



UPPER DARBY
SCHOOL DISTRICT

CREATIVE BRAND STANDARDS

Color Version

Black & White Version



UPPER DARBY
SCHOOL DISTRICT



UPPER DARBY
SCHOOL DISTRICT

CMYK Color Version

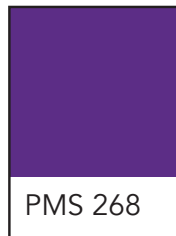


UPPER DARBY
SCHOOL DISTRICT

Spot Color Version



UPPER DARBY
SCHOOL DISTRICT



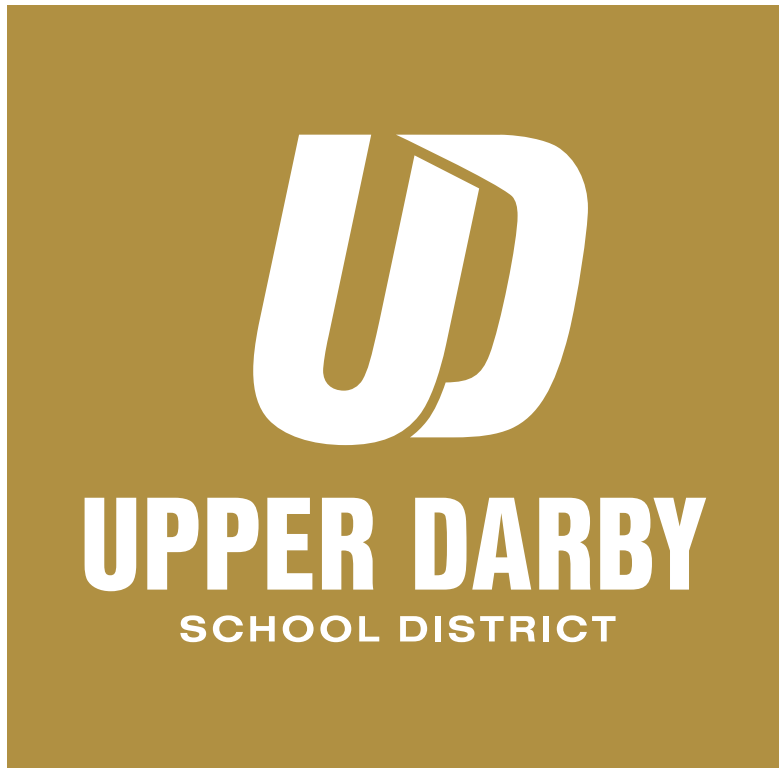
CMYK
80/100/9/1
RGB
91/43/130
HSB
273/67/51
Web
5B2B82



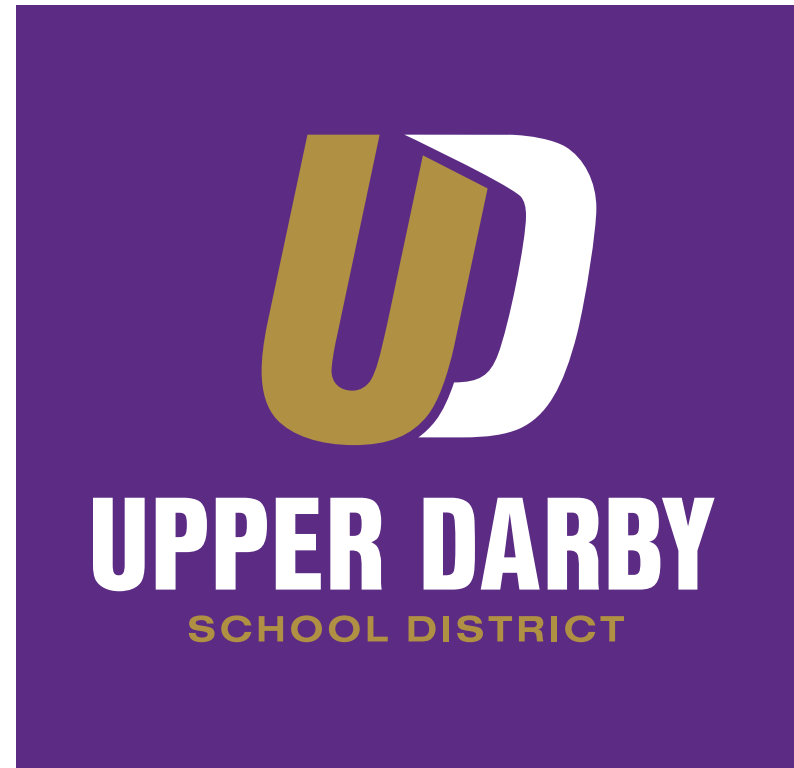
CMYK
31/39/88/5
RGB
176/144/67
HSB
128/69/71
Web
B09043

