



Brand Guidelines

for Stamford American International School

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logo

Usage of the Stamford American logo

- 01 The guidelines should be strictly adhered to.
- 02 The Stamford American logo is the company's symbol.
It is the most important element in Stamford Americans' identity.
- 03 The Stamford American logo is the corporate logo, and should appear systematically for all Stamford American communications and always on the first page of all documents.
- 04 Two Stamford American logos should never co-exist on the same page. The logo should never be used in the body copy.



logo variations

Logo colour variations

- 01 The Stamford American logo should only ever be reproduced in the dominant Stamford American colours (or direct cmyk/rgb conversions of), Pantones 2766c, 200c and 424c.
- 01 It may also be reversed out of one of Stamford Americans three primary colours or black as shown.



Above is the dominant logo and should be used in all instances unless the logo is to be reversed out as shown below. The logo must always remain white when reversed out of colour.





logo positioning

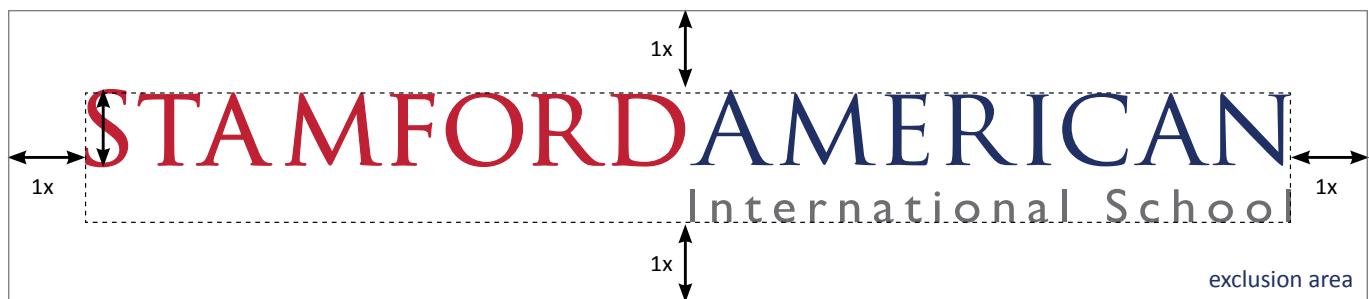
Positioning the logo

Exclusion area

The exclusion zone is the minimum area around the logo that must remain clear of typography or any other graphic device. This will ensure that the Stamford American logo has maximum impact.

The width of the zone should be calculated by measuring the height of the 'S' in the word Stamford, this can then be used to create an invisible frame around the logo.

When using the logo for web application the exclusion area is 15 pixels.



Logo size

Never use the logo below 15mm in width, otherwise the logo is unlikely to reproduce clearly.



protecting the logo

The Stamford American logo must only ever be reproduced using the digital artwork masters. These are created in Mac and PC compatible format. Never scan or recreate the Stamford American logo from existing printed material or try to rescale GIF or JPEG versions of the logo in any image manipulation software. Please do not attempt to modify, distort, recolour or rearrange the elements of the logos in any way.



Never alter the master logo colour.



Never distort the logotype



Never rotate the logotype



Never lay the logo over an image background.



the Stamford American 'graphic'

Stamford American use a two line 'swoosh' graphic as part of their identity. An original vector file of this graphic is available and should always be used. No attempt to 'recreate' the graphic should ever be made.

The colours should always remain as per the brand colours:

