UPPER DARBY
SCHOOL DISTRICT

Brand Identity and Style Guide

Upper Darby School District

Administration Offices

8201 Lansdowne Street

Upper Darby, PA 19082

(610) 789-7200

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Questions? Contact Aaronda Q. Beauford, Director of Communications by email at abeauford@upperdarbysd.org for support.

Rev: 01/06/2019, 10/22/2020, 07/26/2022, 03/12/2024   *PENDING COPYRIGHT*

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SECTION I — OVERVIEW

This section provides information on the following:

- the purpose of the Upper Darby School District (UDSD) Brand Identity and Style Guide
- the value of the District trademark and copyright materials
- the District brand story
- the District brand promise
- the District brand audience persona
- how the District Brand Identity and Style Guide is maintained
- available translations of the District Brand Identity and Style Guide; and
- how to get any needed support with the District Brand Identity and Style Guide

Purpose of the UDSD Brand Identity and Style Guide

The purpose of the UDSD Brand Identity Style Guide is to provide information to all stakeholders regarding the use of the Board-approved organization logos, trademarks and design elements in an effort to promote consistency of use of these across District written and electronic communications, marketing content and products.

These guidelines herein apply to any item bearing the District, department or school logos for use in both internal and external communications. These guidelines not only explain how the brand should be presented, but how it should not appear.

The guidelines are not intended to dictate all design decisions but rather to serve as a tool that ensures consistency, quality, and the reputation of the Upper Darby School District.

Fastidious application of the UDSD Brand Identity and Style Guide is important in presenting a consistent image to our students, parents, employees, community stakeholders, and business and community partners in line with the District's Brand

Purpose which are centralized in its Mission Statement, Vision Statement and Shared Values as follows:

Upper Darby School District Mission Statement

It is the mission of the Upper Darby School District to provide a comprehensive educational program that develops all learners into critical thinkers, with effective communication skills, empowering them to adapt to an ever-changing world. Our students will demonstrate integrity and confidence while cultivating a learner's mindset in pursuit of personal excellence and service to others.

Upper Darby School District Vision Statement

It is the vision of the Upper Darby School District to build unity by providing opportunities for all learners in their pursuit of excellence.

Upper Darby School District Shared Values

- All individuals are capable of learning.
- Individuals learn in different ways and at different rates.
- Individuals have the right to be treated with respect and dignity.
- Students are unique individuals with varied talents and skills.
- Successful learning experiences build self-esteem.
- Learning is most effective in a caring environment where high standards of social interaction are maintained.
- Education should encourage individuals to acquire knowledge and attitudes necessary to live in a changing global society.
- Critical thinking, problem-solving and decision-making are essential life skills.
- Updates in technology necessitate continuous personal and organizational adjustment.
- Professional development of all staff is vital to meet the changing global society.
- Society benefits when individual rights are balanced with the needs of the group as a whole.
- Quality public education directly benefits the entire community.
- Lifelong learning is the responsibility of the entire community, the school, the family, and most importantly, the individual.

Value of the UDSD Trademark and Copyright Materials

The Upper Darby School District trademarks and copyright materials are intended to promote strong, sustainable, meaningful and lifelong connections of all school district community members, including the worldwide community of alumni, to the District and to each other in order to increase awareness, pride, participation, fellowship, volunteer involvement and philanthropic commitment to the Upper Darby School District.

Upper Darby School District Brand Story

Founded in 1884 and located just outside of Philadelphia, Pennsylvania, in Southeast Delaware County, Upper Darby School District is one of the largest school districts in the United States, with a rich historical profile – educating over 12,000 students every day who represent residents from three townships/boroughs, each of which collectively represent a residential suburb of about 90,000 residents. Students hail from over 80 birth countries with almost 100 different home languages. The District has 14 schools – 1 high school, 2 middle schools, 10 elementary schools, and a Kindergarten Center and provides English Learner instruction and support services to almost 1,500 students and special education instruction and services to 2,500 students. Over 260 high school students attend career and technical programs in two county-level schools. Upper Darby School District employees over 1,800 professional staff and about 1,000 support personnel and has an annual budget of over $244 million. From celebrations to academic awards and achievements to sporting events to graduations, there's always something exciting and meaningful happening in one of our 13 schools, as we strive to provide *Opportunity*, create *Unity*, and showcase our *Excellence* at the Upper Darby School District!

Upper Darby School District Brand Promise

The Upper Darby School District brand is anchored in our brand promise of providing **Opportunity, Unity,** and **Excellence** to all of the students of Upper Darby School District. The brand is not a logo, a tagline, a mascot, school colors, a video, a performance or production or any other products associated with the District's visual identity. The District brand is rooted in the high-quality, passionate work of our teachers and staff for the students and families we serve every day.

UDSD Brand Audience Persona

The Upper Darby School District brand audience includes District Administration, Principals, Assistant Principals, teachers and staff, Home and School Association leadership, alumni, District-approved groups, organizations and partners and prospective families.

Maintenance of the UDSD Brand Identity and Style Guide

The UDSD Brand Identity and Style Guide will be revised as needed. Each revision date will be noted in the footnote of the Guide.

Translations

The UDSD Branding Identity and Style Guide is provided in English, Spanish, Bengali, Urdu, Punjabi, and Vietnamese. Please contact Aaronda Q. Beauford, Director of Communications, by email at abeauford@upperdarbysd.org for additional translations.

Authorized Administrator

The Director of Communications is the authorized school district administrator for the management of the Upper Darby School District Brand Identity and Style guidelines.

SECTION 2 — TERMS OF USE

This section presents the trademarks and copyright notice, the terms and conditions for the use of the Upper Darby School District logos and tagline, disclaimers and indemnification, notices clarifying the limit of the District's liability, impermissible conduct and the abuse and termination clause.

Trademarks and Copyright Notice

All content included in or available through the UDSD Brand Identity and Style Guide and intellectual property designated as Upper Darby School District trademark and copyright is @2023 Upper Darby School District, with all rights reserved, and is the property of Upper Darby School District protected by intellectual property law.

Trademarks and Copyright Materials Agreement

The Upper Darby School District agrees to allow use (not ownership) of its trademarks and copyrighted branding properties. You are hereby authorized to view, download, print, reproduce and distribute District trademarks and copyrighted materials subject to the following terms:

Use of any of the District trademarks and copyrighted materials implies acceptance of and agreement with the terms as set out in this Brand Identity and Style Guide. If you do not accept and agree to follow the guidelines as set out in this Guide, you do not have the right to use the logos and/or tagline and are prohibited from using them. Any use of Upper Darby School District logos or tagline not in compliance with this Guide is not authorized. If you violate the guidelines in this Guide, you must cease and desist from all use of any Upper Darby School District logo or tagline. Upper Darby School District reserves the right to revoke approval of your use of the logo and/or tagline at any time.

