



# SHALER AREA SCHOOL DISTRICT BRAND GUIDELINES



# SHALER AREA SCHOOL DISTRICT BRAND GUIDELINES

## SHALER AREA SCHOOL DISTRICT LOGO GUIDELINES

Our community is full of Titan Pride. We have gathered high-quality versions of our logo for use by district schools, teams, and organizations. Official groups are welcome to download and use the provided logos, as long as their use adheres to our design guidelines and are in line with the district's mission and vision.

Perfect for:

- Classroom projects
- Team spirit gear
- Performing arts fundraisers

The use of the SASD logo enables others to see that your group is supporting our outstanding school district.

It is the intention of the Shaler Area School District to protect the historical integrity of the Titan Head Logo and the Shaler Area name from possible unauthorized use, alteration of design and/or reproduction for financial gain by parties not authorized by the Shaler Area School District. The Shaler Area Titan Head Logo has been trademarked as our official insignia.

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## BOARD POLICY 917

The School Board recognizes that the Titan Head Logo and the Shaler Area name are integral parts of the school district and have enjoyed wide use over the years by the schools that exist within Shaler Area and the various booster clubs, parent organizations, athletic teams and school-wide activity programs. The School District, as part of its Trademark and Insignia applications, included the following statement that was intended to clearly indicate who had the authority to use the Titan Head Logo:

“Educational services used in conjunction with elementary school, primary school, middle school and high school academic, extra-curricular, athletic programs and schoolaffiliated organizations including school district parent-teacher groups, athletic booster groups, band and choir parents and similar groups that are officially recognized by the Board of School Directors.” Additionally, the name “Shaler Area” shall be used to represent any listed group.

All Shaler Area School District materials produced by the district and/or by approved affiliated groups shall adhere to these requirements:

1. All materials, (publications, team uniforms, banners, advertising, etc.) shall use “Shaler Area” or “Titans” as the identifier. This use of the single word “Shaler” as an identifier is unacceptable.
2. All uniforms, promotional materials, banners, etc. shall utilize the school colors of Navy Blue and White. Red is to be utilized as a highlight color only. Grey is acceptable when used as a base color provided all lettering, logos are in the primary school colors.
3. Only the Titan Head logo, approved by the district or the letters “SA” or “Titans” shall be used as logo identifying materials.

# SHALER AREA SCHOOL DISTRICT BRAND GUIDELINES

The intent of the trademark and insignia protection is to not have third parties, not officially approved by the Board of School Directors, to use our registered Titan Head Logo without authorization by the school district. If such non-permitted use occurs the school district now has the legal authority to seek an injunction against the third party improperly using the Titan head Logo.

Furthermore it is the intent of this policy to have the various groups permitted to use the Titan Head Logo to not create alternate versions of the Titan Head Logo nor alternate color schemes to the approved “navy blue” color since each component of the logo, including the color itself, has historical significance relating to the three merged high schools of Etna, Millvale and Shaler Township. The school district recognizes that as the logo is duplicated on paper that the original “navy blue” color oftentimes ends up being black and this reproductive use is understood and acceptable. The school district desires not to have alternate color designs but also understands that the logo can sometimes end up being white or red if embossed on clothing apparel that is white or blue in color since the official colors of the school district are navy blue, red and white.

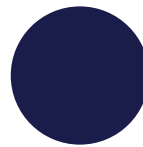
To view a full copy of Board Policy 917, please visit: [shalerarea.org/wp-content/uploads/2024/06/917.pdf](https://shalerarea.org/wp-content/uploads/2024/06/917.pdf)

## COLORS

The Titan colors are navy blue and white. Red may be used as an accent color.