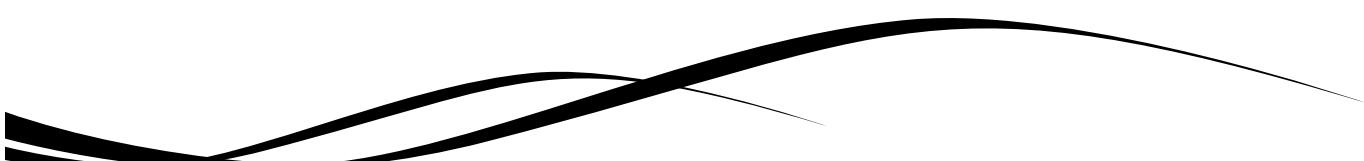
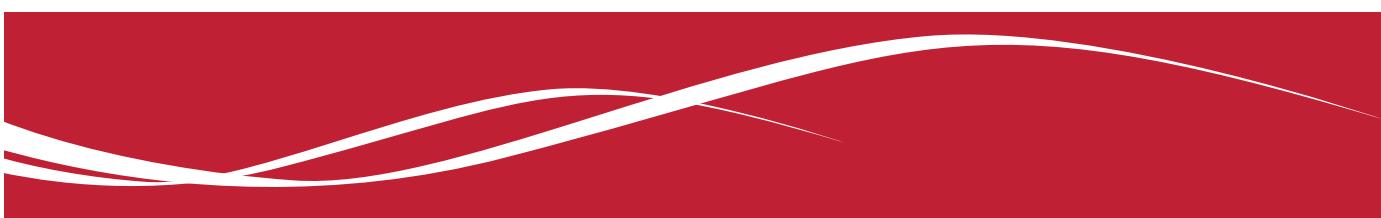
Pantone 200c (18=C 100=M 83=Y 8=K)

Pantone 424c (59=C 48=M 48=Y 15=K)

The graphic maybe reversed out of the brand colours *or* black *or* used in all black as shown below but only when necessary.



The dominant graphic in brand colours 200c and 424c should always be the first option. If an alternate style is needed any of the below maybe considered.



typography

For simplicity and uniformity, the primary typeface for Stamford American is Calibri Regular.

Calibri Bold can be used for sub-headings where appropriate.

Trajan Pro Bold (primary Stamford American logo typeface) may be used for main headings as well as Calibri Regular in instances where aesthetic value is of greater importance.

Body copy should always be presented in the brand colour Pantone 424c (59=C 48=M 48=Y 15=K). Sub Headings and Main Headings must be coloured in either **Pantone 2766c (100=C 96=M 36=Y 33=K)** or **Pantone 200c (18=C 100=M 83=Y 8=K)**.

Body text and Main Headings

Calibri Regular (12pt standard)

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

MAIN HEADINGS (WHERE DESIRED)

