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

**Logo spacing**

**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/

**Typefaces**

**Gotham Bold**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
cdefghijklmnopqrstuvwxyz

typeface 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.