

West Chester Area School District Typography

Marketing & Branding

Logo



Color Palette

District Blue R 0 G 85 B 129	Light Gray R 231 G 230 B 230
Dark Gray R 89 G 89 B 89	Light Blue R 93 G 149 B 184
Med. Blue R 10 G 113 B 136	Orange R 237 G 125 B 49
Yellow R 255 G 192 B 0	Green R 112 G 173 B 71

Typography

Aa

Font: Georgia
Typeface: Serif

Aa

Font: Verdana
Typeface: Sans Serif

Aa

Font: Baskerville Old Face
Typeface: Serif

Aa

Font: Gills Sans MT
Typeface: Sans Serif

Header Title 44pt

Font : Georgia

Title 28pt

Font : Georgia, Baskerville, Verdana, Gills Sans

Subheader 24pt

Font : Georgia, Baskerville, Verdana, Gills Sans

Body 20pt

Font : Georgia, Baskerville, Verdana, Gills Sans

Minimum Text 16pt

Font : Georgia, Baskerville, Verdana, Gills Sans

Outline

- The district slide must be the first slide in all presentations
- Use the color and font choices listed
- Do not underline words or sentences. Only hyperlinks have underlines
- Insert and draw a line to divide space
- **Bold** to show importance
- Format Pictures to include Alt Text
- Apply a frame or effect to a picture to highlight