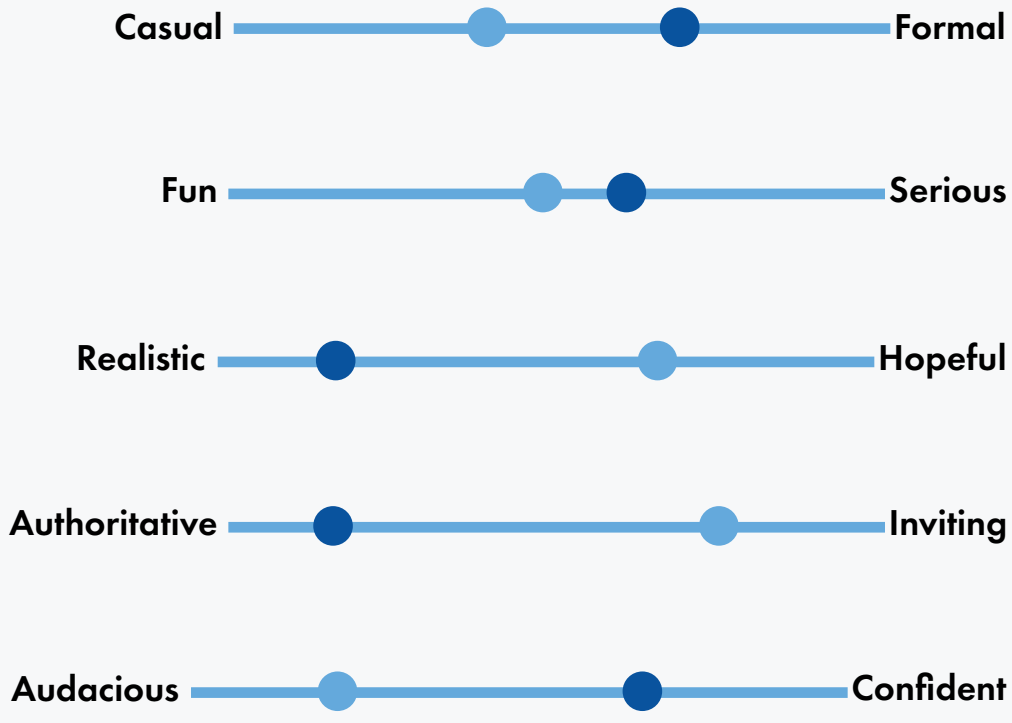
# Our *Voice*

At Saint Louis Public Schools, our voice is grounded in clarity, purpose, and connection. It reflects a district that is committed, adaptable, and focused on the success of every student.

Our tone shifts to meet the moment—professional when building trust, and energetic when celebrating progress and opportunity. No matter the audience, we remain consistent, authentic, and easy to understand.

This balance allows us to **communicate with impact** while staying true to who we are. Every message is designed to inform, uplift and strengthen our connection with the community.

# Our *Tone*


Casual
Formal
Fun
Serious
Realistic
Hopeful
Authoritative
Inviting
Audacious
Confident
KEY
Example: Recruiting Materials
Example: Press Release

# Mission and *Commitment*



At Saint Louis Public Schools, our *mission* is to ensure **every student has access to a high-quality education** that prepares them for success in school and beyond. We are committed to creating learning environments where students feel supported, challenged, and inspired to reach their full potential.



Our commitment is centered on **meeting the needs of every student—academically, socially, and emotionally**. Through dedicated educators, equitable resources, and meaningful opportunities, we work to remove barriers and create pathways for growth and achievement.

# What Sets Us Apart

Saint Louis Public Schools is not defined by convention—we are defined by *intention* While many districts follow established models, we are committed to forging a distinct path that reflects the strength, resilience, and potential of our students and community.

**1838**

### Rooted in History, Focused on the Future

We acknowledge and learn from our past, using those experiences as a foundation to build a stronger, more equitable future. Our legacy informs our progress, ensuring that growth is both meaningful and sustainable.

# Visual *Identity*

10

# Our Logo

The Saint Louis Public Schools logo is a unifying symbol of our district, representing the connection between our students, educators, and community while honoring our legacy and commitment to the future. It reflects a shared vision centered on opportunity, *growth* and student success.

The primary logo should be used **for all formal applications** to maintain consistency, clarity and brand recognition. The secondary arch logo may be **used for informal applications** where a simplified brand mark is more appropriate. Additional guidance will be provided in the logo sizing and clear space section.

# Our Logo

**PRIMARY LOGO** *(BADGE)*




**ALTERNATE LOGO** *(ARCH)*




**Download all logo versions: Here**

# Logo *Usage*

The examples shown to the right illustrate the proper use of the SLPS logo. Consistent application of these guidelines helps maintain a strong, recognizable, and professional brand across all district communications.