TRAJAN PRO BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0

Sub-headings

Calibri Bold

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

SaI

Calibri Bold

Calibri Regular

TRAJAN PRO
BOLD

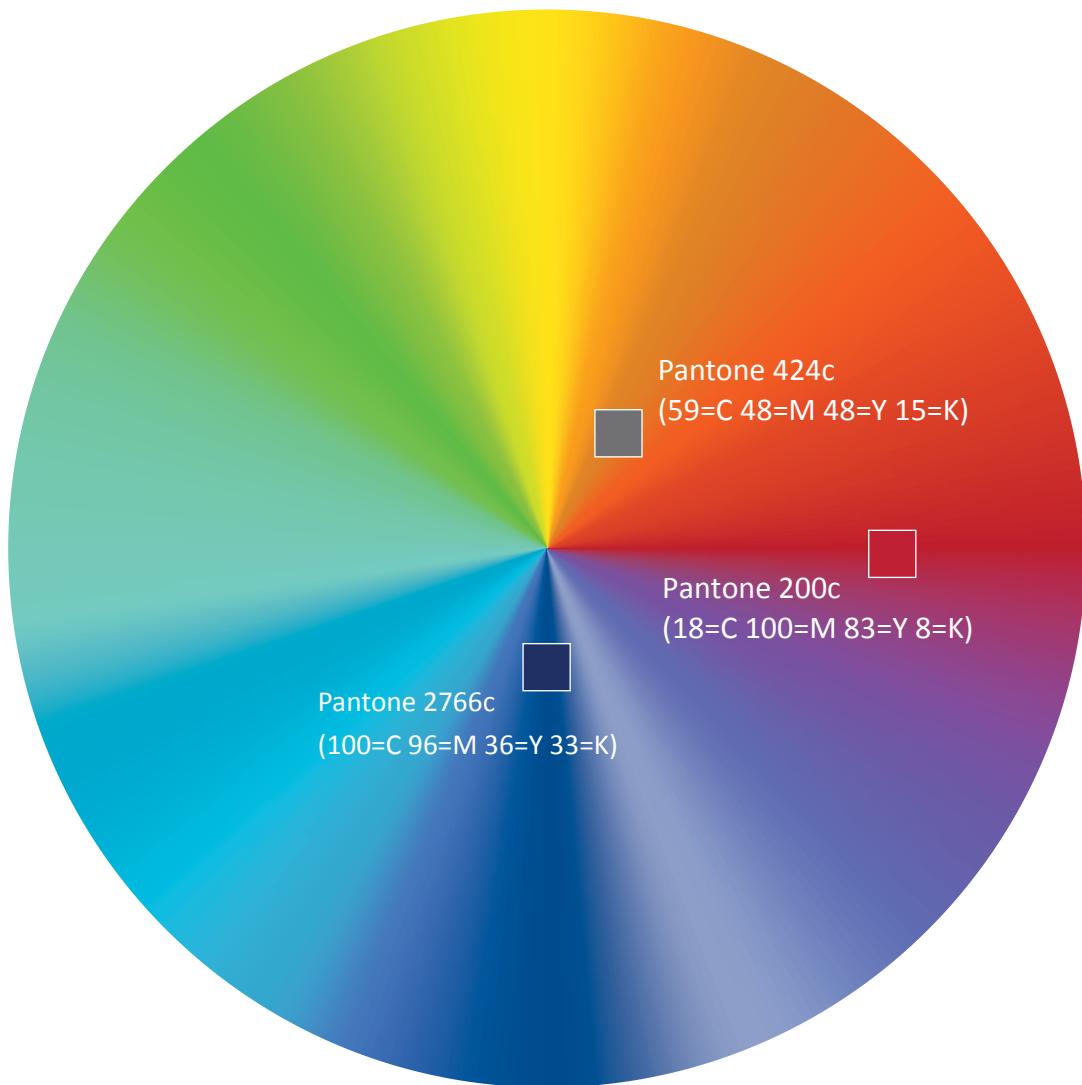


brand colours

A colour palette has been developed for Stamford American and should be adhered to when producing any materials for the school, print and web based. In the Stamford American colour palette the three main pantones are :

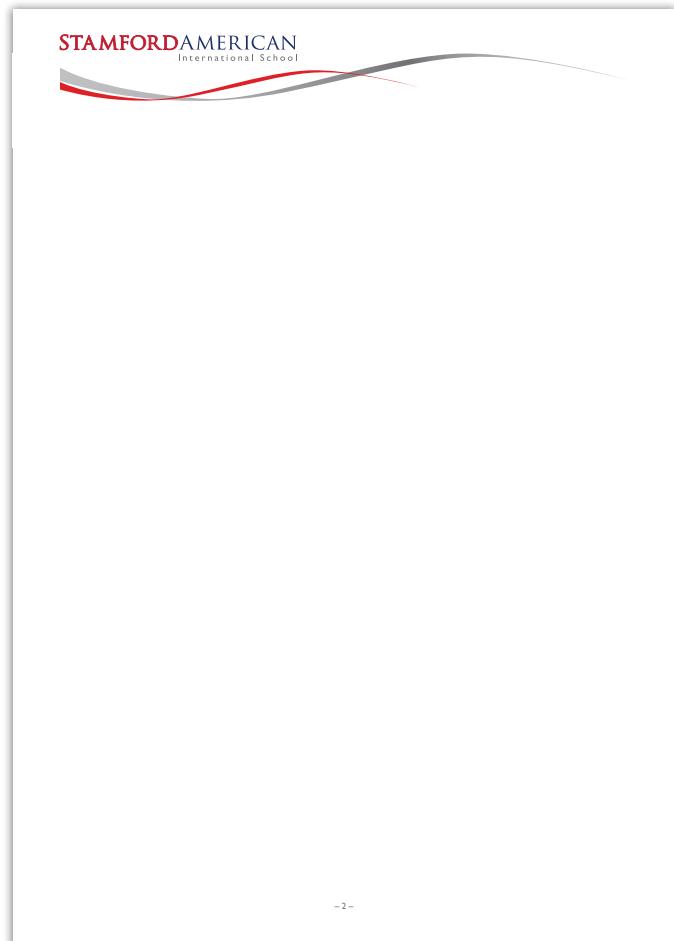
- Pantone 2766c (100=C 96=M 36=Y 33=K)
- Pantone 200c (18=C 100=M 83=Y 8=K)
- Pantone 424c (59=C 48=M 48=Y 15=K)

