URBANDALE COMMUNITY SCHOOL DISTRICT

OFFICIAL BRAND SYSTEM AND STYLE GUIDE

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BRAND SYSTEM EXPLANATION

MISSION:

Teaching All – Reaching All.

VISION:

Urbandale will be a school district that brings learning to life for everyone.

URBANDALE ACTIVITIES:

Through positive experiences in activities, students at Urbandale High School and Urbandale Middle School will be afforded life opportunities that serve to enhance the educational process.

CONCEPT:

The Urbandale Community School District brand logos are stylistically designed to represent honor, pride and tradition. The Urbandale J-Hawks Split U mark represents the student body (current and alumni) coming together as one. By integrating the 'U' of Urbandale and the 'J' of J-Hawks together, a unique mark is established that represents the district as a whole. Urbie the J-Hawk embodies the district's courage, strength and history, while exhibiting an air of confidence in taking on all opportunities and challenges that may come Urbandale's way. The Urbandale J-Hawks brand system fulfills these sentiments by establishing unified marks, colors and fonts to create a comprehensive brand.

BRAND STANDARDS:

For Urbandale Community School District to maintain brand integrity and maximize each logo's effectiveness as an identifier, all logos must be applied — *without modification* — according to the guidelines in this manual.

THE PRIMARY SYSTEM

THE PRIMARY SYSTEM

Urbandale Community School District has three main marks approved for common use by the district, schools, staff, community and vendors. (District permission required.) The intention of these marks is to be the most commonly used to represent the activities and endeavors of the Urbandale Community School District as a whole.

URBANDALE SPLIT-U LETTERMARK	URBANDALE LOGOTYPE	MASCOT LOGO 'URBIE THE J-HAWK'

The primary system outlines branding mark usage, specific brand colors and brand typography usage that must be followed to represent the Urbandale Community School District's brand correctly.

As much as possible, the Urbandale Community School District advises the use of full-color logos. Where instances arise that production limits color usage, those options are outlined in this guide. Many times this will require district supervision and written approval.

PRIMARY COLOR PALETTE - SPECIFICATIONS

URBANDALE NAVY	URBANDALE RED	WHITE
PANTONE MATCHING SYSTEM (PMS)		
PMS 282	PMS 186	WHITE
CMYK		
C: 100 M: 87 Y: 42 K: 52	C: 12 M: 100 Y: 92 K: 3	C: 0 M: 0 Y: 0 K: 0
RGB		
R: 0 G: 33 B: 71	R: 204 G: 9 B: 47	R: 255 G: 255 B: 255
WEB SAFE COLORS		
#002147	#CC092F	#FFFFFF

SECONDARY COLOR PALETTE - SPECIFICATIONS

PANTONE MATCHING SYSTEM (PMS)*

PMS 286	PMS 123

*SECONDARY COLORS ARE APPROVED FOR USE WHEN PRODUCING THE URBIE MASCOT MARKS IN FULL COLOR.

GRAYSCALE SPECTRUM**

BLACK	75% BLACK	50% BLACK	25% BLACK

**GRAYSCALE SPECTRUM COLORS ARE APPROVED FOR COMPLEMENTARY OR BASE COLOR USE.

DISPLAY FONT USAGE

Display fonts (Industry and Gotham) are included as a means of providing standard fonts that are to be used for marketing/promotional purposes (both fonts require purchasing a license to use). The District has purchased two licenses on two machines (Communications and Activities) for use when developing marketing/promotional materials. Outside of Communications and Activities, District Staff are NOT required to use a specific font. Staff may select the font that works best to support their needs for headings, sub-heads, and copy (e.g. If you're creating a newsletter, please select a font that best supports your content; you would not need to use the Industry or Gotham fonts.)

PRIMARY DISPLAY FONT

The primary display font is used to create the Urbandale logo system. It is approved for main headline use on multi-media. This font is licensed on two machines (Communications and Activities).

Industry Ultra
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789

SECONDARY DISPLAY FONT

The secondary display font is used to complement the Urbandale logo system and is used to create the District logo marks. It is approved for sub-headline use on multi-media. This font is licensed on two machines (Communications and Activities).

Industry Medium
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789

PRIMARY COPY FONT FAMILY

The primary copy font is used to complement the Urbandale logo system. Gotham Book is approved for body copy use on multi-media. This font is licensed on two machines (Communications and Activities).

Gotham Book
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789

Gotham Bold
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789

Gotham Black
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789

FULL COLOR ON LIGHT OR WHITE BACKGROUNDS

FULL-COLOR (2-COLOR / 3-COLOR) ALTERNATE APPLICATIONS

FULL-COLOR ON URBANDALE RED BACKGROUNDS

FULL-COLOR ON URBANDALE NAVY BACKGROUNDS

FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS

FULL-COLOR ON DARK/PATTERNED/IMAGE-BASED BACKGROUNDS

PRIMARY MARK - URBANDALE SPLIT-U LETTERMARK

2-COLOR ALTERNATE APPLICATIONS - *(For professional vendor use because of limited color production)*

URBANDALE RED BACKGROUND	URBANDALE NAVY BACKGROUND	LIGHT OR PATTERNED BACKGROUNDS	DARK OR PATTERNED BACKGROUNDS

1-COLOR ALTERNATE APPLICATIONS - *(For use because of limited color production)*

URBANDALE RED BACKGROUND	URBANDALE NAVY BACKGROUND	LIGHT OR PATTERNED BACKGROUNDS	DARK OR PATTERNED BACKGROUNDS
DO NOT USE			DO NOT USE
DO NOT USE			DO NOT USE
	DO NOT USE		DO NOT USE
	DO NOT USE		DO NOT USE

BLACK ONLY APPROVED FOR USE ON WHITE ON LIMITED MEDIUMS

DO NOT USE	DO NOT USE		DO NOT USE
DO NOT USE	DO NOT USE		DO NOT USE

FULL COLOR ON LIGHT OR WHITE BACKGROUNDS

FULL-COLOR (2-COLOR / 3-COLOR) ALTERNATE APPLICATIONS

FULL-COLOR ON URBANDALE RED BACKGROUNDS

FULL-COLOR ON URBANDALE NAVY BACKGROUNDS

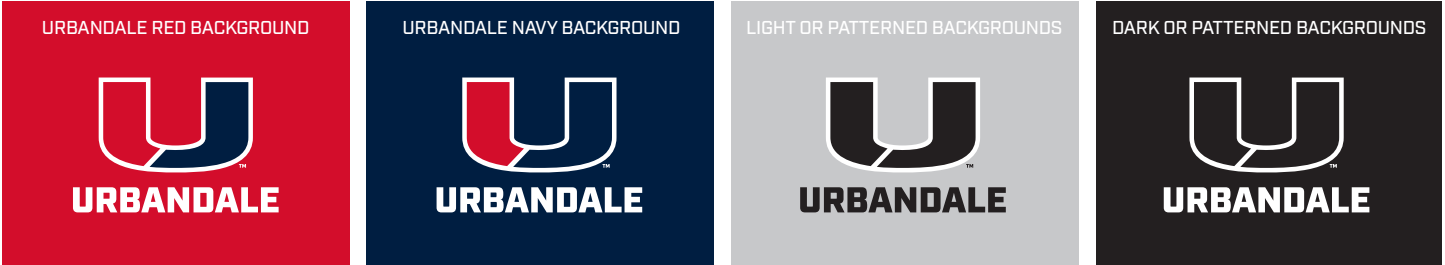
FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS

FULL-COLOR ON DARK/PATTERNED/IMAGE-BASED BACKGROUNDS

PRIMARY MARK - URBANDALE SPLIT-U LETTERMARK

2-COLOR ALTERNATE APPLICATIONS - *(For professional vendor use because of limited color production)*

URBANDALE RED BACKGROUND	URBANDALE NAVY BACKGROUND	LIGHT OR PATTERNED BACKGROUNDS	DARK OR PATTERNED BACKGROUNDS
URBANDALE	URBANDALE	URBANDALE	URBANDALE

1-COLOR ALTERNATE APPLICATIONS - *(For use because of limited color production)*

URBANDALE RED BACKGROUND	URBANDALE NAVY BACKGROUND	LIGHT OR PATTERNED BACKGROUNDS	DARK OR PATTERNED BACKGROUNDS
URBANDALE	URBANDALE	URBANDALE	URBANDALE
URBANDALE	URBANDALE	URBANDALE	URBANDALE
DO NOT USE	URBANDALE	URBANDALE	DO NOT USE
DO NOT USE	URBANDALE	URBANDALE	DO NOT USE
URBANDALE	DO NOT USE	URBANDALE	DO NOT USE
URBANDALE	DO NOT USE	URBANDALE	DO NOT USE

