

UPPER DARBY SCHOOL DISTRICT

BRAND IDENTITY & STYLE GUIDE



www.upperdarbysd.org

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Questions? Contact Aaronda Q. Beauford, Director of Communications by email at abeauford@upperdarbysd.org for support.

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SECTION I — OVERVIEW

This section provides information on the following:

- the purpose of the Upper Darby School District (UDSD) Brand Identity and Style Guide
- the value of the District trademark and copyright materials
- the District brand story
- the District brand promise
- the District brand audience persona
- how the District Brand Identity and Style Guide is maintained
- available translations of the District Brand Identity and Style Guide; and
- how to get any needed support with the District Brand Identity and Style Guide

Purpose of the UDSD Brand Identity and Style Guide

The purpose of the UDSD Brand Identity Style Guide is to provide information to all stakeholders regarding the use of Board-approved organization logos, trademarks, and design elements, in an effort to promote consistency and maintain fidelity of use across District written and electronic communications, marketing content, and products.

These guidelines herein apply to any item bearing the District, department or school logos for use in both internal and external communications. These guidelines not only explain how the brand should be presented, but how it should not appear.

The guidelines are not intended to dictate all design decisions but rather to serve as a tool that ensures consistency, quality, and the reputation of the Upper Darby School District.

Fastidious application of the UDSD Brand Identity and Style Guide is important in presenting a consistent image to our students, parents, employees, community

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stakeholders, and business and community partners in line with the District's Brand Purpose which are centralized in its Mission Statement, Vision Statement and Shared Values as follows:

Upper Darby School District Mission Statement

It is the mission of the Upper Darby School District to provide a comprehensive educational program that develops all learners into critical thinkers, with effective communication skills, empowering them to adapt to an ever-changing world. Our students will demonstrate integrity and confidence while cultivating a learner's mindset in pursuit of personal excellence and service to others.

Upper Darby School District Vision Statement

It is the vision of the Upper Darby School District to build unity by providing opportunities for all learners in their pursuit of excellence.

Upper Darby School District Educational Value Statements

Students

All individuals are capable of learning. Individuals learn in different ways and at different rates. Individuals have the right to be treated with care and respect. Students are unique individuals with varied talents and skills. Successful learning experiences and self-esteem have a symbiotic relationship. Learning is most effective when relationships are developed in a supportive environment with high standards of social interaction. Education should encourage individuals to acquire knowledge and attitudes necessary to live in a changing global society. Critical thinking, problem-solving, decision-making and a strong self-image are essential to a meaningful life. Society benefits when individuals' rights are balanced with the needs of the group as a whole. Lifelong learning is the responsibility of the entire community, the school, the family, and most importantly, the individual.

Staff

All individuals are capable of learning. Individuals learn in different ways and at different rates. Individuals have the right to be treated with care and respect. Students are unique individuals with varied talents and skills. Successful learning experiences and self-esteem have a symbiotic relationship. Learning is most effective when relationships are developed in a supportive environment with high standards of social interaction. Education should encourage individuals to acquire knowledge and attitudes necessary to live in a changing global society. Critical thinking, problem-solving, decision-making and a strong self-image are essential to a meaningful life. Updates in technology necessitate continuous personal and organizational adjustment. Professional development of all staff is vital to meet the changing global society. Society benefits when individuals' rights are balanced with the needs of the group as a whole. Quality public education directly benefits the entire community. Lifelong learning is the responsibility of the entire community, the school, the family, and most importantly, the individual.

Administration

All individuals are capable of learning. Individuals learn in different ways and at different rates. Individuals have the right to be treated with care and respect. Students are unique individuals with varied talents and skills. Successful learning experiences and self-esteem have a symbiotic relationship. Learning is most effective when relationships are developed in a supportive environment with high standards of social interaction. Education should encourage individuals to acquire knowledge and attitudes necessary to live in a changing global society. Critical thinking, problem-solving, decision-making and a strong self-image are essential to a meaningful life. Updates in technology necessitate continuous personal and organizational adjustment. Professional development of all staff is vital to meet the changing global society. Society benefits when individuals' rights are balanced with the needs of the group as a whole. Quality public education directly benefits the entire community. Lifelong learning is the responsibility of the entire community, the school, the family, and most importantly, the individual.

Parents

All individuals are capable of learning. Individuals learn in different ways and at different rates. Individuals have the right to be treated with care and respect. Students are unique individuals with varied talents and skills. Successful learning experiences and self-esteem have a symbiotic relationship. Learning is most effective when relationships are developed in a supportive environment with high standards of social interaction. Education should encourage individuals to acquire knowledge and attitudes necessary to live in a changing global society. Critical thinking, problem-solving, decision-making and a strong self-image are essential to a meaningful life. Society benefits when individuals' rights are balanced with the needs of the group as a whole. Quality public education directly benefits the entire community. Lifelong learning is the responsibility of the entire community, the school, the family, and most importantly, the individual.

Community

All individuals are capable of learning. Individuals learn in different ways and at different rates. Individuals have the right to be treated with care and respect. Students are unique individuals with varied talents and skills. Successful learning experiences and self-esteem have a symbiotic relationship. Learning is most effective when relationships are developed in a supportive environment with high standards of social interaction. Education should encourage individuals to acquire knowledge and attitudes necessary to live in a changing global society. Critical thinking, problem-solving, decision-making and a strong self-image are essential to a meaningful life. Updates in technology necessitate continuous personal and organizational adjustment. Professional development of all staff is vital to meet the changing global society. Society benefits when individuals' rights are balanced with the needs of the group as a whole. Quality public education directly benefits the entire community. Lifelong learning is the responsibility of the entire community, the school, the family, and most importantly, the individual.

Value of the UDSD Trademark and Copyright Materials

The Upper Darby School District trademarks and copyright materials are intended to promote strong, sustainable, meaningful and lifelong connections of all school district community members, including the worldwide community of alumni, to the District and to each other in order to increase awareness, pride, participation, fellowship, volunteer involvement and philanthropic commitment to the Upper Darby School District.

Upper Darby School District Brand Story

Founded in 1884 and located just outside of Philadelphia, Pennsylvania, in Southeast Delaware County, [Upper Darby School District](#) is one of the largest school districts in the United States, with a rich historical profile – educating over 12,000 students every day who represent residents from three townships/boroughs, each of which collectively represent a residential suburb of about 90,000 residents. Students hail from over 80 birth countries with almost 100 different home languages. The District has 14 schools – 1 high school, 2 middle schools, 10 elementary schools, and a Kindergarten Center and provides English Learner instruction and support services to almost 1,500 students and special education instruction and services to 2,500 students. Over 260 high school students attend career and technical programs in two county-level schools. Upper Darby School District employees over 1,800 professional staff and about 1,000 support personnel and has an annual budget of over \$244 million. From celebrations to academic awards and achievements to sporting events to graduations, there's always something exciting and meaningful happening in one of our 13 schools, as we strive to provide *Opportunity*, create *Unity*, and showcase our *Excellence* at the Upper Darby School District!

Upper Darby School District Brand Promise

The Upper Darby School District brand is anchored in our brand promise of providing ***Opportunity, Unity, and Excellence*** to all of the students of Upper Darby School District. The brand is not a logo, a tagline, a mascot, school colors, a video, a

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performance or production or any other products associated with the District's visual identity. The District brand is rooted in the high-quality, passionate work of our teachers and staff for the students and families we serve every day.

UDSD Brand Audience Persona

The Upper Darby School District brand audience includes District Administration, Principals, Assistant Principals, teachers and staff, Home and School Association leadership, alumni, District-approved groups, organizations and partners and prospective families.

Maintenance of the UDSD Brand Identity and Style Guide

The UDSD Brand Identity and Style Guide will be revised as needed. Each revision date will be noted in the footnote of the Guide.

Translations

The UDSD Branding Identity and Style Guide is provided in English, Spanish, Bengali, Urdu, Punjabi, and Vietnamese. Please contact the UDSD Brand Identity and Style Guide Authorized Administrator, Aaronda Q. Beauford, Director of Communications, at abeauford@upperdarbysd.org, for additional translations.

Authorized Administrator

The Director of Communications is the authorized school district administrator for the management of the Upper Darby School District Brand Identity and Style guidelines.

SECTION 2 — TERMS OF USE

This section presents the trademarks and copyright notice, the terms and conditions for the use of the Upper Darby School District logos and tagline, disclaimers and indemnification, notices clarifying the limit of the District's liability, impermissible conduct and the abuse and termination clause.

Trademarks and Copyright Notice

All content included in or available through the UDSD Brand Identity and Style Guide and intellectual property designated as Upper Darby School District trademark and copyright is ©2023 Upper Darby School District, with all rights reserved, and is the property of Upper Darby School District protected by intellectual property law.