All parties displaying Board-approved Upper Darby School District logos and the tagline, are required to follow the standard guidelines as outlined in the Board-approved [Upper Darby School District Creative Brand Standards](#), the [Upper Darby School District One-Page Style Guide](#) and the Upper Darby School District Brand Identity and Style Guide. Failure to comply with these guidelines will result in automatic termination of permission to use the Upper Darby School District trademarks and copyrighted materials.

The following terms also apply to your use of these materials:

- The Upper Darby School District logos and the tagline may not be used in any manner derogatory to or defamatory of the Upper Darby School District or its Principals, Assistant Principals, teachers or staff.

- The Upper Darby School District logos and the tagline may not be used in any manner that does not comply with District policy.

- Use of the Upper Darby School District logos and the tagline may not create any impression that the District endorses or associates with an external person or organization, with the exception of District-approved Home and School Associations, without the express written permission of the authorized administrator for the Upper Darby School District Brand Identity and Style Guide.

Any use of materials within the Upper Darby School District Brand Identity and Style Guide and in the [Upper Darby School District Creative Brand Standards](#), including reproduction for purposes other than those noted above, modification, distribution, or replication, or commercial exploitation of any kind, without prior written permission of the Director of Communications as the authorized administrator of the Upper Darby School District Brand Identity and Style Guide is strictly prohibited.

By use of the District trademarks and copyrights, you are indicating acceptance of these terms.Liability   Disclaimer

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The Upper Darby School District strives to ensure that the information contained in this Guide is accurate, but inaccuracies can occur.

Your use of the information provided in this Guide, the District logos and/or the District tagline at your own risk. Upper Darby School District reserves the right to change or modify the content of this Guide at any time with or without notice. Your continued use of this Guide, District logos, and/or the District tagline constitutes your acceptance of such modified terms. This Guide and all of the information contained herein are provided "AS IS."

Upper Darby School District disclaims all warranties of any kind, whether express or implied, as to anything whatsoever relating to this Guide and any information provided herein. Upper Darby School District is not and will not be liable for any direct, indirect, special, punitive, incidental or consequential damages caused by the use of the District logos or the tagline and/or the content contained in this Guide, whether resulting, in whole or in part, from breach of contract, tortious conduct, negligence, strict liability or any other cause of action.

Statement of Indemnification/Legal Relief

You agree to indemnify, defend and hold Upper Darby School District harmless from and against any and all loss, cost, damage, or expense, including, but not limited to, reasonable attorneys' fees, incurred by Upper Darby School District arising out of any action at law or other proceeding necessary to enforce any of the terms, covenants or conditions contained in this Guide.

SECTION 3 — BRAND STANDARDS, IDENTITY AND STYLE

This section addresses the District brand standards, specific guidelines outlining acceptable and unacceptable uses of the brand trademarks, brand identity and brand style.

Upper Darby School District Creative Brand Standards

Carefully review the Board-approved Upper Darby School District Creative Brand Standards, which includes guidelines on acceptable sizing for logos, the brand colors, logo color versions, logo layouts and other pertinent information about the appropriate display of the District's logo. Note specific guidelines therein regarding acceptable and unacceptable uses of the logo and combination of colors. Your use of District images and trademarks indicate your agreement with these standards.

Other specific guidelines can be found below:

- The District logos should not be redrawn, modified, or displayed in rough form.

- The District logos are to be reproduced from high-resolution original forms.

- Do not flip or reverse the facing direction of any District logo.

- The District logos are designed according to a specific height and width ratio that results in the desired proportions. Even slight distortions will impact the consistency of the presentation of the logos.

- When placing the downloaded image in your document or on your media, never stretch out or distort the logo.

- Do not change the proportions, stretch out, expand, minimize or alter the size of the logo beyond the original size designation.

- You may resize as needed but the image must retain all proportions.

Tagline

The Upper Darby School District tagline is as follows:

Opportunity. Unity. Excellence

The following standards are to be applied when using the tagline:

- Each word is to be capitalized.

- The word 'Opportunity' is to be followed by a period (.) as punctuation.

- The word 'Unity' is to be followed by a period (.) as punctuation.

- The word 'Excellence' is <u>not</u> to be followed by punctuation.

- The tagline may be represented without italics and without bolded lettering (as above).

- The tagline may be represented as *italicized* lettering. Example:

Opportunity. Unity. Excellence

- The tagline may be represented as **bolded** lettering. Example:

Opportunity. Unity. Excellence

- The tagline may be represented as *italicized* and with **bolded** lettering. Example:

Opportunity. Unity. Excellence

Color Palette

The approved colors are as follows:

PMS 268	CMYK 80/100/9/1 RGB 91/43/130 HSB 273/67/51 Web 5B2B82
PMS 10127	CMYK 31/39/88/5 RGB 176/144/67 HSB 128/69/71 Web B09043
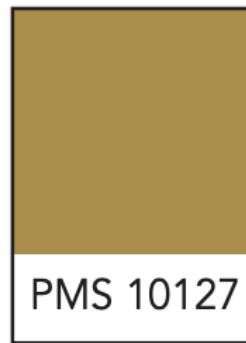
SPECIAL NOTE - The approved gold color has metallic flecks in it. Whenever possible, the visual integrity of the trademark should be maintained.

Typography

Only approved brand fonts are permitted in District marketing and public communications materials, on District stationery and in email signatures. Approved fonts are suitable for use in print and digital applications.

Standard Professional Font

The approved standard professional font is Microsoft Word, Arial, 12 point.

District Google Email Signature Font

The approved font for District google email is PT Sans Serif, Normal.

District & School Logos Font

The approved font for District logos are as follows for the respective wording:

Nimbus Sans D OT Black   (Opportunity. Unity. Excellence)
Nimbus Sans D OT Black Condensed (Upper Darby)
Nimbus Sans D OT Bold Extended   (School District)
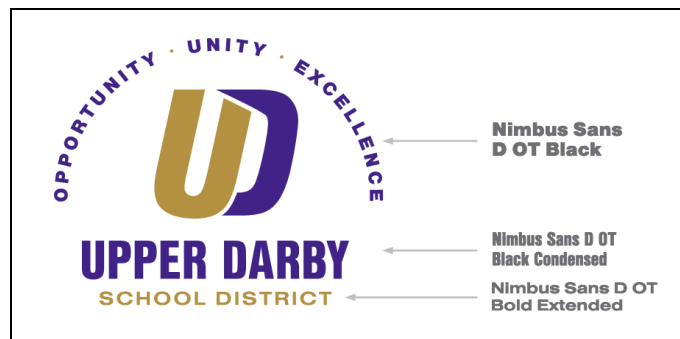
Apparel & Merchandise Font

Flexibility in the selection of typeface and font in apparel and merchandise is permitted. The font design should be readable. Special effort should be made during the design process to choose appropriate fonts to convey the message appropriately and in line with the District brand quality.