BLACK ONLY APPROVED FOR USE
ON WHITE ON LIMITED MEDIUMS

DO NOT USE	DO NOT USE	URBANDALE	DO NOT USE
DO NOT USE	DO NOT USE	URBANDALE	DO NOT USE

FULL COLOR ON LIGHT OR WHITE BACKGROUNDS

FULL-COLOR (2-COLOR / 3-COLOR) ALTERNATE APPLICATIONS

FULL-COLOR ON URBANDALE RED BACKGROUNDS

FULL-COLOR ON URBANDALE NAVY BACKGROUNDS

FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS
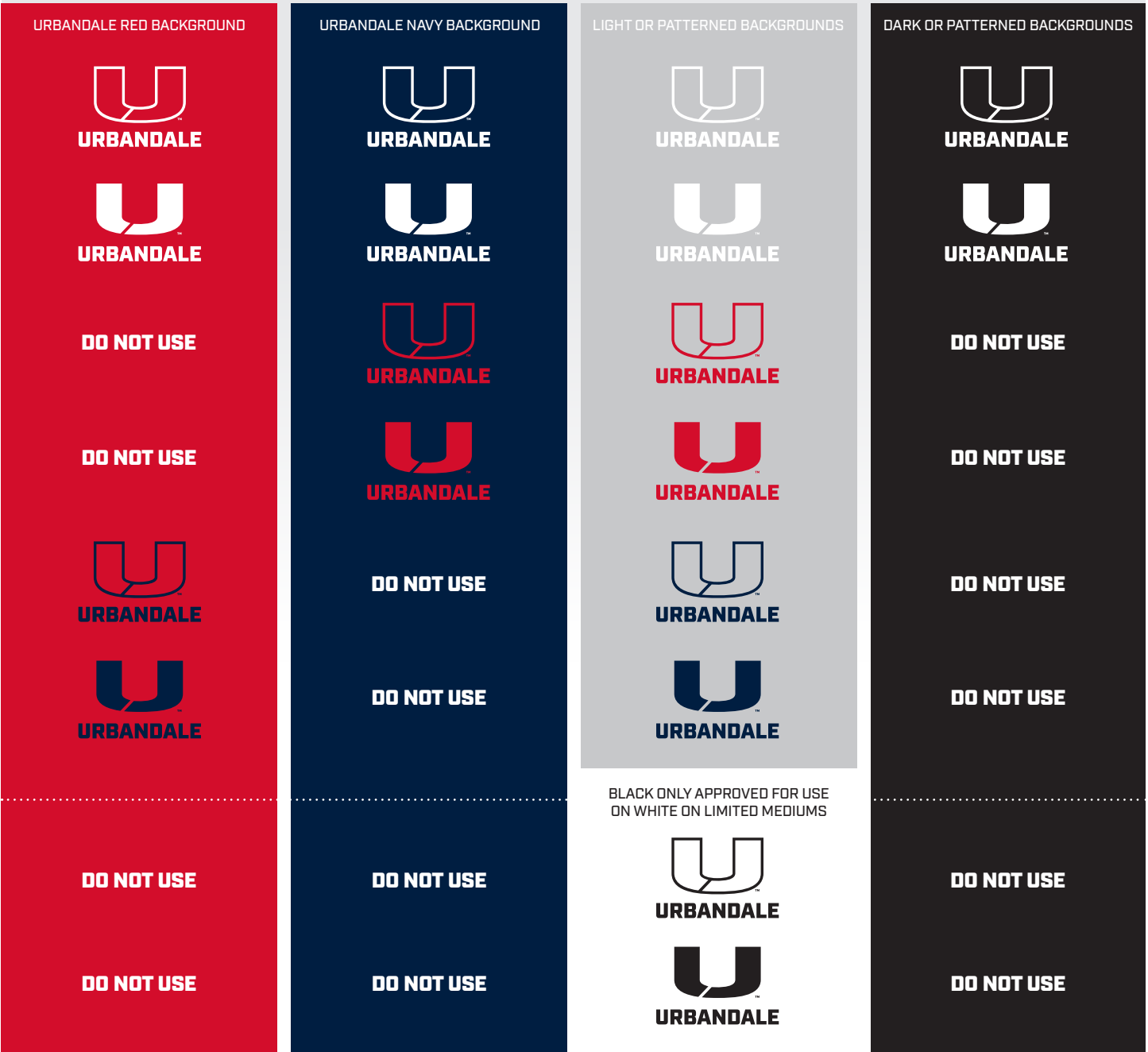
FULL-COLOR ON DARK/PATTERNED/IMAGE-BASED BACKGROUNDS

FULL COLOR ON LIGHT OR WHITE BACKGROUNDS

FULL-COLOR (5-COLOR) ALTERNATE APPLICATIONS

FULL-COLOR ON URBANDALE RED BACKGROUNDS
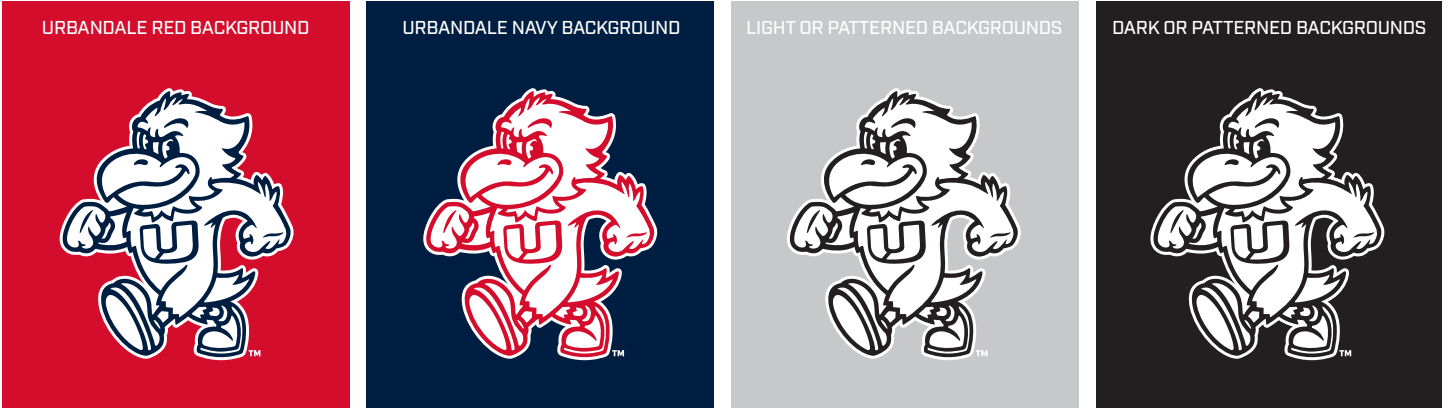

FULL-COLOR ON URBANDALE NAVY BACKGROUNDS
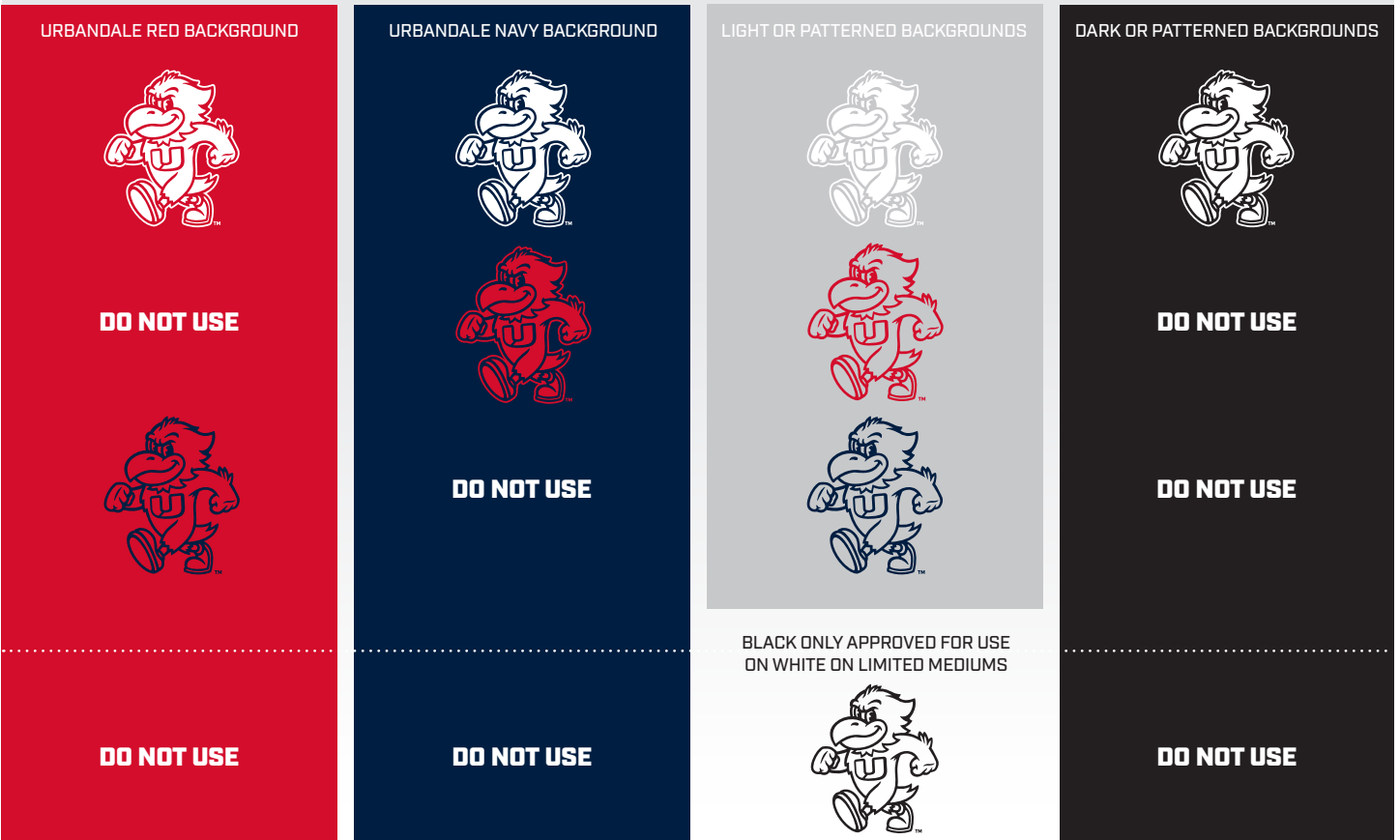

FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS

FULL-COLOR ON DARK/PATTERNED/IMAGE-BASED BACKGROUNDS

2-COLOR ALTERNATE APPLICATIONS - *(For professional vendor use because of limited color production)*

URBANDALE RED BACKGROUND	URBANDALE NAVY BACKGROUND	LIGHT OR PATTERNED BACKGROUNDS	DARK OR PATTERNED BACKGROUNDS

1-COLOR ALTERNATE APPLICATIONS - *(For use because of limited color production)*

URBANDALE RED BACKGROUND	URBANDALE NAVY BACKGROUND	LIGHT OR PATTERNED BACKGROUNDS	DARK OR PATTERNED BACKGROUNDS
DO NOT USE			**DO NOT USE**
	DO NOT USE		**DO NOT USE**
DO NOT USE	**DO NOT USE**		**DO NOT USE**

BLACK ONLY APPROVED FOR USE
ON WHITE ON LIMITED MEDIUMS

REVERSE URBANDALE MASCOT LOGO - 'URBIE THE J-HAWK'

The Urbandale Mascot Logo may be used in reverse for specific unique production needs. There is an available mirrored set of the above depicted logos facing to the right so that the Urbandale Split U and "TM" read consistently. The mascot logo can only be used in reverse with the written consent of the Urbandale Community School District.

THE SECONDARY SYSTEM

THE SECONDARY SYSTEM

Urbandale Community School District has three secondary marks approved for common use by the schools and staff. These marks are restricted-use (district approval required) by the community and vendors. The intention of these marks is to be complementary to the primary marks and used to represent the activites and endeavors of Urbandale Community School District as a whole.

URBANDALE MASTERMARK

J-HAWKS LOGOTYPE

URBIE HEAD MASCOT LOGO

The secondary system outlines branding mark usage that must be followed in order to represent the Urbandale Community School District's brand correctly.

