PRIMARCOLOR

- Navy can be paired with any other color in the palette.
- The best choice for body copy text.

SECONDARY COLORS

- Use each paired with the primary navy color.
- Great for headers, and callouts.
- Do not use green and blue together because their values are too similar, so combined, they are difficult to differentiate.

ACCENT COLORS

- Use accent colors with the primary navy color.
- Use gold with blue as an accent color.
- Use light blue with green as an accent color.
- Do not use Gold for body copy text

TERTIARY COLORS

- Use tertiary colors sparingly for small accents or graphs/charts
- Do not use for copy text or headers
LOGO

- Icon is INDEPENDENCE HALL
  Use as placed. Do not modify, move, stretch, skew, or obscure with fonts or other graphics.

- Color is NAVY #0b315b

- Black and white knockouts permitted, but Navy should be used whenever possible.

- The logo is an identifying element and therefore the colors should never be altered.

- The font should not be substituted, stretched, condensed, etc. It is a piece of the logo art.

- Type is never to be printed over the logo.

- Adding special graphical effects such as sun flare or beveled edges is prohibited.

EXAMPLE OF FONT USE

OUR MISSION
The School District of Philadelphia will deliver on the civil right of every child in Philadelphia to an excellent public school education and ensure all children graduate from high school ready to succeed, fully engaged as a citizen of our world.

Arial Regular
Arial regular should be used for all body and supporting copy. It should never be used for headlines.

BRANDING RESOURCES

Logos, templates, photography and other resources can be found at WWW.PHILASD.ORG/BRANDING