DENVER PUBLIC SCHOOLS
BRAND STANDARDS
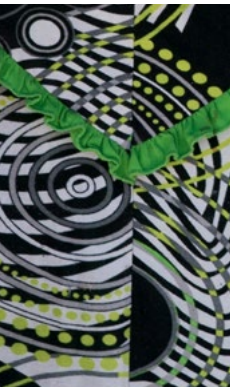
VERSION 2.0 | 08.2016

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LOGO STANDARDS

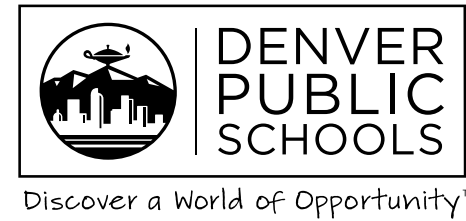**The Denver Public Schools logo** is a reflection of who we are and the benefits we deliver.

These logo standards are your guide to using the logo correctly and effectively. They provide simple, easy-to-follow directions on logo usage, colors and sizing the logo.

If you have any questions about these standards, please contact the Communications Office at **720.423.3414.**

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Logo **Orientations**

There are two different orientations of the Denver Public Schools logo — horizontal and vertical. The horizontal orientation of the logo is the primary version and should be used whenever possible. The vertical logo should be used on vertical applications and when spacing does not allow for the primary horizontal version of the logo.

MINIMUM LOGO SIZE

When using the primary logo it should not be used smaller than .625 inches or 60 pixels tall. When using the secondary logo it should not be used smaller than 1 inch or 72 pixels tall.

PRIMARY LOGO: horizontal logo

SECONDARY LOGO: vertical logo

PRIMARY LOGO

SECONDARY LOGO

BLACKLOGO

WHITELOGO

DPSBLUELOGO

Logo **Versions**

There are six total versions of the Denver Public Schools primary and secondary logos. Both the primary and secondary logos contain a horizontal version and a vertical version of the logo in black, white and DPS blue.

Logo
ClearSpace

Always surround the Denver Public Schools logo with an open area to maximize its clarity and impact. Follow the minimum clear space (defined by the "P" from the logo typography) to ensure that other graphic elements do not interfere with the logo.
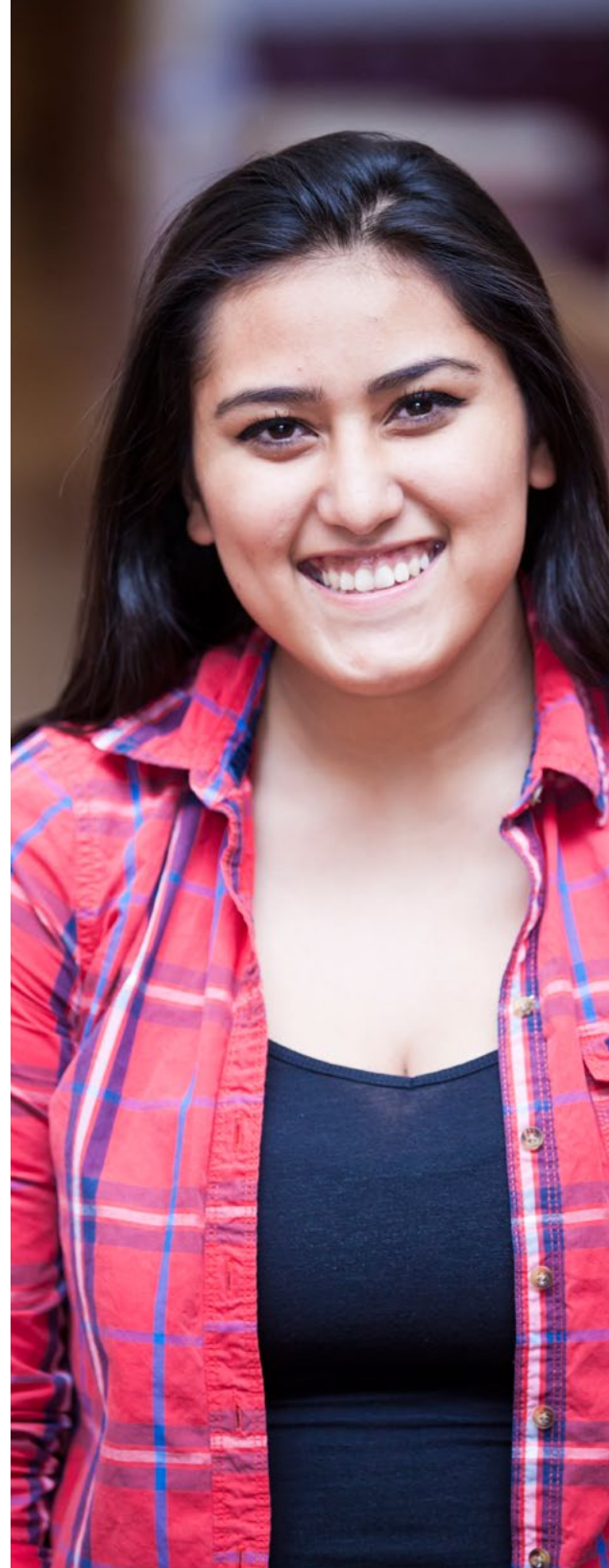

