

SAS BRANDING PROGRAM

JANUARY 2019

VERSION 8.0

SHANGHAI
AMERICAN
SCHOOL

TABLE OF CONTENTS

01 BRAND ELEMENTS

02 MARKETING

03 DIGITAL

04 WAYFINDING

05 EVENTS

06 MERCHANDISE

07 SUB-BRANDS



SHANGHAI
AMERICAN
SCHOOL

BRAND ELEMENTS

FONTS

Core to the SAS brand identity system are a clean, sans serif font, Circular, and a customized font, SAS, whose style harkens to Shanghai's Art Deco past. The two lines in each number and letter of the SAS font represent our presence on each side of Shanghai's Huangpu River.

CIRCULAR
FONT

A B C D E 0 1 2 3
A B C D E 0 1 2 3

CUSTOMIZED
SAS FONT

A B C D E 0 1 2 3



BRAND ELEMENTS

WORDMARK

The SAS brand identity system is like SAS itself – combining a strong sense of history (for example, a monogram discovered in a 1933 yearbook) with forward-thinking innovation (a clean, modern wordmark).

STACKED
WORDMARK



SAS MONOGRAM

SINGLE LINE
WORDMARK

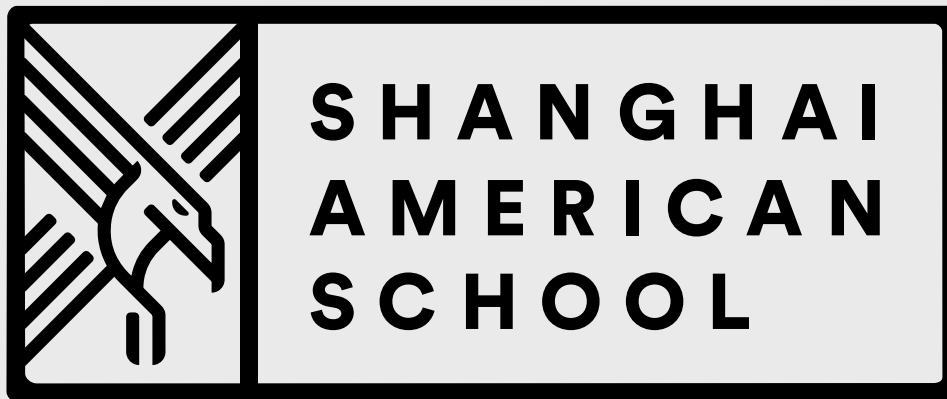


BRAND ELEMENTS

ATHLETIC MARK

Often, the athletic and school marks are visually at odds. Taking a holistic approach to our identity helped assure our athletic mark was in perfect sync with the rest of the system.

X-EAGLE
MASCOT



CUSTOMIZED
SAS FONT

SAS

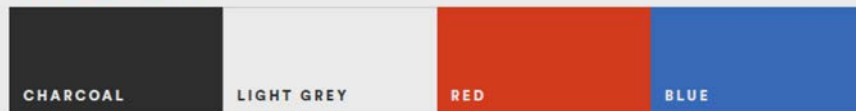
BRAND ELEMENTS

COLORS

Shanghai American School is “One school, two campuses.” We have two campuses that are united in leadership, strategic direction, and curriculum.

However, the campuses compete against each other in student competitions. To address this, the SAS brand identity system has a school-wide color palette, as well as campus-specific color palettes to be primarily used in uniforms and wayfinding.

