



# Brand Snapshot

## Primary Logo

- The DPS logo must be displayed prominently in every project.
- The DPS logo is available in the nine most common languages in our district (Amharic, Arabic, Eastern Farsi/Dari, English, French, Nepali, Somali, Spanish and Vietnamese).



**Tip: Pay attention to the inversion of the logo. If the snowcaps on the mountains are white, the logo is correct.**

## Colors

Use these colors only on a white background. For text below 18 point (24 pixels or 1.5 rem) only use navy blue, gray or black. If using white text on a colored background, and for more details on background colors, consult the DPS Brand Standards.

### PRIMARY



**DPS BLUE**  
PMS 3015C  
C100 M50 Y0 K0  
#0072BC

### SECONDARY



**NAVY BLUE**  
PMS 7694C  
C100 M74 Y28 K11  
#024D7C



**GRAY**  
PMS 447C  
C0 M0 Y0 K80  
#58595B

### TERTIARY



**DARK PURPLE**  
PMS 2607C  
C82 M100 Y25 K13  
#51286C



**LIGHT PURPLE**  
PMS 527C  
C65 M98 Y0 K0  
#782F92



**DARK GREEN**  
PMS 347C  
C86 M19 Y99 K5  
#058141



**DARK PINK**  
PMS 227C  
C28 M100 Y18 K0  
#A32063



**LIGHT PINK**  
PMS Rhodamine Red C  
C0 M100 Y5 K0  
#DA2479



**DARK RED**  
PMS 206C  
C18 M100 Y80 K7  
#A51D34



**LIGHT RED**  
PMS 2034C  
C2 M91 Y90 K0  
#DA392B

### ACCENTS



**Accent colors are only for graphic usage. Never use for text color.**



**DARK ORANGE**  
PMS 1595C  
C9 M72 Y100 K1  
#DD6826



**LIGHT ORANGE**  
PMS 1375C  
C0 M41 Y100 K0  
#F89D23



**LIGHT BLUE**  
PMS 299C  
C74 M14 Y0 K0  
#14A1DC



**LIGHT GREEN**  
PMS 376C  
C50 M0 Y100 K0  
#83BC41

## Fonts

### FONTS FOR PRINT AND DIGITAL

# Zilla Slab

Titles and Headlines

## Noto Sans

Subheads and Body Copy

### FONTS FOR ALL SCRIPTED LANGUAGES

**Use Noto Sans for materials in scripted languages (Amharic, Arabic, Eastern Farsi/Dari, Nepali and Vietnamese).**

## Noto Sans

Headlines, Subheads and Body Copy

**Accessibility Compliance with Colorado House Bill 21-1110:** We are committed to ensuring our brand is inclusive and accessible to all. In compliance with Colorado's HB21-1110, all digital content, communications and materials are designed to meet or exceed the most recent web content accessibility guidelines, providing equitable access to individuals with disabilities. This commitment reflects our value of equity, fostering a community where everyone can engage fully and without barriers.