

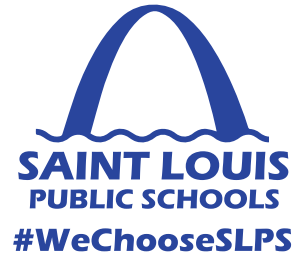


SLPS Marketing Toolkit

Branding Guidelines for SLPS Products and Publications



Why Branding?



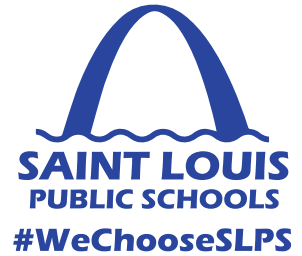
A brand is a name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers. ... A brand may identify one item, a family of items, or all items of that seller.

– [American Marketing Association](#)

Branding is important because it makes our product (our schools) and materials easily recognizable to our consumers (families who live in the City of St. Louis)

In general, our brand includes engaging pictures, clean lines and whitespace.

Color Schemes

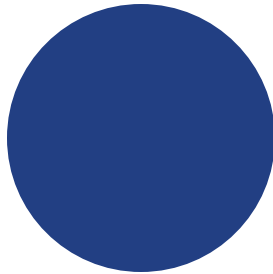
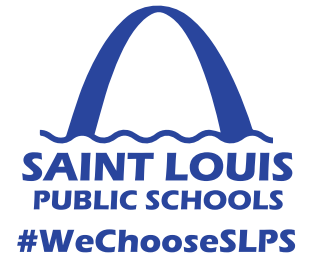


Brands have color schemes to maintain consistency throughout. It is important to work within the color schemes so that materials are easily identified as being part of SLPS.

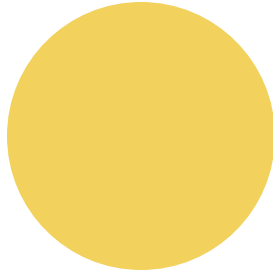
SLPS has three District schemes in place:

- A primary, which should be used as the main colors in your designs
- A secondary, which should be used to make your designs pop and shouldn't be the main focus of your design
- A neutral, which should be used to add depth to your design

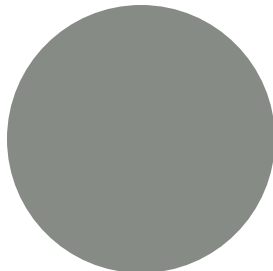
Primary Color Scheme



Pantone Uncoated	2738U
Pantone Coated	2117C
CMYK	99/83/4/0
RGB	27/72/155
Hex Code	1b489b

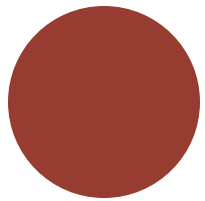
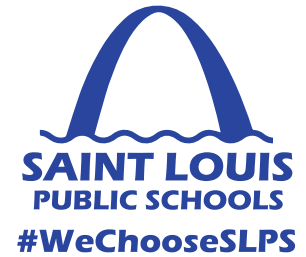


Pantone Uncoated	604U
Pantone Coated	127C
CMYK	4/13/77/0
RGB	245/213/90
Hex Code	f4d459

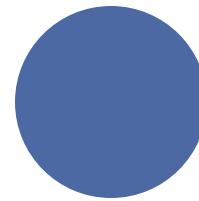


Pantone Uncoated	424U
Pantone Coated	423C
CMYK	46/38/39/3
RGB	143/143/143
Hex Code	878B85

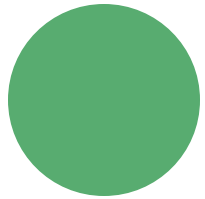
Secondary Color Scheme



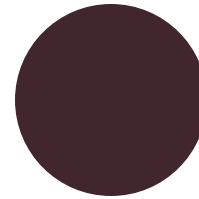
Pantone Uncoated 174U
Pantone Coated 7593C
CMYK 24/86/90/16
RGB 168/64/46
Hex Code a8402e