CLEAR SPACE

The height of the "P" in the Denver Public Schools logo

Logo
Background Colors

The black and white versions of the Denver Public Schools logo can be used on a variety of different background colors. It is important whenever using these versions that there is enough contrast between the logo and the background in order to make the logo completely legible. The DPS blue logo should only be used on white or light gray backgrounds

To support Denver Public School's values of choice and diversity, the black and white DPS logos can be used on any background color with contrast.

BLACKLOGO
to be used on solid light color backgrounds

WHITELOGO
to be used on solid dark color backgrounds

DPSBLUELOGO
to be used on white or light gray backgrounds

Incorrect Logo Use

To ensure the consistency and professionalism of our brand identity, the Denver Public Schools logo must never be altered, improperly reproduced or used inappropriately. Please help us maintain the proper use of our new logo by adhering to these standards. This is a list of prohibited reproductions of the DPS logo

1 Don't stretch or distort the logo.

2 Don't use the logo in colors except black, white and the DPS blue.

3 Don't redraw or retype the logo typography.

4 Don't add text or graphic elements to the logo.

5 Don't sandwich the logo or stack it with other elements.

6 Don't place the logo on low-contrast backgrounds.

7 Don't alter individual logo components.

8 Don't remove the tagline.

9 Don't outline the logo.

10 Don't add effects to the logo.

11 Don't place the logo on top of any low-contrast images or patterns.

CORRECT LOGO

Incorrect **Logo Samples**

DPS BLUE
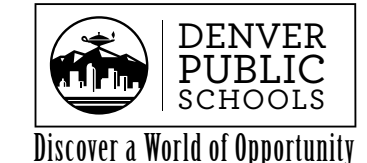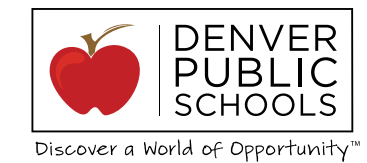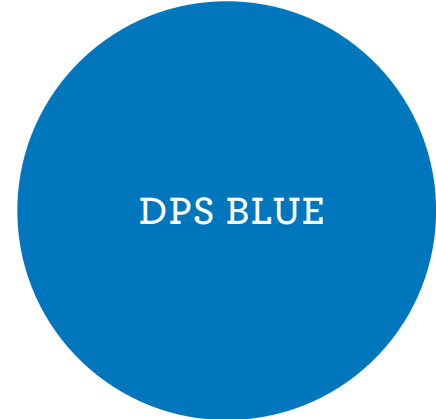
PANTONE COATED	PMS 2387C
4C PROCESS COATED	**C**100 **M**50 **Y**0 **K**0
RGB	**R**0 **G**118 **B**189
HEX	#0076BD

Primary
Logo Color

These are the color breakdowns for the primary logo color used in the Denver Public Schools logo. These color values ensure consistent color representation of the Denver Public Schools blue brand color in all print and electronic applications.