As much as possible, the Urbandale Community School District advises the use of full-color logos. When instances arise where production limits color usage, those options are outlined in this guide. Many times this will require district supervision and written approval.

FULL COLOR ON LIGHT OR WHITE BACKGROUNDS

FULL-COLOR (2-COLOR / 3-COLOR) ALTERNATE APPLICATIONS

FULL-COLOR ON URBANDALE RED BACKGROUNDS

FULL-COLOR ON URBANDALE NAVY BACKGROUNDS

FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS

FULL-COLOR ON DARK/PATTERNED/IMAGE-BASED BACKGROUNDS

2-COLOR ALTERNATE APPLICATIONS - *(For professional vendor use because of limited color production)*

URBANDALE RED BACKGROUND	URBANDALE NAVY BACKGROUND	LIGHT OR PATTERNED BACKGROUNDS	DARK OR PATTERNED BACKGROUNDS
U URBANDALE J-HAWKS	U URBANDALE J-HAWKS	U URBANDALE J-HAWKS	U URBANDALE J-HAWKS

1-COLOR ALTERNATE APPLICATIONS - *(For use because of limited color production)*

URBANDALE RED BACKGROUND	URBANDALE NAVY BACKGROUND	LIGHT OR PATTERNED BACKGROUNDS	DARK OR PATTERNED BACKGROUNDS
U URBANDALE J-HAWKS	U URBANDALE J-HAWKS	U URBANDALE J-HAWKS	U URBANDALE J-HAWKS
U URBANDALE J-HAWKS	U URBANDALE J-HAWKS	U URBANDALE J-HAWKS	U URBANDALE J-HAWKS
DO NOT USE	U URBANDALE J-HAWKS	U URBANDALE J-HAWKS	DO NOT USE
DO NOT USE	U URBANDALE J-HAWKS	U URBANDALE J-HAWKS	DO NOT USE
U URBANDALE J-HAWKS	DO NOT USE	U URBANDALE J-HAWKS	DO NOT USE
U URBANDALE J-HAWKS	DO NOT USE	U URBANDALE J-HAWKS	DO NOT USE
DO NOT USE	DO NOT USE	BLACK ONLY APPROVED FOR USE ON WHITE ON LIMITED MEDIUMS U URBANDALE J-HAWKS	DO NOT USE
DO NOT USE	DO NOT USE	U URBANDALE J-HAWKS	DO NOT USE

J-HAWKS

FULL COLOR ON LIGHT OR WHITE BACKGROUNDS

FULL-COLOR (2-COLOR / 3-COLOR) ALTERNATE APPLICATIONS

FULL-COLOR ON URBANDALE RED BACKGROUNDS

FULL-COLOR ON URBANDALE NAVY BACKGROUNDS
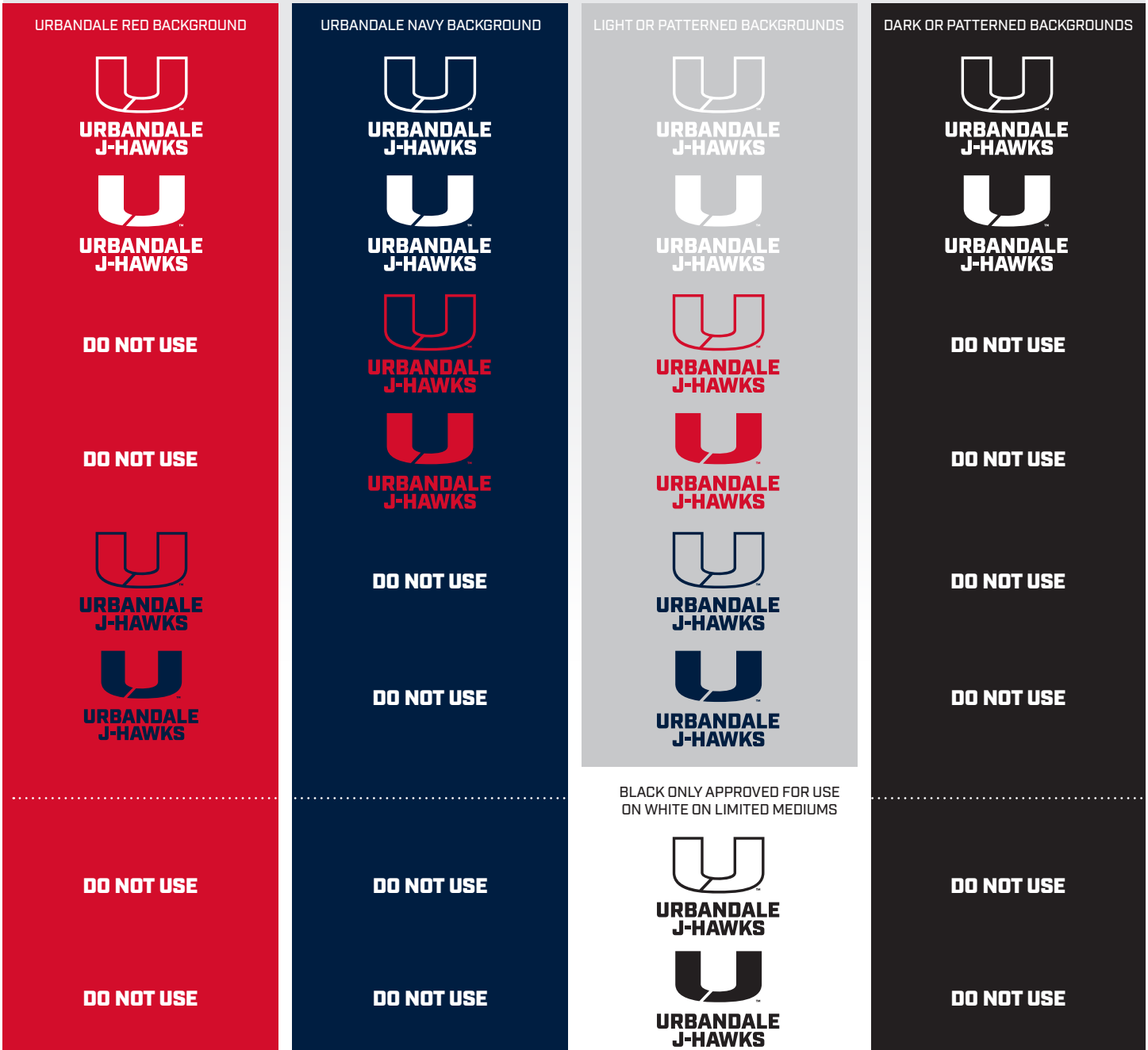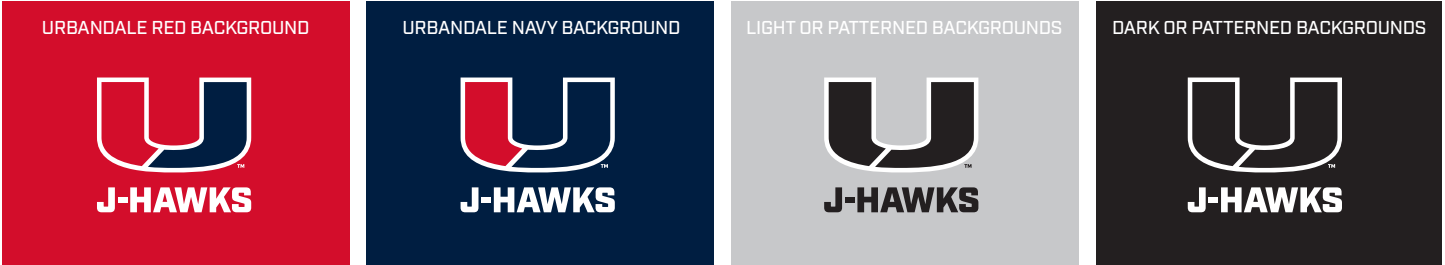

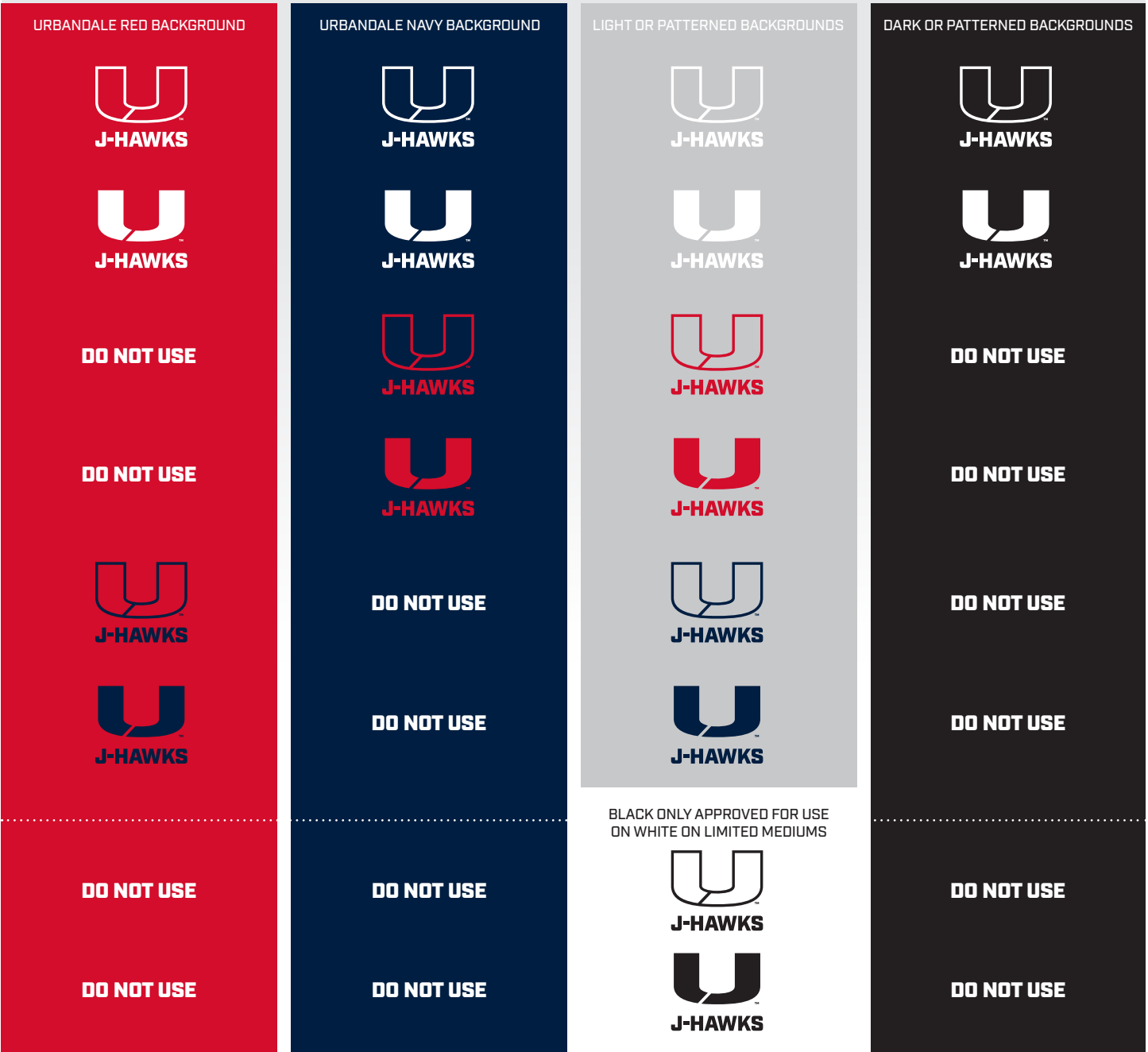FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS

