

# Spring-Ford Area School District

## Branding Guidelines



June 17, 2013

## Preferred District Colors

Oxford Blue

Vegas Gold

# Brand Color – Oxford Blue and Vegas Gold

 <b>Oxford blue (or Pantone 282)</b>	Process		RGB		HTML	
	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>	Process		RGB		HTML	
	Cyan	0%	Red	197	Hex	#C5B358
	Magenta	9%	Green	179	Web Safe	CCCC66
	Yellow	55%	Blue	88		
	Key (Black)	23%				



Preferred District  
Coat of Arms



Preferred District  
Ram Logo

# Athletic / Activity Font Style and Size

Preferred Font for Athletic Teams and  
School Activity Logos

**Masque– size varies**

The image shows the word "SPRING-FORD" in a bold, italicized, sans-serif font. The letters are dark blue with a thick gold outline. The hyphen is also gold. The font is slanted to the right, giving it a dynamic, athletic feel.

SPRINGFORD • 2011 • SAMPLE ART

YOU ARE RESPONSIBLE FOR CHECKING ALL SPELLING  
Reference under Non-webstore

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

Preferred District –  
Athletic / Activity SF  
Font - MASQUE



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

# 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

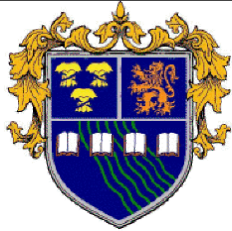
Acceptable Font for all District and School Communication and Publications

**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.

# Letterhead – from District Office

Spring-Ford Area School District – PERPETUA TITLING MT – size 20



**SPRING-FORD AREA SCHOOL DISTRICT**

ADMINISTRATION BUILDING

857 SOUTH LEWIS ROAD, ROYERSFORD, PA 19468



Official Coat of Arms

District Address - PERPETUA TITLING MT – size 10

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

# Letterhead from Schools / Programs

Spring-Ford Area School District – PERPETUA TITLING MT – size 20



**SPRING-FORD AREA SCHOOL DISTRICT**

**BROOKE ELEMENTARY**

**339 NORTH LEWIS ROAD, ROYERSFORD, PA 19468**



Preferred District  
Ram Logo

School Name and Address - PERPETUA TITLING MT –  
size 10

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](http://www.spring-ford.net)