BRAND COLORS

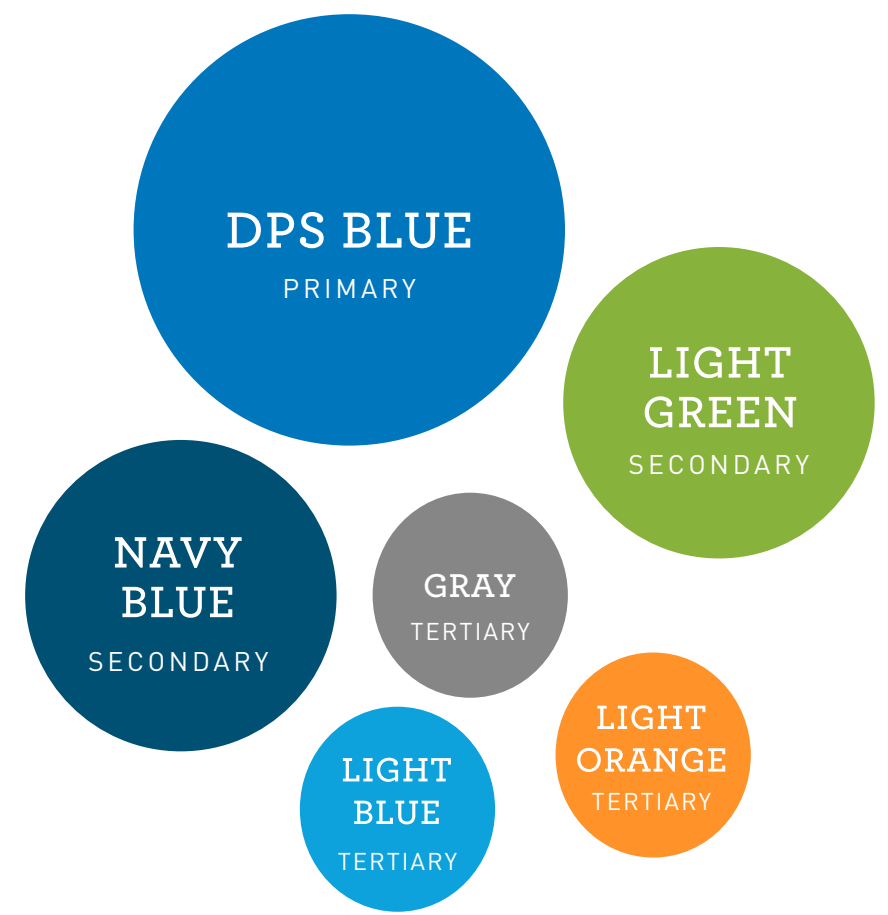## **The DPS blue is a true** representation of the brand.

DPS blue should always be used as the main color in print and digital applications. Additional color options are illustrated in the following pages. These colors are to be used as secondary options to complement our primary color, DPS blue.

If you have any questions about DPS brand colors, please contact the Communications Office at **720.423.3414.**

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DPS **Color Palette**

The approved DPS palette is a dynamic mix of colors meant to balance the primary DPS blue color. When used together, the colors provide many creative possibilities while still aligning to DPS brand standards.