# Logo Sizing and *Clear Space*

## ***Primary Logo*** *(Badge)*

**MINIMUM SIZE**

### PRINT

For print applications, the minimum size of the horizontal logo is **2 inches wide.**

### DIGITAL

For print applications, the minimum size of the horizontal logo is **150 pixels high.**

**PRINT**




**DIGITAL**

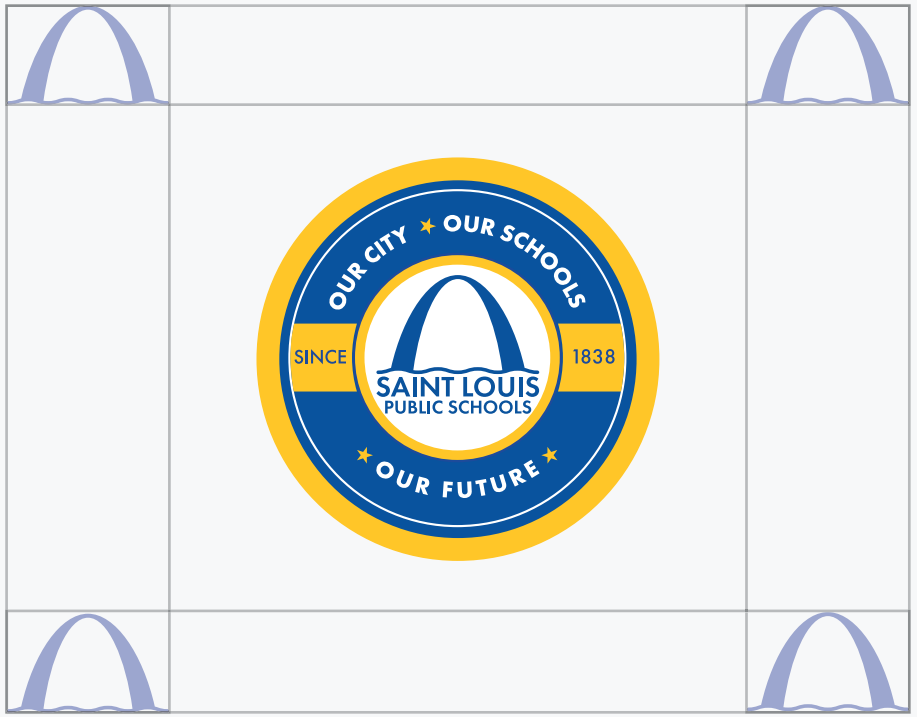


# Logo Sizing and *Clear Space*

## ***Primary Logo*** *(Badge)*

**CLEAR SPACE**

The logo must always be surrounded by clear space equal to the height and width of the arch. While this space may require adjustment in digital applications, such as websites, the logo should always remain visually separated from other elements.



# Logo Sizing and *Clear Space*

## *Alternate Logo* (Arch)

**MINIMUM SIZE**

**PRINT**
For print applications, the minimum size of the horizontal logo is **1.5 inches wide.**

**DIGITAL**
For print applications, the minimum size of the horizontal logo is **125 pixels high.**

**PRINT**




**DIGITAL**



# Logo Sizing and *Clear Space*

## *Alternate Logo* (Arch)

**CLEAR SPACE**

The logo must always be surrounded by clear space equal to the height and width of the word PUBLIC. While this space may require adjustment in digital applications, such as websites, the logo should always remain visually separated from other elements.



# Misuse of Logo

## Primary Logo (Badge)

The Saint Louis Public Schools logo must always be used as provided in official artwork and should never be altered in any way. Do not stretch, recolor, outline, add effects, or rearrange elements. It should also not be placed on backgrounds that reduce visibility. Consistent, unmodified use of the logo is essential to maintaining a clear, professional, and recognizable brand.

**Do not** strech the logo disproportionately.




**Do not** scale the elements inside the logo.




**Do not** replace the elements in the logo.




**Do not** recolor the logo.




**Do not** add new words to the logo.



**Do not** rotate the logo.



# Misuse of Logo

## Alternate Logo (Arch)

The Saint Louis Public Schools logo must always be used as provided in official artwork and should never be altered in any way. Do not stretch, recolor, outline, add effects, or rearrange elements. It should also not be placed on backgrounds that reduce visibility. Consistent, unmodified use of the logo is essential to maintaining a clear, professional, and recognizable brand.

**Do not** strech the logo disproportionately.




**Do not** scale the elements inside the logo.




**Do not** replace the elements in the logo.




**Do not** use unapproved colors in the logo.




**Do not** add new words to the logo.




**Do not** rotate the logo.



# Misuse of Logo

## Co-Branding

When co-branding, the SLPS logo should remain clear, prominent and visually separate from partner logos. Maintain proper spacing and proportions, and never alter the logo's colors, shape or design. Partner logos should be sized appropriately to create a balanced presentation without competing with the SLPS brand.

**Do not** place the logos disproportionately.




**Do not** place the logos close together, spacing should be at least half the length of the SLPS Logo.



# One *Brand*

20

# *United as One District*

**The Saint Louis Public Schools brand represents the district as a whole** and should be reflected consistently across all communications, programs, and initiatives. Consistent branding reinforces public *trust*, strengthens district recognition, and communicates a unified commitment to serving students and families.