FULL-COLOR ON DARK/PATTERNED/IMAGE-BASED BACKGROUNDS

2-COLOR ALTERNATE APPLICATIONS - *(For professional vendor use because of limited color production)*

URBANDALE RED BACKGROUND	URBANDALE NAVY BACKGROUND	LIGHT OR PATTERNED BACKGROUNDS	DARK OR PATTERNED BACKGROUNDS

1-COLOR ALTERNATE APPLICATIONS - *(For use because of limited color production)*

URBANDALE RED BACKGROUND	URBANDALE NAVY BACKGROUND	LIGHT OR PATTERNED BACKGROUNDS	DARK OR PATTERNED BACKGROUNDS
J-HAWKS	J-HAWKS	J-HAWKS	J-HAWKS
J-HAWKS	J-HAWKS	J-HAWKS	J-HAWKS
DO NOT USE	J-HAWKS	J-HAWKS	DO NOT USE
DO NOT USE	J-HAWKS	J-HAWKS	DO NOT USE
J-HAWKS	DO NOT USE	J-HAWKS	DO NOT USE
J-HAWKS	DO NOT USE	J-HAWKS	DO NOT USE

BLACK ONLY APPROVED FOR USE ON WHITE ON LIMITED MEDIUMS

DO NOT USE	DO NOT USE	J-HAWKS	DO NOT USE
DO NOT USE	DO NOT USE	J-HAWKS	DO NOT USE

FULL COLOR ON LIGHT OR WHITE BACKGROUNDS

FULL-COLOR (4-COLOR) ALTERNATE APPLICATIONS

FULL-COLOR ON URBANDALE RED BACKGROUNDS
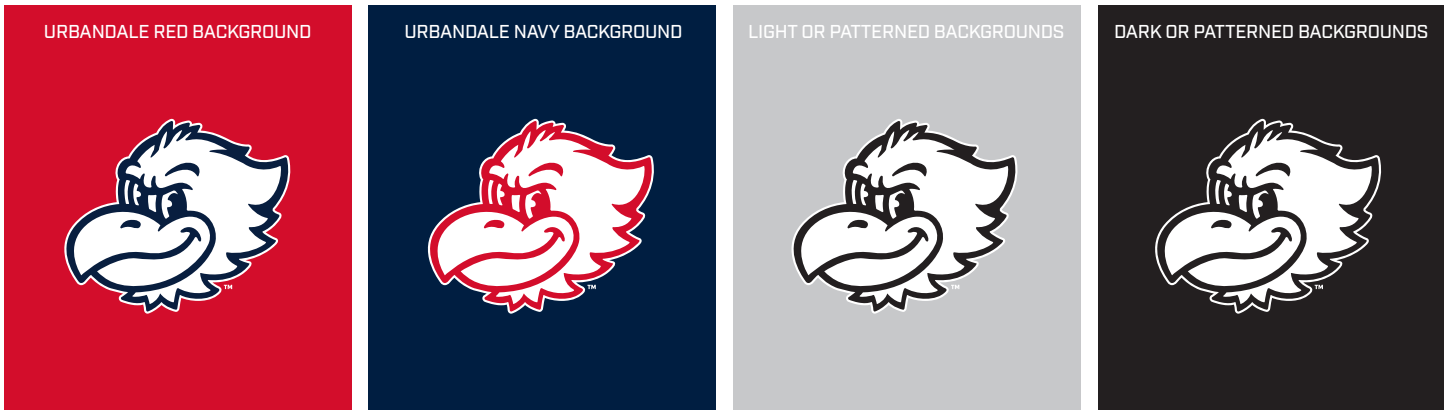
FULL-COLOR ON URBANDALE NAVY BACKGROUNDS

FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS

FULL-COLOR ON DARK/PATTERNED/IMAGE-BASED BACKGROUNDS

2-COLOR ALTERNATE APPLICATIONS - *(For professional vendor use because of limited color production)*

URBANDALE RED BACKGROUND	URBANDALE NAVY BACKGROUND	LIGHT OR PATTERNED BACKGROUNDS	DARK OR PATTERNED BACKGROUNDS

1-COLOR ALTERNATE APPLICATIONS - *(For use because of limited color production)*

URBANDALE RED BACKGROUND	URBANDALE NAVY BACKGROUND	LIGHT OR PATTERNED BACKGROUNDS	DARK OR PATTERNED BACKGROUNDS
DO NOT USE			DO NOT USE
	DO NOT USE		DO NOT USE
DO NOT USE	DO NOT USE	BLACK ONLY APPROVED FOR USE ON WHITE ON LIMITED MEDIUMS	DO NOT USE

THE RESTRICTED SYSTEM

THE RESTRICTED SYSTEM

The Urbandale Community School District has multiple alternate marks approved for
common use by the school for unique media and production needs. These marks are
restricted-usage and can only be used with an approved affiliated agreement with the school. The
restricted system outlines alternate branding mark usage that must be followed in order
to represent the Urbandale Community School District's brand correctly.

*As much as possible, the Urbandale Community School District advises the use of full-color logos.
When instances arise where production limits color usage, those options are outlined in this guide.
Many times this will require district supervision and written approval.*

FULL COLOR ON LIGHT OR WHITE BACKGROUNDS

FULL-COLOR (2-COLOR / 3-COLOR) ALTERNATE APPLICATIONS

FULL-COLOR ON URBANDALE RED BACKGROUNDS

FULL-COLOR ON URBANDALE NAVY BACKGROUNDS

FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS

FULL-COLOR ON DARK/PATTERNED/IMAGE-BASED BACKGROUNDS

2-COLOR ALTERNATE APPLICATIONS - *(For professional vendor use because of limited color production)*

URBANDALE RED BACKGROUND	URBANDALE NAVY BACKGROUND	LIGHT OR PATTERNED BACKGROUNDS	DARK OR PATTERNED BACKGROUNDS
URBANDALE J-HAWKS	URBANDALE J-HAWKS	URBANDALE J-HAWKS	URBANDALE J-HAWKS

1-COLOR ALTERNATE APPLICATIONS - *(For use because of limited color production)*

URBANDALE RED BACKGROUND	URBANDALE NAVY BACKGROUND	LIGHT OR PATTERNED BACKGROUNDS	DARK OR PATTERNED BACKGROUNDS
URBANDALE J-HAWKS	URBANDALE J-HAWKS	URBANDALE J-HAWKS	URBANDALE J-HAWKS
URBANDALE J-HAWKS	URBANDALE J-HAWKS	URBANDALE J-HAWKS	URBANDALE J-HAWKS
DO NOT USE	URBANDALE J-HAWKS	URBANDALE J-HAWKS	DO NOT USE
DO NOT USE	URBANDALE J-HAWKS	URBANDALE J-HAWKS	DO NOT USE
URBANDALE J-HAWKS	DO NOT USE	URBANDALE J-HAWKS	DO NOT USE
URBANDALE J-HAWKS	DO NOT USE	URBANDALE J-HAWKS	DO NOT USE
DO NOT USE	DO NOT USE	BLACK ONLY APPROVED FOR USE ON WHITE ON LIMITED MEDIUMS URBANDALE J-HAWKS	DO NOT USE
DO NOT USE	DO NOT USE	URBANDALE J-HAWKS	DO NOT USE

