BRAND STYLE GUIDE

St. Francis Area Schools

Revised 02/2026

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The St. Francis Area Schools brand style guide aims to bring consistency to the way we communicate.

The St. Francis Area Schools brand is more than a visual identity. Our brand is who we are and what we stand for. Our brand is what students, families, staff and our community think and feel about St. Francis Area Schools.

WHO WE ARE

MISSION

Our mission is to equip all students with the knowledge and skills to empower them to achieve their dreams and full potential while becoming responsible citizens in a dynamic world.

MOTTO

Equip. Empower. Achieve.

CORE VALUES

- We believe that trust and respect are fundamental for thriving relationships.
- We believe that our community flourishes when individuals, families and organizations collaborate.
- We believe that every person matters and has value.
- We believe that responsibility and accountability are essential for personal growth, organizational improvement and community engagement.
- We believe that commitment to high expectations is essential to help achieve full individual and collective potential.
- We believe that everyone benefits when culture and diversity are understood and respected.
- We believe that lifelong learning enriches individuals and creates opportunities.
- We believe that open exchanges of ideas and communicated planning are integral for continuous improvement.

VISION

In May 2015, the School Board of St. Francis Area Schools adopted its Strategic Plan. One strategy, "We will ensure that every employee understands, supports and promotes our core values and mission," included an action item to establish that St. Francis Area Schools has a recognizable and consistent brand.

The district name was changed from Independent School District 15 to St. Francis Area Schools. Current logos, motto, building names, department names and other reflect the current brand.

The Brand Style Guide was created to address how we convey the brand of St. Francis Area Schools.

#SFASProud

#SaintsPride

DISTRICT COLORS

COLOR PROFILES

The official colors of St. Francis Area Schools are navy blue and white.

Gray is an acceptable accent color, as needed.

Using color in a consistent way reinforces recognition.

A red accent is allowed in any SFHS and SFMS apparel worn on the competition surface for a game including but not limited to: warm ups, game uniforms, game equipment. An accent color is not required but shall not exceed 15% of the overall apparel and is subject to approval from the Activities Director and the Communications Supervisor or the Director of Community Education or the High School Principal.

Refer to page 7 for official logos.

NAVY BLUE
PANTONE 281
CMYK: 100 | 78 | 0 | 58
RGB: 0 | 32 | 91
HEX: #00205B

GRAY
PANTONE 428
CMYK: 34 | 24 | 23 | 0
RGB: 193 | 198 | 200
HEX: #C3C8C8

WHITE
HEX: #ffffff

RED
PANTONE 186 C
CMYK: 0 | 90 | 79 | 17
RGB: 200 | 16 | 46
HEX: #C8102E

LOGO USE

The official logo of St. Francis Area Schools (SFAS) is the SF logo shown in navy blue and white. If a black & white image is required, the navy blue can change to black. Gray is an acceptable accent color, as needed.

The SF logo should be used on all St. Francis Area Schools publications, websites and other related materials.

Use of SFAS logos is allowed when guidelines are followed. Incorrect logo usage includes changing the color, scaling disproportionately, altering the image, adding other effects and so on.

Logos are available at www.isd15.org/logo.
For questions about logo use, contact the St. Francis Area Schools Communications Department at 763-753-7025 or news@isd15.org.









LOGO/MOTTO USE

The official motto of St. Francis Area Schools is **Equip. Empower. Achieve.** Shown are the building logos and the district logo with the motto.

Use of SFAS logos is allowed when guidelines are followed. Logos are available at www.isd15.org/logo.

For questions about logo use, contact the St. Francis Area Schools Communications Department at 763-753-7025 or news@isd15.org.

















ATHLETICS, ACTIVITIES SPIRIT ELEMENTS

The identity of the student body, alumni and supporters are represented through the use of the Spirit elements. The use of Fighting Saints and Home of the Saints represent high school and middle school athletics and activities.