Schools, departments, and district programs **may not** establish separate brands or visual identities that operate independently from the official SLPS brand. All new communications, campaigns, publications, and branded materials must align with **district branding standards.**

**To ensure consistency** and protect the integrity of the district's identity, the SLPS Communications Office reviews and approves new branding, marketing, and communication materials prior to publication or production.

# Our Name *and Identity*

Saint Louis Public Schools is one district with one shared identity. Consistent use of our name, logo, colors, and visual language strengthens recognition and ensures every school and department contributes to a unified SLPS brand. While each school has its own story and community, we are all part of the same district—and every communication should reflect that connection with clarity, consistency, and pride.



# School and Department *Naming*

School and department names should be presented clearly and consistently to reinforce their connection to the district while preserving their individual identity. Always use the official, approved name on first reference and avoid unofficial abbreviations, alternate spellings, or modified naming conventions. Consistent naming helps families, staff, and the community easily recognize each school and department as part of Saint Louis Public Schools.

**Gateway Elementary**
Saint Louis Public Schools

**Communications Department**
Saint Louis Public Schools

**Gateway Elem.**
SLPS

**GATEWAY ELEMENTARY**
STL Public Schools

**Comm. Dept.**
SLPS

**Gateway Elementary**
St. Louis Public Schools

**INCORRECT SPELLING**
ST. LOUIS PUBLIC SCHOOLS
STL PUBLIC SCHOOLS

**CORRECT SPELLING**
SAINT LOUIS PUBLIC SCHOOLS

# Visual Application

The SLPS visual identity should be applied consistently across every touchpoint while remaining flexible enough to meet different communication needs. Combine approved logos, colors, typography, photography, icons, and graphic elements to create materials that feel connected and distinctly SLPS. Individual layouts may vary by format or audience, but the overall visual language should always remain clear, cohesive, accessible, and recognizable.









# Typography

25

# Brand *Typeface*

## Primary Typeface

Typography is a key component of the Saint Louis Public Schools brand identity. Consistent use of approved typefaces strengthens brand recognition, improves readability, and creates a unified visual experience across all district communications.

## *Google Typeface*

Open Sans is the approved typeface for the SLPS brand and is available through Google Fonts.

How to use Google Fonts

# Open Sans

# Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Light
Regular
**SemiBold**
**Bold**
**ExtraBold**
Condensed Light
Condensed Regular
**Condensed SemiBold**

# Brand *Typeface*

## Secondary Typeface

The secondary script typeface adds warmth and personality to the SLPS brand. Use it only as an accent for headlines or highlights.

## *dafont*

Holiday is available as a free download from DaFont.

Holiday

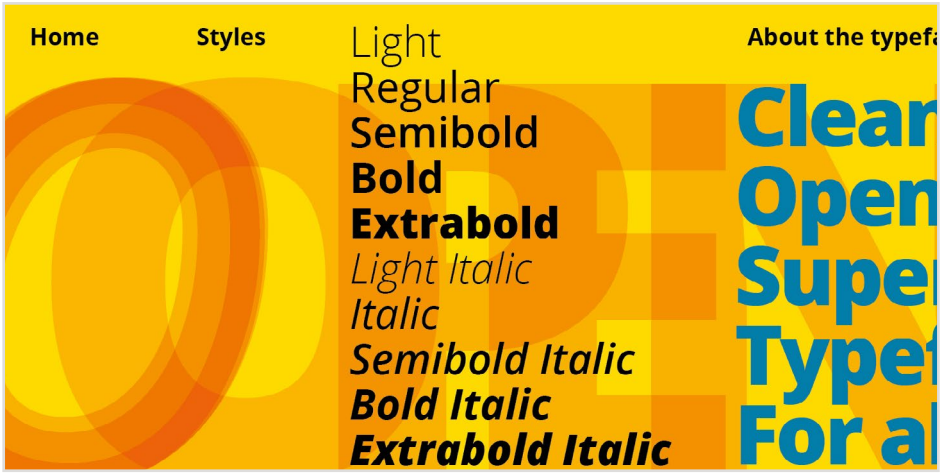
Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Light