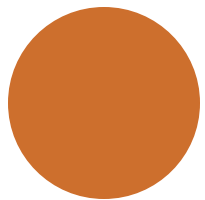
Pantone Uncoated 2130U
Pantone Coated 2124C
CMYK 75/54/0/0
RGB 55/121/244
Hex Code 3779f3



Pantone Uncoated 2256U
Pantone Coated 2256C
CMYK 65/5/71/0
RGB 95/181/118
Hex Code 5eb476

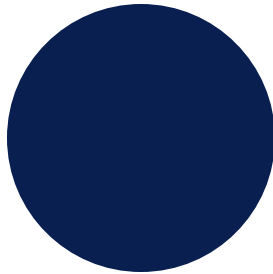


Pantone Uncoated 2322U
Pantone Coated 7533C
CMYK 55/83/60/49
RGB 66/38/44
Hex Code 43362c

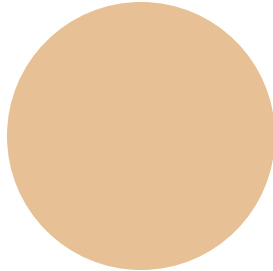


Pantone Uncoated 138U
Pantone Coated 7565C
CMYK 11/64/100/1
RGB 220/119/38
Hex Code dc7626

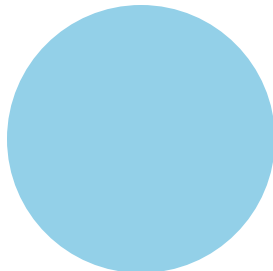
Neutral Color Scheme



Pantone Uncoated	281U
Pantone Coated	2766C
CMYK	100/93/37/38
RGB	8/32/80
Hex Code	081f4f



Pantone Uncoated	467U
Pantone Coated	467C
CMYK	8/24/44/0
RGB	232/194/150
Hex Code	e7c195



Pantone Uncoated	290U
Pantone Coated	2975C
CMYK	39/4/4/0
RGB	148/208/232
Hex Code	93d0e8

Logo Usage



The District logo is a very important part of our branding. Everyone should use the newest version of the logo, which can be found [here](#).

- **Logo:** Available in blue, white and black - with or without #WeChooseSLPS.
- **Sizing:** The district logo should not be less than .75 inches in width. To keep from distorting the logo, please make sure to size it proportionately.
- **Color:** Use blue in most instances. If your background is blue or another dark color, always use the white logo. If your background is another color that does not allow for the white or blue logos, then you may use the black logo. Otherwise, the black logo should be used only when not printing in color.
- **Customization:** Any department name being added to the logo should be typed in Eras Bold ITC and should not be wider than the logo. Please contact [Karriem Muhammad](#) for clarification or assistance.

Logo Usage Cont.



- Our logo is all one color and contains only one arch. Any logo with a black line or two arches is out of date. If you need the new logo, please [click here](#).

Use only these logos



Do not use the following logos:



Do not distort the logo:



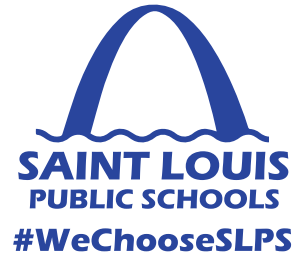
#WeChooseSLPS

Fonts



Much like color schemes and logos, font consistency is key to branding. The district-specified fonts were carefully chosen and should be exclusively used in all instances.

Fonts



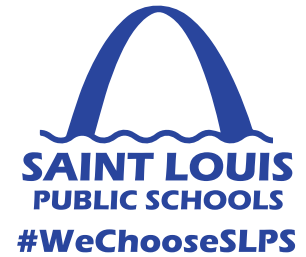
Calibri

- Light, Regular, *Italic*, **Bold**, ***Bold Italic***
- To be used as main headline font or as a body copy font
- Preferred font for emails

Baskerville Old Face

- To be used as an alternative paragraph font if you prefer a serif font.

Questions?



Karriem Muhammad

- Graphic Designer, Saint Louis Public Schools
- Karriem.Muhammad@slps.org
- 314-345-5744

Meredith Pierce

- Director of Communications, Saint Louis Public Schools
- Meredith.Pierce@slps.org
- 314-345-2367