Branding and Style Guide

The purpose of the branding usage guidelines is to ensure that all stakeholders use the board-approved logo and design elements consistently across all communications both in internal and external school and district communications. Using the branding guidelines and approved logos and colors is important in presenting a consistent image to our students, parents, employees and community members.

The content of this shared folder provides school board of directors, district administrators, school principals and administrators, Home and School Association members, and other school-endorsed teams and organizations with access to approved branding content and instructions on how to use them.

The UDSD Branding and Style Guide will be revised as needed. Each revision date will be noted in the footnote of the guide and in the file name. ==Most recently revised areas will be highlighted in yellow.==

This electronic folder and overview contains the following:

- Board-approved UDSD Brand Standards
- Statement of Fidelity
- Library of Approved Logos
- Adopted District Branding Colors
- Standard Font
- Standard Email Signature Formatting
- Letterhead Protocol
- Standard Powerpoint Template
- Use of Logos

UDSD Brand Standards

Please carefully review the Board-approved UDSD Brand Standards: https://magnummark.egnyte.com/dl/kJUtOMHV1V. The last page should help clarify how to use the different file formats.

These standards include guidelines on acceptable sizing for logos, the brand colors, logo color versions, logo black and white versions, logo layouts, logo color fields and other pertinent information about the appropriate displaying of district's logo. Note specific guidelines therein regarding acceptable and unacceptable uses of the logo and combination of colors. _Example_: _The use of the logo with the gold accents should only be used on the Upper Darby Purple. Any other background colors should use either the all white version or the all black version of the logo depending on the darkness of the background. The full color version of the logo should always be used on a white background. (PAGE 4)_

Statement of Fidelity

When displaying board-approved Upper Darby School District logos and the tagline, please follow our standard guidelines as outlined in the UDSD Brand Standards. The District logo should not be redrawn, modified, or displayed in rough form. The logo is to be reproduced from high-resolution original form. Do not flip or reverse the facing direction of the logo.

The logos are designed according to a specific height and width ratio that results in the desired proportions. Even slight distortions will impact the consistency of the presentation of the logo. When placing the downloaded image in your document or on your media, never stretch out or distort the logo. Do not change the proportions, stretch out, expand, minimize or alter the size of the logo beyond the original size designation. You may resize as needed but the image must retain all proportions.

Library of Approved Logos

Please consult the gallery of adopted logo designs and tagline images here:

https://magnummmark.egnyte.com/fl/Y0hin59OFh

For the following files, the colored backgrounds are added in on a separate layer so they look like what is in the Brand Standards. To use them in an Indesign file, the user will have to turn off the background layer.

UpperDarby_Logo_white_gold.pdf
https://magnummmark.egnyte.com/dl/BwAaXL7oom

UpperDarby_Logo_white_gold.ai
https://magnummmark.egnyte.com/dl/z2m6CVLvRI

UpperDarby_Logo_white.eps
https://magnummmark.egnyte.com/dl/TK9nGe8vFN

UpperDarby_Logo_white.ai
https://magnummmark.egnyte.com/dl/ZWYhKps6P1

UpperDarby_Logo_white_gold.eps
https://magnummmark.egnyte.com/dl/2cViYCGXYG

UpperDarby_Logo_white.pdf
https://magnummmark.egnyte.com/dl/rSoVIGN8W7

Adopted District Branding Colors

Our adopted colors are part of the Upper Darby School District brand and must be used consistently and accurately.

The adopted colors are as follows:
- PMS 268
- PMS 10127

IMPORTANT: The approved gold color has metallic flecks in it. Be mindful when ordering items that these maintain the visual integrity as closely as possible.

Please refer to page 3 of the UDSD Brand Standards at https://magnummark.egnyte.com/dl/1hUgglcWTz/ for the exact adopted colors.

Special Note: The logo as it appears on screen and as a downloaded version appear to be two different colors. The downloaded version of the logo contains the approved colors. Please use the downloaded version.

Black and white versions of the logo may NOT be used on letterhead but may be used as desired otherwise.

