

CATEGORY 23

SHANGHAI AMERICAN SCHOOL BRAND IDENTITY SYSTEM

In spite of a long history that began in 1912, Shanghai American School simply didn't have the basic elements of a brand identity system. We had no structures or design elements that could be carried over from business communications to signage, marketing materials to merchandise.

So our goal, quite simply, was to give ourselves the tools we needed. To create a brand identity system that creates consistency and distinctiveness, and enables us to tell our story across all touchpoints – one that embraces East (our Shanghai location) and West (our American roots), balances our rich history with our future-forward energy, and ensures a seamless translation across all print, digital, and environmental materials.



FONTS + MARKS

PERFECT COMBO

Core to the SAS visual identity system are a clean, san 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



FONTS + MARKS

WORDMARK

The SAS visual 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

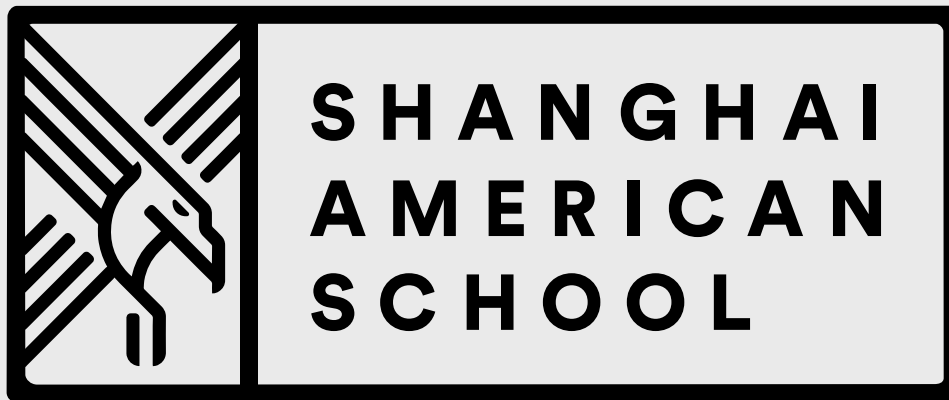


FONTS + MARKS

ATHLETIC MARK

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

X-EAGLE
MASCOT



CUSTOMIZED
SAS FONT

SAS

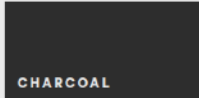



COLORS

PRIDE OF CAMPUS

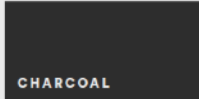



Shanghai American School is “One school, two campuses.” We have two campuses that are united in leadership, strategic direction, and curriculum.

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

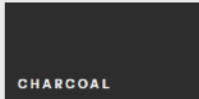
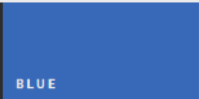
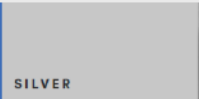

SAS CORE PALETTE

				
	CHARCOAL	LIGHT GREY	RED	BLUE
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

				
	CHARCOAL	RED	GOLD	METALLIC GOLD
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