- No other colours should be used except black and white.
- Different tints of Pantone 424c only are permitted, Pantones 2766c and 200c must always remain at 100% tint.
- Transparencys of all 3 colour are allowed where necessary.



application

Letterhead & continuation sheet



Example of letterhead, fax and memo footer:

Stamford American International School Pte Ltd • 11 Lorong Chuan • Singapore 556821 • Tel: +65 6602 7247 • www.sais.edu.sg
Registered in Singapore No. 200823594D • Registered Office: 80 Raffles Place, #48-01 UOB Plaza, Singapore 048624

Example of continuation sheet footer for second page:

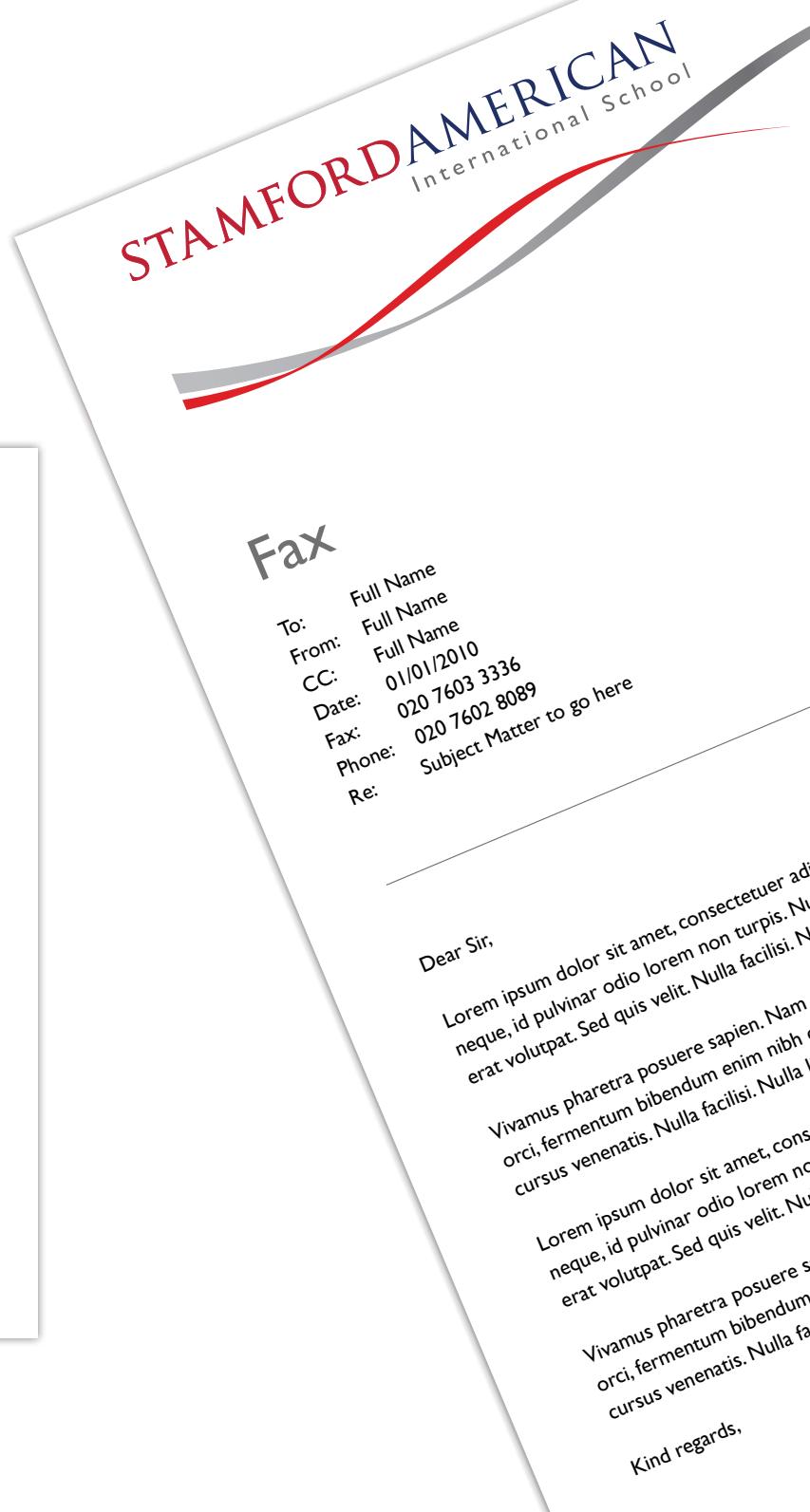
application

Business Cards



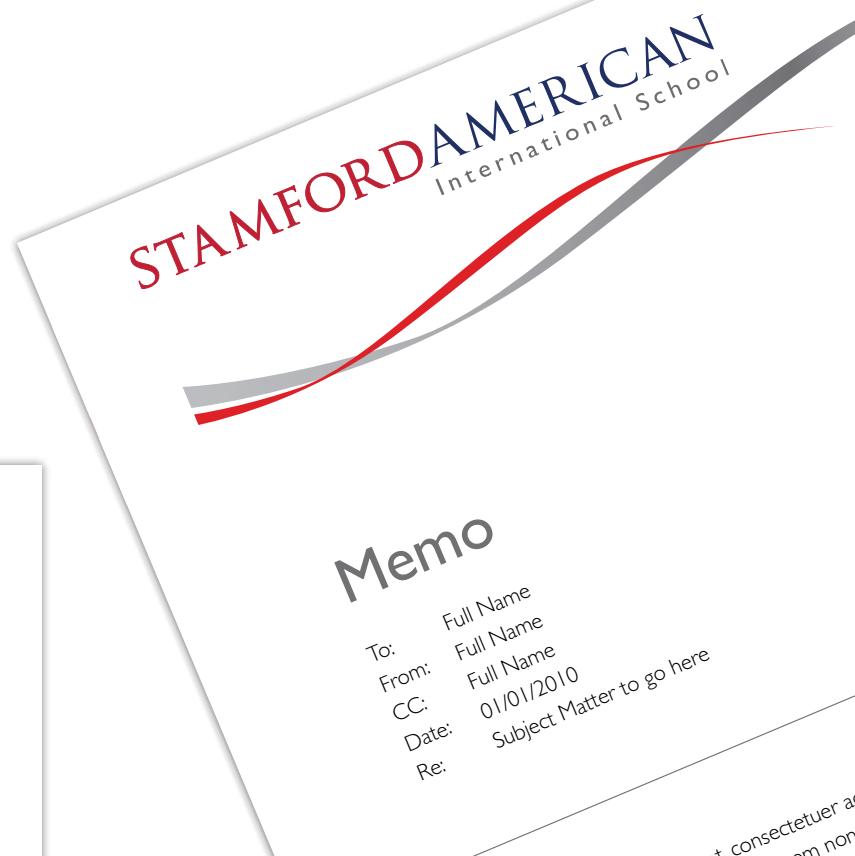
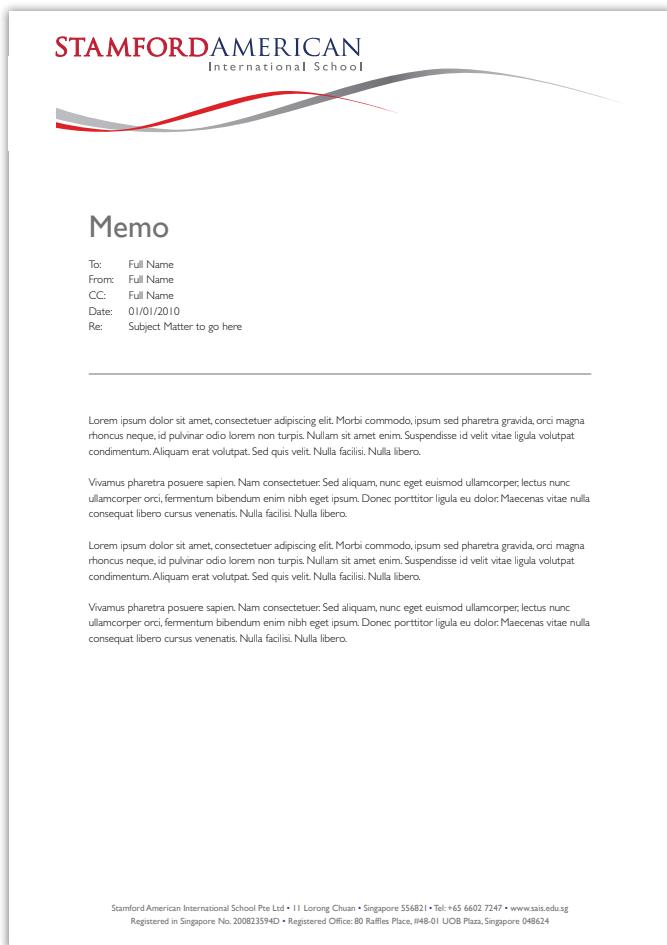
application