DPS BLUE

PMS 2387C
C100 **M**50 **Y**0 **K**0
R0 **G**118 **B**189
#0076BD

LIGHT GREEN

PMS 376C
C51 **M**3 **Y**100 **K**0
R130 **G**188 **B**65
#82BC41

NAVY BLUE

PMS 7692C
C100 **M**74 **Y**28 **K**11
R0 **G**80 **B**115
#005073

LIGHT ORANGE

PMS 1375C
C0 **M**45 **Y**96 **K**0
R248 **G**156 **B**34
#F89C22

LIGHT BLUE

PMS 299C
C71 **M**18 **Y**0 **K**0
R14 **G**162 **B**220
#0EA2DC

GRAY

PMS COOL GRAY 8C
C55 **M**44 **Y**39 **K**6
R135 **G**134 **B**135
#878687

DPS BLUE
PRIMARY

LIGHT GREEN
SECONDARY

NAVY BLUE
SECONDARY

GRAY
TERTIARY

LIGHT BLUE
TERTIARY

LIGHT ORANGE
TERTIARY

Color **Weights**

Priority should be given to certain colors over others within the DPS color palette. The DPS blue is the primary color and should always have the largest representation. Navy blue and light green are secondary colors that can be utilized for color bars, callout boxes and headlines. Gray should be used for body copy. Light blue and light orange should be used in fewer instances for icons and call-to-action buttons.

Complementary
Colors

There may be times when additional colors outside of the primary DPS color palette are needed for large or complex projects. These complementary colors are meant for very limited use in combination with the primary DPS palette colors found on pages 19-20.

PMS 527 C
C65 M98 Y0 K0
R120 G47 B145
#782F91

LIGHT PURPLE

PMS 2623C
C82 M100 Y25 K13
R95 G36 B103
#5F2467

DARK PURPLE

PMS 232 C
C7 M77 Y0 K0
R225 G79 B148
#E14F94

LIGHT PINK

PMS 347C
C82 M4 Y100 K0
R5 G143 B71
#058F47

DARK GREEN

PMS 179 C
C9 M98 Y89 K1
R225 G62 B49
#E13E31

LIGHT RED

PMS 227C
C28 M100 Y30 K2
R178 G31 B100
#B21F64

DARK PINK

PMS 187 C
C22 M100 Y92 K14
R164 G29 B51
#A41D33

DARK RED

PMS 7579C
C8 M72 Y96 K0
R221 G103 B29
#DD671D

DARK ORANGE

Internal brand standards for DPS departments and initiatives are available through the Communications Office.

TYPEFACE GUIDELINES

Our typographic style is strong,
clear and professional.

Approved typefaces pair well together and remain legible even when used in small or electronic formats. The typeface guidelines include recommendations for headlines and body copy, as well as versions that can be substituted in Word and on the web when the primary font is not available.

If you have any questions about DPS typeface guidelines, please contact the Communications Office at **720.423.3414.**

DPS Typefaces

DPS has two primary typefaces—Archer Pro and DIN Pro. The primary typeface for headlines is Archer Pro, while DIN Pro is used mainly for body copy. Both typefaces can be used for subheads. When working in Microsoft Office and in web applications, the identified typefaces can be substituted.

ARCHER PRO
headline & subhead

LIGHT
BOOK
MEDIUM
SEMI BOLD
BOLD

WEB VERSION:
ROBOTO SLAB
THIN
LIGHT
REGULAR
BOLD

WORD VERSION:
ROCKWELL
REGULAR
BOLD

DIN PRO
subhead & body copy

LIGHT
REGULAR
MEDIUM
BOLD
BLACK

WEB & WORD VERSION:
TAHOMA

REGULAR
BOLD

Contact the Communications Office if you need font files for Archer Pro or DIN Pro. *Please note that Archer and DIN fonts are fully interchangeable with Archer Pro and DIN Pro.*

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Typeface **Hierarchy Samples**

Examples of how fonts and font sizes can be used together within a single piece of collateral.

Archer Pro		Head line
Archer Pro		Subhead
Archer Pro	Din Pro	Call to Action
Archer P ro	Din Pro	Section / List Title
Archer Pro	Din Pro	Pull Quot e
	Din Pro	Body Copy
	Din Pro	Body Copy
	Din Pro	Disclaimer C opy

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