SAS CORE PALETTE



PMS	426C	COOL GREY 5C 15%	485C	2386C
PMS	433U	COOL GREY 5U 15%	485U	2174U
RGB	46.46.46	234.234.234	210.60.30	55.105.185
CMYK	30.25.20.90	5.4.4.5	0.95.100.0	83.55.0.5

PUXI CAMPUS



PMS	426C	485C	7753C	8660C
PMS	433U	485U	7753U	8660U
RGB	46.46.46	210.60.30	205.175.75	
CMYK	30.25.20.90	0.95.100.0	0.15.90.15	

PUDONG CAMPUS

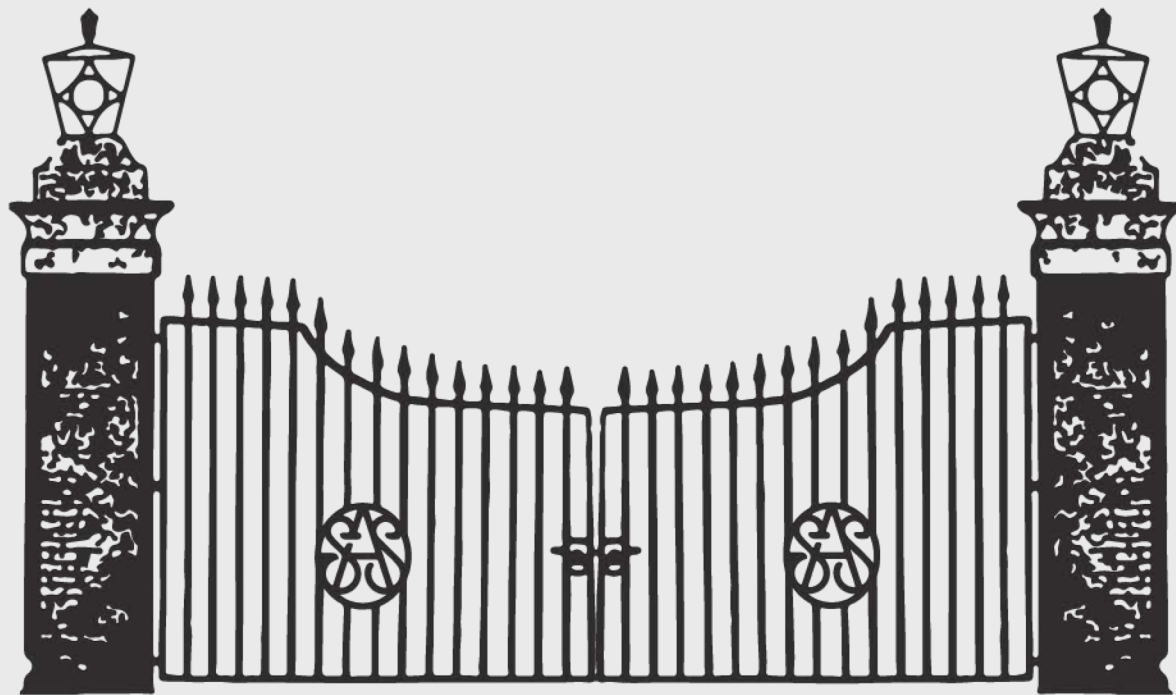


PMS	426 C	2386 C	COOL GREY 5 C	877 C
PMS	433 U	2174 U	COOL GREY 5 U	877 U
RGB	46.46.46	55.105.185	234.234.234	
CMYK	30.25.20.90	83.55.0.5	7.4.6.20	

BRAND ELEMENTS

ILLUSTRATIONS

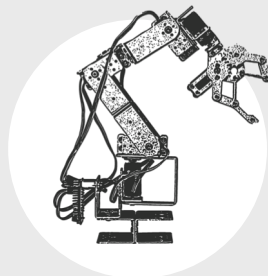
Illustrations play a key role in the SAS identity system. Creating a timeless visual approach enables the school to seamlessly celebrate our moments worth remembering – whether it's something that happened in 1912, or just last Tuesday.



BRAND ELEMENTS

ILLUSTRATIONS

To broaden the school's visual palette, the SAS brand identity system contains an illustration library with over 200 examples in three categories (Activities, Academics, and Historical) – and we're constantly adding more.



ACTIVITIES

ACADEMICS

HISTORICAL

MARKETING

FLEXIBILITY

The SAS visual identity system contains elements that bring consistency to a breadth of contexts – everything from pre-K classrooms to black tie galas.