Trademarks and Copyright Materials Agreement

The Upper Darby School District agrees to allow use (not ownership) of its trademarks and copyrighted branding properties. You are hereby authorized to view, download, print, reproduce and distribute District trademarks and copyrighted materials subject to the following terms:

Use of any of the District trademarks and copyrighted materials implies acceptance of and agreement with the terms as set out in this Brand Identity and Style Guide. If you do not accept and agree to follow the guidelines as set out in this Guide, you do not have the right to use the logos and/or tagline and are prohibited from using them. Any use of Upper Darby School District logos or tagline not in compliance with this Guide is not authorized. If you violate the guidelines in this Guide, you must cease and desist from all use of any Upper Darby School District logo or tagline. Upper Darby School District reserves the right to revoke approval of your use of the logo and/or tagline at any time.

All parties displaying Board-approved Upper Darby School District logos and the tagline, are required to follow the standard guidelines as outlined in the Board-approved [Upper](#)

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[Darby School District Creative Brand Standards](#), the [Upper Darby School District One-Page Style Guide](#) and the Upper Darby School District Brand Identity and Style Guide. Failure to comply with these guidelines will result in automatic termination of permission to use the Upper Darby School District trademarks and copyrighted materials.

The following terms also apply to your use of these materials:

- The Upper Darby School District logos and the tagline may not be used in any manner derogatory to or defamatory of the Upper Darby School District or its Principals, Assistant Principals, teachers or staff.
- The Upper Darby School District logos and the tagline may not be used in any manner that does not comply with District policy.
- Use of the Upper Darby School District logos and the tagline may not create any impression that the District endorses or associates with an external person or organization, with the exception of District-approved Home and School Associations, without the express written permission of the authorized administrator for the Upper Darby School District Brand Identity and Style Guide.

Any use of materials within the Upper Darby School District Brand Identity and Style Guide and in the [Upper Darby School District Creative Brand Standards](#), including reproduction for purposes other than those noted above, modification, distribution, or replication, or commercial exploitation of any kind, without prior written permission of the Director of Communications as the authorized administrator of the Upper Darby School District Brand Identity and Style Guide is strictly prohibited.

By use of the District trademarks and copyrights, you are indicating acceptance of these terms.

Liability Disclaimer

The Upper Darby School District strives to ensure that the information contained in this Guide is accurate, but inaccuracies can occur.

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Your use of the information provided in this Guide, the District logos and/or the District tagline at your own risk. Upper Darby School District reserves the right to change or modify the content of this Guide at any time with or without notice. Your continued use of this Guide, District logos, and/or the District tagline constitutes your acceptance of such modified terms. This Guide and all of the information contained herein are provided “AS IS.”

Upper Darby School District disclaims all warranties of any kind, whether express or implied, as to anything whatsoever relating to this Guide and any information provided herein. Upper Darby School District is not and will not be liable for any direct, indirect, special, punitive, incidental or consequential damages caused by the use of the District logos or the tagline and/or the content contained in this Guide, whether resulting, in whole or in part, from breach of contract, tortious conduct, negligence, strict liability or any other cause of action.

Statement of Indemnification/Legal Relief

You agree to indemnify, defend and hold Upper Darby School District harmless from and against any and all loss, cost, damage, or expense, including, but not limited to, reasonable attorneys’ fees, incurred by Upper Darby School District arising out of any action at law or other proceeding necessary to enforce any of the terms, covenants or conditions contained in this Guide.

SECTION 3 — BRAND STANDARDS, IDENTITY AND STYLE

This section addresses the Upper Darby School District brand standards, specific guidelines outlining acceptable and unacceptable uses of the brand trademarks, brand identity, and brand style.

Creative Brand Standards

Carefully review the Board-approved [Upper Darby School District Creative Brand Standards](#), which includes guidelines on acceptable sizing for logos, the brand colors, logo color versions, logo layouts and other pertinent information about the appropriate display of the District's logo. Note specific guidelines therein regarding acceptable and unacceptable uses of the logo and combination of colors. Your use of District images and trademarks indicate your agreement with these standards.

Other specific guidelines can be found below:

- The District logos should not be redrawn, modified, or displayed in rough form.
- The District logos are to be reproduced from high-resolution original forms.
- Do not flip or reverse the facing direction of any District logo.
- The District logos are designed according to a specific height and width ratio that results in the desired proportions. Even slight distortions will impact the consistency of the presentation of the logos.
- When placing the downloaded image in your document or on your media, never stretch out or distort the logo.
- Do not change the proportions, stretch out, expand, minimize or alter the size of the logo beyond the original size designation.
- You may resize as needed but the image must retain all proportions.

Tagline

The Upper Darby School District tagline is as follows:

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Opportunity. Unity. Excellence

The following standards are to be applied when using the tagline:

- Each word is to be capitalized.
- The word 'Opportunity' is to be followed by a period (.) as punctuation.
- The word 'Unity' is to be followed by a period (.) as punctuation.
- The word 'Excellence' is not to be followed by punctuation.
- The tagline may be represented without italics and without bolded lettering (as above).
- The tagline may be represented as *italicized* lettering. Example:

Opportunity. Unity. Excellence

- The tagline may be represented as **bolded** lettering. Example:

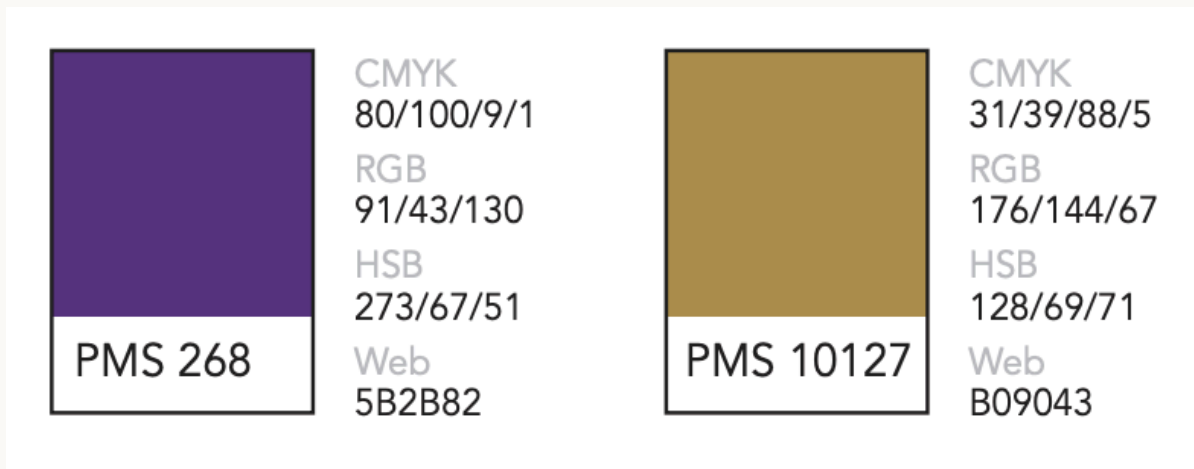
Opportunity. Unity. Excellence

- The tagline may be represented as *italicized* and with **bolded** lettering. Example:

Opportunity. Unity. Excellence

Color Palette

The approved colors are as follows:



SPECIAL NOTE - The approved gold color has metallic flecks in it. Whenever possible, the visual integrity of the trademark should be maintained.

Typography

Only approved brand fonts are permitted in District marketing and public communications materials, on District stationery and in email signatures. Approved fonts are suitable for use in print and digital applications.

Standard Professional Font

The approved standard professional font is Microsoft Word, Arial, 12 point.

District Google Email Signature Font

The approved font for District google email is PT Sans Serif, Normal.

District & School Logos Font

The approved font for District logos are as follows for the respective wording:

Nimbus Sans D OT Black

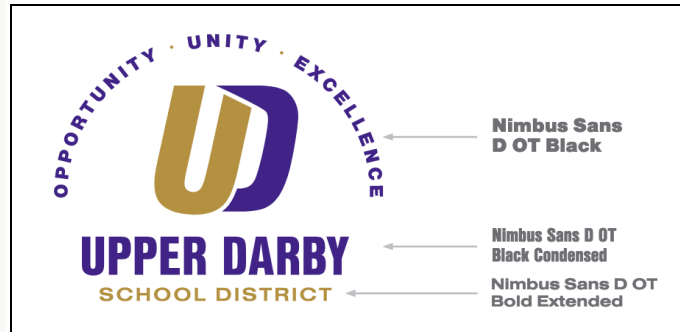
(Opportunity. Unity. Excellence)

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Nimbus Sans D OT Black Condensed (Upper Darby)
Nimbus Sans D OT Bold Extended (School District)



Apparel & Merchandise Font

Flexibility in the selection of typeface and font in apparel and merchandise is permitted. The font design should be readable. Special effort should be made during the design process to choose appropriate fonts to convey the message appropriately and in line with the District brand quality.

