Upper Arlington Schools

Brand Guidelines

Logos

DISTRICT LOGOS

Primary Color Logo



Primary Black & White Logo



Secondary Color Logo



Secondary Color Logos
To be used in black or reversed out on yellow or black backgrounds.







Mission (Uniquely Accomplished) Logo



Vision (Challenge and Support) Logo



OUR **VALUES**

START WITH HEART
STRENGTH IN TEAM
CONTAGIOUS DRIVE





Logos

HIGH SCHOOL ATHLETIC LOGOS



Bear Head Color Logo



Bear Head Black & White Logo

UA Block Gold Logo



UA Block Shadow Logo

MIDDLE SCHOOLS ATHLETIC LOGOS



Hastings Logo



Jones Logo

Logos

PRESCHOOL AND ELEMENTARY SCHOOL LOGOS



Barrington Color Logo



Burbank Logo



Greensview Mascot Color Logo



Greensview Mascot Black & White Logo



Tremont Logo with Text



Tremont Logo



Wickliffe Logo



Windemere Color Logo



Windemere Black & White Logo

MIDDLE SCHOOL AND HIGH SCHOOL LOGOS



High School Color Logo



Jones Logo



Hastings Logo



Hastings Emblem Logo

Unacceptable Logo Use



Don't use unapproved colors on logo.



Don't change the color of the logo elements.



Don't add a drop shadow or gradient to the logo.



Don't alter the size of elements in the logo.



Don't remove elements from the logo.



Don't recreate logo in a different typeface.



Don't stretch the logo.



Don't rotate or warp the logo.

Color Palette

PRIMARY PALETTE

YELLOW
Pantone 109 C
C 1 M 16 Y 100 K 0
#f8d000

BLACK
Pantone Black 6 C
C 75 M 68 Y 67 K 90
#000000

SECONDARY PALETTE

RED ORANGE
Pantone 711 C
C 10 M 91 Y 85 K 1
#d83d38

LIGHT BLUE
Pantone 7474 C
C 87 M 37 Y 37 K 5
#017d8f

DARK BLUE
Pantone 7477 C
C 87 M 60 Y 48 K 32
#244c5a

PLUM
Pantone 7641 C
C 31 M 92 Y 55 K 18
#98314e

GREEN
Pantone 363 C
C 81 M 24 Y 100 K 11
#348523

GRAY
Pantone 425 C
C 65 M 57 Y 57 K 35
#4f4f4f

Color Palette by School

MIDDLE & HIGH SCHOOLS PALETTE

YELLOW
Pantone 109 C
C 1 M 16 Y 100 K 0
#f8d000

BLACK
Pantone Black 6 C
C 75 M 68 Y 67 K 90
#000000

ELEMENTARY SCHOOLS PALETTE

Barrington, Greensview, Tremont and Windermere

GREEN
Pantone 7732 C
C 89 M 31 Y 100 K 22
#2c6c20

BLUE
Pantone 7687 C
C 93 M 87 Y 13 K 2
#384289

Wickliffe

RED
Pantone 109 C
C 22 M 100 Y 100 K 15
#962706

BLUE
Pantone 7687 C
C 93 M 87 Y 13 K 2
#384289

Typography

HEADLINE FONT

Montserrat Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SUBHEADLINE FONT

Montserrat Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BODY COPY FONT

Cardo Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ALTERNATIVE SANS SERIF FONT

Helvetica Neue
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Typography

Typefaces to avoid

Please avoid using any of the below typefaces in official district communications. These typefaces are informal, and don't provide the best image for Upper Arlington Schools. Please use the typefaces that are recommended on the previous page of these guidelines.

Bradley Hand ITC

Comic Sans MS

Courier New

Lucida Handwriting

Papyrus

Times New Roman

TRAJAN PRO

Brand Management

These standards are intended to ensure that the brand for Upper Arlington Schools is articulated in a consistent and approved manner. These guidelines offer a framework for creating strong and effective communications that:

- Reinforces our school district brand positioning and graphic identity
- Helps create a consistent experience across all communications
- Creates a differentiated look that stands out from other school districts

Please reach out to the following people to request files, seek approval, or for clarification when using these brand elements.

Karen Truett
Director of Communications
Upper Arlington Schools
ktruett@uaschools.org
614 487-5027

Colleen Wright
Communications Coordinator
Upper Arlington Schools
cwright@uaschools.org
614 487-5007, Ext. 1126

Email Signature

Sans Serif, Tahoma, or Verdana • Large, Bold ——— **Karen Truett**
Sans Serif, Tahoma, or Verdana • Normal, Italic ——— *Director of Communications*

Sans Serif, Tahoma, or Verdana • Small ——— Upper Arlington Schools
Sans Serif, Tahoma, or Verdana • Small ——— 614 487-5027



BLACK
Pantone Black 6 C
C 75 M 68 Y 67 K 90
#000000

UPPER ARLINGTON SCHOOLS

SERVE • LEAD • SUCCEED

Dear Recipient,

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

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Sincerely,

Paul Imhoff
District Superintendent
superintendent@uaschools.org
(614) 487-5000