MARKETING

PRINT

From business cards to brochures, academic reports to publications, the brand assets and gridded structure of the visual identity system amplify the SAS brand in every form.



MARKETING

MARKETING

SAS BUS STORIES

One of the most visible executions of the SAS brand identity system is buses. But they're not just buses – they're storytellers... Each bus features a unique graphic (all 162 of them) and a QR code. Scan it, and you'll discover a story about SAS.

This example tells the story of the SAS motto, first used in 1917. Translated, it means, “Since we think we can, we can.”



MARKETING

SAS BUS STORIES

When a QR code on each bus is scanned, the user is taken to a dedicated landing page where they learn about the story behind the graphic – in words, photos, and video.



The Founding of CISSA 中国国际学校体育协会 (CISSA) 的创立

At Shanghai American School, our high school students travel to destinations such as Hong Kong, Vietnam, Japan, the Philippines, and Korea to compete against other schools in sports and performing arts across the region as part of the Asia Pacific Activities Conference. But for many years, middle school students had no equivalent.

In 2000, the leaders of our Pudong campus decided to change that.

That year, SAS created yet another way for students to get involved in sports by establishing the China International Schools Sports Association (CISSA). The organization, a "total participation" sports partnership, has grown and can now boast 20 member schools from Shanghai and its neighboring cities. CISSA enables students from Grades 6-8 to participate in team sports – some for the first time ever. The goal is to expose students to sports, to being a team member, building a sense of camaraderie and forming an active lifestyle. Through this, students experience what it's like to be a student athlete as they work to balance school work, practices, and games.

Shikha Arvind '21 never played soccer until she joined in 2017. Since then, Shikha has gone on to join a weekend league and says she wants to continue playing in high school. Shikha says that CISSA gave her the choices of sports she'd would have never even considered playing and now she's found the sport for her. Even more important, she's discovered what it means to be part of a team.

Thanks to the work of our school leaders back in 2000, that's a sentiment our students can



SAS TV 上海美国学校电视台

Shanghai American School is seen as a leading international school in Asia. But when it came to livestreaming events, SAS was the laggard.

The desire for livestreaming at SAS had been building for years, but doubts remained about the technical capabilities of our campuses. In the fall of 2016, those concerns were put to rest.

SAS faculty member Simon Power, one of a number of faculty members who had successfully livestreamed from our Pudong campus, decided to bring SAS to the world during the ANAC Girls Rugby tournament at SAS. Broadcasting high above the field (thanks to a weekend-long typhoon), Power's high-quality livestream ignited even more enthusiasm among the SAS community to develop our own program. With the help of our Development Officer's Our Edge for Excellence annual campaign and the generosity of our parents and friends, the school raised enough money to launch SAS TV in the fall of 2017.

The first SAS TV livestream, fittingly broadcasted from the Pudong campus, began on October 9 during the ANAC football tournament. Coverage continued throughout the weekend, and both SAS teams kept viewers tuned in: it was an all-SAS semi-final, won by our Puxi campus. The official tournament winner was HKS (Hong Kong International School). But considering the success of livestreaming programs that began that weekend, it could be said the unofficial winner was SAS TV.

上海美国学校被认为是亚洲领先的国际学校。但在直播体育竞赛方面，上海美国学校曾是后来者。



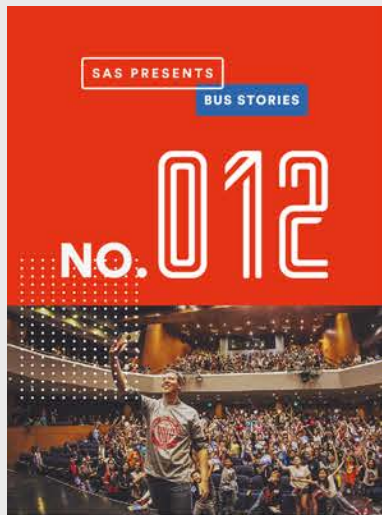
The St. John's Victories 战胜纽约的圣约翰大学

When it came to sports at Shanghai American School in the late 1940s, there weren't a lot of other schools who we could play.

