

# Spring-Ford Area School District

## Brand Guidelines

Preferred district graphic and logo examples



## Brand Colors – Oxford Blue and Vegas Gold

 <b>Oxford blue (or Pantone 282)</b>	<b>Process</b>	<b>RGB</b>	<b>HTML</b>
	Cyan 100%	Red 0	Hex #002147
	Magenta 54%	Green 33	Web Safe 003333
	Yellow 0%	Blue 71	
	Key (Black) 72%		
 <b>Vegas Gold (or Pantone 4525)</b>	<b>Process</b>	<b>RGB</b>	<b>HTML</b>
	Cyan 0%	Red 197	Hex #C5B358
	Magenta 9%	Green 179	Web Safe CCCC66
	Yellow 55%	Blue 88	
	Key (Black) 23%		

## Athletic / Activity Font Style and Size

Preferred Font for Athletic Teams and School Activity Logos

Masque– size varies

Preferred Athletic graphic and logo examples

**SPRING-FORD**



## District Communication & Publication Font Style and Size

**Preferred** Font for all District and School  
Communication and Publications

Century Gothic – size 11

Note. Century Gothic is a thin, sans-serif  
font that uses 30% less ink than Arial font

**Acceptable** Font for all District and School  
Communication and Publications

Times New Roman– size 11

Note. Times New Roman is often used to print  
mass-marketed books because it is easy to read but  
is still easy on ink.