Standard Email Signature Formatting

Email Signature Guidelines

Email signatures for Upper Darby School District employees/contractors should include the following information:

1. First and last name
2. Official, board-approved position title
3. School/department full street address. Employees/contractors working in multiple locations should list their primary location as assigned by Human Resources.
4. District-issued email address
5. Classroom/office phone number AND extension (if available)
6. Fax number
7. District Logo (The District automatically includes the District Confidentiality Statement to the District email template. There is no need for the employee/contractor to add this.)
8. District Confidentiality Statement (The District automatically includes the District Confidentiality Statement to the District email template. There is no need for the employee/contractor to add this.)
9. District Social Media Links (The District automatically includes the District Social Media Links to the District email template. There is no need for the employee/contractor to add this.)

Email Signature Sample

Format	*Example*
Name Position School/Department (if applicable) Street Address City, State Zip Email address Office Phone, extension (office) Fax Phone (fax) *–UD Logo Tag Horizontal–*	Daniel P. McGarry, Ed.D. Superintendent of Schools 8201 Lansdowne Avenue Upper Darby, PA 19082 E-mail: dmcgarry@upperdarbysd.org 610-789-7200, ext. 3223 (office) 610-789-8671 (fax)

To add/change email signature in Google Mail

1. Click **Settings** ⚙ while logged in to your Google email account.

The settings button is located at the top right corner under the Upper Darby School District logo.

Click [See all settings]
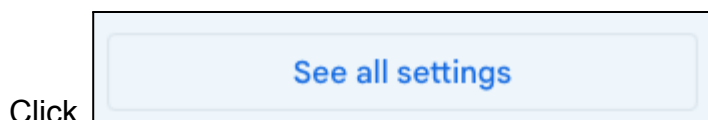
2. Scroll down to **Signatures**.

3. Click to select/check **Insert this signature before quoted text in replies and remove the "--" line that precedes it**.

4. Select **Sans Serif** in the font dropdown.

5. Select **Normal** in the text dropdown.

6. Type in your signature information following the format of the example above.

7. Copy the school district [horizontal logo without tagline](#) beneath your signature.

8. To select the image: double click on the image to select all of the image or (PC) Ctrl +A, (Mac) ⌘ + A

9. Copy the image (PC) Ctrl + C, (Mac) ⌘ + C.

10. Paste the image (PC) Ctrl + V, (Mac) ⌘ + V.

11. Once the image is in the email signature box, click on the image to select it, then select **Medium** to set the size of the logo.

12. Scroll down to select **Save Changes**.

13. Review your signature for accuracy and aesthetic prior to actively using it.

SECTION 4 - DISTRICT STATIONERY

Upper Darby School District letterhead, memo pads, envelopes, business cards, PowerPoint template and other stationery are the intellectual property of the Upper Darby School District.

This section covers the following for each category of District stationery:

- Stationery Versions
- Standards for Use of District Stationery
- Authorized Users of District Stationery
- How to Order District Stationery

Letterhead

Letterhead Versions

The following letterhead versions are available for order through the DSF. Electronic versions of letterheads are not available.

- Personalized - Color
- Personalized - Black and White
- School - Color
- School - Color
- Department - Color
- Department - Black and White
- General Administration[1] - Color
- General Administration - Black and White

Standards for Use of Letterhead

Upper Darby School District letterhead is to be used only when communicating on behalf of the District and in association with official District and/or school business.

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[1] The general Administration letterhead contains the Administration Building address located at 8201 Lansdowne Avenue, Upper Darby PA 19082.

District letterhead is not intended for personal use. Use of District letterhead indicates that you are acting in an official capacity in the name of the Upper Darby School District.

Upper Darby School District produces all District letterhead. Letterhead must be produced through the School District's Digital StoreFront (DSF). No other production source is authorized for the development of letterhead.

Use of alternative letterhead is not permitted. Copying the letterhead or mimicking the letterhead is strictly prohibited.

Official employee names must be used on District stationery. Nicknames or shortened versions of names are not permitted.

If you are mailing the letter, use a District envelope.

Authorized Users of Letterhead

Supervisors, Principals and Department Heads are responsible for supervising use of school and department letterhead.

The following personnel are approved for use of <u>personalized</u> District letterhead:

1. Superintendent
2. Assistant Superintendent(s)
3. Director(s)
4. Supervisor(s)
5. Principals
6. Assistant Principals

The following personnel are approved for use of <u>school</u> letterhead:

1. Principals
2. Assistant Principals
3. High School Counselors
   a. **IMPORTANT** - This authorization is <u>ONLY</u> for student letters of recommendation for post-secondary education applications and student employment applications. Please consult your Principal for other use requests. Access hard copies of school letterhead through your Principal.

The following personnel are approved for use of <u>Department</u> letterhead:

1. Assistant Superintendent(s)
2. Director(s)
3. Supervisor(s)

The following personnel are approved for use of <u>General Administration</u> letterhead:

1. Superintendent
2. Assistant Superintendent(s)
3. Director(s)
4. Supervisor(s)

How to Use Letterhead

The color letterhead version is **NOT** to be copied. Use the black and white version instead. The black and white letterhead version may be copied on a District copy machine.

DO NOT COPY COLOR LETTERHEAD

Double-sided printing is not permitted on letterhead. Do not print on the back of the letterhead. Any subsequent pages of the letter must be printed on regular paper without letterhead.

District letterhead is not available electronically. Use of letterhead will require loading it to a copy machine. To print onto a pre-printed letterhead page on the District's copier model TASKalfa 3252ci, select a drawer that you want the paper to be drawn from and place the letterhead in the drawer with the print side facing up and the logo in the bottom left corner.

How to Order Letterhead

District letterhead is automatically uploaded to the Digital StoreFront for ordering. Each order consists of a set of 50. All orders for District letterhead must be approved by the administrator and will be billed to school or department budgets. Fulfilled orders will be interofficed to schools/departments.

Memo Pads

Memo Pad Versions

The following memo pad versions are available for order through the DSF.

- Personalized
- Schools
- General Administration

Memo pads are not available for Departments.

The memo pad dimensions are 5 ½ by 8 ½ .

Memo pad templates are standardized for Administration Offices to include a header consisting of the District logo, "Administration Offices," the District main administration offices phone number and the District website address. The body includes memo content (to, from, subject, message). The footer contains the school district administration office address.

Memo pad templates are standardized for schools to include a header consisting of the school logo, the school's main office phone number and the district website address. The body includes memo content (to, from, subject, message). The footer contains the school's address.

