

DPS LOGO
STANDARDS
Version 1.0



The *Denver Public Schools Logo* is a reflection of who we are and the benefits we deliver. These logo standards are your guide to using the logo correctly and effectively. They provide simple, easy-to-follow directions on logo usage, colors and sizing the logo.

If you have any questions about these standards, please contact the Communications Office at 720.423.3414.



Discover a World of Opportunity™



New Features of the Logo Refresh

Over the years, the DPS logo has been used in many different ways. These new standards will ensure the new DPS logo is used consistently to represent the professionalism of our organization while including our new tagline “Discover a World of Opportunity.” Help us maintain a quality image by adhering to these new logo standards!

New Denver Public Schools Logo



Discover a World of Opportunity™

New features of the refreshed logo include:

Scalability: When the new DPS logo is used in small or electronic formats, Denver Public Schools will remain legible.

Tagline Integration: The new tagline “Discover a World of Opportunity” has been added to the logo to better communicate the vision of DPS.

Logo Orientations

There are two different orientations of the Denver Public Schools logo – horizontal and vertical. The horizontal orientation of the logo is the **primary version** and should be used whenever possible. The vertical logo should be used on vertical applications and when spacing does not allow for the primary horizontal version of the logo.

Horizontal Logo - Primary Logo



Vertical Logo - Secondary Logo



Minimum Logo Size

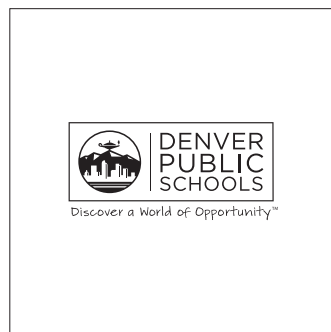
When using the primary logo it should not be used smaller than .625 inches or 60 pixels tall.

When using the secondary logo it should not be used smaller than 1 inch or 72 pixels tall.

Logo Versions

There are six total versions of the Denver Public Schools primary and secondary logos. Both the primary and secondary logos contain a horizontal version and a vertical version of the logo in black, white and DPS blue.

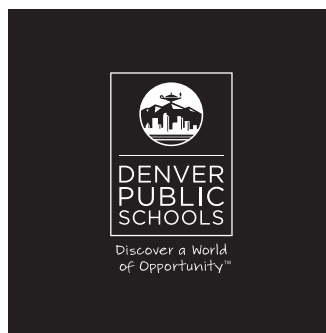
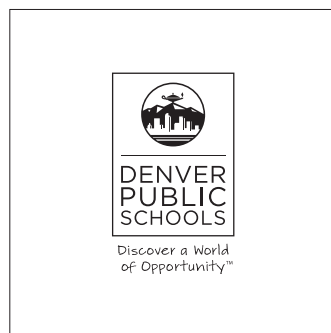
Black Version



White Version



DPS Blue Version



Logo Clear Space

Always surround the Denver Public Schools logo with an open area to maximize its clarity and impact. Follow the minimum clear space (defined by the “P” from the logo typography) below to ensure that other graphic elements do not interfere with the logo.

Clear space = height of the “P” in the Denver Public Schools logo



Logo Background Colors

The black and white versions of the Denver Public Schools logo can be used on a variety of different background colors. It is important whenever using these versions that there is enough contrast between the logo and the background in order to make the logo completely legible. The DPS blue logo should only be used on white or light gray backgrounds.

Black Logo (to be used on solid light color backgrounds)



To support Denver Public Schools' values of choice and diversity, the black and white DPS logos can be used on any background color with contrast.

White Logo (to be used on solid dark color backgrounds)



DPS Blue Logo Background Examples



Incorrect Logo Usage

To ensure the consistency and professionalism of our new identity, the Denver Public

Schools logo must never be altered, improperly reproduced or used inappropriately.

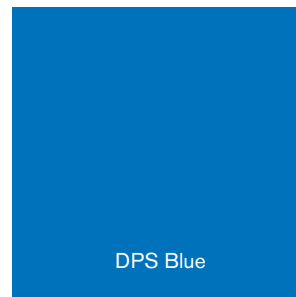
Please help us maintain the proper usage of our new logo by adhering to these standards.

Below is a list of display prohibited reproductions of the DPS logo.

- ✘ Don't stretch or distort the logo.
- ✘ Don't use the logo in colors except black, white and the DPS blue.
- ✘ Don't redraw or retype the logo typography.
- ✘ Don't add text or graphic elements to the logo.
- ✘ Don't sandwich the logo or stack it with other elements.
- ✘ Don't place the logo on low-contrast backgrounds.
- ✘ Don't alter individual logo components.
- ✘ Don't remove the tagline.
- ✘ Don't outline the logo.
- ✘ Don't add effects to the logo.
- ✘ Don't place the logo on top of an image or pattern.

Primary Logo Color

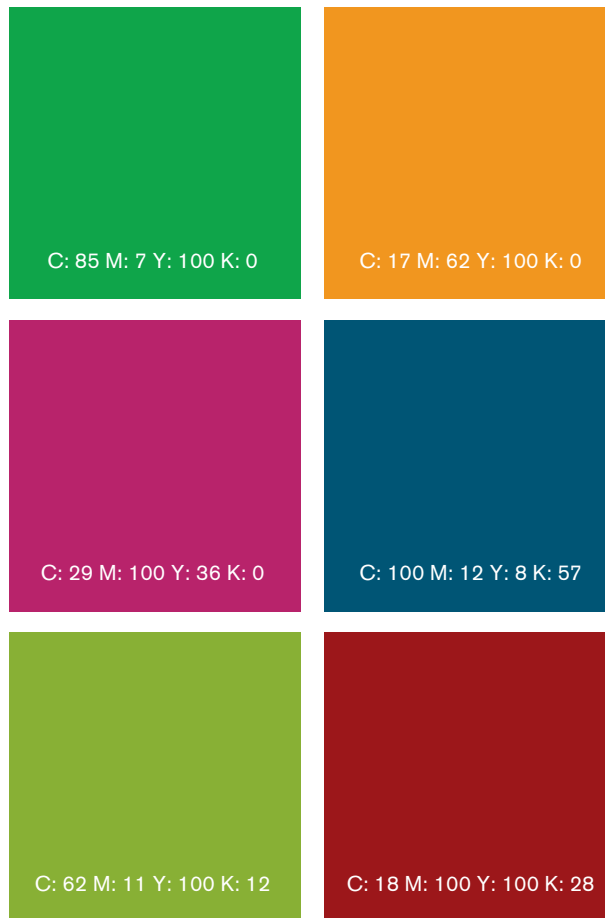
Below are the color breakdowns for the primary logo color used in the Denver Public Schools logo. These color values ensure consistent color representation of the Denver Public Schools blue brand color in all print and electronic applications.



PANTONE Coated	PMS 2935C
PANTONE Uncoated	PMS 3005U
4C Process Coated	C: 100 M: 50 Y: 0 K: 0
4C Process Uncoated	C: 99 M: 22 Y: 0 K: 1
RGB	R: 0 G: 118 B: 189
HEX	#0076BD

Complementary Logo Colors

Below are several examples of complementary colors that can be used with the Denver Public Schools logo. These are only color suggestions, as the logo can be used on any color as long as there is a high contrast between the logo and the background. Saturated, bright colors are preferred.





Discover a World of Opportunity™

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