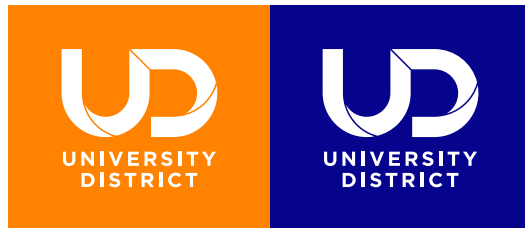


Logo Usage



Standard version

Our main logo should always be in orange with the word mark set in blue.



Reversed version

Always set our logo in white when applied to either the orange or blue full color background.



Alternative versions

When further expressing the brand through applications, alternative logos can be used such as an outline version and landscape version, depending on best use.

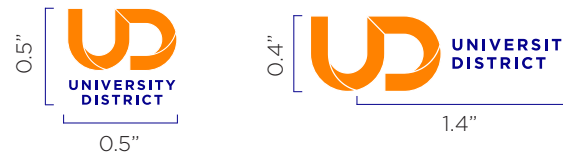
Logo Safe Area



Logo spacing

Using the height of the work mark, a logo safe area has been established to avoid feeling too tight or obstructed in applications.

Minimum Size



Smallest logo usage

The smallest recommended size when using the University District logo is **0.5"x0.5"** for vertical and **0.4"x1.4"** for landscape.

Typefaces

Gotham Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Typography usage

Gotham Bold caps & sentence case is used for all headings in in either blue or black. Only use in white if used on full colour backgrounds. Arial bold can be used when Gotham is not available.

Color



University Orange

PMS: 151

C: 0 M: 60 Y: 100 K: 0

R: 255 G: 130 B: 0

HTML: FF8200



District Blue

PMS: 2738

C: 100 M: 92 Y: 0 K: 1

R: 6 G: 3 B: 141

HTML: 06038D

Resources

To purchase Gotham Bold typeface visit: <https://www.typography.com/fonts/gotham/styles/>