The girls teams would regularly donate other schools in sports like field hockey, and when they ran out of other schools, they played women's teams from the area. Even there, they were successful.

"The men's football team," writes Teddy Heinrichsohn '49, "was the antithesis." It's not because our football team lacked talent. Rather, it's because the only other American football teams they could challenge were servicemen from the U.S. Army, Navy, Air Force and Marines. "We kicked and limb against the US Army Okinawa," continued Heinrichsohn. "Our average size was 175 lbs. The opposition was always around 225 lbs. Only speed and will kept many of us alive. We were joyful if we managed to get a touchdown and limit the opposition to less than three!"

In 1947, the football team was due to remain winless through the season. If not for St. John's. With a football team made up largely of medical students, St. John's was the relief of many an SAS sports schedule. In a track meet, "SAS beat St. John's with the points of only two of us students," said Heinrichsohn. And so it was, that the eagles of Shanghai American School earned their only victories of the 1947 season, with two wins against St. John's. Go Eagles!



The Motto 座右铭

At Shanghai American School, we have a motto that perfectly reflects the unique spirit of the school: "Since we think we can, we can."

Perfect though it may be, it went unused for



The Alumni Gates 校友大门

Maybe you've seen the building. It's certainly noticeable. A red brick building modeled after Independence Hall in Philadelphia, Pennsylvania, sitting amid the plane trees along Hengshan Lu. That building is the former administration building of Shanghai American School.

But here's the part you likely haven't seen: On each side of the main gate entrance, there are two faded plaques. Each bears an inscription that is barely visible today. One reads, "Shanghai American School." The other reads, "Alumni Gate 1932." Perhaps a gift from the Class of '32 (the facts have been lost to history), these gates served as a welcome, protective, and occasional hurdle to our students from 1932-1949.

也许你见过这座建筑。这并不奇怪，这座建筑在红砖建筑中格外引人注目。它仿照了费城独立厅，位于恒山路上海美国学校行政大楼。

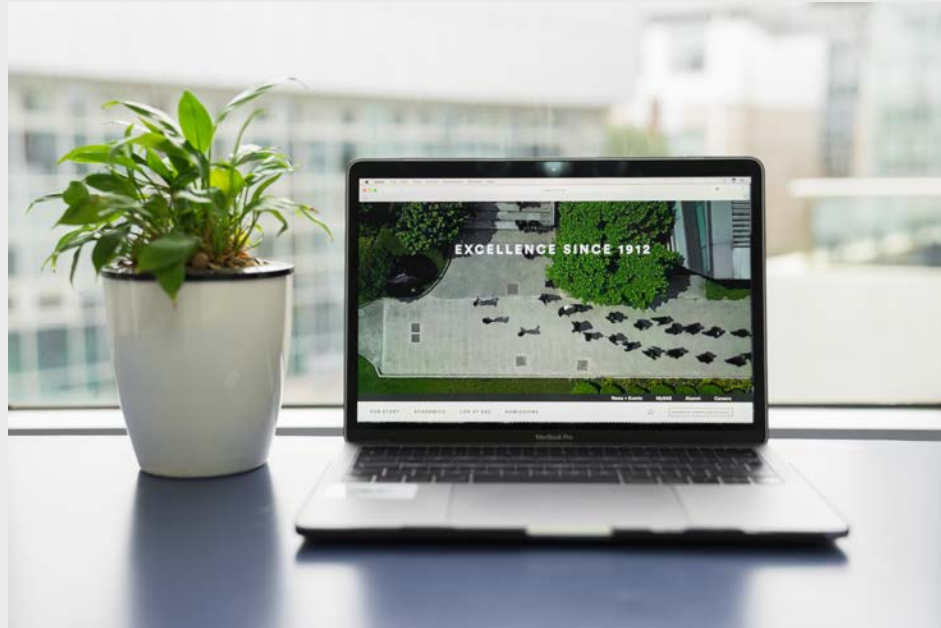
但你可能没见过它的背面。在大门两侧，有两块褪色的匾额。上面刻着“Shanghai American School”、“上海美国学校”、“校友大门 1932”。也许是1932届毕业生送的礼物（事实已经遗失），这些大门为1932-1949年的学生提供了欢迎、保护和偶尔的障碍。