Logo / Color Field

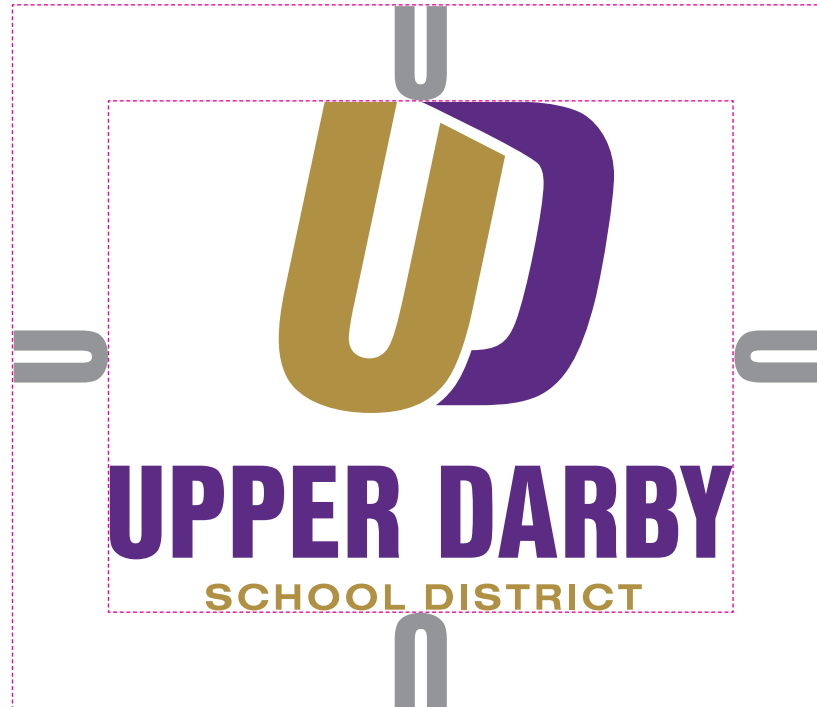
On Dark Colors and
Upper Darby Gold



On Upper Darby Purple







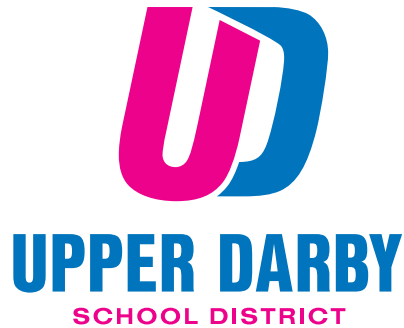
Logo – Minimum Clear Space

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

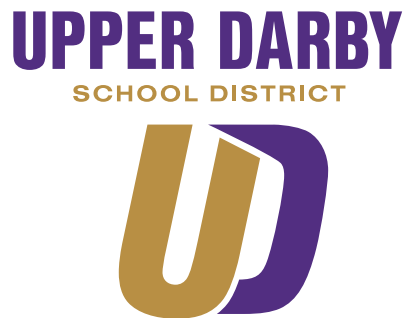
Unacceptable Uses



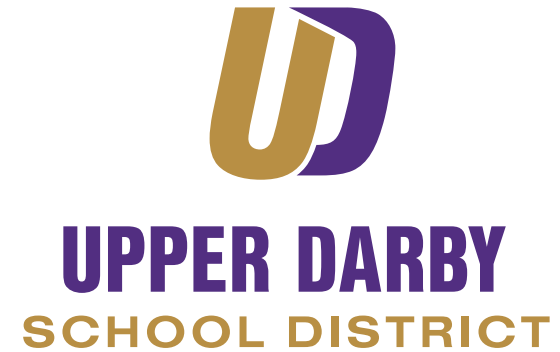
DO NOT change the colors of the logo



DO NOT skew, stretch or rotate the logo



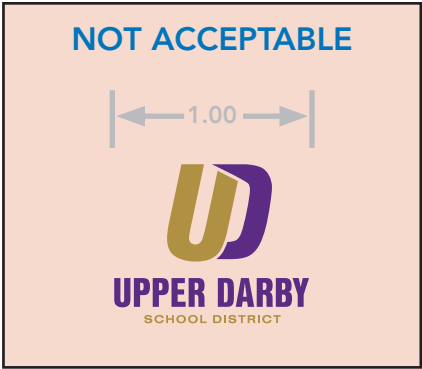
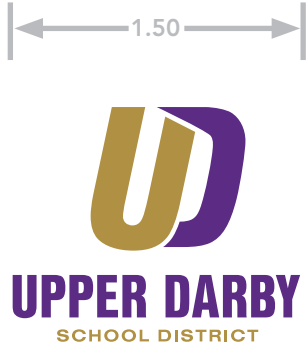
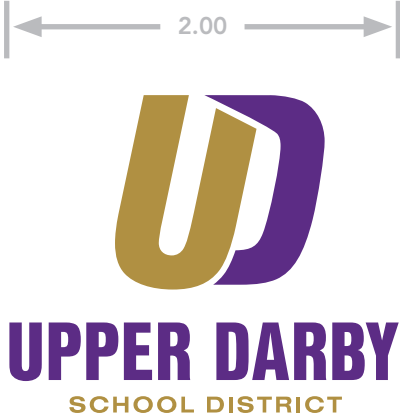
DO NOT alter the lock-up of the logo elements



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