

San Diego Unified School District

Logo Usage and Guidelines

The logos below are intended for the exclusive use of San Diego Unified School District employees, vendors and contracted service providers for approved products requiring the district logo. **The logos are to be used as reflected below.** Color choice, logo and lettering orientation in all applications must stay within the described parameters. Any exceptions must be approved by the Communications Department (619) 725-5578 or communications@sandi.net.

Primary Logo

The full color logo should be used on a white background to ensure maximum legibility.

Reversed-out versions of the logos on black are provided for instances when using a white background isn't possible. Do not reverse the logo on any other background color but black.

Full color



Preferred



Acceptable

Black & White



Preferred



Acceptable

Emblem Version



Color Specifications



RGB 205 / 32 / 44
CMYK 6 / 86 / 100 / 0
Pantone® 1795



RGB 106 / 150 / 59
CMYK 50 / 15 / 100 / 0
Pantone® 7490



RGB 133 / 0 / 87
CMYK 40 / 100 / 30 / 0
Pantone® 235



RGB 233 / 131 / 0
CMYK 0 / 35 / 85 / 0
Pantone® 144



RGB 0 / 82 / 147
CMYK 100 / 56 / 0 / 19
Pantone® 301



RGB 130 / 120 / 111
CMYK 17 / 25 / 25 / 49
Pantone® Warm Gray 9

File Format Usage

Web/digital use: .gif
Print use: .eps