

SAINT LOUIS PUBLIC SCHOOLS BRAND GUIDELINES

VISION

Saint Louis Public Schools (SLPS) is the District of choice for families in the St. Louis region that provides a world-class education and is nationally recognized as a leader in student achievement and teacher quality.

MISSION

We will provide a quality education for all students and enable them to realize their full intellectual potential.

LOGOS

TRADITIONAL
(Vertical)



TRADITIONAL (Horizontal)



I [HEART] SLPS
(Vertical)



BADGE



I [HEART] SLPS (Horizontal)



For questions related to the District logo(s), please visit [SLPS.org/Logo](https://slps.org/Logo)

TAGLINE

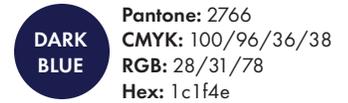
Our City. Our Schools. Our Future.

COLORS

PRIMARY



SECONDARY



NEUTRAL



TYPEFACES

PRIMARY

Futura

Futura Book

Futura Demi

Futura Bold

ALTERNATE

Century Gothic

Century Gothic Reg.

Century Gothic Bold

FORMATTING

District: Saint Louis Public Schools (SLPS)

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