Fax sheet



application

Memo sheet



application

Early Years Newsletter

STAMFORD AMERICAN
International School

Newsletter
Early Years

Ms. Elaine's Class



This week in Nursery

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi commodo, ipsum sed pharetra gravida, orci magna rhoncus neque, id pulvinar odio lorem non turpis. Nullam sit amet enim. Suspendisse id velit vitae ligula volutpat condimentum.

Nullam sit amet enim. Suspendisse id velit vitae ligula volutpat condimentum.



Notices

Dr. Christine Chan
Christine.chan@sais.org

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STAMFORD AMERICAN
International School

Ms. Elaine's Class



This week in Nursery

Nullam sit amet enim. Suspendisse id velit vitae ligula volutpat condimentum.

Morbi commodo, ipsum sed pharetra gravida, orci magna rhoncus neque, id pulvinar odio lorem non turpis. Nullam sit amet enim. Suspendisse id velit vitae ligula volutpat condimentum.

Nullam sit amet enim. Suspendisse id velit vitae ligula volutpat condimentum.



application

Elementary Newsletter

STAMFORD AMERICAN
International School

Postcards from Grade 1 Mrs Brown's Class





English

05.03.13

POST

SINGAPORE

STAMFORD AMERICAN INTERNATIONAL SCHOOL

LORONG CHUAN 11 SINGAPORE 556821

TEL: +65 6602 7247

WWW.SAIS.EDU.SG

REGISTERED IN SINGAPORE NO. 200823594D • REGISTERED OFFICE: 80 RAFFLES PLACE, #48-01 UOB PLAZA, SINGAPORE 048624

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT. MORBI COMMODO, IPSUM SED PHARETRA GRAVIDA, ORCI MAGNA RHONCUS NEQUE, ID PULVINAR ODIO LOREM NON TURPIS. NULLAM SIT AMET ENIM. SUSPENDISSE ID VELET VITA LIGULA VOLUPTAT CONDIMENTUM. ALIQUAM ERAT VOLUPTAT. SED QUIS VELIT.