R: 194  
G: 32  
B: 38  
#c22026



R: 26  
G: 28  
B: 73  
#1a1c49



R: 255  
G: 255  
B: 255  
#FFFFFF

## APPROVED LOGO VERSIONS



**Shaler Area  
School District**

MAIN LOGO



**Shaler Area  
School District**  
engage • empower • excel

MAIN LOGO WITH TAG



ICON ONLY



TITAN HEAD -  
NO CIRCLE

Approved logo versions are available in the District’s homepage at: [shalerarea.org/departments/communications](https://shalerarea.org/departments/communications)

- .png - best for digital uses, supports transparency
- .jpeg - good for digital uses, does not support transparency
- .svg - vector file format, best for web and print applications
- .eps - vector file format for print applications

# SHALER AREA SCHOOL DISTRICT BRAND GUIDELINES

## FONTS

Shaler Area School District's brand font of choice is Gotham. When Gotham is not available, Montserrat (available for [free](#) here) can be used instead. If neither of these fonts is an option, Arial can be used as an alternative.

### Gotham

ABCDEFGHIJKLMNOPQ  
RSTUVWXYZ abcdef  
ghijklmnopqrstuvwxyz  
1234567890

### Montserrat

ABCDEFGHIJKLMNOPQ  
RSTUVWXYZ abcdefgh  
ijklmnopqrstuvwxyz  
1234567890

### Arial

ABCDEFGHIJKLMNOPQR  
STUVWXYZ abcdefghijklm  
nopqrstuvwxyz  
1234567890

## PROPER USAGE

Use the logo in one of the setups provided.



**DO NOT** change the logo color



**DO NOT** place the logo over a busy photo

**Shaler Area School District**

**DO NOT** crop the logo



**DO NOT** stretch or squish the logo



**DO NOT** add to the logo



**DO NOT** reconfigure the size of graphic or text



**DO NOT** change fonts



**DO NOT** replace or recreate elements

Shaler Area School District



**DO NOT** change the logo orientation



**DO NOT** place the logo over a dark background



**DO NOT** bevel, emboss, or add effects

# SHALER AREA SCHOOL DISTRICT ATHLETIC BRAND GUIDELINES

## SHALER AREA SCHOOL DISTRICT ATHLETICS BRAND GUIDELINES:

Titan Pride is built on competition, commitment, and community, and our athletic brand reflects that same energy. These guidelines provide Shaler Area teams, coaches, and organizations with high-quality logos and standards designed specifically for athletic use, whether on uniforms, equipment, facilities, or promotional materials.

Consistent and intentional use of our athletic branding strengthens our identity, represents the tradition of Shaler Area sports, and showcases the pride and intensity our student-athletes bring to every contest. By following these guidelines, every team helps present a unified, professional image that reflects the excellence of Titan Athletics.

### APPROVED LOGO VERSIONS



TITAN HEAD WITH CIRCLE



TITAN HEAD - NO CIRCLE



INTERLOCKING SA LOGO

### SPORT-SPECIFIC EXAMPLES



Approved logo versions are available in the District's logo asset folder at: [link](#).

- .png - best for digital uses, supports transparency
- .jpeg - good for digital uses, does not support transparency
- .svg - vector file format, best for web and print applications
- .eps - vector file format for print applications

# SHALER AREA SCHOOL DISTRICT ATHLETIC BRAND GUIDELINES

## PREFERRED ATHLETIC FONT

Oswald Bold, Oswald Regular  
Alternate Fonts: Yearbook Solid, Varsity

**Oswald Bold**  
ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890

Oswald Regular  
ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890

**YEARBOOK SOLID**  
ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
1234567890

**YEARBOOK SOLID**  
ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
1234567890

## ATHLETIC UNIFORM REQUIREMENTS:

All athletic uniforms for Shaler Area School District sponsored teams must adhere to the following guidelines:

- All team uniforms shall use “Shaler Area” or “Titans” as the identifier. This use of the single word “Shaler” as an identifier is unacceptable. Only the Titan Head logo, approved by the district or the letters “SA” or “Titans” shall be used as logo identifying materials.
- **IMPORTANT:** All uniform designs **must** be submitted to and approved by the Athletic Director **prior to ordering.**
- Uniforms include all **in-season competition gear:** jerseys, shorts/skirts, pants (regular season and postseason).
- Only **official Shaler Area logos and approved colors** may be used
- **Primary uniform base colors** must be:
  - Navy blue (preferred)
  - White (preferred)
  - Gray (permitted as a base color for an alternate “dark” uniform)
- **Red uniforms are not permitted**
- **Accent colors** may include:
  - Navy blue
  - White
  - Red
  - Gray
- All uniforms must comply with **NFHS sport-specific uniform regulations**
- All new uniforms must be from:
  - **Under Armour** (preferred under district contract with GPSA), or
  - Approved **generic/off-brand vendors** (e.g., Champion, Alleson, Badger)
- **Nike and Adidas are prohibited** under the district’s Under Armour apparel agreement
- Booster groups wishing to purchase uniforms must:
  - Contact the Athletic Director **before any purchase or design work begins**
  - Receive formal approval prior to proceeding