Personalized memo pad templates are standardized to include a header consisting of the District or school logo, the employee's name, the employee's highest educational designation/credentialing (i.e. B.S., M.Ed., Ed.D., etc.), and the employee's position, email and phone number with extension. The body includes memo content (to, subject, message). The footer contains the District or school address.

Standards for Use of Memo Pads

The versatility and usefulness of memo pads make them a great tool for secretaries, school counselors, school social workers and administrators to capture personal notes, important reminders, brief messages, and other informal matters on professional stationery.

Authorized Users of Memo Pads

School memo pads are available for use by all District employees for District-related matters.

Administration memo pads are available for use by District administrators.

The following personnel are approved for personalized memo pads:

1. District Central Administration (Superintendent, Assistant Superintendents, Directors and Supervisors)
2. Principals
3. Assistant Principals
4. Social Workers
5. Counselors
6. School Main Office Secretaries
7. Department Secretaries
8. High School Center Secretaries

How to Order Memo Pads

Memo Pads for schools and Administration Offices are automatically uploaded to the Digital StoreFront for ordering.

Personalized memo pads are available for order for authorized employees through the UDSD Personalized Memo Pads Request Form. The form is restricted to users in the Upper Darby School District domain and its trusted organizations. The form is only accessible with school district log-in credentials. The memo pad will be uploaded to the DSF for ordering. Memo pads have no minimum order number and are available for order at 50 sheets per pad. All orders for District stationery must be approved by the administrator and will be billed to school or department budgets. Fulfilled orders will be interofficed to schools/departments.

Envelopes

Envelope Versions

Department and school envelope templates are standardized for Administration Offices and Schools to include the name of the district, the school (if applicable) and the district or school address.

The following envelope versions are available for order through the DSF.

- Schools
- General Administration

Personalized and Department envelopes are not available.

District envelopes must be printed through the school district's Digital StoreFront. Alternative District envelopes are not permitted.

Standards for Use of Envelopes

District envelopes are to be used for official District-related matters.

Authorized Users of Envelopes

District envelopes are available for use by all District employees for official District-related matters.

How to Order Envelopes

Administration Offices and school envelopes are automatically uploaded to the Digital Store Front for ordering. Each order consists of a set of 500. All orders for District stationery must be approved by the administrator and will be billed to school or department budgets. Fulfilled orders will be interofficed to schools/departments.

Business Cards

Business Card Versions

The business card template is standardized to include a district logo, the tagline, district color palette graphics, the District website address and the employee's name, position, office and fax phone numbers, email, and business address.

Alternative business cards are not permitted.

The school district Business Office is authorized to manage the development of District business cards. No other source is authorized for the development, purchasing and/or printing of District business cards.

Standards for Use of Business Cards

Business cards should be used to provide school district stakeholders with a way to contact the employee.

Authorized Users of Business Cards

The following personnel are approved for District business cards:

1. District Central Administration (Superintendent, Assistant Superintendents, Directors and Supervisors)
2. Principals
3. Assistant Principals

How to Order Business Cards

Business cards are automatically ordered following the completion of the Human Resources onboarding process. A draft of the business card is sent to the new employee prior to finalizing the order. Fulfilled orders are interofficed to the new employee. Each order is a set of 250.

PowerPoint Template

The District PowerPoint template provides a clear and professional presentation of the Upper Darby School District's brand.

PowerPoint Versions

The District PowerPoint template is not to be altered. No other versions are authorized.

Standards for Use of the PowerPoint Template

The powerpoint template is required for official District, Department and school-level presentations and professional development. The Template is to be used for District-related matters only. The Template may be used in a classroom setting for teacher instruction.

Authorized Users of the PowerPoint Template

The PowerPoint template is available for use by all District employees for District-related matters. The PowerPoint template is restricted to users in the Upper Darby School District domain.

How to Access the PowerPoint Template

The PowerPoint template is available in a restricted-access gallery.

SECTION 5 - APPROVED LOGOS AND IMAGES

This section addresses the approved use of logos, including the do's and don'ts in the use of logos and images and tips on how to resize logos and images. It also contains special instructions on the use of logos, the use of images with the gold color, the library of approved logos and images, approved users of the logos and images, information on how to access the library of approved logos and images and representations of district-approved school, department and program logos and images.

Standards for Use of Logos and Images

District logos may be used for the following:

- Press Releases
- Email Signature
- Letterhead
- Memo Pads
- Business Cards
- District Social Media Platforms
- District Website
- District Mobile App
- District PowerPoint Presentation Template
- ParentLink mass communications system (email template)
- Graduation Diplomas
- District-level Trophies, Awards and Certificates
- District-level Event and Activity Invitations
- Athletics Programs/ Varsity Letters
- Athletics and Sports Apparel, Items and Memorabilia
- Art, Theatre and Music Program/Royals Theatre
- Student ID Photo Badge
- Staff ID Photo Badge
- Volunteer ID Photo Badge
- District Facilities Signage
- District Facilities Welcome Mat
- District Vehicles (Transportation, Maintenance and Safety)
- District Banners
- District Street Pole Signage
- School Apparel, Items and Memorabilia

The Do's and Don'ts of Logos & Images Usage

DO'S

- Do use the logos and images for Upper Darby School District-related matters.
- Do use the logos and images for Principal-approved Home and School Association matters.

- Do check your use of logos and images for size proportionality, accurate colors and high resolution.
- Do keep the original proportions of the logos and images.
- Do download the original logos and images from the original file located in the [Upper Darby School District Logos and Brand Identities Gallery](#).
- Do turn off the "background layer" if using Adobe InDesign.

DON'TS

- Don't use the logos and images for personal matters.
- Don't use the logos and images for Home and School Association matters without the express approval of the Principal.
- Don't use the logos and images for Upper Darby School District Athletics Program matters without the express approval of the school Principal or the Athletics Director.
- Don't stretch or condense the original logo or image.
- Don't redraw the logo or create your own variation of the logo.
- Don't copy and paste the logo.
- Don't add a graphic to the logo because this creates a new mark.
- Don't add a color to the logo because this creates a new mark.
- Don't crop or align the logo with the edge of the page.

Logo and Image Resizing Tips

Maintain the aspect ratio of an image to ensure that it resizes both horizontally and vertically in order to maintain the ratio of height to width. If this is not done, the logo can appear squashed, stretched out, or otherwise distorted.

By default, when an image is inserted or dragged and dropped into a Microsoft Word document, it appears on the document with the original image aspect ratio. The key to accomplishing aspect ratio after the image is dragged and dropped onto a document is to click and drag on a corner handle and to resize the image proportionally. To avoid distortion when resizing an image always use the CORNER handles. Avoid using the handles midway on the outer edges of the image.

Another way to resize an image in a document proportionately and without distorting it in a Microsoft Word document is to select the image you want to resize, use the mouse of touchpad to select and drag the *SIZING* handle, and to press and hold the *SHIFT* key while selecting and dragging the image.