URBANDALE

FULL COLOR ON LIGHT OR WHITE BACKGROUNDS

FULL-COLOR (3-COLOR) ALTERNATE APPLICATIONS

FULL-COLOR ON URBANDALE RED BACKGROUNDS

FULL-COLOR ON URBANDALE NAVY BACKGROUNDS
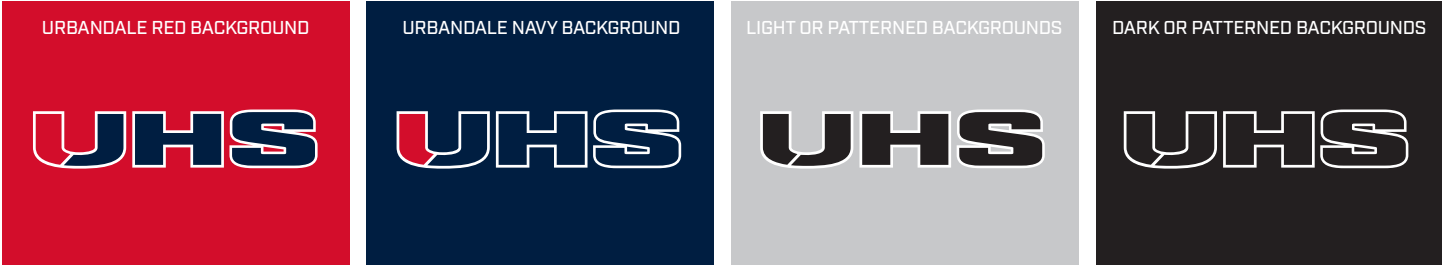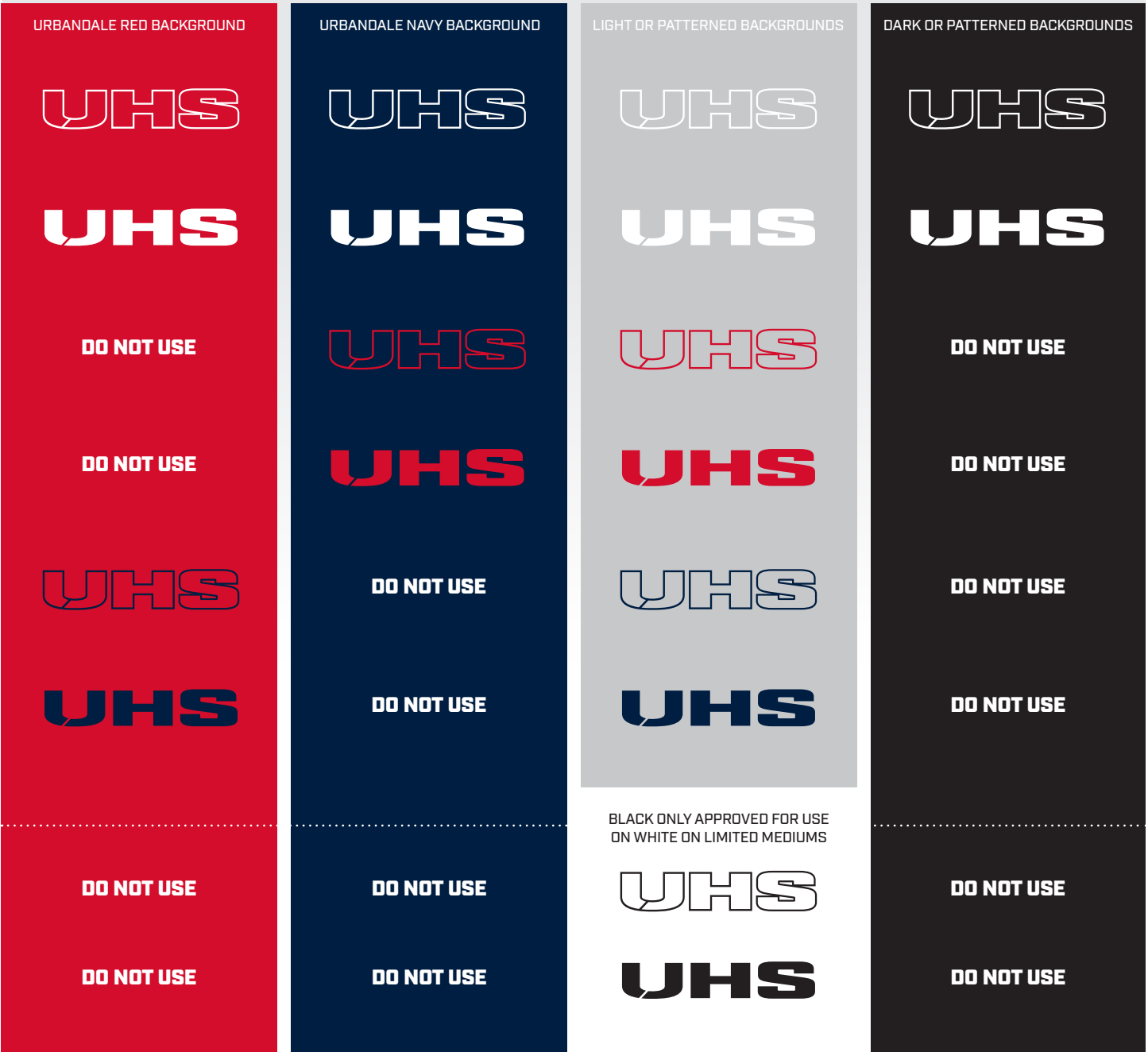
FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS

FULL-COLOR ON DARK/PATTERNED/IMAGE-BASED BACKGROUNDS

RESTRICTED MARK - URBANDALE HORIZONTAL LOGOTYPE

2-COLOR ALTERNATE APPLICATIONS - *(For professional vendor use because of limited color production)*

URBANDALE RED BACKGROUND	URBANDALE NAVY BACKGROUND	LIGHT OR PATTERNED BACKGROUNDS	DARK OR PATTERNED BACKGROUNDS
URBANDALE	URBANDALE	URBANDALE	URBANDALE

1-COLOR ALTERNATE APPLICATIONS - *(For use because of limited color production)*

URBANDALE RED BACKGROUND	URBANDALE NAVY BACKGROUND	LIGHT OR PATTERNED BACKGROUNDS	DARK OR PATTERNED BACKGROUNDS
URBANDALE	URBANDALE	URBANDALE	URBANDALE
URBANDALE	URBANDALE	URBANDALE	URBANDALE
DO NOT USE	URBANDALE	URBANDALE	DO NOT USE
DO NOT USE	URBANDALE	URBANDALE	DO NOT USE
URBANDALE	DO NOT USE	URBANDALE	DO NOT USE
URBANDALE	DO NOT USE	URBANDALE	DO NOT USE

BLACK ONLY APPROVED FOR USE
ON WHITE ON LIMITED MEDIUMS

DO NOT USE	DO NOT USE	URBANDALE	DO NOT USE
DO NOT USE	DO NOT USE	URBANDALE	DO NOT USE

FULL COLOR ON LIGHT OR WHITE BACKGROUNDS

FULL-COLOR (3-COLOR) ALTERNATE APPLICATIONS

FULL-COLOR ON URBANDALE RED BACKGROUNDS

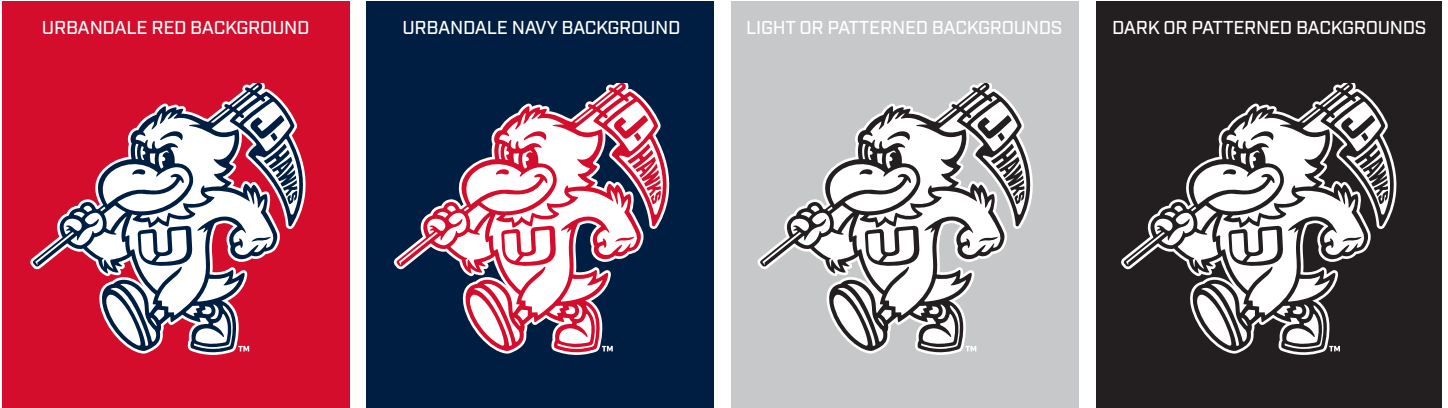FULL-COLOR ON URBANDALE NAVY BACKGROUNDS

FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS

FULL-COLOR ON DARK/PATTERNED/IMAGE-BASED BACKGROUNDS

2-COLOR ALTERNATE APPLICATIONS - *(For professional vendor use because of limited color production)*

URBANDALE RED BACKGROUND	URBANDALE NAVY BACKGROUND	LIGHT OR PATTERNED BACKGROUNDS	DARK OR PATTERNED BACKGROUNDS
UHS	UHS	UHS	UHS

1-COLOR ALTERNATE APPLICATIONS - *(For use because of limited color production)*

URBANDALE RED BACKGROUND	URBANDALE NAVY BACKGROUND	LIGHT OR PATTERNED BACKGROUNDS	DARK OR PATTERNED BACKGROUNDS
UHS	UHS	UHS	UHS
UHS	UHS	UHS	UHS
DO NOT USE	UHS	UHS	DO NOT USE
DO NOT USE	UHS	UHS	DO NOT USE
UHS	DO NOT USE	UHS	DO NOT USE
UHS	DO NOT USE	UHS	DO NOT USE

BLACK ONLY APPROVED FOR USE ON WHITE ON LIMITED MEDIUMS

DO NOT USE	DO NOT USE	UHS	DO NOT USE
DO NOT USE	DO NOT USE	UHS	DO NOT USE

J-HAWKS

FULL COLOR ON LIGHT OR WHITE BACKGROUNDS

FULL-COLOR (4-COLOR) ALTERNATE APPLICATIONS

J-HAWKS

FULL-COLOR ON URBANDALE RED BACKGROUNDS

J-HAWKS

FULL-COLOR ON URBANDALE NAVY BACKGROUNDS

J-HAWKS

FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS

J-HAWKS

FULL-COLOR ON DARK/PATTERNED/IMAGE-BASED BACKGROUNDS

2-COLOR ALTERNATE APPLICATIONS - *(For professional vendor use because of limited color production)*

URBANDALE RED BACKGROUND	URBANDALE NAVY BACKGROUND	LIGHT OR PATTERNED BACKGROUNDS	DARK OR PATTERNED BACKGROUNDS

1-COLOR ALTERNATE APPLICATIONS - *(For use because of limited color production)*

URBANDALE RED BACKGROUND	URBANDALE NAVY BACKGROUND	LIGHT OR PATTERNED BACKGROUNDS	DARK OR PATTERNED BACKGROUNDS

DO NOT USE

DO NOT USE

DO NOT USE

DO NOT USE

DO NOT USE

BLACK ONLY APPROVED FOR USE
ON WHITE ON LIMITED MEDIUMS

DO NOT USE

DO NOT USE

DO NOT USE

FULL COLOR ON LIGHT OR WHITE BACKGROUNDS

FULL-COLOR (5-COLOR) ALTERNATE APPLICATIONS

FULL-COLOR ON URBANDALE RED BACKGROUNDS

FULL-COLOR ON URBANDALE NAVY BACKGROUNDS

FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS

FULL-COLOR ON DARK/PATTERNED/IMAGE-BASED BACKGROUNDS

2-COLOR ALTERNATE APPLICATIONS - *(For professional vendor use because of limited color production)*

