Spring-Ford Area School District

Branding Guidelines

June 17, 2013
Preferred District Colors

Oxford Blue

Vegas Gold
# Brand Color – Oxford Blue and Vegas Gold

<table>
<thead>
<tr>
<th>Color (or Pantone)</th>
<th>Process</th>
<th>RGB</th>
<th>HTML</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oxford Blue (or Pantone 282)</td>
<td>Cyan 100%</td>
<td>Red 0</td>
<td>Hex #002147</td>
</tr>
<tr>
<td></td>
<td>Magenta 54%</td>
<td>Green 33</td>
<td>Web Safe 003333</td>
</tr>
<tr>
<td></td>
<td>Yellow 0%</td>
<td>Blue 71</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Key (Black) 72%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Vegas Gold (or Pantone 4525)</td>
<td>Cyan 0%</td>
<td>Red 197</td>
<td>Hex #C5B358</td>
</tr>
<tr>
<td></td>
<td>Magenta 9%</td>
<td>Green 179</td>
<td>Web Safe CCCC66</td>
</tr>
<tr>
<td></td>
<td>Yellow 55%</td>
<td>Blue 88</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Key (Black) 23%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Athletic / Activity Font Style and Size

Preferred Font for Athletic Teams and School Activity Logos

Masque—size varies
Preferred District Ram Logo with District Name Blue Background
Preferred District Ram Logo with District Name Gold Background
Preferred District – Athletic / Activity Name
Font - MASQUE

SPRING-FORD

SPRINGFORD • 2011 • SAMPLE ART
YOU ARE RESPONSIBLE FOR CHECKING ALL SPELLING
Reference under Non-webstore
Acceptable Building or Specific Activity Ram Logo
Acceptable Building or Specific Activity Ram Logo
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.
On the left-hand side of the page, list the name and title of the superintendent, assistant superintendent and the nine school board members – please see sample Footer – includes district administration phone, fax and website address.
On the left-hand side of the page, list the name and title of the superintendent, assistant superintendent and the principal – please see sample Footer – includes school building phone, fax and district website address
Quick Response Code
www.spring-ford.net