DIGITAL

WEBSITE

The SAS website utilizes the brand identity system to create a website that delivers our strategic objective: To give users a sense of SAS even before they arrive at SAS. The website reflects the sometimes chaotic, always inspiring environment of the school.



DIGITAL

SOCIAL MEDIA

In social media, the gridded graphic approach comes together with a headline structure that amplifies the fact that amazing things happen at SAS – every day.



SIGNAGE

SPIRIT BANNERS

We view signage not just as an opportunity to help our campuses feel more intuitive for visitors; we also view it as an opportunity to forward our strategic messaging. In gyms, spirit banners hang alongside straight-forward messaging such as reinforcement of the Eagle Code, a code of conduct for our student athletes.



WAYFINDING



SIGNAGE

WAYFINDING

Frequently, we see wayfinding as an opportunity for storytelling and to help reinforce our learning goals, and history. For example, in our new Hub space, each room is named after a street where the school once stood; signs outside the rooms tell the story of the challenges the school faced at that campus.



STORYTELLING SIGNAGE

EVENTS

BRANDING LAUNCH

A school is not a static brand – it's a living, learning environment. As a result, the branding program must come to life at events as well as in marketing materials.



LEGENDS OF SAS

EVENTS

BRANDING LAUNCH

The brand identity system was first unveiled at a special event called Legends of SAS. On this night, we took over an art gallery in Shanghai and created museum-quality displays that told stories of SAS – some well-known, many previously untold.



MERCHANDISE

EAGLE SHOP

The brand identity system also informs the design of school merchandise available at the Eagle Shop. The designs offer yet another opportunity to tell the school's story and tailor selection to the breadth of our community.



EAGLE SHOP



MERCHANDISE

EAGLE SHOP

Some merchandise features the school name in Chinese (Shang Hai Mei Guo Xue Xiao) for our Chinese speaking families. For our older alumni, we have a “retro series” of designs discontinued decades ago, such as the “cheerleader” design from 1946.



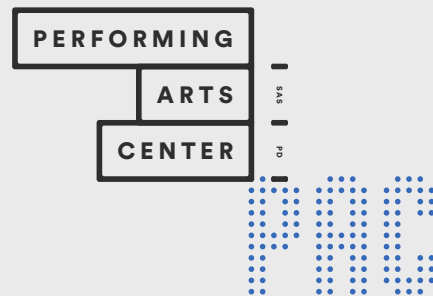
SUB-BRANDS

FAMILY OF MARKS

Schools are complex ecosystems that contain divisions, signature programs, and multiple sub-brands.

With consistent typography and strict adherence to our grid structure, each part of SAS is able to accentuate its strengths, while contributing to the overall image of the school.

SAS SUB-BRAND MARKS

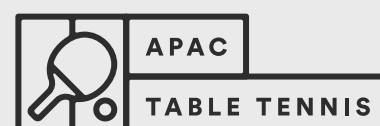
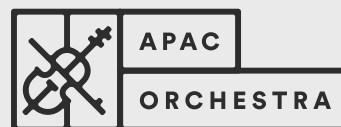


SUB-BRANDS

ATHLETICS + ACADEMICS

Icons were developed to represent our 13 varsity sports and five performing arts forms. Doing so enables us to visually celebrate athletics and arts equally.

SAS SUB-BRAND MARKS



THE SAS MOTTO



“SINCE WE THINK WE CAN, WE CAN”