



## BRAND GUIDELINES AND USAGE MANUAL

This manual illustrates how to apply the visual components of the SLUSD brand.



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In 2015, the San Leandro Unified School District (SLUSD) developed a new logo to reflect the forward progress of the district.

Our brand represents the District and the logo is the primary visual symbol of our brand. It is a consistent identifier and a stamp of quality for all SLUSD communications.

It is important that we share an understanding of how and when to best utilize the components of the SLUSD brand. In order to maintain a high level of professionalism and consistency in all communications, we have developed these brand guidelines.

SLUSD SIGNATURE: ELEMENTS

The SLUSD signature is composed of three elements:  
*The Symbol, the Wordmark, and the Tagline.*

PRIMARY SIGNATURE



## WHY THIS LOGO IS OURS

Our logo represents SLUSD and San Leandro's rich history, celebrates our current reality and welcomes the future.



BOOKS,  
OF COURSE



CHERRIES,  
OUR DELICIOUS TRADITION



BURST:  
INNOVATION, FIBER OPTICS  
& TECHNOLOGY

*\*The pullout colors in the logos above are for informational purposes only. They are used to visually call attention to the different components of the logo. The versions of the logo shown on this page are not for use outside of this manual.*

### SLUSD SIGNATURE: COLOR CONFIGURATIONS

Three signature configurations were created for print and on-screen use. It is important to always use the artwork provided and never modify these signatures.

#### [ PRIMARY SIGNATURE ]



#### CLEARSPACE

In order to preserve the integrity of the Primary Logotype, it is important that no other logos, type or other graphic elements infringe on its space. The minimum clearspace around the logotype is equivalent to 1/3 of the width of the logotype.



#### SMALLEST SIZE USE

The minimum size the Primary Logotype may be used for print applications is .5" (10mm) wide. Include the registration mark for this measurement.

SLUSD SIGNATURE: COLOR CONFIGURATIONS

Three signature configurations were created for print and on-screen use. It is important to always use the artwork provided and never modify these signatures.

[ ALTERNATE SIGNATURES ]



CLEARSPACE: Y/2

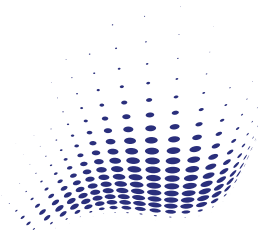


[ WORDMARK SIGNATURE ]

**SAN LEANDRO**  
UNIFIED SCHOOL DISTRICT

### SPECIAL USAGE ICON

The special usage icon (“burst”) may be used as an accent in branded documents such as (but not limited to) PowerPoint presentations, on images or on fact sheets. The burst is not to be used as a standalone image or on first introduction of the SLUSD brand. For file and use approval, contact SLUSD’s Public Information Officer (PIO).



### SLUSD symbol

Use the SLUSD Symbol to compliment the primary logo and only use when the brand has appropriate awareness.



### TAGLINE

Whenever possible the SLUSD logo should appear with the official SLUSD tagline

~ TRADITION & INNOVATION ~

Taglines should never be developed or used without consulting the PIO. In certain instances, additional taglines may be created and used.






SLUSD SIGNATURE: COLOR USAGE

The colors selected for the SLUSD signature reflect the source of inspiration.

The colors were specifically chosen to represent the signature and should not be altered under any circumstances.

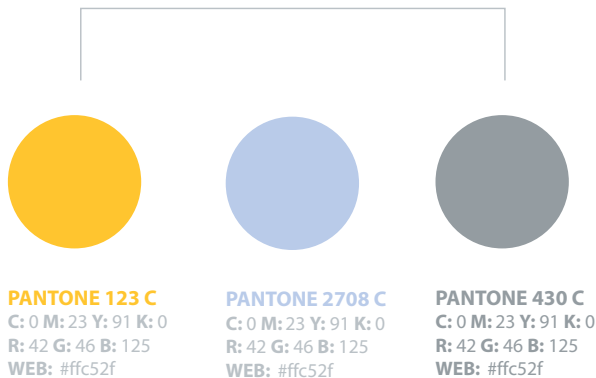
[ PRIMARY COLOR ]

PANTONE COLORS :	CMYK :	RGB :	WEB:
PMS 2738  PMS 2738	C: 05  M: 0 Y: 100 K: 45 PMS 2738	R: 42  G: 46 B: 125 PMS 2738	#2a2d7c

SLUSD SIGNATURE: ACCENT COLORS

The complimentary colors were specifically chosen to aid and accentuate the SLUSD primary color. These colors are for use in accent elements only and not for main text in presentations or materials. For questions on how best to utilize the accent colors, contact SLUSD’s PIO.

