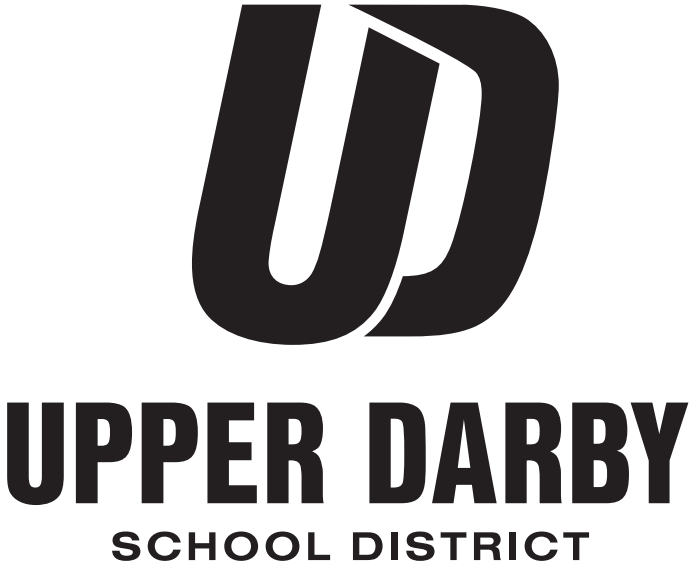
Updated: 1/29/19

UPPER DARBY
SCHOOL DISTRICT

CREATIVE BRAND STANDARDS

Color Version

Black & White Version



CMYK Color Version

UPPER DARBY
SCHOOL DISTRICT

Spot Color Version

UPPER DARBY
SCHOOL DISTRICT

PMS 268

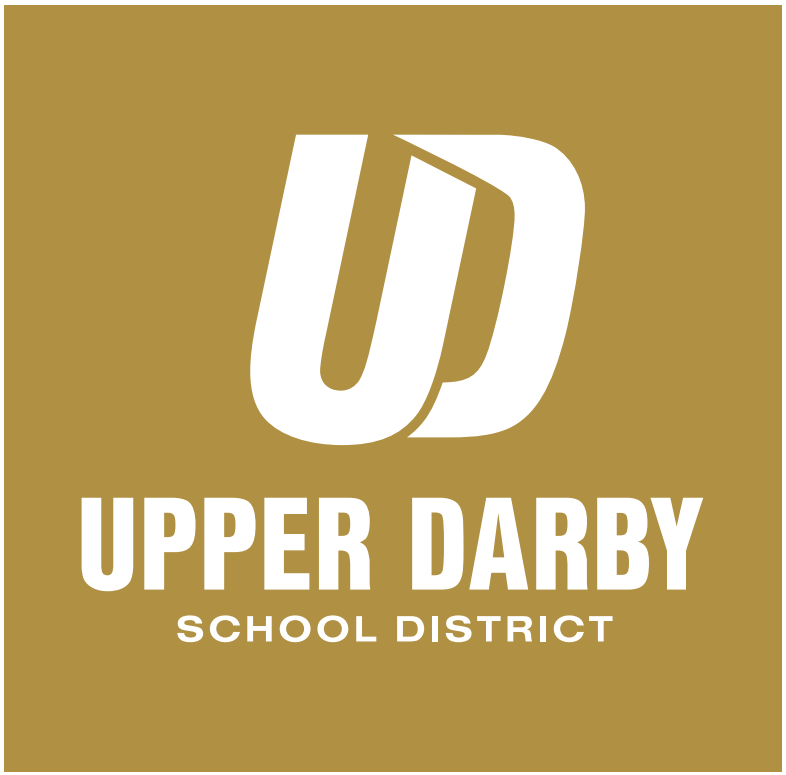
CMYK
80/100/9/1
RGB
91/43/130
HSB
273/67/51
Web
5B2B82