Standard Email Signature Formatting

Email Signature Guidelines

The approved font for District google email is PT Sans Serif, Normal.

Email signatures for Upper Darby School District employees/contractors should include the following information:

1. A continuous, bold line that spans the full length of the text in the following line.
2. Official first and last name — The employees name must be in **lowercase** lettering and **bolded**. Employees must use their official first and last name in email signatures. Use of a middle name or middle name initial is optional. A preferred nickname or shortened version of the first name may be included in

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parentheses immediately following the official name if desired (i.e. Joe for Joseph, Bill for William, Ed for Edward, Peggy for Margaret, etc.)

- Education Credentials — The employee's name must be followed by a comma and any educational credentials.
 - Optional Name Pronunciation — Employees may include a phonetic guide or pronunciation of their name immediately following their official name in the email signature, if desired. This helps colleagues, students, and community members pronounce names correctly and respectfully. Please refer to the following guidelines:
 - i. **Keep it simple:** Use standard phonetic spelling that is easy to read.
 - ii. **Place after the name:** Example: Aaronda Q. Beauford, M.Ed. (*Air-ROHN-dah BEW-fohrd*)
3. Official, school board-approved position title — The position title must match the official title as recorded in [BoardDocs](#).
 4. Upper Darby School District
 5. The name of your school or location (for administration building departments) followed by a dash and your department name or grade level team (i.e. 2nd Grade Team)
 6. Location full street address — The full address should be written on one line. A comma should be used between the city and state. The state should be abbreviated and capitalized with no period. Employees/contractors working in multiple locations should list their primary location as assigned by Human Resources.
 7. District-issued email address — The word “Email” should be capitalized, bolded, and followed by a colon. The email address should be in lowercase lettering and hyperlinked.
 8. Classroom/office phone number AND extension (if available) — The word “Phone” should be capitalized, bolded, and followed by a colon. The area code should be in parentheses followed by a space. The remaining phone number body should be separated with a dash with no spaces and followed by a comma. The word ‘extension’ should be abbreviated in lowercase as 'ext.'
 9. Fax number (optional) — The word “Fax” should be capitalized, bolded, and followed by a colon.
 10. Website — The school district homepage website should be written as www.upperdarbysd.org and hyperlinked.

11. District Logo — Download the logo ([UDSD - Horizontal Logo - UDSD - Tagline - Transparent Background - Small.png](#)) to your desktop, copy and paste it, or drag and drop it to your email signature.
12. Optional Personal Quote — Employees may include a brief personal quote **following** the email signature to add a friendly, personal touch. To ensure appropriateness and maintain a professional tone, please follow these guidelines:
 - **Keep it brief:** One or two lines maximum.
 - **Positive and professional:** Quotes should be uplifting, inspiring, or educational in nature.
 - **Avoid controversial topics:** Do not include quotes that are political, religious, or could be interpreted as offensive.
 - **Relevant to the workplace or mission:** Ideally, quotes reflect the values of the [Name] School District or education in general.
 - **No advertising or personal promotion:** Quotes should not promote personal businesses, products, or services.
13. District Confidentiality Statement — The District automatically includes the District Confidentiality Statement in the District email template. There is no need for the employee/contractor to add this.
14. District Promotions — The District automatically includes promotional messages for district social media, the district's electronic Community Bulletin Board, and the Districtwide Royals Sideline Online Store. There is no need for the employee/contractor to add these.

Email Signature Sample

Aaronda Q. Beauford, M.Ed. (Air-ROHN-dah BEW-fohrd)
Director of Communications
Upper Darby School District
Administrative Offices - Office of Communications & Media Services
8201 Lansdowne Avenue, Upper Darby, PA 19082
Email: abeauford@upperdarbysd.org
Phone: (610) 789-7200, ext. 3232
Fax: (610) 789-8671

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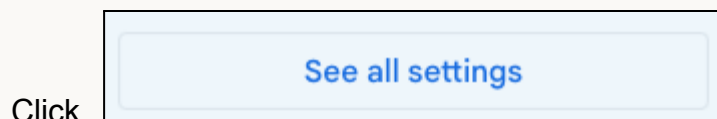
Website: www.upperdarbysd.org



To Add or Change Email Signature in Google Mail

1. Click **Settings**  while logged in to your Google email account.

The settings button is located at the top right corner under the Upper Darby School District logo.



2. Scroll down to **Signatures**.
3. Click to select/check ***Insert this signature before quoted text in replies and remove the "--" line that precedes it.***
4. Select **Sans Serif** in the font dropdown.
5. Select **Normal** in the text dropdown.
6. Type in your signature information following the format of the example above.
7. Copy the school district [horizontal logo without tagline](#) beneath your signature.
8. To select the image: double click on the image to select all of the image or (PC) Ctrl +A, (Mac) ⌘ + A

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9. Copy the image (PC) Ctrl + C, (Mac) ⌘ + C.
10. Paste the image (PC) Ctrl + V, (Mac) ⌘ + V.
11. Once the image is in the email signature box, click on the image to select it, then select **Medium** to set the size of the logo.
12. Scroll down to select **Save Changes**.
13. Review your signature for accuracy and aesthetic prior to actively using it.

SECTION 4 — DISTRICT STATIONERY

Upper Darby School District letterhead, memo pads, envelopes, business cards, PowerPoint template and other stationery are the intellectual property of the Upper Darby School District.

This section covers the following for each category of District stationery:

- Stationery Versions
- Standards for Use of District Stationery
- Authorized Users of District Stationery
- How to Order District Stationery

Letterhead

Letterhead Versions

The following letterhead versions are available for order through the Digital Storefront (DSF)/Printshop. Electronic versions of letterheads are not available.

- Personalized - Color

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- Personalized - Black and White
- School - Color
- School - Color
- Department - Color
- Department - Black and White
- General Administration¹ - Color
- General Administration - Black and White

Standards for Use of Letterhead

Upper Darby School District letterhead is to be used only when communicating on behalf of the District and in association with official District and/or school business. District letterhead is not intended for personal use. Use of District letterhead indicates that you are acting in an official capacity in the name of the Upper Darby School District.

Upper Darby School District produces all District letterhead. Letterhead must be produced through the School District's Digital Storefront (DSF)/Printshop. No other production source is authorized for the development of letterhead.

Use of alternative letterhead is not permitted.

Copying the letterhead or mimicking the letterhead is strictly prohibited.

Official employee names must be used on District stationery. Nicknames or shortened versions of names are not permitted.

If the letter is being mailed, use of a District envelope is required.

Authorized Users of Letterhead

¹ The general Administration letterhead contains the Administration Building address located at 8201 Lansdowne Avenue, Upper Darby PA 19082.

Supervisors, Principals and Department Heads are responsible for supervising use of school and department letterhead.

The following personnel are approved for use of personalized District letterhead:

1. Superintendent
2. Assistant Superintendent(s)
3. Director(s)
4. Supervisor(s)
5. Principals
6. Assistant Principals

The following personnel are approved for use of school letterhead:

1. Principals
2. Assistant Principals
3. High School Counselors

- a. **IMPORTANT** - This authorization is ONLY for student letters of recommendation for post-secondary education applications and student employment applications. Please consult your Principal for other use requests. Access hard copies of school letterhead through your Principal.

The following personnel are approved for use of Department letterhead:

1. Assistant Superintendent(s)
2. Director(s)
3. Supervisor(s)

The following personnel are approved for use of General Administration letterhead:

1. Superintendent
2. Assistant Superintendent(s)
3. Director(s)
4. Supervisor(s)

How to Use Letterhead

To maintain color fidelity, the color letterhead version is NOT to be copied.

Approved users are to use the black and white version instead. The black and white letterhead version may be copied on a District copy machine.



DO NOT COPY COLOR LETTERHEAD

Double-sided printing is not permitted on letterhead. Do not print on the back of the letterhead. Any subsequent pages of the letter must be printed on regular paper without letterhead.

District letterhead is not available electronically. Use of letterhead will require loading it to a copy machine. To print onto a pre-printed letterhead page on the District's copier model TASKalfa 3252ci, select a drawer that you want the paper to be drawn from and place the letterhead in the drawer with the print side facing up and the logo in the bottom left corner.

How to Order Letterhead

District letterhead is automatically uploaded to the Digital Storefront (DSF)/Printshop for ordering through the DSF. Each order consists of a set of 50.