Special Note: Use of Logos with Gold

The logo with gold accents should only be used on the Upper Darby Purple. Any other background colors should use either the all white version or the all black version of the logo depending on the darkness of the background. The full color version of the logo should always be used on a white background.

Authorized Users of Logos and Images

All District stakeholders are permitted to use the logos and images in accordance with the approved Approved Use of Logos and Images.

How to Access the Library of Approved Logos and Images

Please consult the Upper Darby School District Logos and Brand Identities Gallery and the Upper Darby School District One-Page Style Guide for the library of approved logos. The original files for the Athletics Varsity letters and Royal Theatre logos are available in a restricted-access gallery.

Only District-approved logos may be used.

The Primary School District Logos

Upper Darby School District logos are the graphic representations of the District that express the organizational identity and the tone, voice, personality and values when used consistently.

The District's primary logos are presented as an arc crest, with and without the District tagline, vertically, horizontally, with a transparent background, in full color, in black and white, in white and black, in gold and white and in the Pride Flag colors. The transparent logos and the tag only logos are available via the files linked in this section to the Upper Darby School District Logos and Brand Identities Gallery, as the transparency and white background features of these logos are not discernible on the white background of this document.

Logos are available in the following sizes: small, medium, large, extra large and narrow.

The logo files are available in .pdf, jpeg, .eps, and/or .ai formatting via the files linked in this section to the [Upper Darby School District Logos and Brand Identities Gallery](#).

The Arc Crest Logo

Arc Crest Logo Versions
The arc crest logo is available in full color with a transparent background and with a white background in small, medium, large and extra large sizes.

Approved Use of the Arc Crest Logo
The arc crest logo is restricted from general use and is only to be used by Upper Darby School District officials for District-designated special events, facilities and special distinctions.

How To Access the Arc Crest Logo
The original file for the arc crest logo is available in a restricted-access gallery.

Approved Font for the Arc Crest Logo

The arc crest logo fonts are indicated as below:
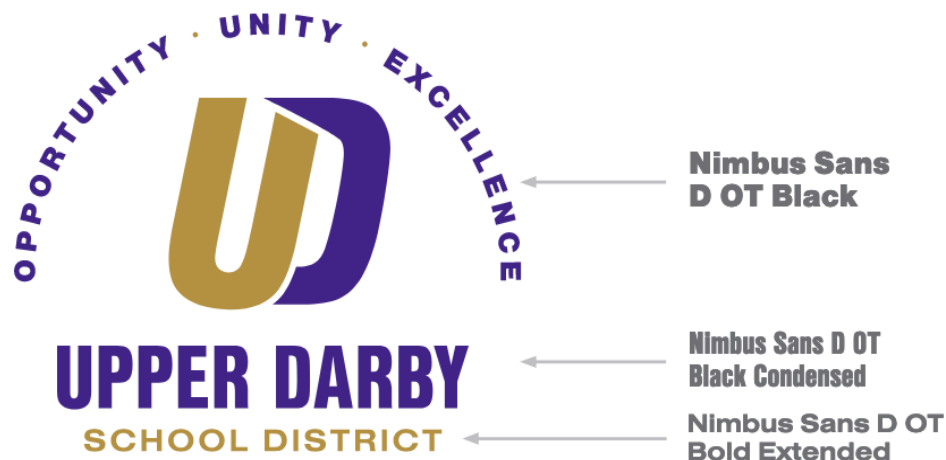
District Vertical Logos

District Horizontal Logos with Tagline

District Horizontal Logos with Tagline Only

Opportunity · Unity · Excellence

District Horizontal Logos without Tagline

District Horizontal Logos with Tagline on the Side

School Logos

School logos are a representation of each school's *Royal* culture and are representative of what teachers, staff, parents/guardians, and students believe in and are passionate about. School logos are a significant part of the school's community engagement and outreach efforts.

Use of School Logos

Creation, application, or use of any of Upper Darby School District elements associated with schools must conform to approved standards as authorized by the Upper Darby School District.

School logos may be used by school administrators for internal communications and external communications and on school apparel and memorabilia.

A Special Note to Home and School Associations

All school apparel and memorabilia designs require approval from the Principal. Home and School Associations are required to work directly with their school's Principal in apparel and product design and for a brand fidelity review. Home and School Association members should submit a proof of their design to the Principal for review of brand messaging and logo fidelity (i.e. typography, colors, proportions and sizing, etc.) **prior to finalizing the order**.

Principals must consult with the Director of Communications for logo-use approval.

Aronimink Elementary School
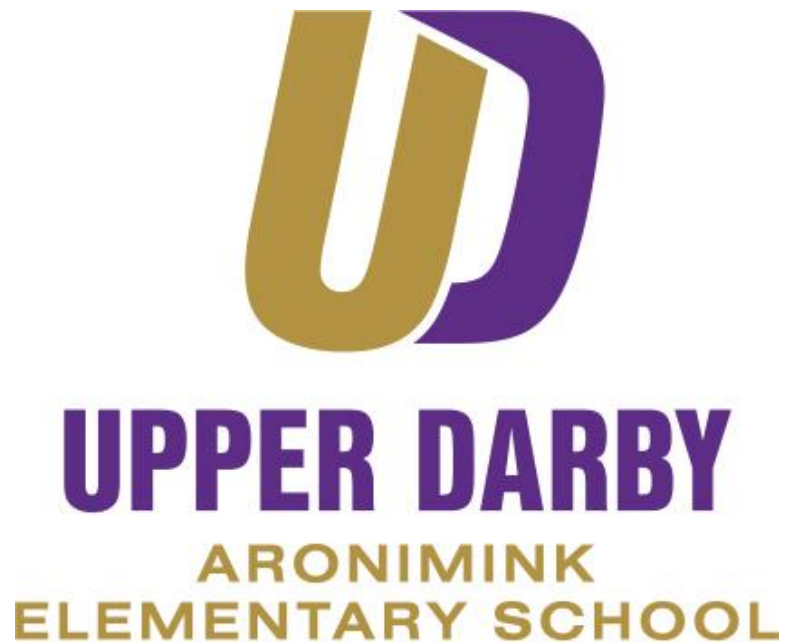
Vertical Logo
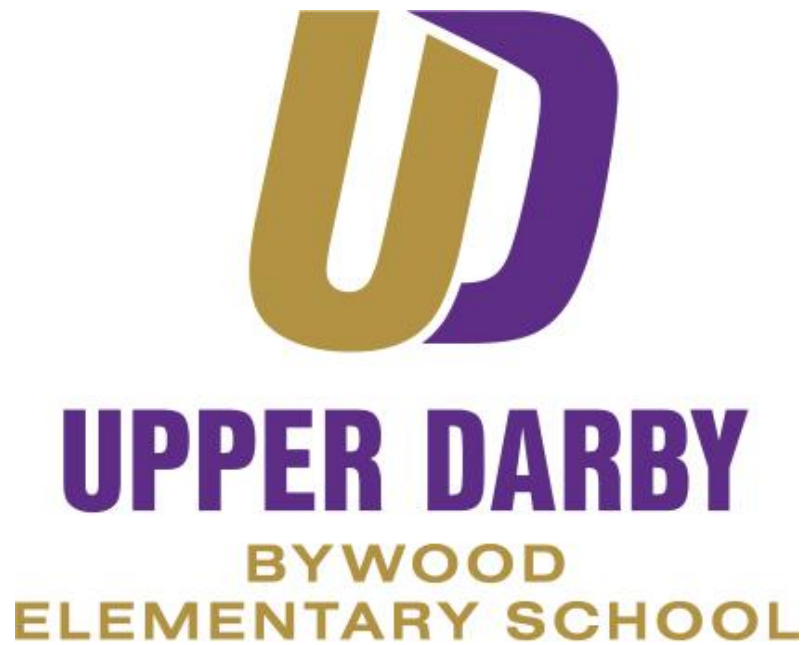

