

SDUC BRAND GUIDE

DISTRICT LOGOS

PRIMARY HORIZONTAL LOGO



PRIMARY VERTICAL LOGO



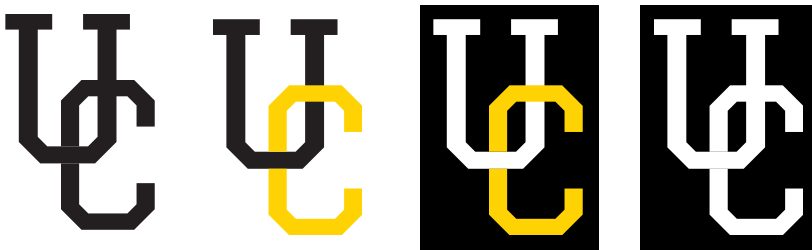
REVERSE DISTRICT LOGO & COLOR COMBINATIONS

To ensure readability, use the reverse logo on dark or gold backgrounds.



UCHS LOGOS

TRADITIONAL UC LOGO



UCHS ROARING LION LOGO



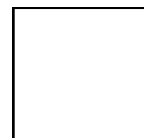
COLOR PALETTE



BLACK
Hex #000000
RGB 0, 0, 0
CMYK 0, 0, 0, 100



GOLD
Hex #FFD204
RGB 255, 209, 5
CMYK 0, 18, 98, 0



WHITE
Hex #FFFFFF
RGB 255, 255, 255
CMYK 0, 0, 0, 0

TYPOGRAPHY

HEADER: GOTHAM BOLD

SUBHEADER: MONTSERRAT

Formal body copy: Georgia Regular

Flyer body copy: Poppins Regular