All orders for letterhead must received prior approval. Administrators assigned to departments must obtain approval from their immediate supervisor before an order is placed so that billing can be processed through the department budget. Principals should be aware that the letterhead orders placed by authorized users in their school staff will be billed directly to their school budgets.

Fulfilled orders will be interofficed to schools/departments.

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Questions? Contact Aaronda Q. Beauford, Director of Communications by email at abeauford@upperdarbysd.org for support.

Revision Dates: 10.11.2025, 07.01.2026

Memo Pads

Memo Pad Versions

The following memo pad versions are available for order through the Digital Storefront (DSF)/Printshop.

- Personalized
- Schools
- General Administration

Memo pads are not available for Departments.

The memo pad dimensions are 5 ½ by 8 ½ .

Memo pad templates are standardized for Administration Offices to include a header consisting of the District logo, “Administration Offices,” the District main administration offices phone number and the District website address. The body includes memo content (to, from, subject, message). The footer contains the school district administration office address.

Memo pad templates are standardized for schools to include a header consisting of the school logo, the school’s main office phone number and the district website address. The body includes memo content (to, from, subject, message). The footer contains the school’s address.

Personalized memo pad templates are standardized to include a header consisting of the District or school logo, the employee’s name, the employee’s highest educational designation/credentialing (i.e. B.S., M.Ed., Ed.D., etc.), and the employee’s position, email and phone number with extension. The body includes memo content (to, subject, message). The footer contains the District or school address.

Standards for Use of Memo Pads

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The versatility and usefulness of memo pads make them a great tool for secretaries, school counselors, school social workers and administrators to capture personal notes, important reminders, brief messages, and other informal matters on professional stationery.

Authorized Users of Memo Pads

School memo pads are available for use by all District employees for District-related matters.

General Upper Darby School District memo pads are available for use by District administrators.

The following personnel are approved for personalized memo pads:

1. District Central Administration (Superintendent, Assistant Superintendents, Directors, Supervisors, and Managers)
2. Principals
3. Assistant Principals
4. School Social Workers
5. School Counselors

How to Order Memo Pads

Personalized memo pads are available for authorized employees through the [UDSD Personalized Memo Pads Request Form](#). The memo pad will be uploaded to the Digital Storefront (DSF)/Printshop for ordering. Once a request is submitted, the memo pad design will be created and uploaded to the Digital StoreFront(DSF/Printshop for ordering. Memo pads have no minimum order number and are available in quantities of 50 sheets per pad.

All orders for memo pads must received prior approval. Administrators assigned to departments must obtain approval from their immediate supervisor before an order is placed so that billing can be processed through the department budget. Principals should be aware that memo pad orders placed by authorized users in their school staff will be billed directly to their school budgets.

Fulfilled orders will be interofficed to schools/departments.

Envelopes

Envelope Versions

Department and school envelope templates are standardized for Administration Offices and Schools to include the name of the district, the school (if applicable) and the district or school address.

The following envelope versions are available for order through the Digital StoreFront (Printshop).

- Schools
- General Administration

Personalized and Department envelopes are not available.

District envelopes must be printed through the school district's Digital Storefront (DSF)/Printshop. Alternative envelopes are not permitted.

Standards for Use of Envelopes

District envelopes are to be used for official District-related matters.

Regular envelopes without the District logo may be used for internal correspondence only.

Authorized Users of Envelopes

District envelopes are available for use by all District employees for official District-related matters.

How to Order Envelopes

Administration Offices and school envelopes are automatically uploaded to the [Digital Storefront \(DSF\)/Printshop](#) for ordering. Each order consists of a set of 500.

All orders for envelopes must be received prior to approval. Administrators assigned to departments must obtain approval from their immediate supervisor before an order is placed so that billing can be processed through the department budget. Principals should be aware that the envelope orders placed by authorized users in their school staff will be billed directly to their school budgets.

Fulfilled orders will be interofficed to schools/departments.

Business Cards

Business Card Versions

The business card template is standardized to include a district logo, the tagline, district color palette graphics, the District website address and the employee's name, position, office and fax phone numbers, email, and business address.

Alternative business cards are not permitted.

The school district Business Office is authorized to manage the development of District business cards. No other source is authorized for the development, purchasing and/or printing of District business cards.

Standards for Use of Business Cards

Business cards should be used to provide school district stakeholders with a way to contact the employee.

Authorized Users of Business Cards

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Questions? Contact Aaronda Q. Beauford, Director of Communications by email at abeauford@upperdarbysd.org for support.

The following personnel are approved for District business cards:

1. District Central Administration (Superintendent, Assistant Superintendents, Directors and Supervisors)
2. Principals
3. Assistant Principals

How to Order Business Cards

Business cards are automatically ordered for authorized users following the completion of the Human Resources onboarding process. A draft of the business card is sent to the new employee prior from the Office to finalizing the order. The Business Office (Procurement) fulfills orders. Each order is a set of 250. Fulfilled orders will be interofficed to schools/departments.

PowerPoint Presentation Template

The District PowerPoint template provides a clear and professional presentation of the Upper Darby School District's brand.

PowerPoint Presentation Template Versions

The District PowerPoint template is available in Google Slides and Microsoft versions.

The powerpoint template is not to be altered.

No other versions are authorized.

Standards for Use of the PowerPoint Template

The powerpoint template is required for official District, Department, and school-level presentations and professional development.

The Template is to be used for District-related matters only.

The Template may be used in a classroom setting for classroom instruction.

Authorized Users of the PowerPoint Template

The PowerPoint template is available for use by all District employees for District-related matters.

Use of the PowerPoint template is restricted to Upper Darby School District employees.

How to Access the PowerPoint Template

The PowerPoint template is available in the [Upper Darby School District Logos and Brand Identities Gallery](#) and is available **only** to Upper Darby School District employees.

SECTION 5 — APPROVED LOGOS AND IMAGES

This section addresses the approved use of logos, including the do's and don'ts in the use of logos and images and tips on how to resize logos and images. It also contains special instructions on the use of logos, the use of images with the gold color, the library of approved logos and images, approved users of the logos and images, information on how to access the library of approved logos and images and representations of district-approved school, department and program logos and images.

Standards for Use of Logos and Images

District logos may be used for the following:

- Art, Theatre, and Music Program/Royals Theatre

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- Athletics Programs
- Athletics Varsity Letters
- Athletics and Sports Apparel, Items, and Memorabilia
- Banners
- Business Cards
- District-level Event and Activity Invitations
- District-level Trophies, Awards and Certificates
- District Mobile App
- District PowerPoint Presentation Template
- District & School Apparel, Items and Memorabilia
- District Social Media Platforms
- District Street Pole Signage
- District Vehicles (Transportation, Maintenance, and Safety)
- District Website
- Email Signature
- Facilities Graphics
- Facilities Signage
- Facilities Welcome Mat
- Graduation Diplomas
- Letterhead
- Media Advisory
- Memo Pad
- ParentLink mass communications system (email template)
- Press Release
- Staff ID Photo Badge
- Student ID Photo Badge
- Volunteer ID Photo Badge

IMPORTANT: Only District-approved logos may be used.

The Do's and Don'ts of Logos & Images Usage

DO'S

- Do use the logos and images for Upper Darby School District-related matters.

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- Do use the logos and images for Principal-approved Home and School Association matters.
- Do check your use of logos and images for size proportionality, accurate colors and high resolution.
- Do keep the original proportions of the logos and images.
- Do download the original logos and images from the original file located in the [Upper Darby School District Logos and Brand Identities Gallery](#).
- Do turn off the “background layer” if using Adobe InDesign.

DON'TS

- Don't use the logos and images for personal matters.
- Don't use the logos and images for Home and School Association matters without the express approval of the Principal.
- Don't use the logos and images for Upper Darby School District Athletics Program matters without the express approval of the school Principal or the Athletics Director.
- Don't stretch or condense the original logo or image.
- Don't redraw the logo or create your own variation of the logo.
- Don't copy and paste the logo.
- Don't add a graphic to the logo because this creates a new mark.
- Don't add a color to the logo because this creates a new mark.
- Don't crop or align the logo with the edge of the page.

Logo and Image Resizing Tips

Maintain the aspect ratio of an image to ensure that it resizes both horizontally and vertically in order to maintain the ratio of height to width. If this is not done, the logo can appear squashed, stretched out, or otherwise distorted.

By default, when an image is inserted or dragged and dropped into a Microsoft Word document, it appears on the document with the original image aspect ratio. The key to accomplishing aspect ratio after the image is dragged and dropped onto a document is to click and drag on a corner handle and to resize the image proportionally. To avoid distortion when resizing an image always use the CORNER handles. Avoid using the handles midway on the outer edges of the image.