# SHALER AREA SCHOOL DISTRICT ATHLETIC BRAND GUIDELINES

## ATHLETIC WARM-UPS, T-SHIRTS, COACHING SHIRTS, SPIRIT WEAR:

The goal of all spirit wear and team gear is to promote Titan Pride while maintaining a unified and recognizable Shaler Area Athletic brand.

- All materials, (publications, team uniforms, banners, advertising, etc.) shall use “Shaler Area” or “Titans” as the identifier. This use of the single word “Shaler” as an identifier is unacceptable. Only the Titan Head logo, approved by the district or the letters “SA” or “Titans” shall be used as logo identifying materials.
- Guidelines apply to all team-issued gear and booster-supported apparel, including:
  - Warm-ups (jackets, pants, shooting shirts)
  - T-shirts and coaching apparel
  - Spirit wear sold through team or booster stores
  - Accessories (e.g., backpacks, hats, etc.)
- All designs must reflect a clean, consistent, and professional athletic identity aligned with Shaler Area standards
- Only **official Shaler Area colors** may be used:
  - Navy blue and white (strongly preferred)
  - Gray (permitted)
  - Red may be used as an **accent color only**
- Use of official logos is required when branding is included:
- Only approved versions of the Shaler Area logos may be used
- The **Titan Head logo is the only permitted Titan imagery**
  - No alternate, modified, or custom “Titan” graphics, mascots, or illustrations are allowed
- The official Titan Head logo may only be used by approved vendors
  - Approved vendors include:
    - GPSA: Roxanne Singhisen  
[roxanne@gpsa.com](mailto:roxanne@gpsa.com)  
412-821-5976
    - BSN Sports: Todd Schiffhauer  
[tschiffhauer@bsnsports.com](mailto:tschiffhauer@bsnsports.com)  
412-512-1981
    - Century Sports  
[sales@centurysportspgh.com](mailto:sales@centurysportspgh.com)  
724-941-7105
- To become an approved vendor, groups must **contact the Athletic Director, Stephanie Strauss at** [strauss@shalerarea.org](mailto:strauss@shalerarea.org)
- Designs should avoid:
  - Inconsistent fonts, colors, or branding elements
  - Graphics or slogans that do not align with school values or athletic standards
- All items must be produced by:
  - **Under Armour** (preferred) under the district apparel contract through GPSA, or
  - Generic/off-brand vendors (e.g., Champion, Alleson, Badger, Holloway, Gildan)
  - **Nike and Adidas are prohibited** under the district’s Under Armour agreement for team apparel, except that students may choose to wear any brand of shoes.
- Booster groups and coaches are encouraged to share information about team or spirit wear stores with the Athletic Department so we can assist in promoting these opportunities to the broader school community.
- If booster groups are unsure if their design meets the district’s guidelines, please contact the Athletic Director prior to creating or selling any items.

# SHALER AREA SCHOOL DISTRICT BRAND GUIDELINES

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Thank you for helping to keep the Shaler Area School District brand consistent and a reflection of the high caliber of our community.

## **Need Help?**

If you are unsure if a logo usage is appropriate or have any questions, please reach out to Carrie Butler ([butlerc@shalerarea.org](mailto:butlerc@shalerarea.org)) or Zoë Huelsman ([huelsmanz@shalerarea.org](mailto:huelsmanz@shalerarea.org)).

If you have an idea for a version of the logo, please share your idea with us. If approved, it will become a part of the official versions available for use.