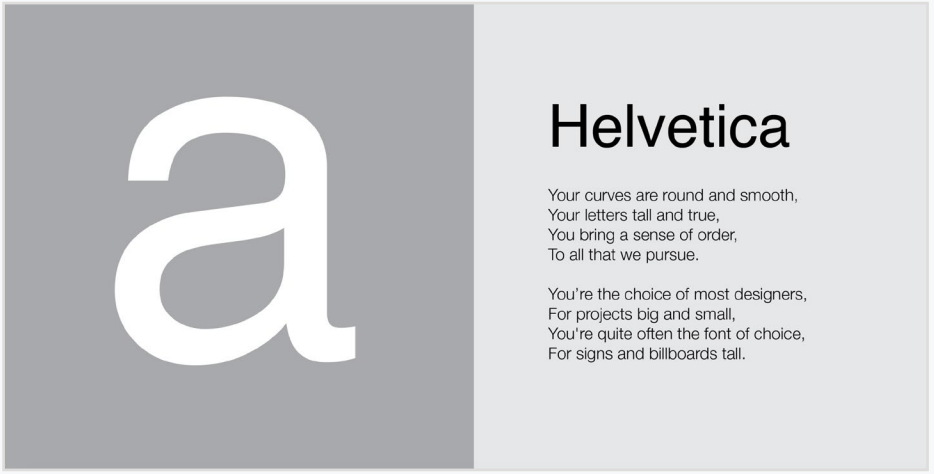
# Using *Google fonts*

The approved SLPS typefaces are available **through Google Fonts**, making them free and accessible to everyone. Download and install the approved typefaces before beginning a project to ensure consistent typography and a unified visual identity across all district communications.



# System Font *Alternatives*

Helvetica is the approved fallback font for Saint Louis Public Schools **when an application does not support or cannot access the approved Google Fonts typefaces.** Use Helvetica in these situations, including email and platforms with limited font options, to maintain clear, readable, and professional district communications. Use the approved Google Fonts typefaces whenever available to preserve the district's visual identity.



# Typography *Hierarchy*

Use typography to create a clear visual hierarchy that guides readers through the content. **Vary font sizes, weights, and spacing** to emphasize key information, *improve* readability, and create a consistent, organized layout across all SLPS communications.

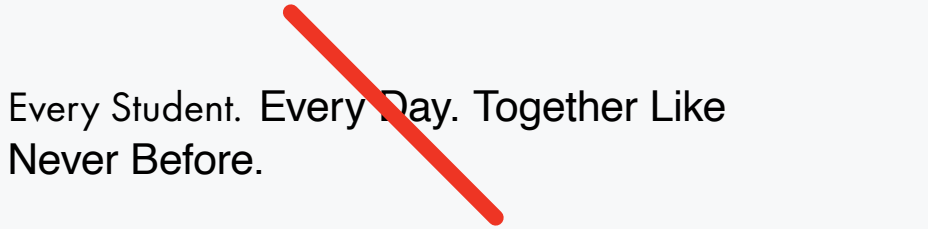


# Incorrect Typography Usage

The examples shown to the right highlight **common typography errors to avoid**. Following SLPS typography standards ensures clear, consistent, and professional communications while reinforcing the district's visual identity. Use all capital letters sparingly to maintain readability.




**DO NOT** use the Holiday font for the whole sentence.




**DO NOT** mix Google fonts with system fonts.




**DO NOT** use a different style or weight of Futura PT for headlines.

# Typography & *Accessibility*

Typography plays an important role in making district communications clear, readable, and accessible to all audiences. Thoughtful use of type helps ensure information is easy to understand across print and digital materials. Prioritize legibility by using approved typefaces, maintaining sufficient contrast, and establishing a clear hierarchy through size and weight.

**BEST PRACTICES:**

- Use approved SLPS typefaces.
- Maintain sufficient color contrast between text and backgrounds.
- Use a clear hierarchy with **consistent heading** and body text styles.
- Keep body text at a readable size.
- Limit the use of all capital letters to SHORT headings or labels.
- Avoid overly decorative fonts for body copy.
- Maintain adequate spacing between lines and paragraphs.
- Align body copy to the left for optimal readability.

# Color

33

# Color System

Color is a key element of the Saint Louis Public Schools brand. Our primary color palette reflects the district's identity and creates a consistent, recognizable experience across all communications.

Blue serves as our primary brand color, supported by yellow and gray for contrast, balance and emphasis. Hex codes are the primary identifiers for all brand colors and should be used whenever possible to ensure accurate and consistent color reproduction across digital and print materials.

Primary Color

**SLPS Blue**
#0b539f

#ffc625 #ffffff #000000 #e6e7e8

#1c1c42 #98c1e4 #ac482b

# Hex Codes

A hex code is a six-character combination of numbers and letters used to identify a specific color. It begins with a hashtag, such as #0055A5, and ensures that the same color is used consistently across websites, social media, presentations and other digital materials.

To use a hex code, enter or paste it into the color field of your design or editing software. Always use the approved SLPS hex codes provided in this guide instead of selecting a visually similar color. This helps maintain accurate colors and a consistent district identity across all communications.



