



DENVER SCHOLARSHIP FOUNDATION

BRAND GUIDELINES

2022

DSF BRAND POSITIONING STATEMENT

This DSF "hero" paragraph can be used to give a clear and concise glimpse at what DSF does, for whom, and why. It helps to bring clarity and consistency to all of our communications.

Denver Scholarship Foundation (DSF) is a nonprofit helping to make college possible and building the educational and economic future of Denver by collaborating with Denver Public Schools (DPS) high school students, families, and partners statewide to increase access and completion of post-high school learning, while also expanding generational exposure to career and entrepreneurial opportunities.



OUR LOGO

A STAPLE OF OUR BRAND



UTILIZING THE LOGO

CLEAR SPACE

The DSF Logo should always have a minimum amount of uninterrupted clear space surrounding it.

The minimum distance is equal to the height of the "D" in the word "Denver".

No imagery or typography should fall within this clear space.



UTILIZING THE LOGO

VERSIONS

The navy version with colorful design elements is the default and primary logo. This version should be used only on white.

The secondary version of the logo is a single-color reversed version, which can be used on DSF Navy, Orange, and Medium Blue. See Color Usage page for more details.

PRIMARY



SECONDARY



FONTS

HEADLINE

FRANCHISE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#&*

BODY

Ubuntu Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#&*

HIGHLIGHT/SPECIAL USE

Lobster

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#&**

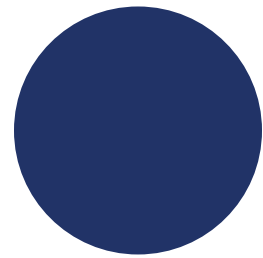
WEB BODY COPY

Segoe UI

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#&*

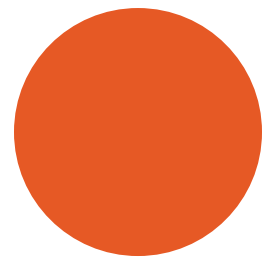
BRAND COLORS

PRIMARY



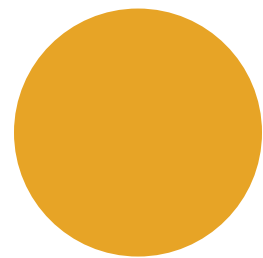
Navy

PMS 662
#213367
R0 G26 B112
C100 M90 Y31 K20



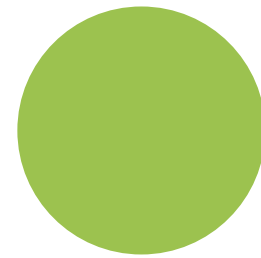
Orange

PMS 173
#e65921
R242 G105 B35
C0 M79 Y100 K4



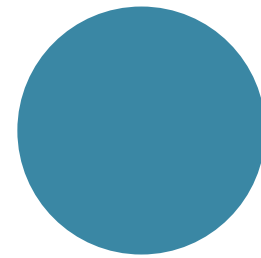
Gold

PMS 173
#e7a426
R231 G164 B38
C9 M38 Y98 K0



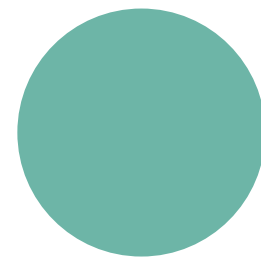
Green

PMS 367
#9cc24f
R156 G194 B79
C44 M5 Y88 K0



Medium Blue

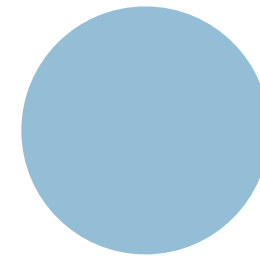
PMS 3135
#3a87a4
R58 G135 B164
C78 M36 Y26 K1



Gala Teal

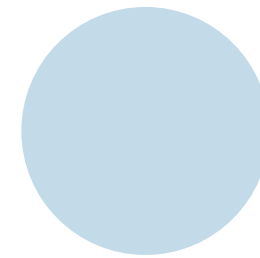
PMS 563
#e7a426
R231 G164 B38
C58 M10 Y39 K0

NEUTRAL



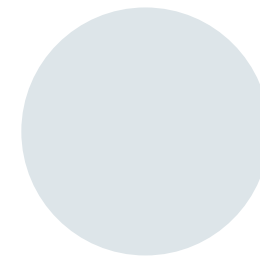
Light Blue 3

PMS 644
#94bed5
R148 G190 B213
C41 M14 Y9 K0



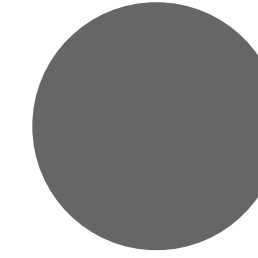
Light Blue 2

PMS 545
#c3dbe9
R195 G219 B233
C78 M36 Y26 K1



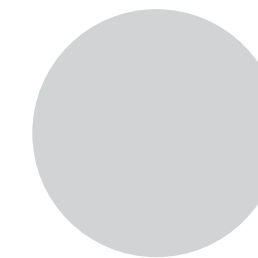
Light Blue 1

PMS 656
#dde5ed
R221 G229 B233
C9 M38 Y98 K0



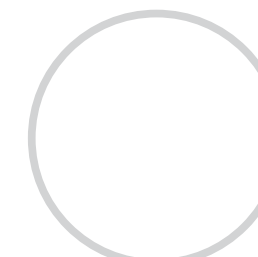
Medium Gray

#656667
R101 G102 B103
C2 M1 Y0 K60



Light Gray

#d2d3d4
R210 G211 B212
C1 M0 Y0 K18






White

#ffffff
R256 G256 B256
C0 M0 Y0 K0

COLOR USAGE

Since the DSF brand utilizes many bright colors, not all of them provide sufficient contrast when used together. Locate the background color you are working with on the left, then scan that row for the acceptable color combinations.

-  = OK for text and graphics
-  = Graphics only
-  = Do not use

BACKGROUND

		FOREGROUND						
		WHITE	NAVY	ORANGE	BLUE	GOLD	GREEN	L. BLUE 2
BACKGROUND	WHITE							
	NAVY							
	ORANGE							
	BLUE							
	GOLD							
	GREEN							
	L. BLUE 2							

PHOTOGRAPHY

All imagery used in DSF materials should be proprietary DSF images, found in the Canva Image Bank or in the [DSF Flickr account](#).

DSF PHOTO BANKS