Standard Fonts

The following font is to be used in all formal internal and written communication.

Print in the body of MSWord documents
- Arial, 12

Content/Print in Google Email
- PT Sans Serif, Normal

Google Email Signature
- PT Sans Serif, Normal

Font for District Logos
- Nimbus Sans DOT Black Condensed. See below for an example of the specific font for each section of the referenced logo. Please stay within these guidelines when creating logos for apparel, etc. Contact Aaronda Q. Beauford, Director of Communications, at abeauford@upperdarbysd.org with any questions. These fonts can be found in the main link below. You will see a fonts folder and the zipped folder is therein.

  https://magnummark.egnyte.com/fl/ArgW3NP7mQ

Nimbus Sans
D OT Black

Nimbus Sans D OT
Black Condensed

Nimbus Sans D OT
Bold Extended
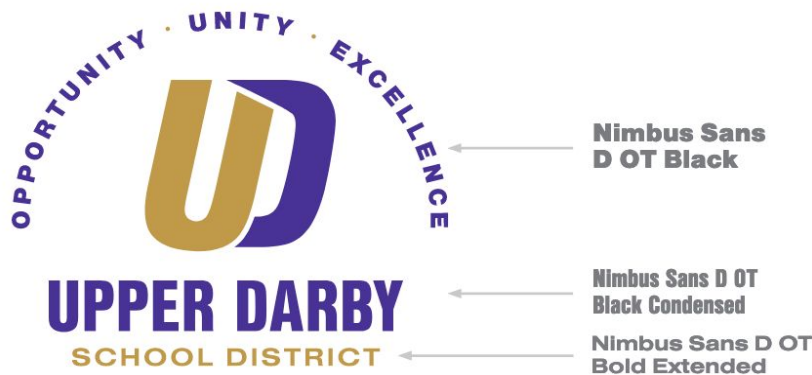
Standard Email Signature Formatting

Format:	*Example:*
Name Position School/Department (if applicable) Street Address, City STATE, Zip Email address Office Phone, extension (office) Fax Phone (fax) *Required Logo and tagline: UD Logo Tag Horizontal*	Daniel P. McGarry, Ed.D. Superintendent of Schools 4611 Bond Avenue, Drexel Hill PA 19026 E-mail: dmcgarry@upperdarbysd.org 610-789-7200, ext. 1234 (office) 610-789-7200 (fax)

To add/change email signature in Google Mail:

- Go to Settings while logged in to your Google email account. The settings button is located at the top right corner under the UDSD logo.
- Scroll down to *Signatures*.
- Click to select/check *Insert this signature before quoted text in replies and remove the "--" line that precedes it.*
- Select *Sans Serif* in the font dropdown.
- Select *Normal* in the text dropdown.
- Type in your signature information following the format of the example above.
- Download *UpperDarby_Logo_Tag_Horizontal_Small*. Copy it and paste it into the email as in the above example (Press COMMAND and A, then COMMAND

and C, then COMMAND and V). Once the image is in the email signature box, click on the image to select it, then select *Medium* to determine the size of the logo.
- Scroll down to select/click *Save Changes.*
- Review your signature for accuracy prior to actively using it.

Letterhead Protocol

Upper Darby School District has official letterhead stationary that has been approved by the Superintendent. All offices and departments are to use the official letterhead for all external communications and official internal communications.

The letterhead is official intellectual property of Upper Darby School District. Use of letterhead is associated with official district and school business. Since Upper Darby School District letterhead is to be used only when communicating on behalf of Upper Darby School District, only approved personnel may use district letterhead. The following personnel are approved to use letterhead:

1. Central office administration
2. Administration (Facilities, Central Registration, Transportation, etc.)
3. Principals
4. Assistant Principals
5. Supervisors (Curriculum, Special Ed)
6. High School Counselors
7. High School Coaches
8. High School Teachers (Note: Use of the letterhead for any purpose other than for student recommendation letters must be approved by the high school Principal.)