Another way to resize an image in a document proportionately and without distorting it in a Microsoft Word document is to select the image you want to resize, use the mouse or touchpad to select and drag the *SIZING* handle, and to press and hold the *SHIFT* key while selecting and dragging the image.

Special Note: Use of Logos with Gold

The logo with gold accents should only be used on the Upper Darby Purple. Any other background colors should use either the all white version or the all black version of the logo depending on the darkness of the background. The full color version of the logo should always be used on a white background.

Authorized Users of Logos and Images

All District stakeholders are permitted to use the logos and images in accordance with the approved Upper Darby School District Brand Identity and Style Guide. Logos with restricted access are indicated below along with instructions on how to request access, if applicable.

How to Access the Library of Approved Logos and Images

Please consult the [Upper Darby School District Logos and Brand Identities Gallery](#) and the [Upper Darby School District One-Page Style Guide](#) for the library of approved logos.

The original files for the *Royals Athletics* varsity letters, *Royal Theatre* logos, and Performing Arts Center logos are available in a restricted-access UDSD Logos and Brand Identities Gallery. Contact the UDSD Brand Identity and Style Guide Authorized Administrator, Aaronda Q. Beauford, Director of Communications, at abeauford@upperdarbysd.org to request access.

The Primary School District Logos

Upper Darby School District logos are the graphic representations of the District that express the organizational identity and the tone, voice, personality and values when used consistently.

The District's primary logos are presented as an Arc Crest, with and without the District tagline, vertically, horizontally, with a transparent background, in full color, in black and white, in white and black, in gold and white, and in the Pride Flag colors. The transparent logos and the tag only logos are available via the files linked in this section to the [Upper Darby School District Logos and Brand Identities Gallery](#), as the transparency and white background features of these logos are not discernible on the white background of this document.

Logos are available in the following sizes: small, medium, large, extra large, and narrow.

The logo files are available in .pdf, jpeg, and .png.

Logo files may be requested in .eps, and .ai formatting. Contact the UDSD Brand Identity and Style Guide Authorized Administrator, Aaronda Q. Beauford, Director of Communications, at abeauford@upperdarbysd.org to request logos in these formats.

The Arc Crest Logo

Arc Crest Logo Versions

The Arc Crest logo is available in full color with a transparent background and with a white background in small, medium, large, and extra large sizes.

Standards for Use of the Arc Crest Logo

The Arc Crest logo is limited for use to District-designated special events, facilities, and special distinctions.

Authorized Users of the Arc Crest Logo

The Arc Crest logo is restricted from general use and is only to be used by Upper Darby School District officials in accord with the above Standards for Use of the Arc Crest logo.

How To Access the Arc Crest Logo

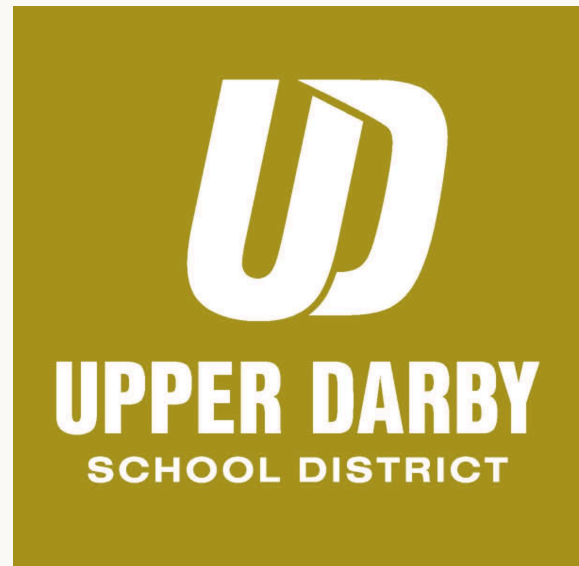
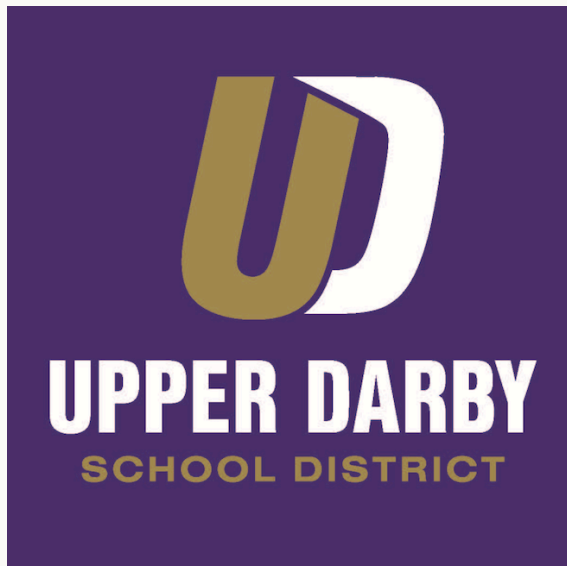
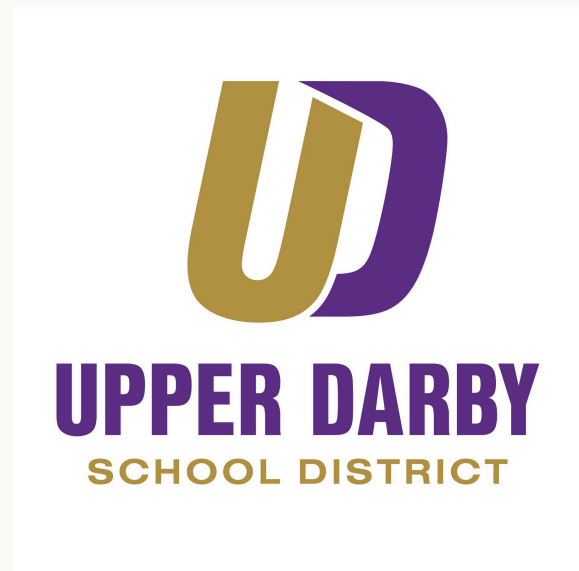
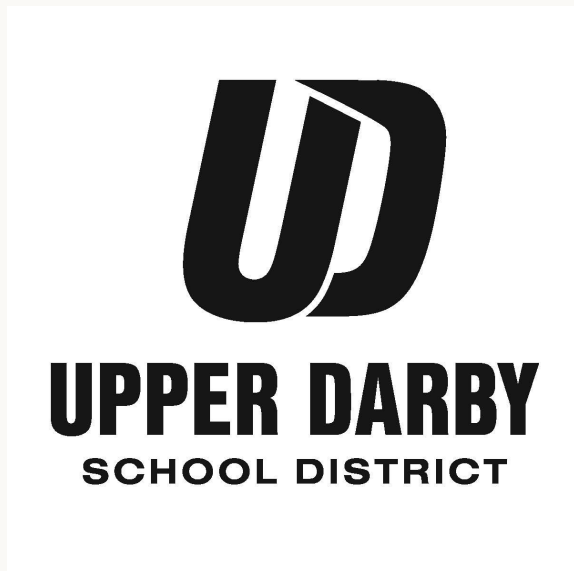
The original file for the Arc Crest logo is available in the restricted-access UDSD Logos and Brand Identities Gallery. Contact the UDSD Brand Identity and Style Guide Authorized Administrator, Aaronda Q. Beauford, Director of Communications, at abeauford@upperdarbysd.org to request access.

District Vertical Logos

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District Horizontal Logos with Tagline

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Opportunity • Unity • Excellence



Opportunity • Unity • Excellence

District Horizontal Logos with Tagline Only

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Opportunity • Unity • Excellence

District Horizontal Logos without Tagline



District Horizontal Logos with Tagline on the Side

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School Logos

School logos are a representation of each school's *Royal* culture and are representative of what teachers, staff, parents/guardians, and students believe in and are passionate

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about. School logos are a significant part of the school's community engagement and outreach efforts.

Use of School Logos

Creation, application, or use of any of Upper Darby School District elements associated with schools must conform to approved standards as authorized by the Upper Darby School District.

School logos may be used by school administrators for internal communications and external communications and on school apparel and memorabilia.