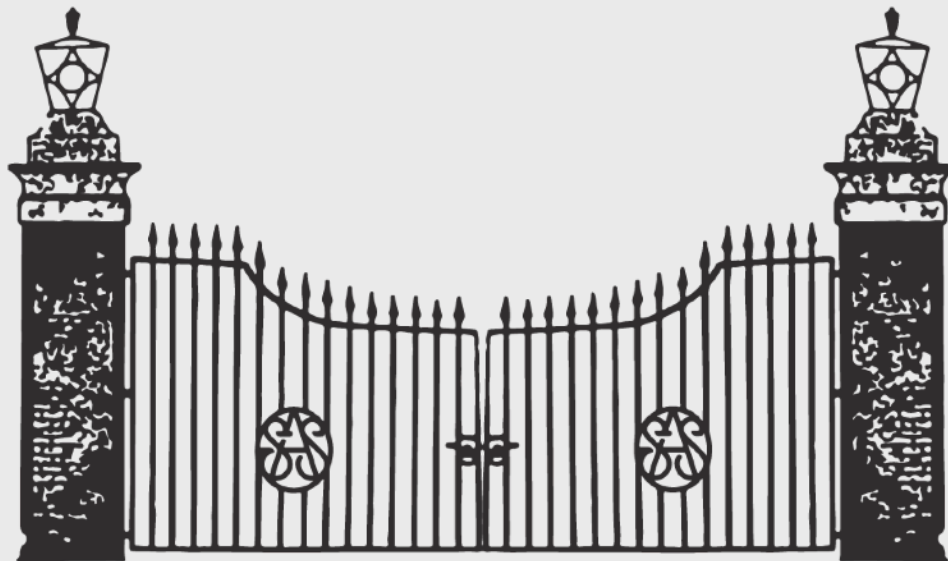
				
	CHARCOAL	BLUE	SILVER	METALLIC SILVER
PMS	426 C	2386 C	COOL GREY 5 C	877 C
PMS	433 U	2174 U	COOL GREY 5 U	877 U
RGB	46.46.46	55.105.185	234.234.234	
CMYK	30.25.20.90	83.55.0.5	7.4.6.20	



ILLUSTRATIONS

VISUAL ACCENTS

Illustrations play a key role in the SAS visual 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.



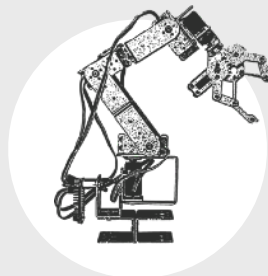
CAMPUS GATES 1923 - 49



ILLUSTRATIONS

LIBRARY OF OPTIONS

To broaden the school's visual palette, the SAS visual 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

APPLICATIONS

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.



APPLICATIONS

MARKETING

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

APPLICATIONS

MERCHANDISE

The visual identity system is heavily integrated in the school's merchandise store, the Eagle Shop.



EAGLE SHOP

APPLICATIONS

MERCHANDISE

Designs available in the Eagle Shop cater to the breadth of our audience. For example, 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.



MERCHANDISE

APPLICATIONS

SAS BUS STORIES

One of the most visible executions of the SAS visual 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.

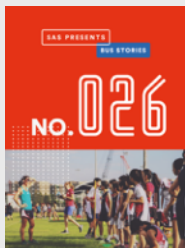
This example tells the story of the SAS motto, first used in 1917. Translated, it means, "Since we think we can, we can."



APPLICATIONS

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 中国国际学校体育联合会 (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 school 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 – none for the first time ever. The goal is to expose students to sports, to bring 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, practice, and games.

Shloka Arvind '23 never played soccer until she joined in 2017. Since then, Shloka has gone on to join a weekend league and says she wants to continue playing in high school. Shloka 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 上海美国国际学校电视台

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 APAC Girls Rugby tournament at SAS. Broadcasts high above the field thanks to a weekend-long typhoon, Power's high-quality livestreams 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 broadcast from the Pudong campus, began on October 9 during the APAC football tournament. Coverage continued throughout the weekend, and both SAS teams took viewers home: it was an all-SAS semi-final, worthy our Pud campus. The official tournament winner was HKS (Hong Kong International School). But considering the successful livestreaming program 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。但在直播赛事转播方面，上海美国学校却是后来者。



The St. John's Victories 战胜圣约翰大学

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.

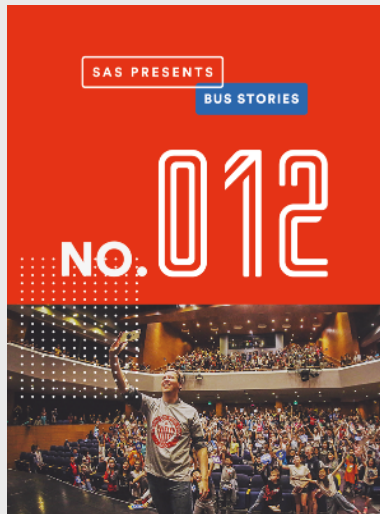
The girls teams would regularly dominate other schools in sports like field hockey, and when they ran out of other schools, they played women's teams from the area. Even there, they were successful.

"The men's football team," writes Teddy Heinrichs '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 the end limb against the US Army Okinawa," continued Heinrichs '49. "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. It was 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 Heinrichs '49. 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!

“二十世纪的足球明星，上海美国学校的足球队后来居上。



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 not fictitious. 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 fact has been lost to history), these gates served as a welcome, presence, and occasional hurdle to our students from 1923-1949.