# Primary Color

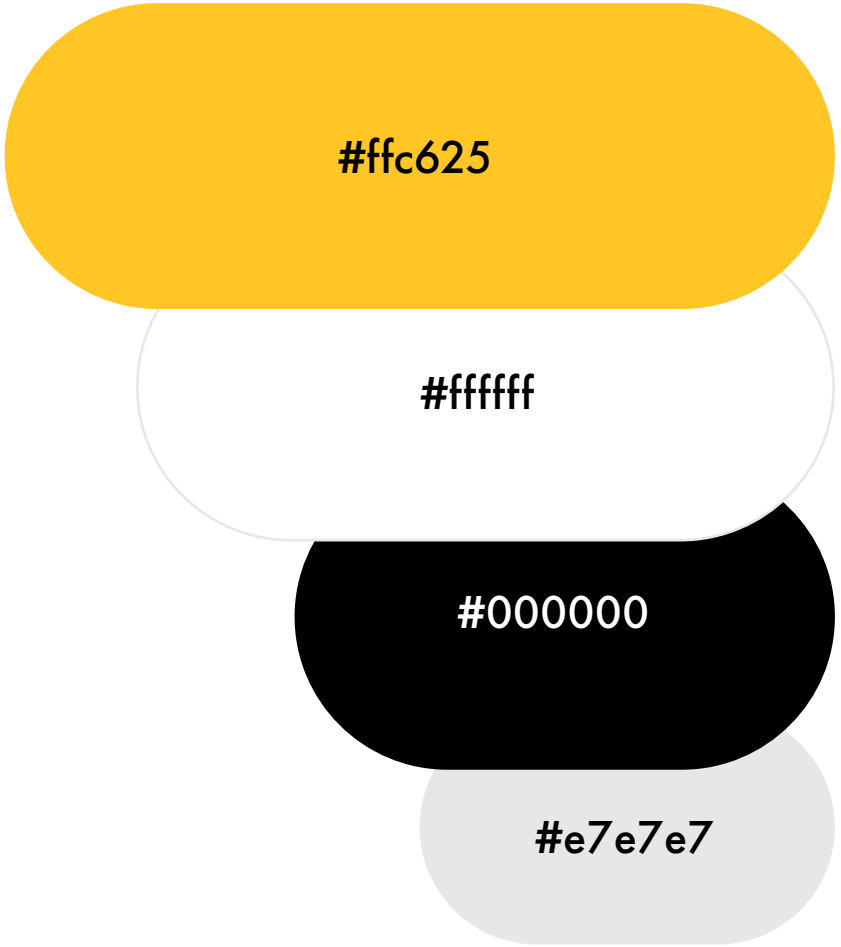
Our primary color represents the heart of the SLPS brand and should be the most prominent color in all district communications.

**Hex: #0b539f**



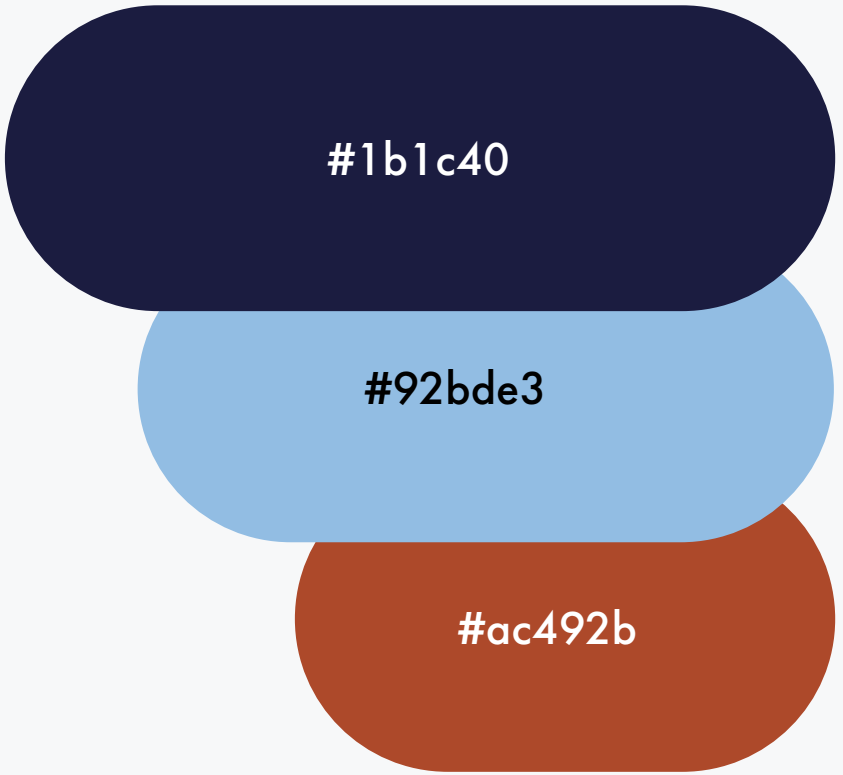
# Secondary Colors

Our secondary colors complement the primary palette and provide flexibility across communications. Use them to create visual interest, organize content, and support the SLPS brand without competing with the primary colors.



# Accent Colors

Accent colors provide visual emphasis and variety throughout SLPS communications. Use them sparingly to highlight key information, calls to action, or important design elements while allowing the primary and secondary colors to remain dominant.



# Design Elements

39

# Graphic Elements and *Patterns*

Color is a key element of the Saint Louis Public Schools brand. Our primary color palette reflects the district's identity while creating a consistent and recognizable visual experience across all communications. Blue serves as our primary brand color, supported by yellow and gray to provide contrast, balance, and emphasis. These colors should be used consistently to strengthen brand recognition and maintain a cohesive visual identity.