URBANDALE RED BACKGROUND	URBANDALE NAVY BACKGROUND	LIGHT OR PATTERNED BACKGROUNDS	DARK OR PATTERNED BACKGROUNDS

1-COLOR ALTERNATE APPLICATIONS - *(For use because of limited color production)*

URBANDALE RED BACKGROUND	URBANDALE NAVY BACKGROUND	LIGHT OR PATTERNED BACKGROUNDS	DARK OR PATTERNED BACKGROUNDS

DO NOT USE

DO NOT USE

DO NOT USE

DO NOT USE

DO NOT USE

DO NOT USE

BLACK ONLY APPROVED FOR USE
ON WHITE ON LIMITED MEDIUMS

DO NOT USE

DO NOT USE

DO NOT USE

URBANDALE

ONE-COLOR ON LIGHT OR WHITE BACKGROUNDS

ONE-COLOR ALTERNATE APPLICATIONS

URBANDALE

URBANDALE

ONE-COLOR ON URBANDALE RED BACKGROUNDS

ONE-COLOR ON URBANDALE NAVY BACKGROUNDS

URBANDALE

URBANDALE

BLACK APPROVED FOR USE ONLY ON WHITE ON LIMITED MEDIUMS

ONE-COLOR ON DARK/PATTERNED/IMAGE-BASED BACKGROUNDS

J-HAWKS

ONE-COLOR ON LIGHT OR WHITE BACKGROUNDS

ONE-COLOR ALTERNATE APPLICATIONS

J-HAWKS

J-HAWKS

ONE-COLOR ON URBANDALE RED BACKGROUNDS

ONE-COLOR ON URBANDALE NAVY BACKGROUNDS

J-HAWKS

J-HAWKS

BLACK APPROVED FOR USE ONLY ON WHITE ON LIMITED MEDIUMS

ONE-COLOR ON DARK/PATTERNED/IMAGE-BASED BACKGROUNDS

URBANDALE
J-HAWKS

TWO-COLOR ON LIGHT OR WHITE BACKGROUNDS

2-COLOR ALTERNATE APPLICATIONS

URBANDALE
J-HAWKS

URBANDALE
J-HAWKS

TWO-COLOR ON URBANDALE RED BACKGROUNDS

TWO-COLOR ON URBANDALE NAVY BACKGROUNDS

URBANDALE
J-HAWKS

URBANDALE
J-HAWKS

TWO-COLOR ON LIGHT OR WHITE BACKGROUNDS

ONE-COLOR ON DARK/PATTERNED/IMAGE-BASED BACKGROUNDS

1-COLOR STACKED APPLICATIONS - *(For professional vendor use because of limited color production)*

URBANDALE RED BACKGROUND	URBANDALE NAVY BACKGROUND	LIGHT OR PATTERNED BACKGROUNDS	DARK OR PATTERNED BACKGROUNDS
URBANDALE J-HAWKS	URBANDALE J-HAWKS	URBANDALE J-HAWKS	URBANDALE J-HAWKS
DO NOT USE	URBANDALE J-HAWKS	URBANDALE J-HAWKS	DO NOT USE
URBANDALE J-HAWKS	DO NOT USE	URBANDALE J-HAWKS	DO NOT USE
DO NOT USE	DO NOT USE	BLACK ONLY APPROVED FOR USE ON WHITE ON LIMITED MEDIUMS URBANDALE J-HAWKS	DO NOT USE

1-COLOR HORIZONTAL APPLICATIONS - *(For professional vendor use because of limited color production)*

URBANDALE RED BACKGROUND	URBANDALE NAVY BACKGROUND	LIGHT OR PATTERNED BACKGROUNDS	DARK OR PATTERNED BACKGROUNDS
URBANDALE J-HAWKS	URBANDALE J-HAWKS	URBANDALE J-HAWKS	URBANDALE J-HAWKS
DO NOT USE	URBANDALE J-HAWKS	URBANDALE J-HAWKS	DO NOT USE
URBANDALE J-HAWKS	DO NOT USE	URBANDALE J-HAWKS	DO NOT USE
DO NOT USE	DO NOT USE	BLACK ONLY APPROVED FOR USE ON WHITE ON LIMITED MEDIUMS URBANDALE J-HAWKS	DO NOT USE

ACTIVITY SPECIFIC MARKS

3-COLOR ON URBANDALE RED OR NAVY BACKGROUNDS ▶

Urbandale Activities are represented with the Primary Split-U Lettermark and a school activity descriptor. The school activity descriptor is centered under the Split-U Lettermark. The activity lettering size is one unit and sits one-half unit size from the bottom of the Split-U Lettermark. The lettermark is four times the single unit size.

Urbandale Activities need to be represented with the full-color (Navy, Red and White) lettermark whenever possible. This mark is easily produced in 3-Color PMS colors, CMYK or 2-color variations. One-color logo options are available for use for cost-effective needs. One-color options can be produced in Urbandale navy or red but are not depicted.

3-COLOR ON URBANDALE RED BASE COLORS

3-COLOR ON URBANDALE NAVY BASE COLORS

ACTIVITIES

4x

.5x

1x

CENTER AXIS

ACTIVITIES

TWO-COLOR ON WHITE OR LIGHT BASE COLORS

ONE-COLOR ON PATTERNED OR DARK BASE COLORS

ACTIVITIES

ACTIVITIES

3-COLOR ON URBANDALE RED OR LIGHT/PATTERNED BACKGROUNDS	3-COLOR ON URBANDALE NAVY OR DARK/PATTERNED BACKGROUNDS	2-COLOR ON LIGHT OR WHITE BASE COLORS	1-COLOR ON PATTERNED OR DARK BASE COLORS
ATHLETIC TRAINING	ATHLETIC TRAINING	ATHLETIC TRAINING	ATHLETIC TRAINING
BASEBALL	BASEBALL	BASEBALL	BASEBALL
BASKETBALL	BASKETBALL	BASKETBALL	BASKETBALL
BOYS BASKETBALL	BOYS BASKETBALL	BOYS BASKETBALL	BOYS BASKETBALL
GIRLS BASKETBALL	GIRLS BASKETBALL	GIRLS BASKETBALL	GIRLS BASKETBALL
BOWLING	BOWLING	BOWLING	BOWLING
BOYS BOWLING	BOYS BOWLING	BOYS BOWLING	BOYS BOWLING

3-COLOR ON URBANDALE RED OR LIGHT/PATTERNED BACKGROUNDS	3-COLOR ON URBANDALE NAVY OR DARK/PATTERNED BACKGROUNDS	2-COLOR ON LIGHT OR WHITE BASE COLORS	WHITE ON DARK OR PATTERNED BACKGROUNDS
GIRLS BOWLING	GIRLS BOWLING	GIRLS BOWLING	GIRLS BOWLING
CHEERLEADING	CHEERLEADING	CHEERLEADING	CHEERLEADING
CHEER	CHEER	CHEER	CHEER
COMPETITION CHEER	COMPETITION CHEER	COMPETITION CHEER	COMPETITION CHEER
JAYWALKERS	JAYWALKERS	JAYWALKERS	JAYWALKERS
CROSS COUNTRY	CROSS COUNTRY	CROSS COUNTRY	CROSS COUNTRY
BOYS CROSS COUNTRY	BOYS CROSS COUNTRY	BOYS CROSS COUNTRY	BOYS CROSS COUNTRY

3-COLOR ON URBANDALE RED OR LIGHT/PATTERNED BACKGROUNDS	3-COLOR ON URBANDALE NAVY OR DARK/PATTERNED BACKGROUNDS	2-COLOR ON LIGHT OR WHITE BASE COLORS	WHITE ON DARK OR PATTERNED BACKGROUNDS
GIRLS CROSS COUNTRY	GIRLS CROSS COUNTRY	GIRLS CROSS COUNTRY	GIRLS CROSS COUNTRY
FOOTBALL	FOOTBALL	FOOTBALL	FOOTBALL
GOLF	GOLF	GOLF	GOLF
BOYS GOLF	BOYS GOLF	BOYS GOLF	BOYS GOLF
GIRLS GOLF	GIRLS GOLF	GIRLS GOLF	GIRLS GOLF
PERFORMANCE	PERFORMANCE	PERFORMANCE	PERFORMANCE
SOCCER	SOCCER	SOCCER	SOCCER

3-COLOR ON URBANDALE RED OR LIGHT/PATTERNED BACKGROUNDS	3-COLOR ON URBANDALE NAVY OR DARK/PATTERNED BACKGROUNDS	2-COLOR ON LIGHT OR WHITE BASE COLORS	WHITE ON DARK OR PATTERNED BACKGROUNDS
BOYS SOCCER	BOYS SOCCER	BOYS SOCCER	BOYS SOCCER
GIRLS SOCCER	GIRLS SOCCER	GIRLS SOCCER	GIRLS SOCCER
SOFTBALL	SOFTBALL	SOFTBALL	SOFTBALL
STRENGTH & CONDITIONING	STRENGTH & CONDITIONING	STRENGTH & CONDITIONING	STRENGTH & CONDITIONING
SWIMMING	SWIMMING	SWIMMING	SWIMMING
BOYS SWIMMING	BOYS SWIMMING	BOYS SWIMMING	BOYS SWIMMING
GIRLS SWIMMING	GIRLS SWIMMING	GIRLS SWIMMING	GIRLS SWIMMING

3-COLOR ON URBANDALE RED OR LIGHT/PATTERNED BACKGROUNDS	3-COLOR ON URBANDALE NAVY OR DARK/PATTERNED BACKGROUNDS	2-COLOR ON LIGHT OR WHITE BASE COLORS	WHITE ON DARK OR PATTERNED BACKGROUNDS

SWIMMING & DIVING

GIRLS DIVING

GIRLS SWIMMING & DIVING

TENNIS

BOYS TENNIS

GIRLS TENNIS

TRACK

3-COLOR ON URBANDALE RED OR LIGHT/PATTERNED BACKGROUNDS	3-COLOR ON URBANDALE NAVY OR DARK/PATTERNED BACKGROUNDS	2-COLOR ON LIGHT OR WHITE BASE COLORS	WHITE ON DARK OR PATTERNED BACKGROUNDS
BOYS TRACK	BOYS TRACK	BOYS TRACK	BOYS TRACK
GIRLS TRACK	GIRLS TRACK	GIRLS TRACK	GIRLS TRACK
TRACK & FIELD	TRACK & FIELD	TRACK & FIELD	TRACK & FIELD
BOYS TRACK & FIELD	BOYS TRACK & FIELD	BOYS TRACK & FIELD	BOYS TRACK & FIELD
GIRLS TRACK & FIELD	GIRLS TRACK & FIELD	GIRLS TRACK & FIELD	GIRLS TRACK & FIELD
VOLLEYBALL	VOLLEYBALL	VOLLEYBALL	VOLLEYBALL
WRESTLING	WRESTLING	WRESTLING	WRESTLING

