



Southfield Public Schools

Brand & Style Guidelines

Southfield Public Schools
Communications Department
24661 Lahser Rd., Southfield, MI 48033
(248) 745-8540

contents.

what is a brand?3

about us - mission and vision statement ..4-5

official name of our school district.....5

our logo6-7

proper logo usage8-9

improper logo usage10-11

logo spacing and sizing12-13

typography.....14-15

color palette16

collateral materials.....17

The logo variations in this guide can be requested by emailing marketing@southfieldk12.org.

what is a brand?

A brand is

“a set of expectations, memories, stories and relationships that, taken together, account for a consumer’s decision to choose one product or service over another.”

~(Seth Godin, author and 2018 American Marketing Association’s Marketing Hall of Fame inductee).

A brand is similar to an organization’s reputation; it is created and influenced by how our stakeholders interact with and experience our organization and is how someone describes our organization when we aren’t in the room.

The “look” of Southfield Public Schools is critical to creating a strong brand. We have created this Brand Standards Guide to help us send a consistent and unified image of our district.

Mission Statement

The Southfield Public School District educates all students in a collaborative, safe, supportive, and high-quality, student-centered environment and prepares dynamic, innovative learners to compete within the global society.

Vision Statement

The Southfield Public School District will develop socially responsible and culturally sensitive citizens empowered to meet the challenges of rapidly changing global and technologically advanced society, characterized by care, curiosity, creativity, critical thinking and the ability to effectively communicate, collaborate, and contribute to society

The official name of our school district is
Southfield Public Schools

Official School Names

- Bussey Center for Early Childhood Education
- Kennedy Learning Center
- Adler Elementary School
- Birney K-8 School
- MacArthur K-8 University Academy
- McIntyre Elementary School
- Stevenson Elementary School
- Thompson K-8 International Academy
- Vandenberg World Cultures Academy
- Levey Middle School
- University Middle School Academy
- Southfield High Schools for the Arts & Technology
- University High School Academy

Always use the complete name of a school on the first reference (e.g., MacArthur K-8 University Academy).

“Elementary school,” “middle school,” or “high school” may be dropped thereafter, or acronyms may be used. When referring to more than one school, always use lowercase (e.g., Stevenson and Adler elementary schools).

our logo.

A brand includes our name, logo, and identifying elements, including color, type, and graphics. The logo is a visual representation that represents the brand.

The logo is to be used as letterhead on all stationery and correspondence from Southfield Public Schools in order to create a unified visual appearance in all written communications. The size and placement of the logo vary relative to the design of individual publications. Individual budgets will determine whether publication(s) will be printed in color. Please note that the logo should be printed either in full color or in black and white (not in one-color ink, two-color ink, etc.).

Certain criteria must be met when using the Southfield Public Schools logo. Any and all entities that use the logo are subject to review and approval by the Communications Office.

For additional information on the logo, including requesting an electronic copy of the logo, please contact the Communications Office.

Southfield Public Schools reserves the right to object to any unauthorized or inappropriate use of its logos and may enforce this right at any time.



**Southfield
Public Schools**

Scholars Positioned *for* Success



**Southfield
Public Schools**

Scholars Positioned *for* Success

Proper Logo Usage

The Southfield School District logo is our most visible asset; therefore, maintaining consistent logo usage is critical. Below are examples of proper usage.

PRIMARY USAGE | VERTICAL

Color logo with tagline



Black logo with tagline



Color logo with tagline on dark



Color logo without tagline



Black logo without tagline



Reverse logo with tagline on dark



Proper Logo Usage

PRIMARY USAGE | HORIZONTAL

Color logo with tagline



Color logo without tagline



Black logo with tagline



Black logo without tagline



Color logo with tagline on dark



Reverse logo with tagline on dark



improper logo use.

It is mandatory that the Southfield Public School logo is not manipulated in any way. To ensure the integrity of the logo, please do not do the following:

1. Alter the colors in any way
2. Stretch the logo outside of its proper proportions
3. Crop the logo
4. Alter the typeface, aspect ratio, and/or size relationship of the logo
5. Alter or resize the arrangement of the words in the logo
6. Reposition the icon of the logo
7. Alter or change the shape of the logo by tilting
8. Add visual components to the logo
9. Angle the logo
10. Place the logo on a busy background
11. Place the logo on a similar yellow or red background
12. Use additional elements
(ex: shade/shadow, emboss, texture, etc.)

The official district logo no longer includes the words "Your Future Brighter"

1.



2.



3.



4.



5.