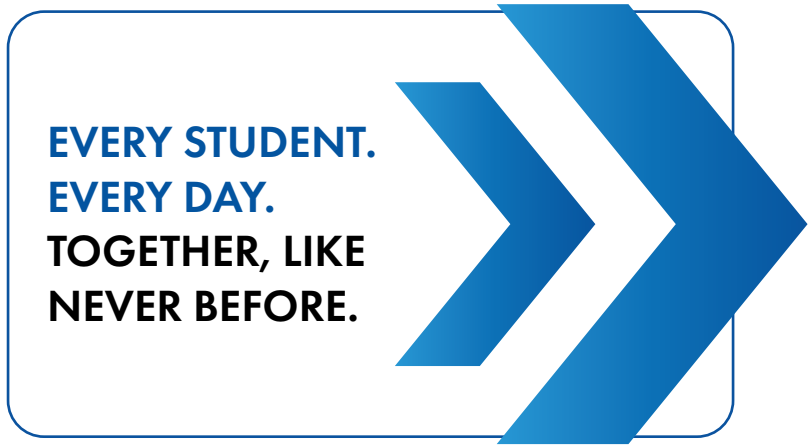
The forward arrows build momentum, transitioning from smaller to larger to symbolize SLPS's shift toward preparing students for the future.



The halftone pattern is used subtly as an accent to add texture and reinforce the idea of movement.

# Usage and *Intent*

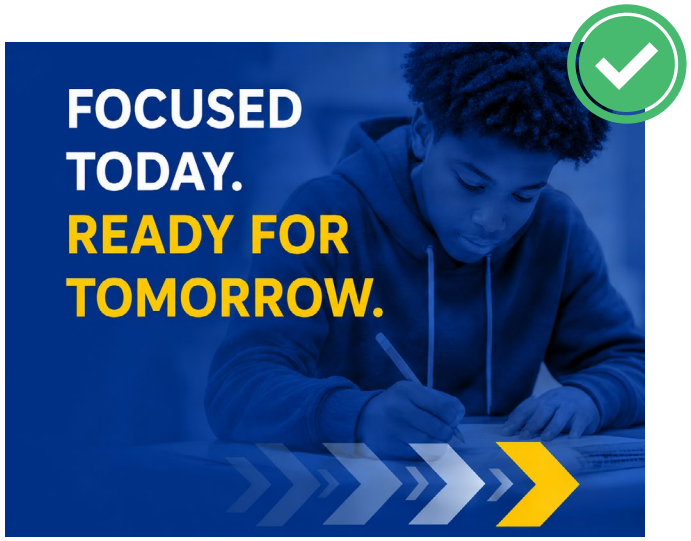
The forward arrows and halftone pattern are designed to add energy, movement, and visual interest while reinforcing the forward momentum of SLPS. Use these elements intentionally to guide the eye, emphasize key content, and add depth to layouts. They should complement—not compete with—messaging, photography, or the SLPS logo, and should always maintain appropriate contrast, balance, and readability.






# *Correct Application*

Graphic elements should be applied consistently and with purpose across all SLPS communications. Forward arrows may be scaled, cropped, or positioned to create movement and guide attention, while halftone patterns should remain subtle and primarily serve as supporting texture. Always maintain adequate spacing, contrast, and legibility, and avoid stretching, distorting, overcrowding, or using elements in ways that compete with the SLPS logo or primary message.






# *Incorrect Usage*

To maintain a consistent and professional brand identity, it's important to use our graphic elements correctly. Avoid the examples to the right, which weaken the impact of our messaging and create visual inconsistency.

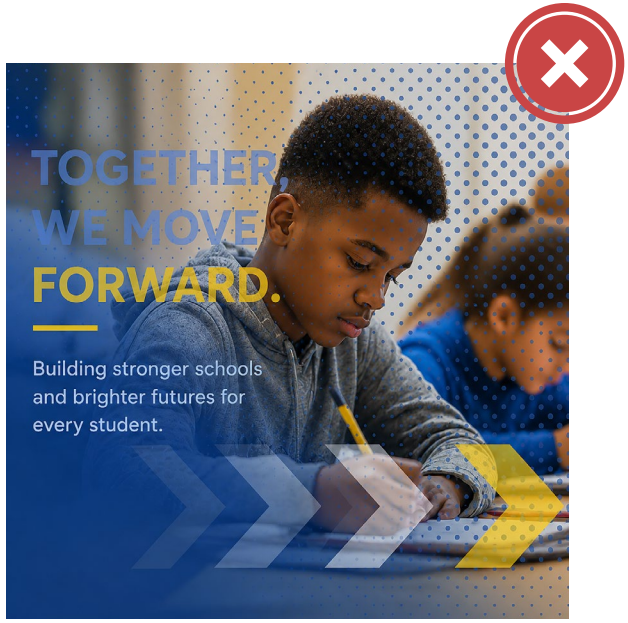




# Readability *Considerations*

Design elements should support clear communication. Maintain enough contrast between text and backgrounds, and use patterns and other graphic elements in ways that do not compete with important content. Do not rely on visuals alone to convey essential information. Make sure text remains easy to read in both print and digital formats.