Mascot - TBD

Use of SFAS logos is allowed when guidelines are followed. Logos are available at www.isd15.org/logo. For questions about logo use, contact the St. Francis Area Schools Communications Department at 763-753-7025 or news@isd15.org.

Use of Saints and Fighting Saints was approved by St. Francis Area Schools School Board on February 27, 2017. Saints is used universally, but Fighting Saints can be used at the middle school and high school levels with approval from the activities director/building principal.





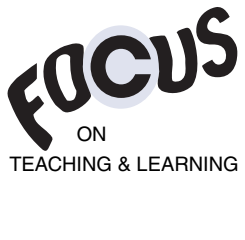
RETIRED IMAGES

The school district is more than 100 years old. The number 15 was assigned to St. Francis Area Schools, Independent School District 15 in 1957 when the state legislature renumbered all the districts in the state.

At that time, School District No. 22 of Anoka County became part of Anoka-Isanti Consolidated Independent Joint District No. 212 (St. Francis) of Anoka County. The name that emerged then was Independent School District No. 15 (St. Francis) of Anoka County.

The name and certain images have played an important role in the history of the school district. Some of the retired images are shown.













TYPOGRAPHY

PRINT

Use these fonts based on the type of communication:

San Serif
Myriad (comparable to Times)

Serif
Minion (comparable to Helvetica)

Script
Shown are options when using Saints or Fighting Saints:

Saints South Garden Pure

Saints Lobster

Aa

Myriad

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aa

Minion

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

DIGITAL

Fonts used on St. Francis Area Schools web platform:

ROBOTO CONDENSED
Headings & Titles

OPEN SANS
Standard Text

BUILDING NAMES & ACRONYMS

CCES	Cedar Creek Elementary School
CRBN	Crossroads - Bar None
DO	District Office
EBES	East Bethel Elementary School
ECFC	Early Childhood Family Center
SFES	St. Francis Elementary School
SFHS	St. Francis High School
SFLC	St. Francis Learning Center
SA	Saints Academy
SO	Saints Online
T15	Transition 15
SFMS	St. Francis Middle School