Principals and Assistant Principals will receive letterhead in six (6) forms:

Personal letterhead

1. Hard copies of personal color letterhead must be ordered by staff through the Digital Store Front (DSF). Each order is of a set of 25.
2. Electronic copies of color personal letterhead are emailed from the Director or Communications' office directly to approved staff. Staff does not need to request this. **Color electronic letterhead IS NOT TO BE PRINTED FROM ANY OFFICE PRINTER.** See below for additional information.

3. Electronic copies of personal black and white letterhead are emailed from the Director or Communications' office directly to approved staff. Staff does not need to request this.

School

4. Hard copies of color school letterhead must be ordered by staff through the Digital Store Front (DSF). Each order is of a set of 25.
5. Electronic copies of color school letterhead are emailed from the Director or Communications directly to approved staff. Staff does not need to request this. **Electronic letterhead IS NOT TO BE PRINTED FROM ANY OFFICE PRINTERS.** See below for additional information.
6. Electronic copies of black and white school letterhead are emailed from the Director or Communications directly to approved staff. Staff does not need to request this.

Central Office Administration, Administration (Facilities, Central Registration, Transportation, etc.) and Supervisors (Curriculum, Special Ed, etc.) will receive letterhead in the following forms:

1. Hard copies of personal color letterhead must be ordered by staff through the Digital Store Front (DSF). Each order is of a set of 25.
2. Electronic copies of color personal letterhead are emailed from the Director or Communications' office directly to approved staff. Staff does not need to request this. **Color electronic letterhead IS NOT TO BE PRINTED FROM ANY OFFICE PRINTER.** See below for additional information.
3. Electronic copies of personal black and white letterhead are emailed from the Director or Communications' office directly to approved staff. Staff does not need to request this.

High School Counselors, High School Coaches and High School Teachers will have access to the Upper Darby High School letterhead in the following forms:

1. Hard copies of personal color letterhead must be ordered by the High School Principal on behalf of approved High School staff through the Digital Store Front (DSF). Each order is of a set of 25.
2. Electronic copies of color school letterhead are emailed from the Director or Communications' office directly to the High School Principal. Staff does not need to request this. The High School Principal will email the letterhead to approved High School staff. **Color electronic letterhead IS NOT TO BE PRINTED FROM ANY OFFICE PRINTER.** See below for additional information.

3. Electronic copies of school black and white letterhead are emailed from the Director or Communications' office directly to the High School Principal. Staff does not need to request this. The High School Principal will email the letterhead to approved High School staff.

IMPORTANT INFORMATION REGARDING USE OF LETTERHEAD

Due to the inconsistency of the approved brand colors when printed from various printers, electronic letterhead IS NOT TO BE PRINTED IN COLOR FROM ANY OFFICE PRINTERS.

Letters using electronic letterhead are to only be used as an attachment to an email. If a hard copy of a document containing the letterhead is needed, staff must place hard copies of only the letterhead received from Print Shop in printers as needed.

MASS MAILINGS USING LETTERHEAD:

- MASS MAILINGS USING LETTERHEAD SHOULD BE DONE AS AN ATTACHMENT THROUGH PARENTLINK. MASS PRINTINGS SHOULD BE MINIMAL AND USED ONLY IF ABSOLUTELY NECESSARY.
- Users are required to use the black and white electronic letterhead for mass mailings.

Standard Powerpoint Presentations

The district's adopted PowerPoint (PP) template is only for \\District, Department and school presentations. Those wishing to use the PP template would need to request access to the document. School-level requests must be approved by Principals (i.e. teachers' Back-to-School Night presentations, faculty meeting presentations, Deep Equity Team presentations, etc.).

The link for requesting access to the PP template can be found here: UDSD PowerPoint Template. Please download the document before you begin writing into it.

Do not deviate from this template.