# Color *Hierarchy*

Color should be used intentionally to establish hierarchy, guide attention, and create consistency across SLPS communications. Primary brand colors should anchor each design, while secondary colors can emphasize key messages, calls to action, or important information. Supporting colors should be used more subtly to create balance and depth, ensuring the overall composition remains clear, cohesive, and recognizably SLPS.

#0b539f

#ffc625

#98c1e4



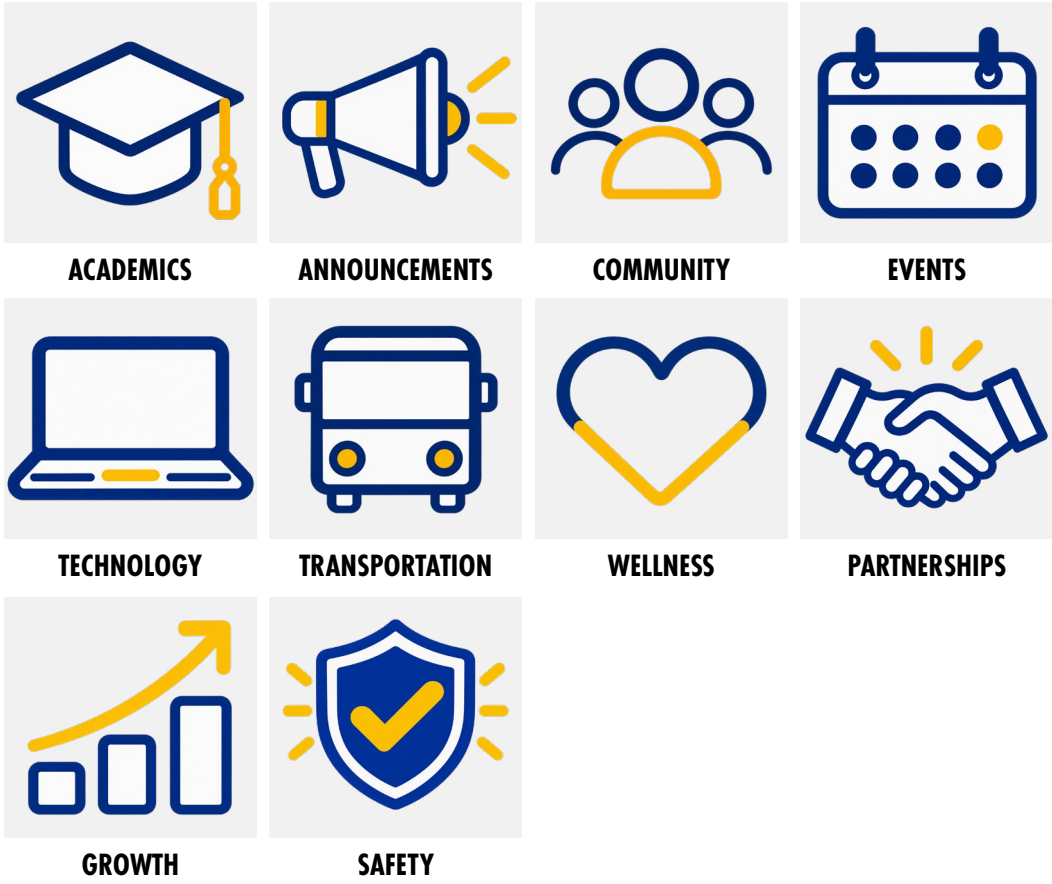
# Iconography

46

# Icon *Library*

The SLPS icon library provides a consistent way to help people find and understand information. Use icons to support key messages, categories, and calls to action while keeping important details in text.

Each icon is available in three versions: a **full-color PNG** for everyday digital use, a **vector file** for designs that need to scale or be printed at any size, and a **white version** for use on dark or colored backgrounds. Choose the version that gives the icon clear contrast, and leave enough space around it to keep it easy to recognize.

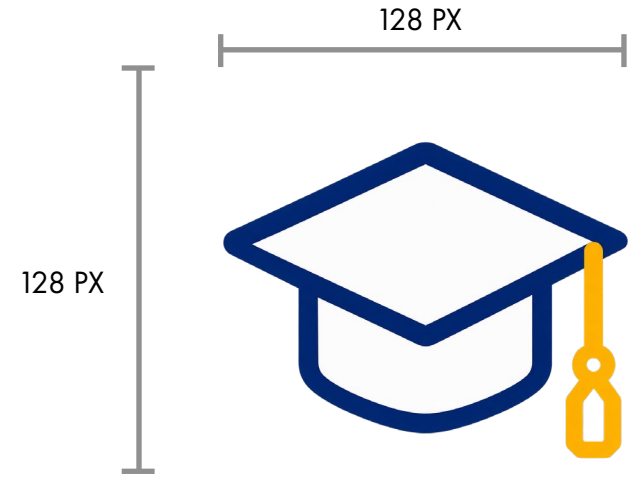



**Download full color icons: Here**
**Download vector format icons: Here**
**Download white icons: Here**

# *Icon Sizing and Spacing*

Icons should be sized consistently and given enough clear space to remain easy to recognize. In digital designs, measure icon size in pixels (px), which are the units used to define an icon's width and height on screen. You can also use pixels to measure clear space: keep a consistent number of pixels between each icon and nearby text, images, or other graphics. When icons appear together, use the same scale, alignment, and spacing.