Horizontal Logo

Beverly Hills Middle School

Vertical Logo
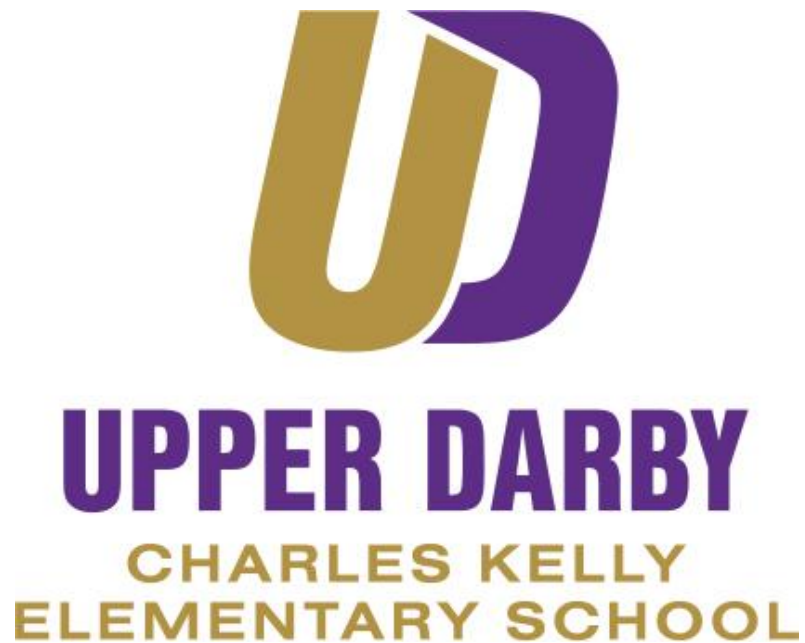

Horizontal Logo

Bywood Elementary School

Vertical Logo

Horizontal Logo

Charles Kelly Elementary School

Vertical Logo

Horizontal Logo

Drexel Hill Middle School

<u>Vertical Logo</u>

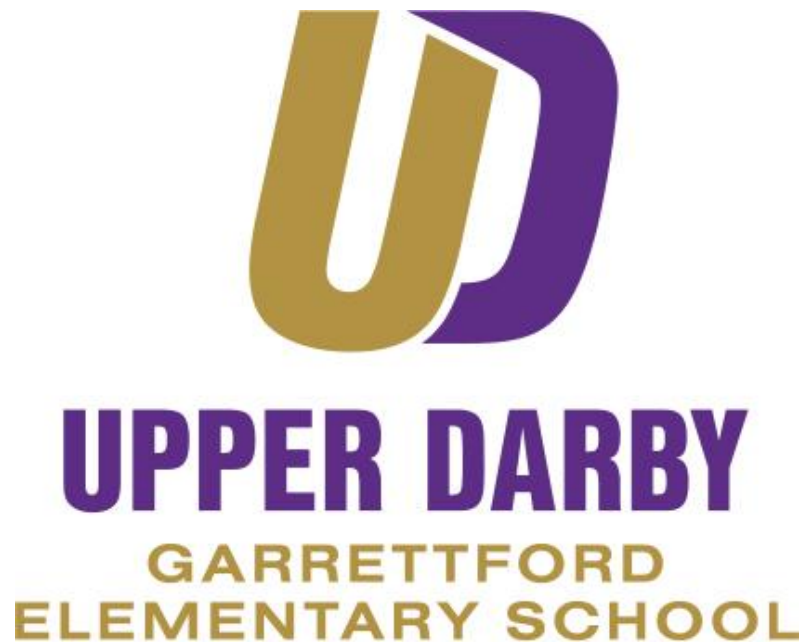**<u>Horizontal Logo</u>**

Garrettford Elementary School

Vertical Logo

Horizontal Logo

Highland Park Elementary School

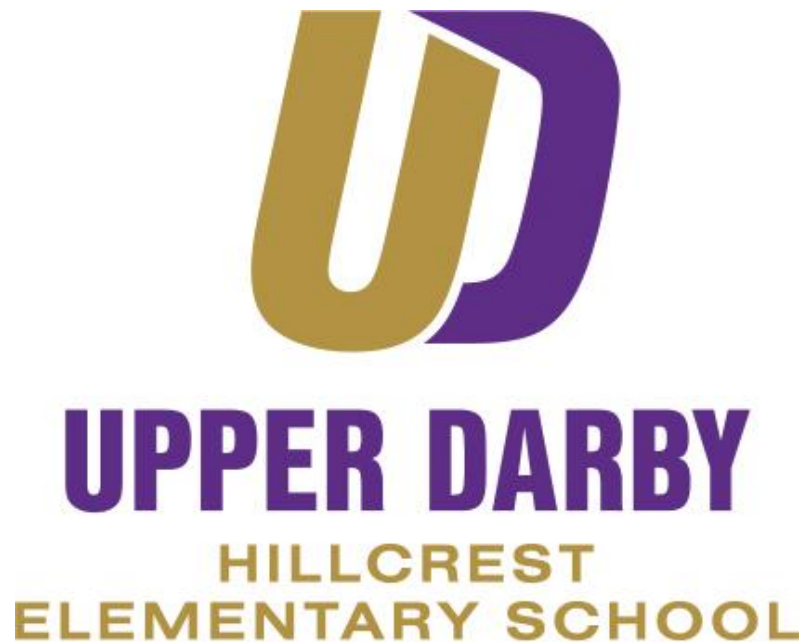**Vertical Logo**

Horizontal Logo

Hillcrest Elementary School

Vertical Logo

Horizontal Logo

Kindergarten Center

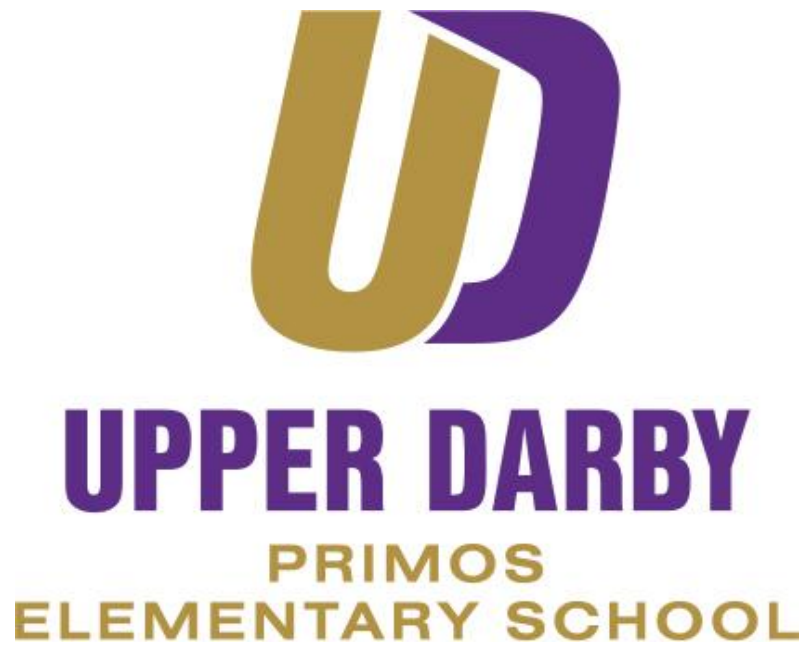**Vertical Logo**

Horizontal Logo

Primos Elementary School
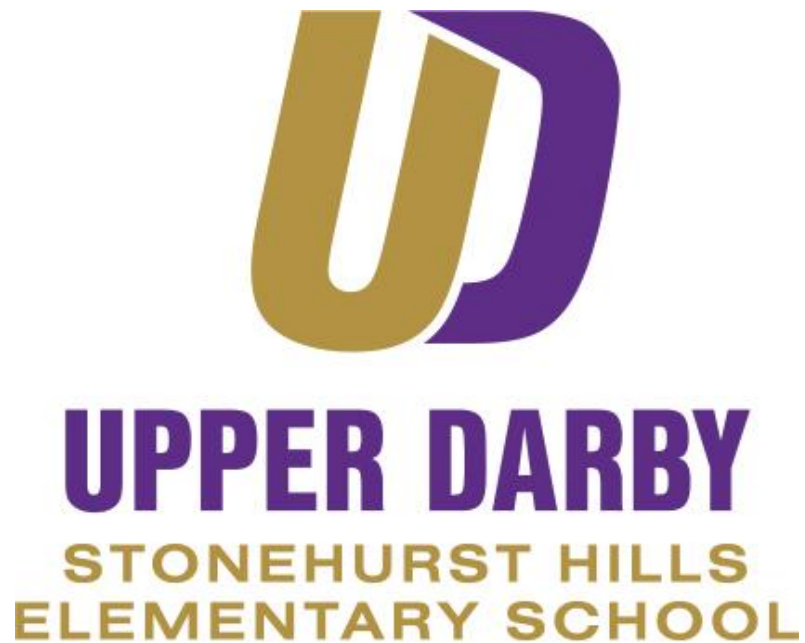
Vertical Logo

Horizontal Logo

Stonehurst Hills Elementary School

Vertical Logo