PMS 10127

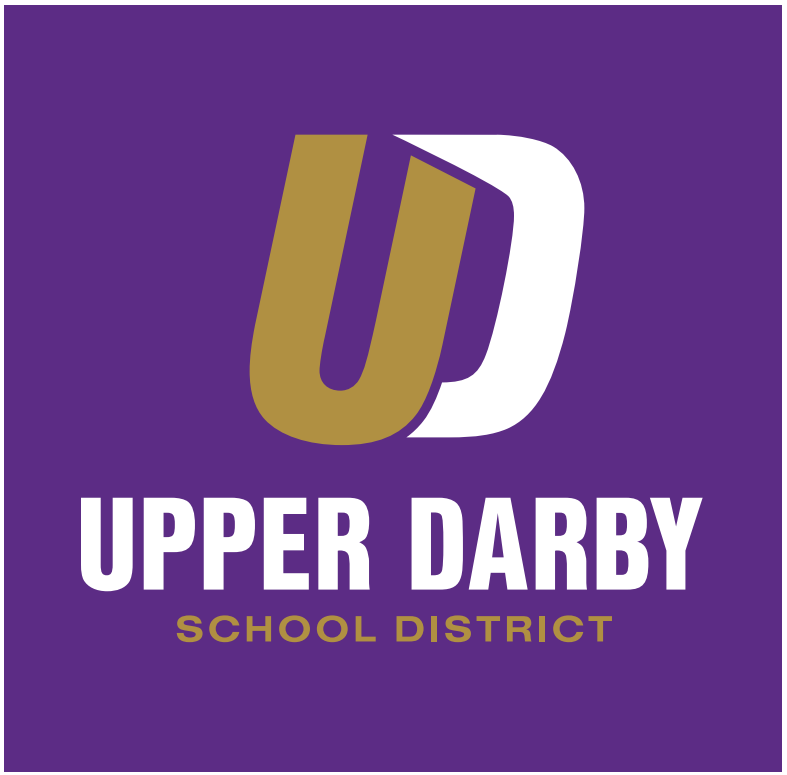
CMYK
31/39/88/5
RGB
176/144/67
HSB
128/69/71
Web
B09043

Logo / Color Field

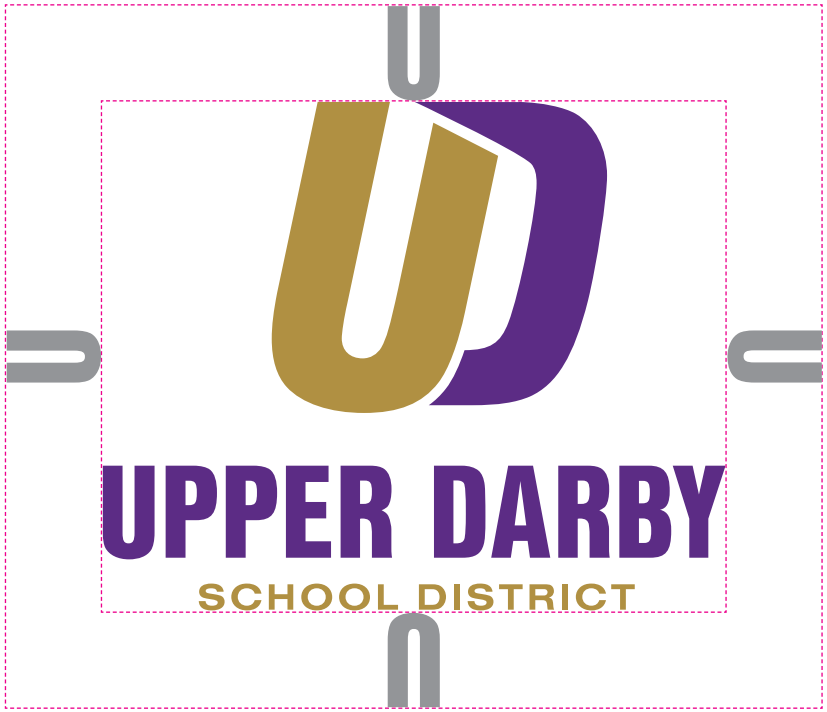
On Dark Colors and Upper Darby Gold



On Upper Darby Purple



UPPER DARBY
SCHOOL DISTRICT



Logo – Minimum Clear Space

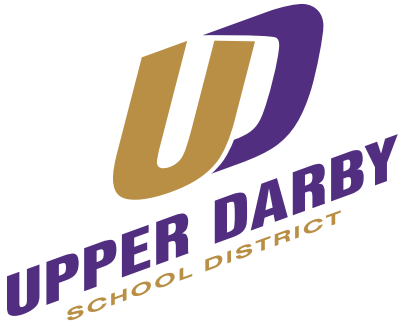
Maintaining a clear, uncluttered space around the Upper Darby School District logo can maximize the visual impact of this key element. In order to ensure that the logo stands out, please abide by these guidelines.

