



# BRANDING GUIDE



## THE ALHAMBRA BRAND

After the hard work of continually shaping the Alhambra brand, we want to ensure that it stays true to our intention when it heads out into the world. Following these guidelines will ensure that the AESD image is used in a way that upholds our aesthetic standards and portrays our brand in a professional and consistent way.

This guide outlines the basic elements that make up the Alhambra Elementary School District, and should be referenced when designing flyers, creating web content, internal and external communications, newsletters, event promotional materials, and other communication efforts.

## Table of Contents

District Vision & Mission	3
District Logo Variations	4
Standards for Logo Use	5
District Color Palette	6
Typography (Fonts)	7
Standard Communication Protocol	8
Sample E-mail Signature	9

# Alhambra Elementary School District Vision

Educating the whole child.

## Alhambra Elementary School District Mission

Alhambra Elementary School District will enrich the life of the whole child in collaboration with families and the greater community. We will promote a social and global consciousness that encompasses a profound respect for all humanity.



# District Logo Variations

## Primary District Logo

The AESD logo is an integral part of the Alhambra brand and should be used thoughtfully and consistently.

Most often the logo will be used in full color, as displayed on top, but can also be adapted for use in black and white print material, in an all-black format.

## Wordmark

Alternatively, the wordmark alone can be used for simplicity, without the mission-style architectural element.

## Monogram

Finally, the single monogram Alhambra "A" is an option. It is available in midnight blue, white (to be used on a dark background), gold, and silver.

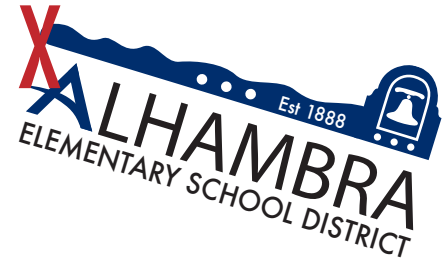


# Standards for Logo Use

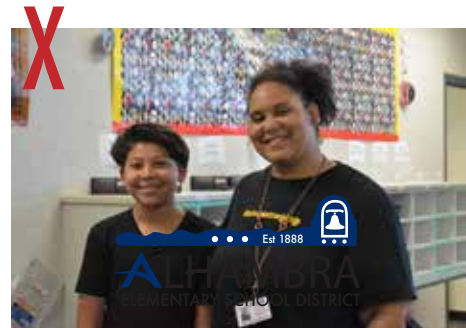
Please ensure that logos are not squashed or stretched.



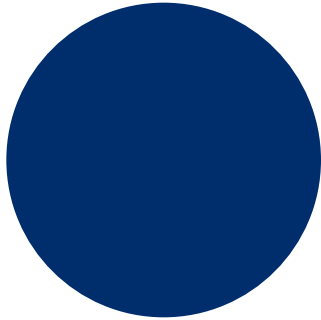
District logos should not be rotated.



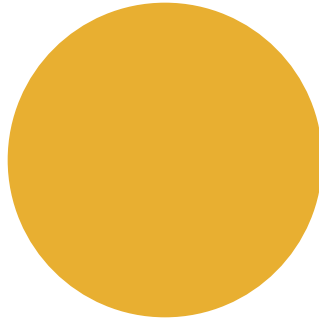
Logos should not be layered on top of busy photos or patterns.



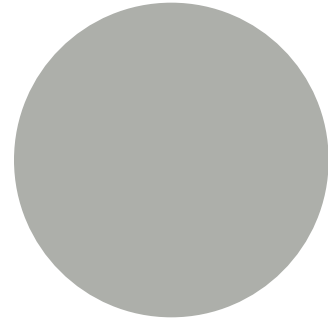
## District Color Palette



**Midnight Blue**  
HEX: #1A3668  
Pantone 2758  
RGB 0, 30, 98  
CMYK 100, 95, 5, 39



**Goldenrod**  
HEX: #E8AF31  
Pantone 143  
RGB 241, 180, 52  
CMYK 0, 32, 87, 0



**Silver Chalice**  
HEX: #ADAFAA  
Pantone 429  
RGB 162, 170, 173  
CMYK 21, 11, 9, 23



# Typography (Fonts)

Headings / Titles

Futura - Condensed Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Subheadings

Futura - Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Body Content

Palatino

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

## HEADING

Subheading

Body text is written in Palatino. This font is used for the main body content of any print or digital communication.

# Standard Communication Protocol

*Please follow these guidelines when developing and distributing any communication as a part of the Alhambra Elementary School District:*

- The AESD district logo should be present on all communications developed on behalf of Alhambra.
- Body content (such as this) should always be left-justified.
- Adhere to District colors and fonts.
- Write out “Alhambra Elementary School District”, or abbreviate using “AESD”.
- Email addresses should be all in lowercase letters (i.e. [communications@alhambraesd.org](mailto:communications@alhambraesd.org)).
- PowerPoint presentations and memos should use template supplied by the AESD Community Relations Office.
- Tone of writing should be professional, transparent, and accessible.
- All work being distributed for mass viewing should be proofed by at least three other people.
- Custom letterhead, envelopes, and business cards are not permitted for official Alhambra business.

## Sample E-mail Signature

*In Gmail, the default text style should be “Sans Serif”, black font, and “normal” in size. Please do not add extra icons, logos, taglines, or images to your signature. Personal quotations or philosophical statements should not be included as part of your signature; your signature is a direct representation of the district’s viewpoint. Alhambra employee e-mail signatures should include the following elements.*

**John Doe**

*Title, Department*

Alhambra Elementary School District

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