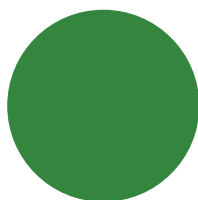
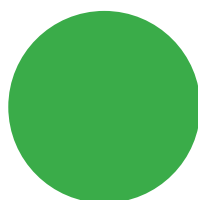


BLUE
CMYK 79,25,0,38
RGB 34,119,159
#22779f



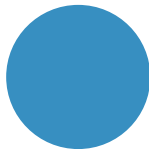
GREEN
CMYK 57,0,60,47
RGB 57,134,53
#398635



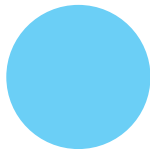
LT GREEN
CMYK 66,0,58,33
RGB 58,171,72
#3aab48



GOLD
CMYK 0,33,81,0
RGB 255,170,48
#ffaa30



LT BLUE
CMYK 67,21,0,15
RGB 71,170,216
#47aad8



SKY BLUE
CMYK 56,16,0,4
RGB 109,207,246
#6dcff6



RED
CMYK 0,95,70,40
RGB 153,8,46
#99082e



ORANGE
CMYK 0,59,84,10
RGB 230,94,37
#e65e25



LIGHT RED
CMYK 0,82,75,22
RGB 199,36,50
#c72432



GRAY
CMYK 17,13,0,47
RGB 112,118,135
#707687

PRIMARY COLOR

- 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.



FONTS

The font size default is 11.

ARIAL BOLD (ALL CAPS)

ARIAL BOLD SHOULD PRIMARILY BE USED FOR HEADLINES AND SUB-HEADLINES.

Arial Regular

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

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.

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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.

BRANDING RESOURCES

Logos, templates, photography and other resources can be found at

WWW.PHILASD.ORG/BRANDING