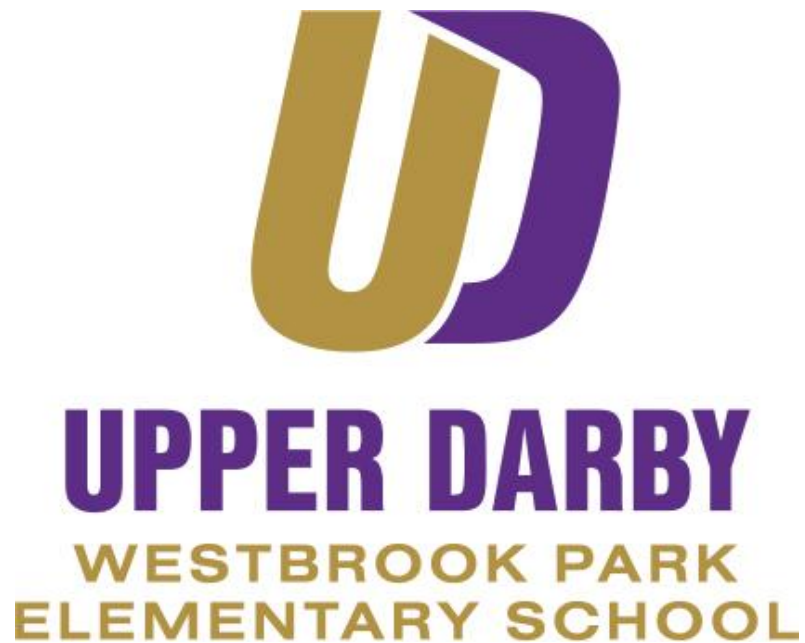**Horizontal Logo**

Upper Darby High School

Vertical Logo

Horizontal Logo

Westbrook Park Elementary School

Vertical Logo

Horizontal Logo

The Royals Logo

Versions

The Royals Logo is available in full word format, initial format, full color, black and white, spot color, and with a transparent background.

Approved Use

The Royals logo versions may be used on apparel and merchandise.

The Royals logo versions may not be used on letterhead, business cards, memo pads or other official District stationery.

Approved Users

All District stakeholders are permitted to use the Royals logos and images in accord with the approved Use of Logos and Images.

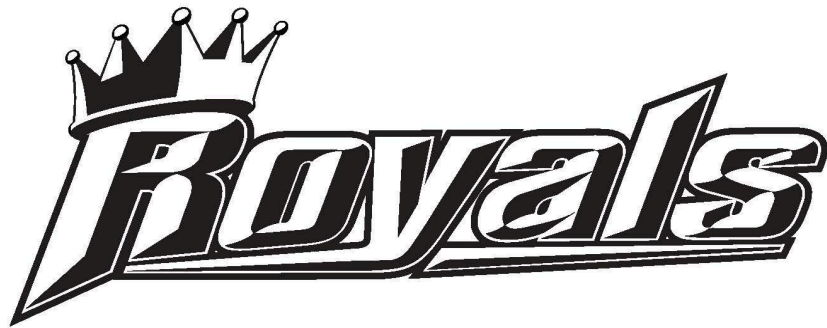### *How to Access the Royals Logo*

The Royals Logo versions are available in the Upper Darby School District Logos and Brand Identities Gallery.