The clear space is equal to the size of the "U" in the word "UPPER".

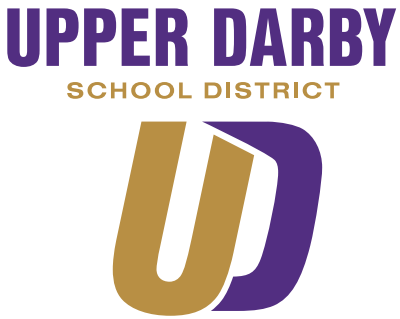
This rule applies to both other graphic elements as well as the edge of the paper

Unacceptable Uses

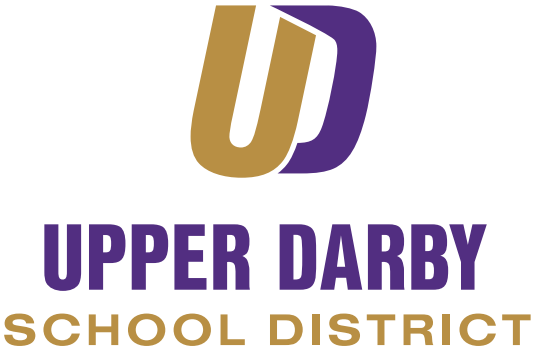
DO NOT change the colors of the logo



DO NOT skew, stretch or rotate the logo



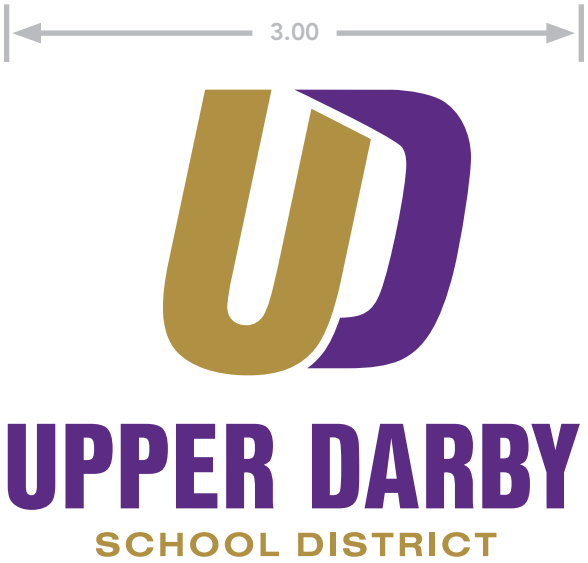
DO NOT alter the lock-up of the logo elements

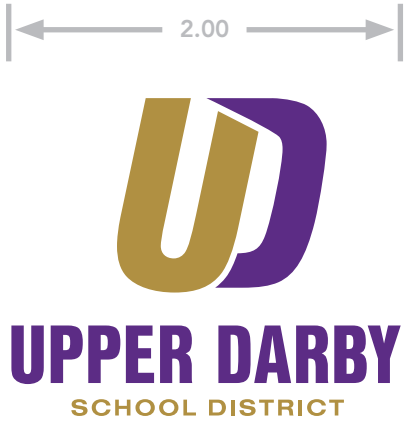


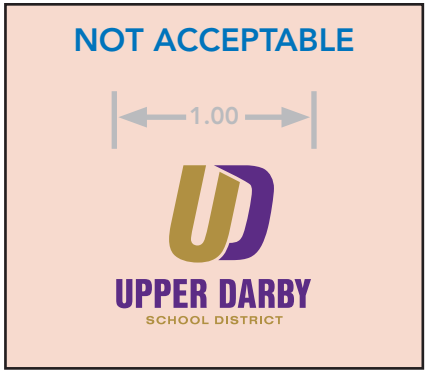
DO NOT alter the proportions of the logo

Acceptable Sizes

When creating collateral, use only the acceptable logos for that size. Utilizing the unacceptable logos will cause them to become unreadable.







UPPER DARBY
SCHOOL DISTRICT
Nimbus Sans D OT
Black Condensed
Nimbus Sans D OT
Bold Extended