A Special Note to Home and School Associations

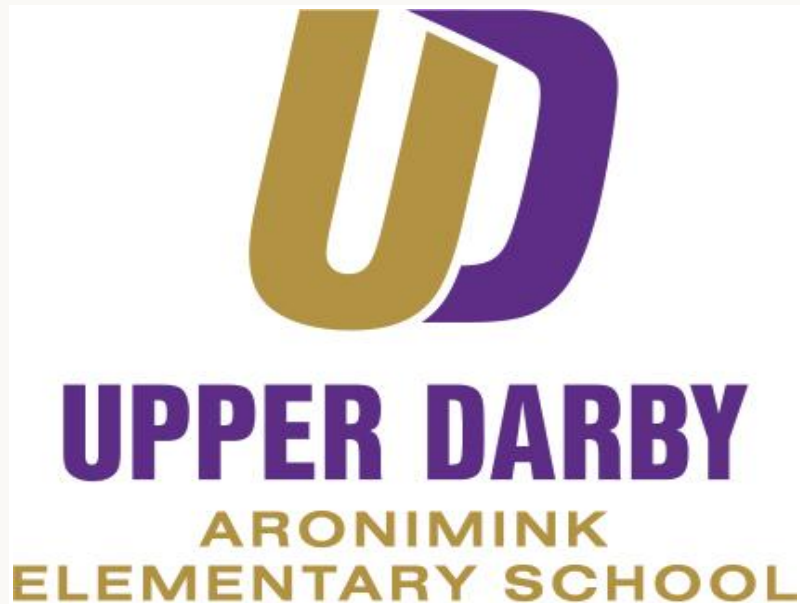
All school apparel and memorabilia designs require approval from the Principal. Home and School Associations are required to work directly with their school's Principal in apparel and product design and for a brand fidelity review. Home and School Association members should submit a proof of their design to the Principal for review of brand messaging and logo fidelity (i.e. typography, colors, proportions and sizing, etc.) **prior to finalizing the order.**

Principals must consult with the Director of Communications for logo-use approval.

Library of School Logos

Aronimink Elementary School

Vertical Logo



Horizontal Logo



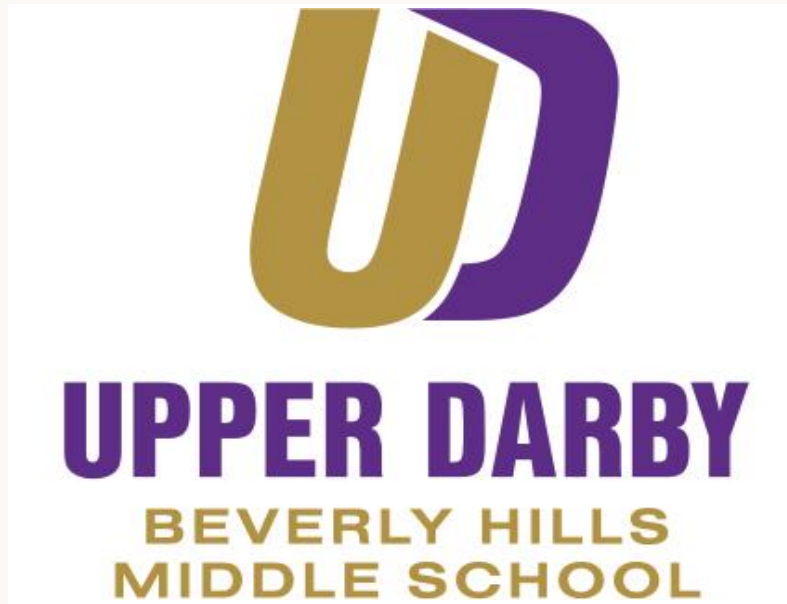
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Beverly Hills Middle School

Vertical Logo



Horizontal Logo



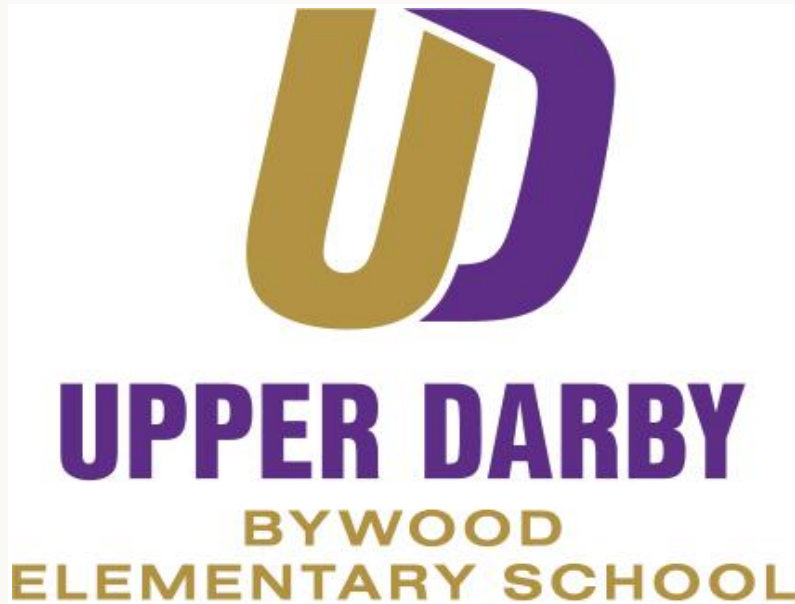
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Bywood Elementary School

Vertical Logo



Horizontal Logo



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Questions? Contact Aaronda Q. Beauford, Director of Communications by email at abeauford@upperdarbysd.org for support.

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Clifton Heights Middle School

Vertical Logo



Horizontal Logo



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Drexel Hill Middle School

Vertical Logo



Horizontal Logo



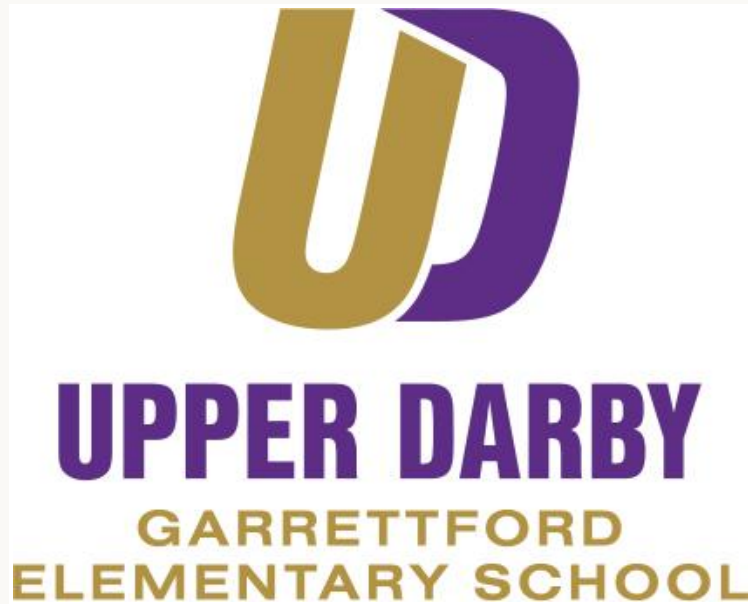
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Garrettford Elementary School

Vertical Logo



Horizontal Logo



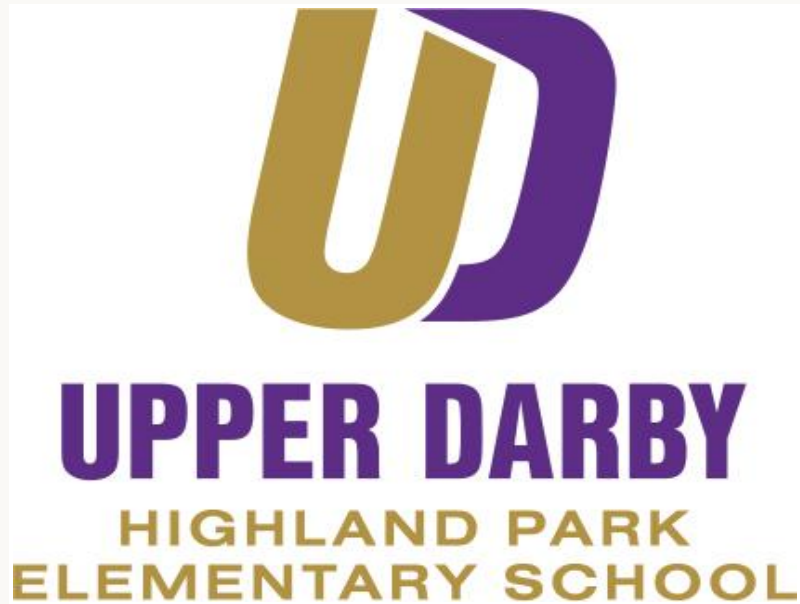
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Highland Park Elementary School