Logo Font

The Royals logos are custom. There is no font for it. If you would like to match any other text on an item or apparel, the developer was inspired by the font *Convecta*.

Royals Logo - Full-Word

Royals Logo - Initial

The Royals Theatre Logo

The Royals Theatre Logo Versions

The Royals Theatre Logo is presented with a transparent background, in full color, in gold and white, in the Pride Flag colors, in purple and white, in black and white and in white and black. See the [Royals Theatre Logos One-Page Guide](#).

Standards for Use of the Royals Theatre Logos

The Royals Theatre Logos are available for use only for the Upper Darby School District Arts, Theatre and Music Program.

Authorized Users of the Royals Theatre Logos

The Royals Theatre Logos are available for use only by authorized District employees for the Upper Darby School District Arts, Theatre and Music Program.

How to Access the Royals Theatre Logos

The original files for the Royals Theatre Logos are available in a restricted-access gallery to the Supervisor of K-12 Art, Music, and Theatre and approved designees.

Royals Theatre Logos

The Performing Arts Center Logo

Performing Arts Center Logo Versions

The Performing Arts Center Logo is presented with a transparent background, in full color, in gold and white, in the Pride Flag colors, in purple and white, in black and white and in white and black. See the Royals Theatre Logos One-Page Guide.

Standards for Use of the Royals Theatre Logos

The Royals Theatre Logos are available for use only for the Upper Darby School District Arts, Theatre and Music Program.

Authorized Users of the Royals Theatre Logos

The Royals Theatre Logos are available for use only by authorized District employees for the Upper Darby School District Arts, Theatre and Music Program.

How to Access Royals Theatre Logos

The original files for the Royals Theatre Logos are available in a restricted-access gallery.

Royals Theatre Logos One-Page Guide

Athletics Logos & Secondary Athletics Letters

All athletics program apparel and memorabilia designs require approval from the Director of Athletics. Athletics Coaches are required to work directly with the Director of Athletics in apparel and product design and for a brand fidelity review. Athletics coaches should submit a proof of their design to the Director of Athletics for review of brand messaging and logo fidelity (i.e. typography, colors, proportions and sizing, etc.) **prior to finalizing the order**.

The Director of Athletics must consult with the Director of Communications for logo-use approval.

Baby Royals Logos

The Upper Darby School District Human Resources Department provides Baby Royal apparel as a gift to employees who are new mothers and fathers. With parent consent, a picture of the new Baby Royal is featured on the District social media platforms.
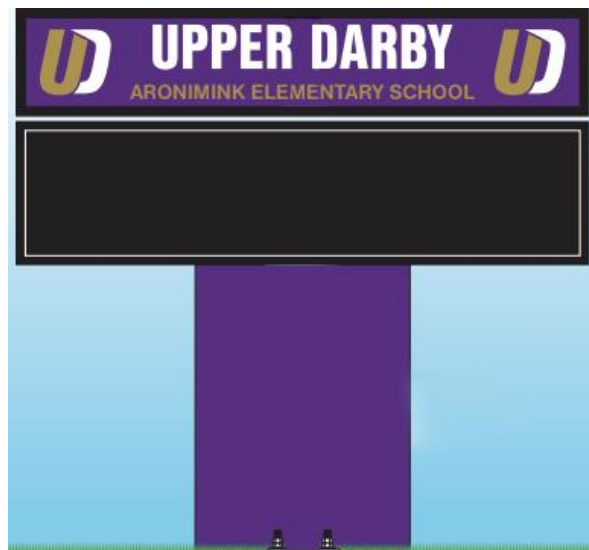
Sample Baby Royals Apparel

Facilities Logos

Facilities Welcome Mat

Branded Standardized Facilities Exterior Signage and Exterior Marquee Signs

District Transportation

Retired Brand Identifies - DO NOT USE

Previous District and school logos, colors, mottos/taglines, mascots and images are out-of-date and should not be used in any form.

Application Process for New Logo Designs Requests to Review New Logo Designs for Approval

Please submit all approval requests for special District logos and images for review to:

Upper Darby School District
Administration Offices
Office of Communications and Media Services
Attn: Aaronda Q. Beauford, M.Ed., Director of Communications
8201 Lansdowne Avenue
Upper Darby PA 19082

or by email to: abeauford@upperdarbysd.org

SECTION 6 — UDSD SPIRITWEAR PLAN

UDSD Spiritwear Program

The purpose of the Upper Darby School District (UDSD) Spiritwear Program is to promote district and school spirit throughout the Upper Darby School District community. The Program consists of the following four (4) key components:

UDSD Online Spiritwear Store

The online spiritwear store allows Upper Darby School District district alumni and those who have connections to the district to show their Royal pride wherever they are around the world. The online spiritwear store serves as a centralized location for official branded apparel and merchandise for the Upper Darby School District as we strive to provide *Opportunity*, promote *Unity* and showcase *Excellence*.

School-level Online Spiritwear Stores

Each school in the Upper Darby School District has an online spiritwear store for purchasing of district-approved, official branded apparel and merchandise for its respective school.

Brick-and-Mortar Spiritwear Stores

Through a contract with Ohiopyle Prints, Inc. the District offers an opportunity for Royals and community members to purchase high quality, district-approved, official branded apparel, merchandise and souvenirs in select local stores.

District-Approved Group Fundraisers

Board-approved student clubs, groups and programs, Athletics and Home and School Associations are permitted to operate Principal/Supervisor-approved temporary online stores in accord with the following student fundraising policies and administrative regulations:

[Policy 229. Student Fundraising](#)

    [229-AR-0. STUDENT FUNDRAISING](#)

    [229-AR-1. STUDENT FUNDRAISING APPLICATION FORM](#)

    [229-AR-2. STUDENT FUNDRAISING FINANCIAL REPORT](#)

Board-approved student clubs, groups, and programs shall be identified in line with [Policy 122. Extracurricular Activities](#), where it states, in part:

> *For purposes of this policy, extracurricular activities shall be those programs that are sponsored or approved by the Board and are conducted wholly or partly outside the regular school day; are marked by student participation in the processes of initiation, planning, organizing, and execution; and are equally available to all students who voluntarily elect to participate.*

Apparel and merchandise offered through these online stores must be in accordance with the Upper Darby School District Brand Identify and Style Guide.

Support

For any questions about and support with the Upper Darby School District Brand Identity and Style Guide, please contact the following:

Upper Darby School District
Administration Offices
Office of Communications and Media Services
Attn: Aaronda Q. Beauford, M.Ed., Director of Communications
8201 Lansdowne Avenue
Upper Darby PA 19082

or by email to: abeauford@upperdarbysd.org