DONEC PORTTITOR LIGULA EU DOLOR. MAECENAS VITAE NULLA CONSEQUAT LIBERO CURSUS VENENATIS. NULLA FACILISI. NULLA LIBERO. VIVAMUS PHARETRA POSURE SAPIEN. NAM CONSEQUETUR. SED ALIQUAM, NUNC EGRET EUISMOD ULLAMCORPER, LECTUS NUNC ULLAMCORPER ORCI.

STAMFORD AMERICAN
International School

Postcards from Mrs Brown's Class



application

Elementary Newsletter

<p>STAMFORD AMERICAN International School</p>  <p>Math</p> <p>POST 05.03.10</p> <p>Lore ipsum dolor sit amet, consectetur adipiscing elit. Morbi commodo, ipsum sed pharetra gravida, orci magna rhoncus neque, id pulvinar odio lorem non turpis. Nullam sit amet enim. Suspendisse id velit vitae ligula volutpat condimentum. Aliquam erat volutpat. Sed quis velit.</p> <p>Donec porttitor ligula eu dolor. Maecenas vitae nulla consequat libero cursus venenatis. Nulla facilisi. Nulla libero. Vivamus pharetra posuere sapien. Nam consectetur. Sed aliquam, nunc eget euismod ullamcorper, lectus nunc ullamcorper orci.</p>	<p>STAMFORD AMERICAN International School</p>  <p>Learner Profile</p> <p>POST 05.03.10</p> <p>Lore ipsum dolor sit amet, consectetur adipiscing elit. Morbi commodo, ipsum sed pharetra gravida, orci magna rhoncus neque, id pulvinar odio lorem non turpis. Nullam sit amet enim. Suspendisse id velit vitae ligula volutpat condimentum. Aliquam erat volutpat. Sed quis velit.</p> <p>Donec porttitor ligula eu dolor. Maecenas vitae nulla consequat libero cursus venenatis. Nulla facilisi. Nulla libero. Vivamus pharetra posuere sapien. Nam consectetur. Sed aliquam, nunc eget euismod ullamcorper, lectus nunc ullamcorper orci.</p>
 <p>Unit of Inquiry</p> <p>POST 05.03.10</p> <p>Lore ipsum dolor sit amet, consectetur adipiscing elit. Morbi commodo, ipsum sed pharetra gravida, orci magna rhoncus neque, id pulvinar odio lorem non turpis. Nullam sit amet enim. Suspendisse id velit vitae ligula volutpat condimentum. Aliquam erat volutpat. Sed quis velit.</p> <p>Donec porttitor ligula eu dolor. Maecenas vitae nulla consequat libero cursus venenatis. Nulla facilisi. Nulla libero. Vivamus pharetra posuere sapien. Nam consectetur. Sed aliquam, nunc eget euismod ullamcorper, lectus nunc ullamcorper orci.</p>	<p>Notices</p> <p>POST 05.03.10</p> <p>Notice Heading Lore ipsum dolor sit amet, consectetur adipiscing elit. Morbi commodo, ipsum sed pharetra gravida, orci magna rhoncus neque, id pulvinar odio lorem non turpis. Nullam sit amet enim. Suspendisse id velit vitae ligula volutpat condimentum. Aliquam erat volutpat. Sed quis velit.</p> <p>Notice Heading Donec porttitor ligula eu dolor. Maecenas vitae nulla consequat libero cursus venenatis. Nulla facilisi. Nulla libero. Vivamus pharetra posuere sapien. Nam consectetur. Nullam sit amet enim. Suspendisse id velit vitae ligula volutpat condimentum. Aliquam erat volutpat. Sed quis velit.</p>

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application

Middle Years Newsletter

STAMFORD AMERICAN
International School

Newsletter
Middle School: Grade XX

Homeroom Notes

Reminder to parents that next week there is a pupil-free day on Friday. Please complete your child's food order form for next month. Grade 6 will start the swimming portion of PE next week and all students need to bring their appropriate swim gear to school.