Vertical Logo



Horizontal Logo



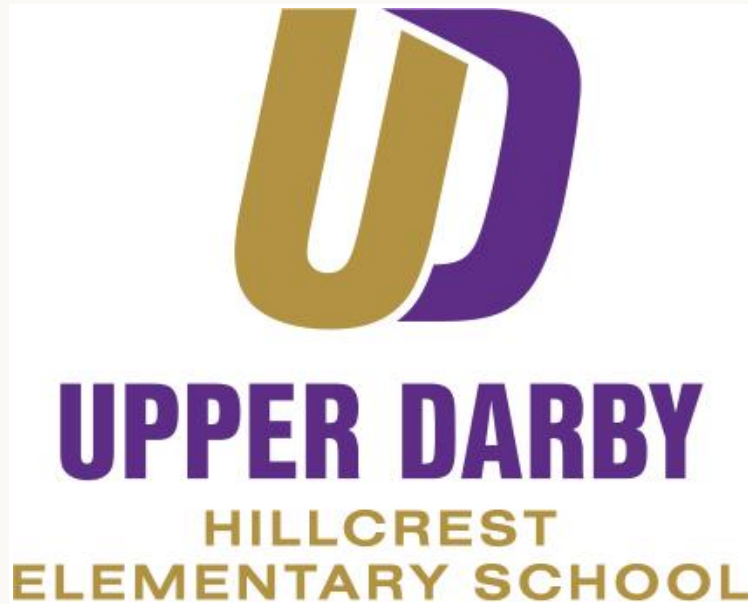
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Hillcrest Elementary School

Vertical Logo



Horizontal Logo



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Kindergarten Center

Vertical Logo



Horizontal Logo



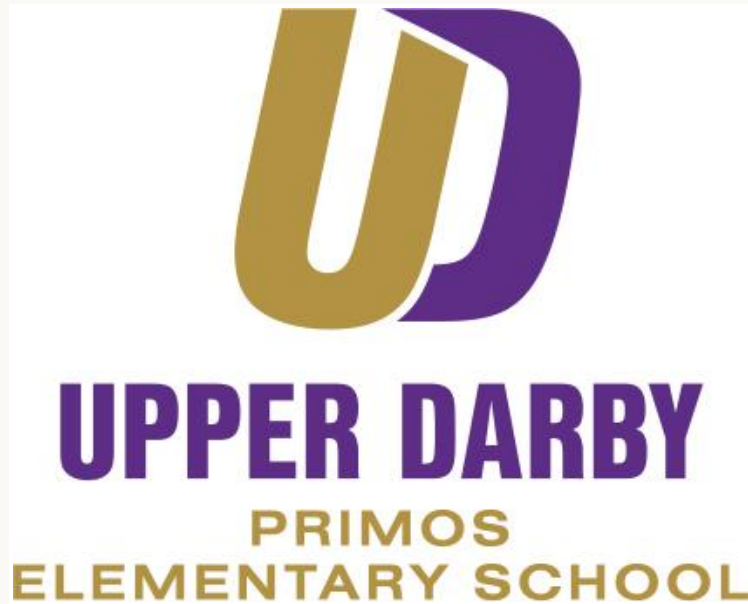
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Primos Elementary School

Vertical Logo



Horizontal Logo



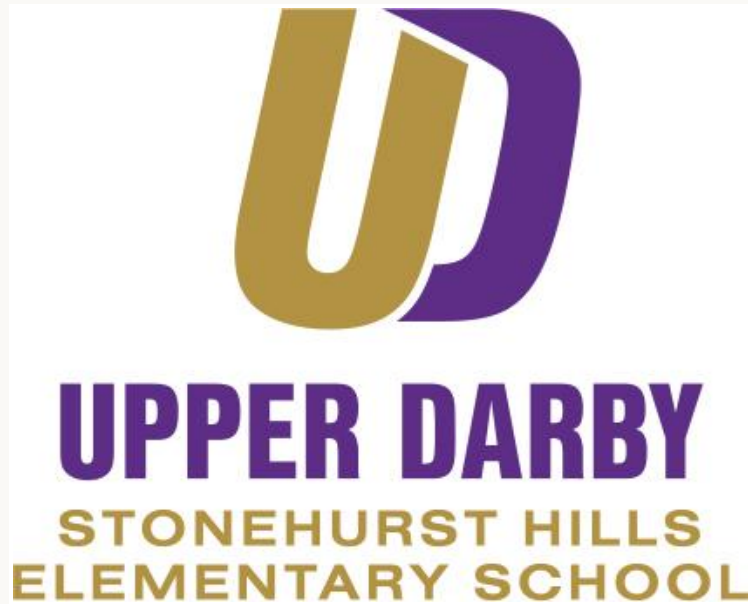
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Stonehurst Hills Elementary School

Vertical Logo



Horizontal Logo



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Upper Darby High School

Vertical Logo



Horizontal Logo



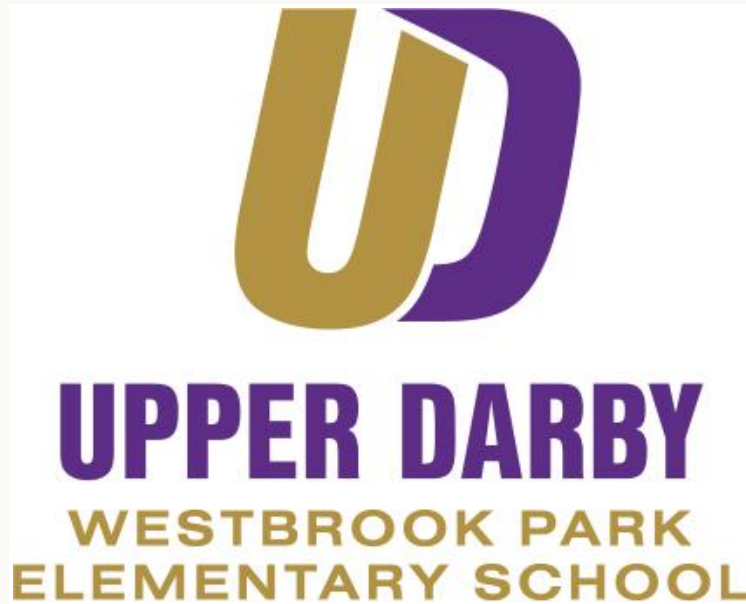
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Westbrook Park Elementary School

Vertical Logo



Horizontal Logo



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The Royals Logo

Versions

The Royals Logo is available in full word format, initial format, full color, black and white, spot color, and with a transparent background.

Approved Use

The Royals logo versions may be used on apparel and merchandise.

The Royals logo versions may not be used on letterhead, business cards, memo pads, or other official District stationery.

Approved Users

All District stakeholders are permitted to use the Royals logos and images in accord with the approved [Standards for Use of Logos and Images](#).

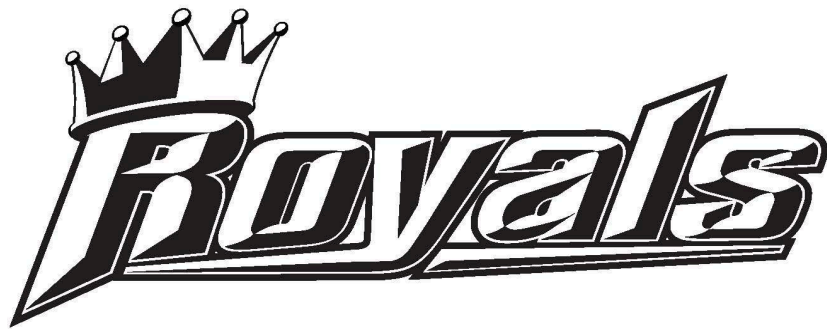
How to Access the Royals Logo

The Royals Logo versions are available in the [Upper Darby School District Logos and Brand Identities Gallery](#).

Logo Font

The Royals logos are custom. There is no font available for duplication. If you would like to match any other text on an item or apparel, the developer was inspired by the font *Convecta*.

Royals Text Logo



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Royals Lettermark Logo



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The Royals Theatre Logos

The Royals Theatre Logos

The Royals Theatre logo is presented with a transparent background, in full color, in gold and white, in the Pride Flag colors, in purple and white, in black and white and in white and black. The Royals Theatre Logos One-Page Guide outlining the district versions is available to authorized users only.

Standards for Use of the Royals Theatre Logos

The Royals Theatre logos are available for use only by the Upper Darby School District Arts, Theatre, and Music Program. The Royals Theatre Logos One-Page Guide is available to authorized users only.

Authorized Users of the Royals Theatre Logos

The Royals Theatre logos are available for use only by the Supervisor of K-12 Art, Music, and Theatre, the Upper Darby High School Production Manager, and approved designees.

How to Access the Royals Theatre Logos

The original files for the Royals Theatre logos are available in the restricted-access UDSD Logos and Brand Identities Gallery to authorized users. Contact the UDSD Brand Identity and Style Guide Authorized Administrator, Aaronda Q. Beauford, Director of Communications, at abeauford@upperdarbysd.org to request access.