**ICON SIZE**




**CLEAR SPACE**



# *Icon Color Usage*

Icons should use approved SLPS brand colors to maintain consistency, recognition, and accessibility across all communications. Use the primary full-color version whenever possible, with single-color variations reserved for situations where contrast or layout requires them. Always select a color treatment that provides strong contrast with the background, and avoid unapproved colors, gradients, effects, or low-contrast combinations that reduce clarity.

**ON WHITE**



**ON LIGHT BLUE**



**ON GOLD**



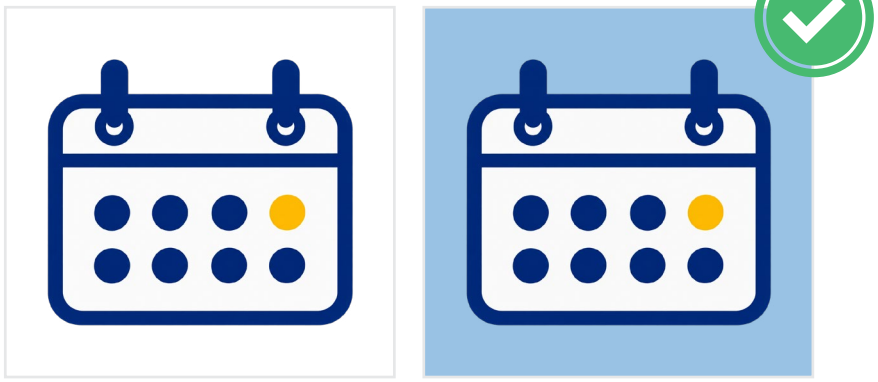
**ON DARK BLUE**



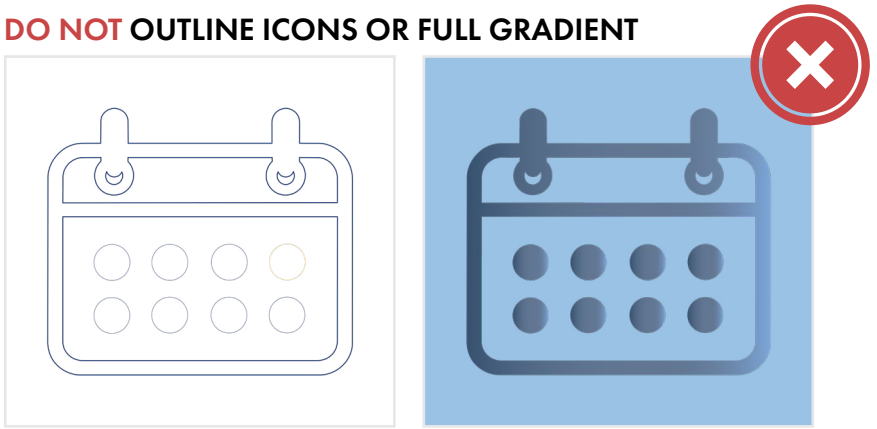
# *Proper and Improper Usage*

Icons should be used consistently and with purpose to support clear communication across SLPS materials. Proper usage maintains approved colors, proportions, spacing, and visual style, while improper usage includes stretching, distorting, recoloring, adding effects, or altering the icon artwork. Always preserve the integrity of the original icon to ensure a cohesive and recognizable visual system.

**DO FULL COLOR ON WHITE & LIGHT BACKGROUNDS**



**DO NOT OUTLINE ICONS OR FULL GRADIENT**



# Brand *in Use*

51

# *Implementation Guidelines*

Consistent implementation of the SLPS brand strengthens recognition, builds trust, and creates a unified experience across every touchpoint. When developing materials, use approved logos, colors, typography, imagery, graphic elements, and iconography while following established standards for hierarchy, spacing, and accessibility. The brand should adapt naturally to each format and audience while maintaining a clear, professional, and distinctly SLPS visual identity.

**FLYER**




**SOCIAL MEDIA**




**EMAIL SIGNATURE**



# Approvals and Resources

53

# *Next Steps and Support*

Consistent use of these guidelines helps protect and strengthen the SLPS brand across every communication. Use this guide as a reference when creating materials, access approved brand assets and templates whenever possible, and contact the Communications Department for guidance or approval when needed. Together, these resources help ensure every SLPS communication remains clear, consistent, and recognizable.



**QUESTIONS OR NEED HELP?**

Contact the SLPS Communications Department.
Communications@slps.org



**REQUEST AN APPROVAL**

Have a project request? Submit through Robohead
Robohead request here.