*Dr. Christine Chan
Christine.chan@sais.org*

Math



Grade 6 students have started their new math project called, 'Consider the Cosmos' and all of the negotiated due dates have been placed in each student's diary. The focus of 'Consider the Cosmos' is number sense and numeration which means that students will learn how to compare really large and really small numbers. Students will also get an opportunity to learn how to use exponents and square roots. I was really proud of the students' mastery of our previous topic on fractions. The students' assessment results show that they definitely know how to reduce, multiply, divide, add and subtract fractions. If you would like a copy of the latest project, and your son or daughter can't find it to show it to you, please e-mail me. As always, thanks for the support.

*Mr. Andrew Hancock
Andrew.hancock@sais.org*

Humanities



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STAMFORD AMERICAN
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application

Middle Years Newsletter

STAMFORD AMERICAN
International School

Newsletter
Middle School: Grade XX

Chinese

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Technology ICT



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PE

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STAMFORD AMERICAN
International School

Newsletter
Middle School: Grade XX

Art



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Music



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English

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application

Website homepage

Example of homepage.

Example of homepage with drop navigation.

application

Website internal pages

The screenshot shows the 'Admissions' section of the website. At the top, there is a navigation bar with links to Home, About Us, Admissions, News & Events, Careers, PTA, Calendar, Information for Current Students, and Contact Us. Below this, a breadcrumb trail indicates the user is at 'Home > Admissions > Visit SAIS'. The main content area has a heading 'VISIT SAIS' with a sub-copy: 'We know that a phone call or visit to our website can't capture the feeling of walking into the SAIS campus and seeing the students in their daily activities. We'd be happy to meet with you to tell us about our school, admissions process and show you around our campus.' It also mentions that campus visits are by appointment only, with contact information for email and phone. To the right is a photo of several people, likely students and staff, walking together. A sidebar on the right lists 'Links in Admissions' including 'Visit SAIS', 'Application Process', 'Fees', 'Transportation', 'Uniforms', and 'Request Information'.

Example of internal page text based page.

The screenshot shows the 'Calendar' section of the website. The top navigation bar and breadcrumb trail are identical to the Admissions page. The main content area has a heading 'CALENDAR' with a sub-copy: 'Events for September 2010 [See all events >]' followed by a table of events. The table includes columns for Date, Event, and Time. Events listed include 'Han Raya Puasa' on Sep 10, 'Parent Information Coffee/PTA' on Sep 10, 'Han Raya Puasa' on Sep 10, 'School Photographs' on Sep 15, 'Grades 6 & 7 Excursion - Asian Civilizations Museum' on Sep 16, 'MYP Parent Workshops' on Sep 22, 'Family Picnic' on Sep 25, and 'PPP Paper Workshop' on Sep 29. To the right is a 'CALENDAR VIEW' showing a grid of dates for September 2010, with the 18th highlighted in red. Below this is a 'FILTER EVENTS' section with dropdown menus for date range (31/08/2010 to 30/09/2010), event subject (dropdown placeholder), and day (dropdown placeholder). A 'GO >' button is at the bottom of the filter form. At the very bottom is an 'EXPORT OPTIONS' section with a link 'Export Selected events to Outlook'.

Example of internal calendar page.

application

Email signature



Email signature structure:

Name Surname

font-family: Arial, Helvetica, sans-serif; font-size:16px; color:#212f65;

Job Title

font-family: Arial, Helvetica, sans-serif; font-size:14px; color:#df1f29;

Tel: / Direct Line: / Email:

font-family: Arial, Helvetica, sans-serif; color:#212f65; font-size:12px;

Telephone, Direct Line, Email and Address Text:

font-family: Arial, Helvetica, sans-serif; color:#212f65; font-size:12px;

SAIS website address:

font-family: Arial, Helvetica, sans-serif; font-size:12px; text-decoration:underline; color:#212f65;

Cognita website address:

font-family: Arial, Helvetica, sans-serif; font-size:11px; text-decoration:underline; color:#212f65;