DEPARTMENT NAMES

Office of the Superintendent

Activities Department

American Indian Education Department

Business Services Department

Communications Department

Community Education Department

Curriculum & Instruction Department

Health Services Department

Human Resources Department

Information Technology Department

Maintenance & Grounds Department

Nutrition Services Department

Student Services Department

Transportation Department

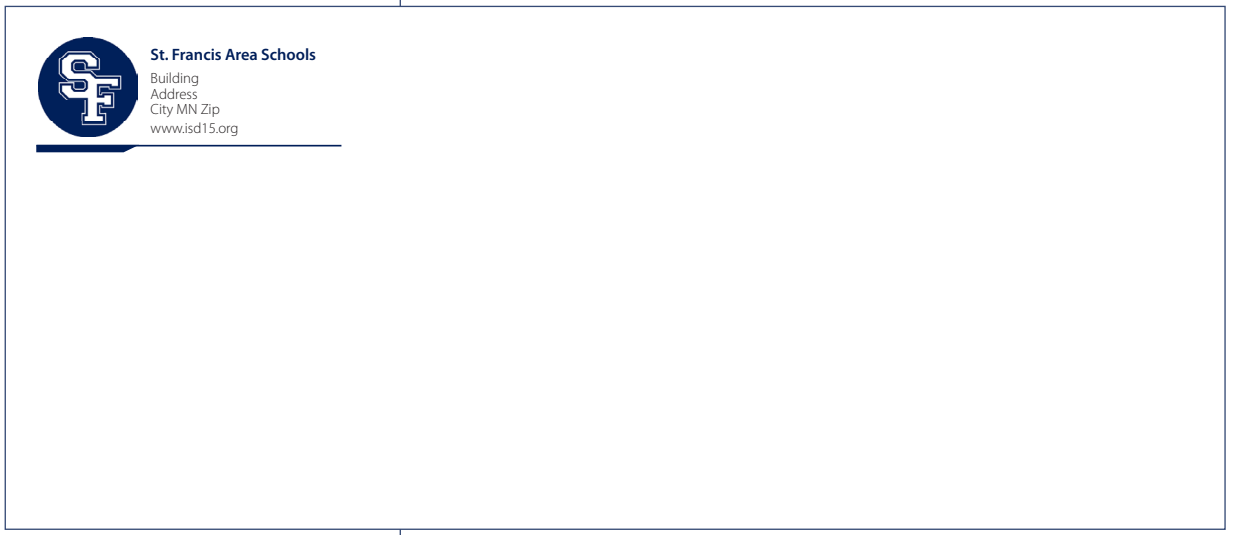
STATIONERY



Letterhead



Business Card



Envelope

St. Francis Area Schools letterhead, envelopes and business cards are available from the Communications Department (763-753-7025 or news@isd15.org).

EMAIL SIGNATURE

All St. Francis Area Schools staff are assigned an email. Staff are encouraged to follow this format:

First & Last Name
Job Title
Department Name (or grade taught)
000-000-0000 | firstname.lastname@isd15.org

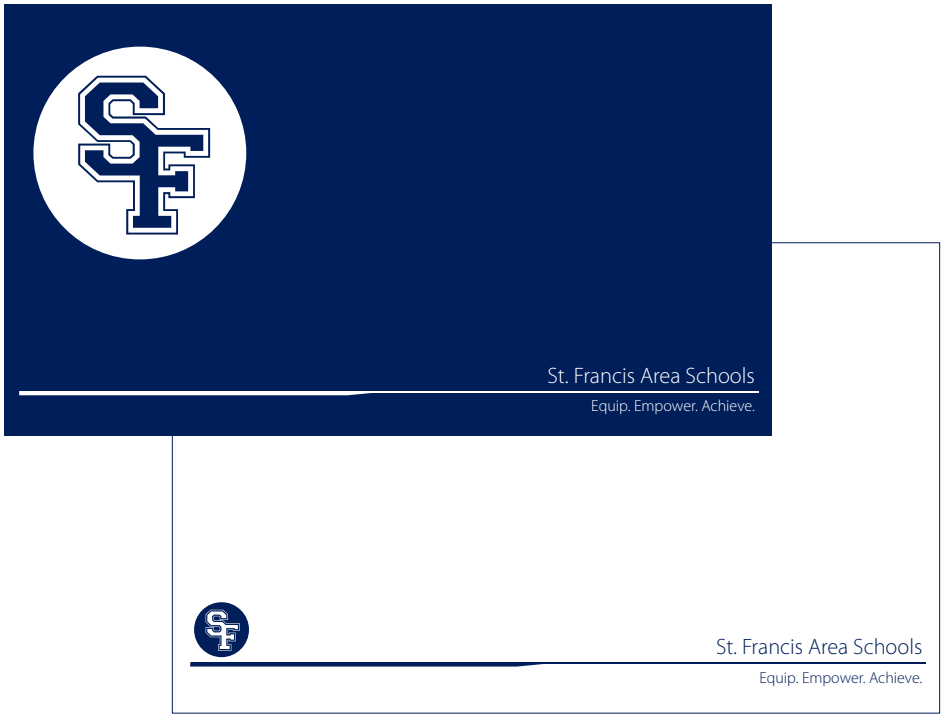
St. Francis Area Schools
Building Name
Building Address | City MN 55XXX

Staff may choose to add district-related items after the signature. Approved items include district or school logo, the district motto, a core value or the mission statement.

RESOURCES

SLIDE PRESENTATIONS

A template is available for staff when making slide-show presentations to the School Board and other groups.



OTHER RESOURCES

The Communications Department can assist staff in coordinating and publicizing events and creating items needed. Recent projects include:

- Job Fairs
- Billboard and Banner Displays
- Promotional Videos
- Postcards and Other Mailings
- Social Media Posts and Events
- Community Events and Parades
- Apparel

Contact the Communications Department for more information (news@isd15.org or 763-753-7025).