Use of Logos

DESIGNATED LOGOS FOR EMAILS, PARENTLINKS & PRESS RELEASES

- UNDERSCORED UD adjacent to UPPER DARBY SCHOOL DISTRICT with TAGLINE
    - *UpperDarby_Logo_Tag_Horizontal_Small*
    - *UpperDarby_Logo_Tag_Horizontal_Medium*
    - *UpperDarby_Logo_Tag_Horizontal_Large*

DESIGNATED LOGOS FOR LETTERHEAD AND BUSINESS CARDS

- UD adjacent to UPPER DARBY SCHOOL DISTRICT
    - *Upper Darby Logo Horizontal 3c*
    - *Upper Darby Logo Horizontal 4c*
    - *Upper Darby Logo Horizontal PMS*

DESIGNATED LOGO FOR BOARD CERTIFICATES, GRADUATION DIPLOMAS AND DOCUMENTS, INVITATIONS, ENTRYWAYS TO BUILDINGS, SIGNS, TROPHIES, AWARDS

- ARCHED TAGLINE over UD
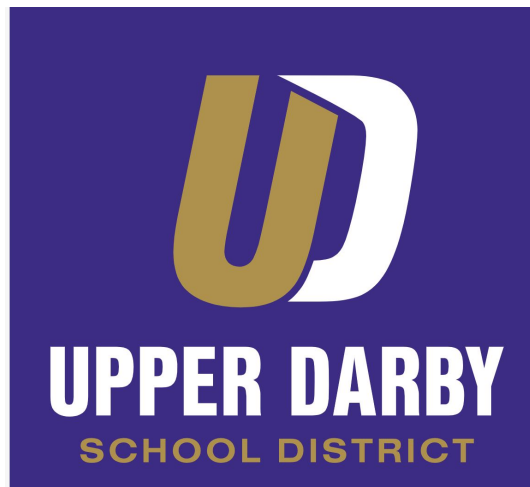 - *Upper Darby Logo Tag Above R1*

DESIGNATED LOGO FOR STUDENT AND STAFF IDs

Student IDS:

UpperDarby_Logo_white_gold.pdf
https://magnummark.egnyte.com/dl/BwAaXL7oom
Located under "Final Logo" in the Branding Library.

UpperDarby_Logo_white_gold (3).pdf
https://magnummark.egnyte.com/fl/ht2VKr2emA#folder-link/Upper%20Darby%20School%20District%20Logo/Logo%20Final?p
Located under "Final Logo" in the Branding Library.
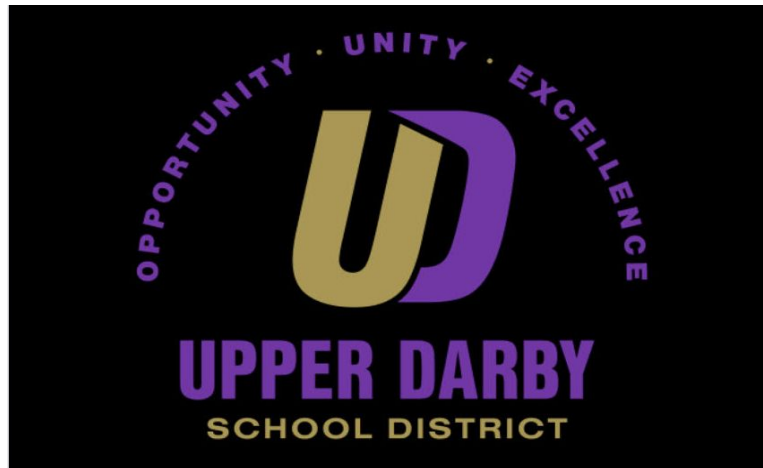