3-COLOR ON URBANDALE RED OR LIGHT/PATTERNED BACKGROUNDS	3-COLOR ON URBANDALE NAVY OR DARK/PATTERNED BACKGROUNDS	2-COLOR ON LIGHT OR WHITE BASE COLORS	WHITE ON DARK OR PATTERNED BACKGROUNDS
BAND	BAND	BAND	BAND
BASS CHOIR	BASS CHOIR	BASS CHOIR	BASS CHOIR
CONCERT BAND	CONCERT BAND	CONCERT BAND	CONCERT BAND
CONCERT CHOIR	CONCERT CHOIR	CONCERT CHOIR	CONCERT CHOIR
DRAMA	DRAMA	DRAMA	DRAMA
DRUMLINE	DRUMLINE	DRUMLINE	DRUMLINE
JAZZ BAND	JAZZ BAND	JAZZ BAND	JAZZ BAND

3-COLOR ON URBANDALE RED OR LIGHT/PATTERNED BACKGROUNDS	3-COLOR ON URBANDALE NAVY OR DARK/PATTERNED BACKGROUNDS	2-COLOR ON LIGHT OR WHITE BASE COLORS	WHITE ON DARK OR PATTERNED BACKGROUNDS
MARCHING BAND	MARCHING BAND	MARCHING BAND	MARCHING BAND
SHOW CHOIR	SHOW CHOIR	SHOW CHOIR	SHOW CHOIR
SPEECH	SPEECH	SPEECH	SPEECH
STUDIO	STUDIO	STUDIO	STUDIO
TREBLE CHOIR	TREBLE CHOIR	TREBLE CHOIR	TREBLE CHOIR
VITALITY	VITALITY	VITALITY	VITALITY
VOCAL MUSIC	VOCAL MUSIC	VOCAL MUSIC	VOCAL MUSIC

3-COLOR ON URBANDALE RED OR LIGHT/PATTERNED BACKGROUNDS	3-COLOR ON URBANDALE NAVY OR DARK/PATTERNED BACKGROUNDS	2-COLOR ON LIGHT OR WHITE BASE COLORS	WHITE ON DARK OR PATTERNED BACKGROUNDS
ADVENTURETIME	ADVENTURETIME	ADVENTURETIME	ADVENTURETIME
ADVENTURETIME FAMILY SERVICES	ADVENTURETIME FAMILY SERVICES	ADVENTURETIME FAMILY SERVICES	ADVENTURETIME FAMILY SERVICES
URBANDALE COMMUNITY EDUCATION	URBANDALE COMMUNITY EDUCATION	URBANDALE COMMUNITY EDUCATION	URBANDALE COMMUNITY EDUCATION
NUTRITION SERVICES	NUTRITION SERVICES	NUTRITION SERVICES	NUTRITION SERVICES
PRESCHOOL	PRESCHOOL	PRESCHOOL	PRESCHOOL

3-COLOR ON URBANDALE RED OR LIGHT/PATTERNED BACKGROUNDS	3-COLOR ON URBANDALE NAVY OR DARK/PATTERNED BACKGROUNDS	2-COLOR ON LIGHT OR WHITE BASE COLORS	WHITE ON DARK OR PATTERNED BACKGROUNDS
BOOSTER CLUB	BOOSTER CLUB	BOOSTER CLUB	BOOSTER CLUB
PABC	PABC	PABC	PABC
PTA	PTA	PTA	PTA
PTO	PTO	PTO	PTO

3-COLOR ON URBANDALE RED OR NAVY BACKGROUNDS ▶

Urbandale Activities marks have horizontal alternate marks that can be used in horizontal mediums for better readibility and use of space. They are represented with the Primary Split-U Lettermark and a school activity descriptor. The school activity descriptor is horizontally centered to the Split-U Lettermark sitting on the right. The activity lettering size is one unit and sits three-fourths unit size from the right of the Split-U Lettermark. The lettermark is two times the single unit size in height.

Urbandale Activities need to be represented with the full-color (Navy, Red and White) lettermark whenever possible. This mark is easily produced in 3-Color PMS colors, CMYK or 2-color variations. One-color logo options are available for use for cost-effective needs. One-color options can be produced in Urbandale navy or red but are not depicted.

3-COLOR ON URBANDALE RED BASE COLORS

CENTER AXIS

2x

.75x

1x

U ACTIVITIES

3-COLOR ON URBANDALE NAVY BASE COLORS

U ACTIVITIES

TWO-COLOR ON WHITE OR LIGHT BASE COLORS

U ACTIVITIES

ONE-COLOR ON PATTERNED OR DARK BASE COLORS

U ACTIVITIES

3-COLOR ON URBANDALE RED OR LIGHT/PATTERNED BACKGROUNDS

- ATHLETIC TRAINING
- BASEBALL
- BASKETBALL
- BOYS BASKETBALL
- GIRLS BASKETBALL
- BOWLING
- BOYS BOWLING
- GIRLS BOWLING
- CHEERLEADING
- CHEER
- COMPETITION CHEER
- JAYWALKERS
- CROSS COUNTRY
- BOYS CROSS COUNTRY

3-COLOR ON URBANDALE NAVY OR DARK/PATTERNED BACKGROUNDS

- ATHLETIC TRAINING
- BASEBALL
- BASKETBALL
- BOYS BASKETBALL
- GIRLS BASKETBALL
- BOWLING
- BOYS BOWLING
- GIRLS BOWLING
- CHEERLEADING
- CHEER
- COMPETITION CHEER
- JAYWALKERS
- CROSS COUNTRY
- BOYS CROSS COUNTRY

2-COLOR ON LIGHT OR WHITE BASE COLORS

- ATHLETIC TRAINING
- BASEBALL
- BASKETBALL
- BOYS BASKETBALL
- GIRLS BASKETBALL
- BOWLING
- BOYS BOWLING
- GIRLS BOWLING
- CHEERLEADING
- CHEER
- COMPETITION CHEER
- JAYWALKERS
- CROSS COUNTRY
- BOYS CROSS COUNTRY

1-COLOR ON PATTERNED OR DARK BASE COLORS

- ATHLETIC TRAINING
- BASEBALL
- BASKETBALL
- BOYS BASKETBALL
- GIRLS ACTIVITIES
- BOWLING
- BOYS BOWLING
- GIRLS BOWLING
- CHEERLEADING
- CHEER
- COMPETITION CHEER
- JAYWALKERS
- CROSS COUNTRY
- BOYS CROSS COUNTRY

3-COLOR ON URBANDALE RED OR LIGHT/PATTERNED BACKGROUNDS

- GIRLS CROSS COUNTRY
- FOOTBALL
- GOLF
- BOYS GOLF
- GIRLS GOLF
- PERFORMANCE
- SOCCER
- BOYS SOCCER
- GIRLS SOCCER
- SOFTBALL
- STRENGTH & CONDITIONING
- SWIMMING
- BOYS SWIMMING
- GIRLS SWIMMING

3-COLOR ON URBANDALE NAVY OR DARK/PATTERNED BACKGROUNDS

- GIRLS CROSS COUNTRY
- FOOTBALL
- GOLF
- BOYS GOLF
- GIRLS GOLF
- PERFORMANCE
- SOCCER
- BOYS SOCCER
- GIRLS SOCCER
- SOFTBALL
- STRENGTH & CONDITIONING
- SWIMMING
- BOYS SWIMMING
- GIRLS SWIMMING

2-COLOR ON LIGHT OR WHITE BASE COLORS

- GIRLS CROSS COUNTRY
- FOOTBALL
- GOLF
- BOYS GOLF
- GIRLS GOLF
- PERFORMANCE
- SOCCER
- BOYS SOCCER
- GIRLS SOCCER
- SOFTBALL
- STRENGTH & CONDITIONING
- SWIMMING
- BOYS SWIMMING
- GIRLS SWIMMING

1-COLOR ON PATTERNED OR DARK BASE COLORS

- GIRLS CROSS COUNTRY
- FOOTBALL
- GOLF
- BOYS GOLF
- GIRLS GOLF
- PERFORMANCE
- SOCCER
- BOYS SOCCER
- GIRLS SOCCER
- SOFTBALL
- STRENGTH & CONDITIONING
- SWIMMING
- BOYS SWIMMING
- GIRLS SWIMMING

3-COLOR ON URBANDALE RED OR LIGHT/PATTERNED BACKGROUNDS	3-COLOR ON URBANDALE NAVY OR DARK/PATTERNED BACKGROUNDS	2-COLOR ON LIGHT OR WHITE BASE COLORS	1-COLOR ON PATTERNED OR DARK BASE COLORS
SWIMMING & DIVING	SWIMMING & DIVING	SWIMMING & DIVING	SWIMMING & DIVING
GIRLS SWIMMING & DIVING	GIRLS SWIMMING & DIVING	GIRLS SWIMMING & DIVING	GIRLS SWIMMING & DIVING
GIRLS DIVING	GIRLS DIVING	GIRLS DIVING	GIRLS DIVING
TENNIS	TENNIS	TENNIS	TENNIS
BOYS TENNIS	BOYS TENNIS	BOYS TENNIS	BOYS TENNIS
GIRLS TENNIS	GIRLS TENNIS	GIRLS TENNIS	GIRLS TENNIS
TRACK	TRACK	TRACK	TRACK
BOYS TRACK	BOYS TRACK	BOYS TRACK	BOYS TRACK
GIRLS TRACK	GIRLS TRACK	GIRLS TRACK	GIRLS TRACK
TRACK & FIELD	TRACK & FIELD	TRACK & FIELD	TRACK & FIELD
BOYS TRACK & FIELD	BOYS TRACK & FIELD	BOYS TRACK & FIELD	BOYS TRACK & FIELD
GIRLS TRACK & FIELD	GIRLS TRACK & FIELD	GIRLS TRACK & FIELD	GIRLS TRACK & FIELD
VOLLEYBALL	VOLLEYBALL	VOLLEYBALL	VOLLEYBALL
WRESTLING	WRESTLING	WRESTLING	WRESTLING