[ ACCENT COLORS ]



SLUSD SIGNATURE: TYPOGRAPHY STYLE

The primary typefaces used in SLUSD communications are Avenir, Avenir Condensed families for Macintosh platforms and Arial for Windows and WEB platforms. While many variations are available, always use the styles and weights recommended here.

[ PRIMARY FONT ]

Aa

AVENIR NEXT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz123456789

[ PRIMARY WEB FONT ]

Aa

ARIAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz123456789

[ PRIMARY FONT ]

Aa

AVENIR CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz123456789

[ ACCENT FONT ]

AA

TRAJAN PRO

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ123456789

## SLUSD SIGNATURE CONFIGURATIONS: COLOR VARIATIONS

Color variations of the SLUSD logo are available. Use the color variation that is most appropriate for your application.

Use the 1-color variation for applications that allow printing in color.

[ 1-COLOR POSITIVE VARIATION ]



Use the 1-color black and grayscale variation for applications that are limited to printing in one color, such as newsprint.

[ BLACK-POSITIVE VARIATION ]



Use the 1-color reverse variation for applications with a dark background.

[ 1-COLOR REVERSE ]



SLUSD SIGNATURE: FILE TYPE AND USAGE

Using the correct file type will provide the most efficient and accurate use of the SLUSD logo.

Electronic artwork is available for the creation of print and web materials. These files can be used on both the Macintosh and Windows platforms.

The correct file type is needed to ensure proper resolution and quality when printing and producing materials with the SLUSD logo.

	.EPS	.TIFF	.PDF	.JPG	.PNG
PRINT: ADS, POSTERS, MARKETING MATERIAL	X	X	X		
MICROSOFT OFFICE: WORD® EXCEL® POWERPOINT®			X	X	X
WEB				X	X
EMAIL			X	X	X
SPECIALTY: SIGNAGE, PENS, BINDERS	X	X	X		

SLUSD SIGNATURE: FILE TYPE AND USAGE

Using the SLUSD logo components consistently and accurately is essential in maintaining its integrity. These examples illustrate only a few uses that should be avoided.

**DO NOT CHANGE COLORS**



**DO NOT USE LOW-RES FILE TO PRINT**



**DO NOT STRETCH HORIZONTALLY**



**DO NOT STRETCH VERTICALLY**



**DO NOT RE-TYPESET WORDMARK**



**DO NOT RE-SIZE OR RE-POSITION SYMBOL**



**SLUSD SIGNATURE: PHOTO USAGE**

San Leandro Unified School District's photographic style was created to make it easy to express our personality and set the right tone. We service wonderfully diverse students in a great area, it's important that we reflect our beautiful cultural diversity.

The students and teachers, situations, and environments in our photos should always feel genuine, never staged or overly posed.

Always use high resolution photos when printing and keep aspect ratio intact.

**THE BELOW CATEGORIES ARE AVAILABLE:**

- Classroom; Students + Teachers
- Activities
- Group
- Point of View

**PHOTO USAGE CHECKLIST:**

- Permission signed photo release
- Avoid using full names of students

SLUSD SIGNATURE: PHOTO USAGE -

[ CLASSROOM ]



[ ACTIVITIES ]



SLUSD SIGNATURE: PHOTO USAGE -

[ GROUP ]



[ POINT OF VIEW ]





SLUSD SIGNATURE: PHOTO USAGE - SINGLE COLOR

[ ONE PMS COLOR ]



[ BLACK & WHITE ]



These guidelines are meant as a way to maintain consistency and ensure integrity of the SLUSD brand. For questions, contact:

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