DESIGNATED LOGO FOR STREET POLE BANNERS

- TBD

DESIGNATED LOGO FOR BANNERS, SIGNS
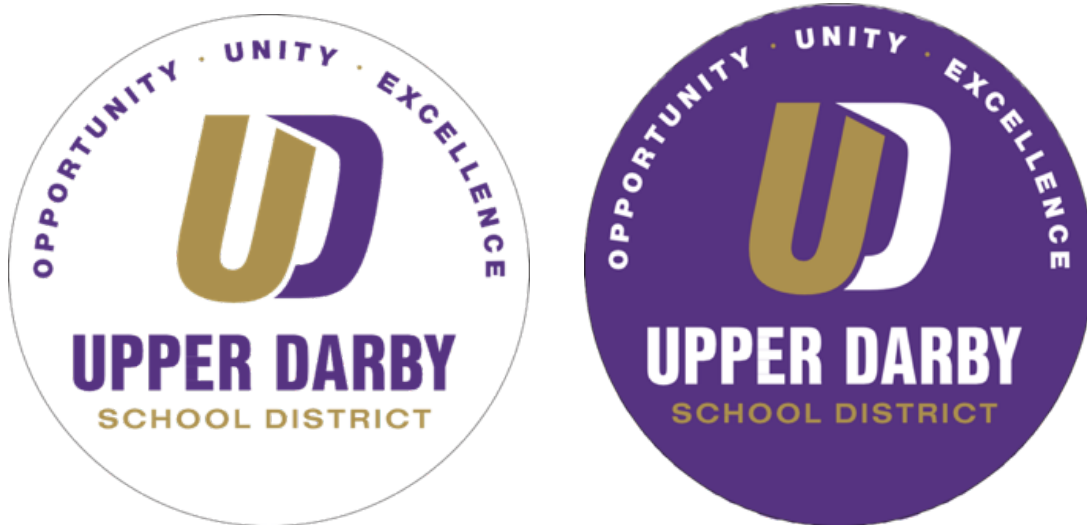
- UD adjacent to UPPER DARBY SCHOOL DISTRICT with vertical line and adjacent tagline
  - UpperDarby_Logo_Tag_side_R1

DESIGNATED LOGO FOR WELCOME MAT

DESIGNATED LOGO FOR DISTRICT VEHICLES (Transportation, Maintenance AND Safety)

DESIGNATED LOGOS FOR SPORTS MEMORABILIA

The Royals images approved for sports apparel and memorabilia are the R with a crown and the Royals with a crown. The Royals logos can be used for anything with the exception of letterhead, business cards or official business communications.

IMPORTANT: When purchasing sports memorabilia, approved district and school organizations are required to get a proof of what the item(s) look like from the company prior to finalizing the order to ensure correct lettering, color, and proportions

Note: The Royals logos are custom. There is no font for it. If you would like to match any other text on an item or apparel, the inspiration the developer used for it is from a font called *Convecta*.

The logos can be accessed here: https://magnummark.egnyte.com/dl/1hUgglcWTz/

SCHOOL APPAREL AND MEMORABILIA

To ensure we have one unified school district and to maintain consistently throughout the district, the Upper Darby School District has adopted the Royals mascot and purple and gold as the district colors. All members of the school district community will be connected from elementary to middle to high school through our district-wide identity as Royals.

The approved UD, UDSD, Individual School Logos and Royals logos and district colors are to be used on school apparel, paraphernalia and memorabilia. These can be accessed in the links referenced within this guideline.

The logos may be used on the following colored shirts/apparel: white, black, the approved purple and the approved gold color as long as the logo concepts are followed.

IMPORTANT: When purchasing school apparel and memorabilia, schools/Home and School Associations/approved district and school organizations are required to get a proof of what the item(s) look like from the company prior to finalizing the order to ensure correct lettering, color, and proportions. Home and School Associations are encouraged to work directly with their school's Principal in apparel and product design.

The Director of Communications will email to Principals local companies who are familiar with the District's branding and style guide and use of District-approved logos and colors. Principals will share these with their Home and School Associations. Schools and District organizations may work with other companies and are to ensure those companies have reviewed the Branding and Style Guide and are able to comply with it.

INDIVIDUAL SCHOOL LOGOS

Individual school logos are to be used for internal communication to parents and within the school community. They may also be used for school apparel and memorabilia. School Logos can be accessed on the district website here: https://pa02209738.schoolwires.net/domain/1826 or https://magnummark.egnyte.com/fl/SvaJrMzqkJ#folder-link/ . See *Font for "Upper Darby" Logos* under the Standard Fonts section above for more information on approved fonts for use with apparel and other products.