也许你见过这座建筑。这并不奇怪，这确实不是虚构的。这座红砖建筑模仿了费城独立厅的建造，它位于恒山路上海美国学校行政大楼。

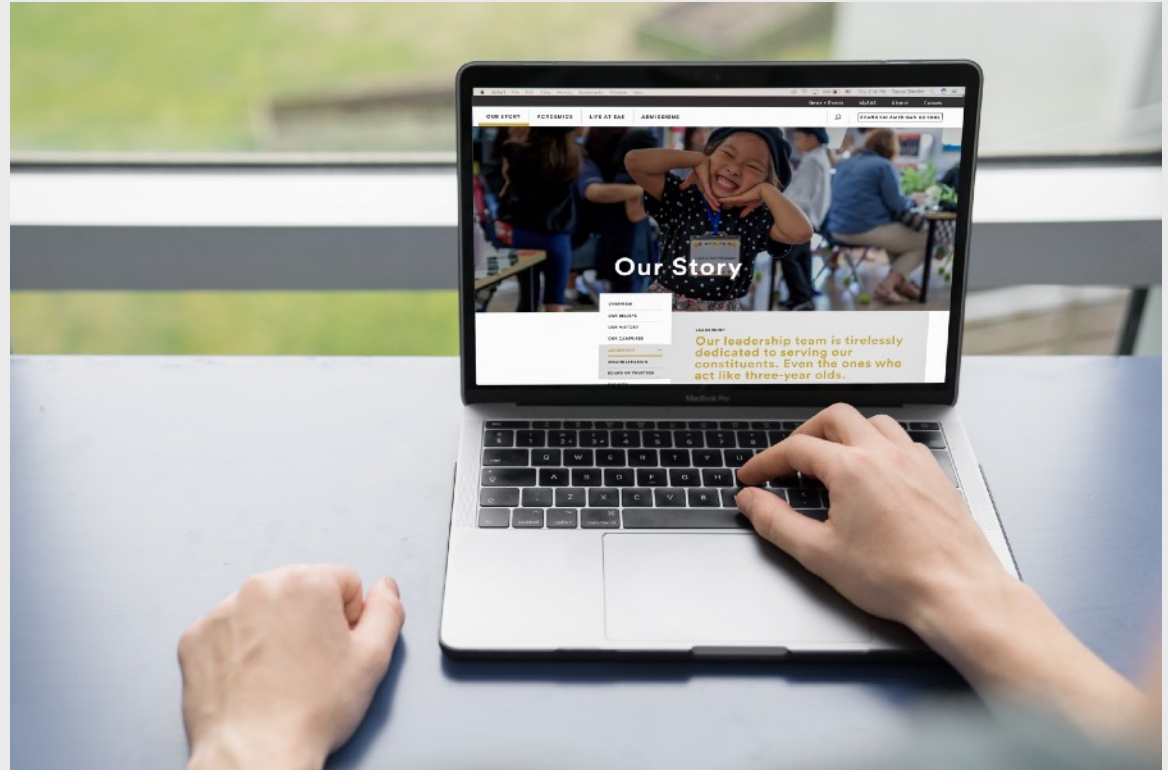
但这里是你可能没见过的部分：在主要入口的两侧，有两个褪色的匾额。每个匾额上都刻有几乎看不见的铭文。一个写着“上海美国学校”，另一个写着“校友大门1932”。也许是1932届毕业生（事实上，这一事实已经丢失到历史中）的礼物，这些大门为1923-1949年的学生提供了一个欢迎、存在和偶尔的障碍。



APPLICATIONS

DIGITAL

The SAS website utilizes the visual identity system to create a website that reflects the sometimes chaotic, always inspiring environment of SAS.



APPLICATIONS

DIGITAL

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.



APPLICATIONS

WAYFINDING

If you're at SAS, you know you're at SAS. Gyms are accented with spirit banners. 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 that campus.



APPLICATIONS

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STORYTELLING SIGNAGE

APPLICATIONS

EVENTS

The SAS visual identity system was 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.



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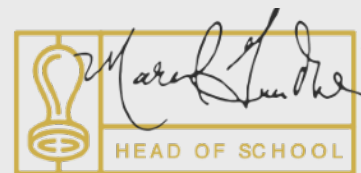
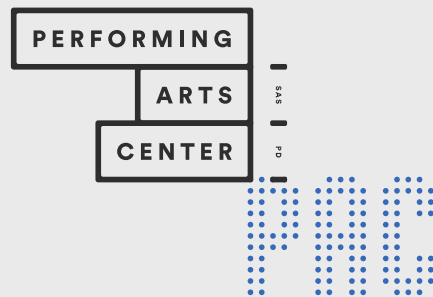
APPLICATIONS

SUB-BRANDS

Like many schools, Shanghai American School is a complex system of divisions, Signature Programs, and other aspects.

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



APPLICATIONS

SUB-BRANDS

As part of the SAS visual identity system, 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”