The Performing Arts Center Logos

Performing Arts Center Logos

The Performing Arts Center logo is presented with a transparent background, in full color, in gold and white, in the Pride Flag colors, in purple and white, in black and white, and in white and black. The Performing Arts Center Logos One-Page Guide outlining the district versions is available to authorized users only.

Standards for Use of the Performing Arts Center Logos

The Performing Arts Center logos are available for use only for the Upper Darby School District Arts, Theatre and Music Program. The Performing Arts Center Logos One-Page Guide is available to authorized users only.

Authorized Users of the Performing Arts Center Logos

The Performing Arts Center logos are available for use only by the Supervisor of K-12 Art, Music, and Theatre, the Upper Darby High School Production Manager, and approved designees.

How to Access Performing Arts Center Logos

The original files for the Performing Arts Center Logos are available in the restricted-access UDSD Logos and Brand Identities Gallery. Contact the UDSD Brand Identity and Style Guide Authorized Administrator, Aaronda Q. Beauford, Director of Communications, at abeauford@upperdarbysd.org to request access.

Athletics Logos & Secondary Athletics Letters

All Athletics program apparel and memorabilia designs require approval from the Director of Athletics.

Athletics Coaches are required to work directly with the Director of Athletics in apparel and product design and for a brand fidelity review. Athletics Coaches should submit a proof of their design to the Director of Athletics for review of brand messaging and logo fidelity (i.e. typography, colors, proportions and sizing, etc.) **prior to finalizing the order**. The Director of Athletics must consult with the Director of Communications for logo-use approvals.

Baby Royals Logos

The Upper Darby School District Human Resources Department provides Baby Royal apparel as a gift to employees who are new mothers and fathers.

With parent consent, a picture of the new Baby Royal is featured on the District social media platforms, the districtwide Opening Kickoff Day presentation, and other district features.

Sample Baby Royals Apparel



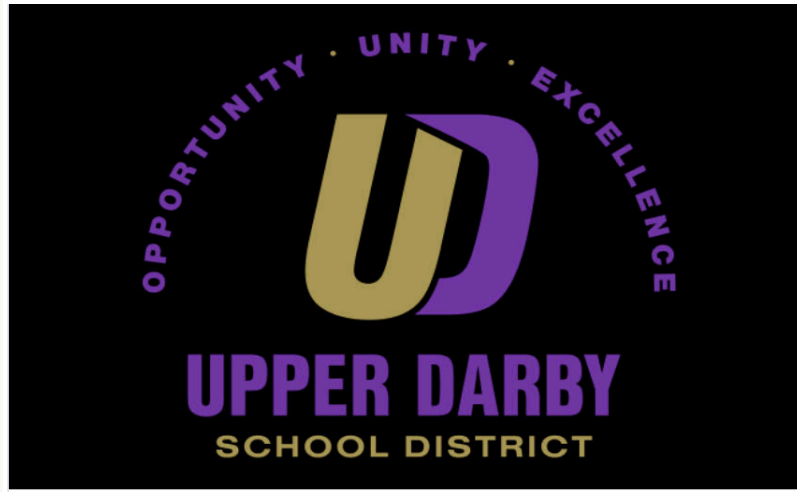
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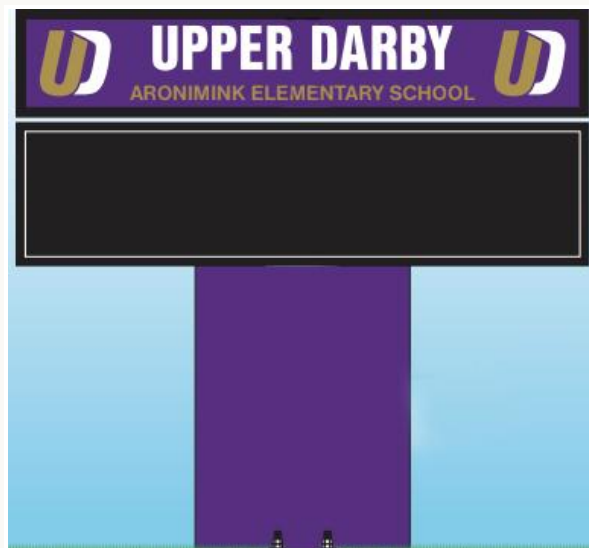
Revision Dates: 10.11.2025, 07.01.2026

Facilities Logos

Facilities Welcome Mat



Branded Standardized Facilities Exterior Signage and Exterior Marquee Signs

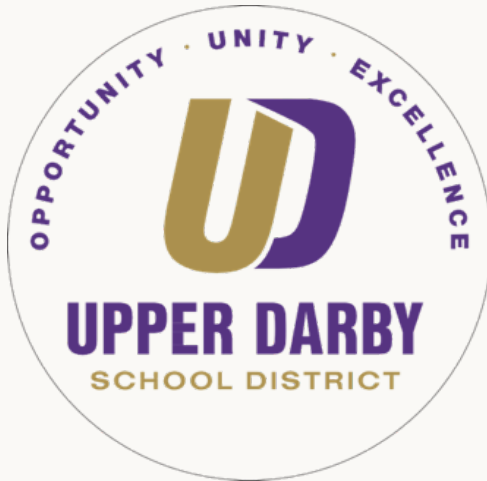


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Questions? Contact Aaronda Q. Beauford, Director of Communications by email at abeauford@upperdarbysd.org for support.

Revision Dates: 10.11.2025, 07.01.2026

District Transportation



Retired Brand Identities (DO NOT USE)

Previous District and school logos, colors, mottos/taglines, mascots and images are out-of-date and should not be used in any form.

As of October 2025, the approved letterhead and PowerPoint template have been updated. All prior versions are no longer authorized and must be discarded.

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Application Process for New Logo Designs Requests to Review New Logo Designs for Approval

Please submit all approval requests for special District logos and images for review to the UDSD Brand Identity and Style Guide Authorized Administrator, Aaronda Q. Beauford, Director of Communications.

By mail:

Upper Darby School District
Administration Offices
Office of Communications and Media Services
Attn: Aaronda Q. Beauford, M.Ed., Director of Communications
8201 Lansdowne Avenue
Upper Darby PA 19082

By email:

abeauford@upperdarbysd.org

SECTION 6 — UDSD SPIRITWEAR PLAN

UDSD Spiritwear Program

The purpose of the Upper Darby School District (UDSD) Spiritwear Program is to promote district and school spirit throughout the Upper Darby School District community. The Program consists of the following four (4) key components:

UDSD Online Spiritwear Store

The online spiritwear store allows Upper Darby School District district alumni and those who have connections to the district to show their Royal pride wherever they are around the world. The online spiritwear store serves as a centralized location for official branded apparel and merchandise for the Upper Darby School District as we strive to provide Opportunity, promote Unity and showcase Excellence.

School-level Online Spiritwear Stores

Each school in the Upper Darby School District has an online spiritwear store for purchasing of district-approved, official branded apparel and merchandise for its respective school.

Brick-and-Mortar Spiritwear Stores

Through a contract with OhioPyle Prints, Inc. the District offers an opportunity for Royals and community members to purchase high quality, district-approved, official branded apparel, merchandise and souvenirs in select local stores. A list of local stores is available on the website.

District-Approved Group Fundraisers

Board-approved student clubs, groups and programs, Athletics and Home and School Associations are permitted to operate Principal/Supervisor-approved temporary online stores in accord with the following student fundraising policies and administrative regulations:

[Policy 229. Student Fundraising](#)

[229-AR-0. STUDENT FUNDRAISING](#)

[229-AR-1. STUDENT FUNDRAISING APPLICATION FORM](#)

[229-AR-2. STUDENT FUNDRAISING FINANCIAL REPORT](#)

Board-approved student clubs, groups, and programs shall be identified in line with [Policy 122. Extracurricular Activities](#), where it states, in part:

For purposes of this policy, extracurricular activities shall be those programs that are sponsored or approved by the Board and are conducted wholly or partly outside the regular school day; are marked by student participation in the processes of initiation, planning, organizing, and execution; and are equally available to all students who voluntarily elect to participate.

Apparel and merchandise offered through these online stores must be in accordance with the Upper Darby School District Brand Identify and Style Guide.

SUPPORT

Please contact the UDSD Brand Identity and Style Guide Authorized Administrator, Aaronda Q. Beauford, Director of Communications, with any questions or for support.

By mail:

Upper Darby School District
Administration Offices
Office of Communications and Media Services
Attn: Aaronda Q. Beauford, M.Ed., Director of Communications
8201 Lansdowne Avenue
Upper Darby PA 19082

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