6.



7.



8.



9.



10.



11.



12.



logo spacing

The Southfield School District logo must have a designated amount of clear space on all sides to ensure the logo's visual clarity and effectiveness.

Logo Clear Space

The logo requires a fixed amount of clear space around it. Text, photos, or other graphic elements should never encroach on this space. There are no standardized placement guidelines for the wordmark. Designers should use discretion and follow clear-space guidelines. All variations of the wordmark's clear space are determined by the height of the two capital letter S's in the logo name. All official wordmark files have this clear space built into them. The wordmark's clear space is determined by the height of the two capital letters SP's in the name.



and sizing.

Minimum Size

The horizontal logo should not be smaller than .75" in height so that it remains visible and legible.



The vertical logo should not be smaller than 1" in width so that it remains visible and legible.

Verdana

Primary Type Weights

The Southfield Public School logo can be used in conjunction with the following recommended fonts.

Uciis enes vel molorectorum estrunt nobisci acerum voluptatur secuptas latur sae nihilloria soloribeat am nobis mollat ad quibus rehenimint simi, sunte dolorem as entia hillatem esto omnis ma doluptur, voloreiumqui officim ium entius, sitem laborro ventorum derio sita conemquo quiamet vent, sim esequae rest et hari vernam, nimet vollit optataquiae nonescit cullupt assequi amusam fugiat il fuga. Ut ad quae volorum quodi essimpo ritaten issusam id que

Aa Bb Cc

Regular.

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (!@#\$%^&*_-:;")

Italic.

*AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (!@#\$%^&*_-:;")*

Bold.

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (!@#\$%^&*_-:;")**

Bold Italic.

***AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (!@#\$%^&*_-:;")***

Baskerville

Primary Type Weights

Uciis enes vel molorectorum estrunt latur sae
nihilloria soloribeat am simi, sunte dolorem
as entia voloreiumqui officim ium entius,
sita conemquo quiamet vent, sim nimet
vollit optataquiae nonescit fuga. Ut ad quae
volorum quodi nobisci acerum voluptatur
secuptas nobis mollat ad quibus rehenimint

hillatem esto omnis ma doluptur, sitem
laborro ventorum derio esequae rest et hari
vernam, cullupt assequi amusam fugiat il
essimpo ritaten issusam id que neses eum
eicae plaborro vent a con non essi vel is
doluptiis a asi is eosant, odisimusam fugia ant
etureium iur adipis qui consedit assiti cum ex

AaBbCc

Regular.

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (!@#\$\$%^&* _-:;”)

Italic.

*AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (!@#\$\$%^&* _-:;”)*

Semi-Bold.

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (!@#\$\$%^&* _-:;”)**

Semi-Bold Italic.

***AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (!@#\$\$%^&* _-:;”)***

our color

The Southfield School District brand is comprised of one main color. The proper various print and web color conversion for the color is listed below.

PRINT

Pantone 2144C
CMYK 95/53/2/0

WEB

RGB 0/111/181
HEX #006b5

Printed Publications

A number of publications are produced by Southfield Public Schools each year, reaching thousands of stakeholders across our community. These publications are an additional way to reinforce our brand with our stakeholders. The Southfield Public Schools logo must be included on the front or back cover of all brochures, booklets, etc.

Electronic Materials

Southfield Public Schools Website

The website provides a consistent look and feel through the use of the logo and color scheme. Design elements of the website were coordinated by the Communications Office and Technology Department.

Social Media

Southfield Public Schools encourages the use of social media for classes and programs to communicate and share information with parents and the community. Please refer to our Social Networking Guidelines before creating a site.

Email Signature

Hundreds of emails are sent to and from @southfieldk12.org email addresses each day. This provides us with another opportunity to reinforce our brand with our stakeholders. Email is a tool to be used for business and school communication. Remember, any email @southfieldk12.org account is considered public record and can be requested by any individual or organization.

At a minimum, your email signature should include your name, title, physical address, phone number and/or web or social media site addresses. Families may have multiple students, so include the grade and subject you teach.

Images

All images of learners and schools should be original photography taken within our schools. Please consult the classroom teacher or school secretary if you have questions about which student(s) cannot be photographed. Free or purchased stock photography should not be used.

Apparel and Promotional Items

The official Southfield Public Schools logo must appear on all apparel and promotional items produced at the district level. The logo and all text must be in compliance with district standards. If assistance is needed, please contact the Communications Office.

24661 Lahser Rd., Southfield, MI 48033
(248) 745-8500
southfieldk12.org