3-COLOR ON URBANDALE RED OR LIGHT/PATTERNED BACKGROUNDS	3-COLOR ON URBANDALE NAVY OR DARK/PATTERNED BACKGROUNDS	2-COLOR ON LIGHT OR WHITE BASE COLORS	1-COLOR ON PATTERNED OR DARK BASE COLORS
BAND	BAND	BAND	BAND
BASS CHOIR	BASS CHOIR	BASS CHOIR	BASS CHOIR
CONCERT BAND	CONCERT BAND	CONCERT BAND	CONCERT BAND
CONCERT CHOIR	CONCERT CHOIR	CONCERT CHOIR	CONCERT CHOIR
DRAMA	DRAMA	DRAMA	DRAMA
DRUMLINE	DRUMLINE	DRUMLINE	DRUMLINE
JAZZ BAND	JAZZ BAND	JAZZ BAND	JAZZ BAND
MARCHING BAND	MARCHING BAND	MARCHING BAND	MARCHING BAND
SHOW CHOIR	SHOW CHOIR	SHOW CHOIR	SHOW CHOIR
SPEECH	SPEECH	SPEECH	SPEECH
STUDIO	STUDIO	STUDIO	STUDIO
TREBLE CHOIR	TREBLE CHOIR	TREBLE CHOIR	TREBLE CHOIR
VITALITY	VITALITY	VITALITY	VITALITY
VOCAL MUSIC	VOCAL MUSIC	VOCAL MUSIC	VOCAL MUSIC

3-COLOR ON URBANDALE RED OR LIGHT/PATTERNED BACKGROUNDS

ADVENTURETIME

ADVENTURETIME FAMILY SERVICES

URBANDALE COMMUNITY EDUCATION

NUTRITION SERVICES

PRESCHOOL

3-COLOR ON URBANDALE NAVY OR DARK/PATTERNED BACKGROUNDS

ADVENTURETIME

ADVENTURETIME FAMILY SERVICES

URBANDALE COMMUNITY EDUCATION

NUTRITION SERVICES

PRESCHOOL

2-COLOR ON LIGHT OR WHITE BASE COLORS

ADVENTURETIME

ADVENTURETIME FAMILY SERVICES

URBANDALE COMMUNITY EDUCATION

NUTRITION SERVICES

PRESCHOOL

1-COLOR ON PATTERNED OR DARK BASE COLORS

ADVENTURETIME

ADVENTURETIME FAMILY SERVICES

URBANDALE COMMUNITY EDUCATION

NUTRITION SERVICES

PRESCHOOL

RESTRICTED MARK - HORIZONTAL ACTIVITY SPECIFIC LETTERMARK - COMMUNITY PARTNERS

3-COLOR ON URBANDALE RED OR LIGHT/PATTERNED BACKGROUNDS

BOOSTER CLUB

PABC

PTA

PTO

3-COLOR ON URBANDALE NAVY OR DARK/PATTERNED BACKGROUNDS

BOOSTER CLUB

PABC

PTA

PTO

2-COLOR ON LIGHT OR WHITE BASE COLORS

BOOSTER CLUB

PABC

PTA

PTO

1-COLOR ON PATTERNED OR DARK BASE COLORS

BOOSTER CLUB

PABC

PTA

PTO

THE DISTRICT SYSTEM

THE DISTRICT SYSTEM

The Urbandale Community School District also has an extended brand mark system that represents each of its individual schools. Its intention is to represent the district when circumstances require an official wholistic visual or an academic look and feel. Some examples would be (but not limited to) print communications, interior/exterior signage, vehicle decoration, website design, apparel, etc.

These marks are restricted-usage and can only be used with an approved affiliated agreement with the school district. The district system outlines alternate branding mark usage that must be followed in order to represent the Urbandale Community School District's brand correctly.

As much as possible, the Urbandale Community School District advises the use of full-color logos. When instances arise where production limits color usage, those options are outlined in this guide. Many times this will require district supervision and written approval.

FULL COLOR ON LIGHT OR WHITE BACKGROUNDS

FULL-COLOR (2-COLOR / 3-COLOR) ALTERNATE APPLICATIONS

FULL-COLOR ON URBANDALE RED BACKGROUNDS

FULL-COLOR ON URBANDALE NAVY BACKGROUNDS
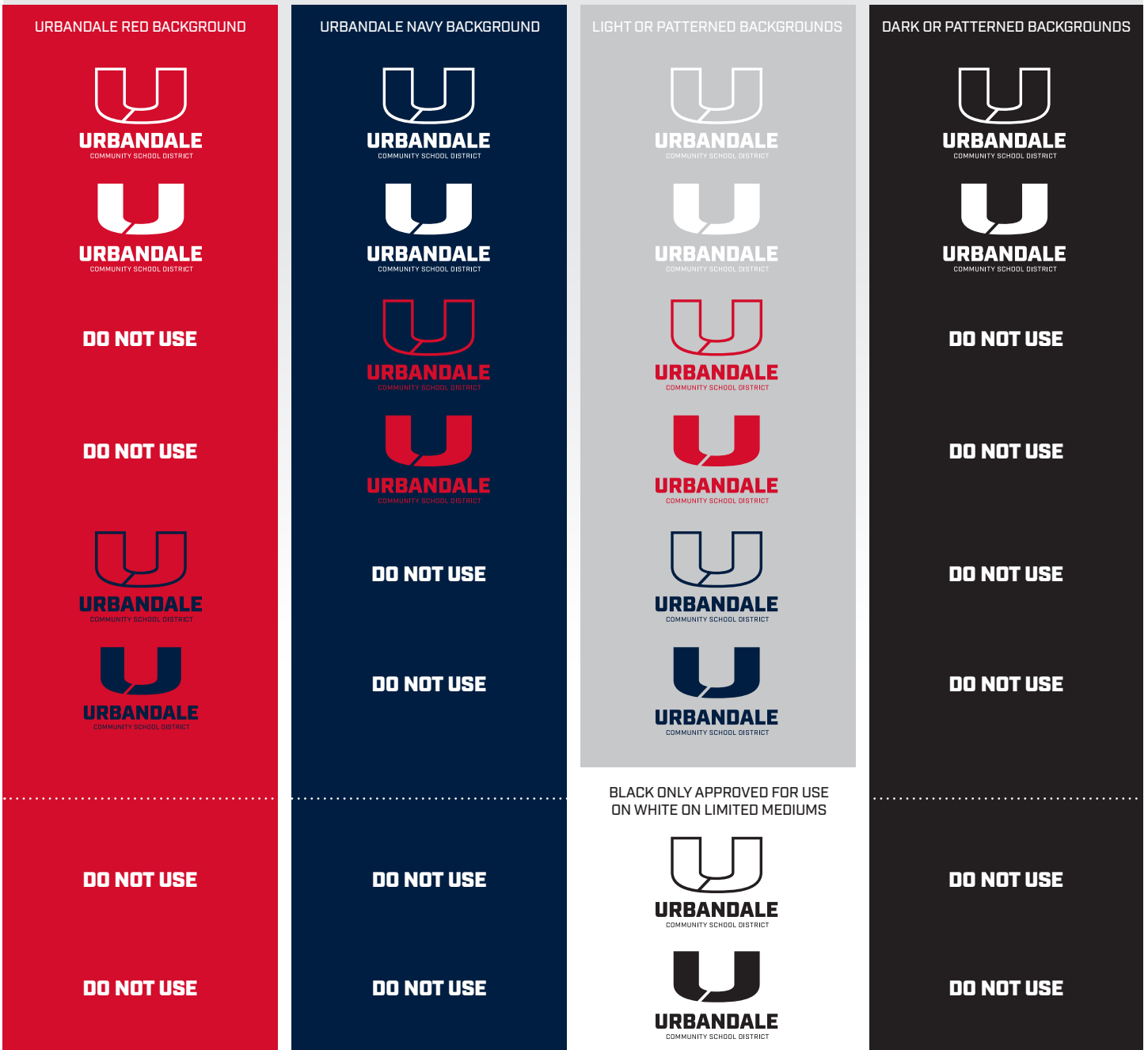

FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS

FULL-COLOR ON DARK/PATTERNED/IMAGE-BASED BACKGROUNDS

2-COLOR ALTERNATE APPLICATIONS - *(For professional vendor use because of limited color production)*

URBANDALE RED BACKGROUND	URBANDALE NAVY BACKGROUND	LIGHT OR PATTERNED BACKGROUNDS	DARK OR PATTERNED BACKGROUNDS
URBANDALE COMMUNITY SCHOOL DISTRICT	URBANDALE COMMUNITY SCHOOL DISTRICT	URBANDALE COMMUNITY SCHOOL DISTRICT	URBANDALE COMMUNITY SCHOOL DISTRICT

1-COLOR ALTERNATE APPLICATIONS - *(For use because of limited color production)*

URBANDALE RED BACKGROUND	URBANDALE NAVY BACKGROUND	LIGHT OR PATTERNED BACKGROUNDS	DARK OR PATTERNED BACKGROUNDS
URBANDALE COMMUNITY SCHOOL DISTRICT	URBANDALE COMMUNITY SCHOOL DISTRICT	URBANDALE COMMUNITY SCHOOL DISTRICT	URBANDALE COMMUNITY SCHOOL DISTRICT
URBANDALE COMMUNITY SCHOOL DISTRICT	URBANDALE COMMUNITY SCHOOL DISTRICT	URBANDALE COMMUNITY SCHOOL DISTRICT	URBANDALE COMMUNITY SCHOOL DISTRICT
DO NOT USE	URBANDALE COMMUNITY SCHOOL DISTRICT	URBANDALE COMMUNITY SCHOOL DISTRICT	DO NOT USE
DO NOT USE	URBANDALE COMMUNITY SCHOOL DISTRICT	URBANDALE COMMUNITY SCHOOL DISTRICT	DO NOT USE
URBANDALE COMMUNITY SCHOOL DISTRICT	DO NOT USE	URBANDALE COMMUNITY SCHOOL DISTRICT	DO NOT USE
URBANDALE COMMUNITY SCHOOL DISTRICT	DO NOT USE	URBANDALE COMMUNITY SCHOOL DISTRICT	DO NOT USE

BLACK ONLY APPROVED FOR USE
ON WHITE ON LIMITED MEDIUMS

DO NOT USE	DO NOT USE	URBANDALE COMMUNITY SCHOOL DISTRICT	DO NOT USE
DO NOT USE	DO NOT USE	URBANDALE COMMUNITY SCHOOL DISTRICT	DO NOT USE

FULL COLOR ON LIGHT OR WHITE BACKGROUNDS

FULL-COLOR (2-COLOR / 3-COLOR) ALTERNATE APPLICATIONS

FULL-COLOR ON URBANDALE RED BACKGROUNDS

FULL-COLOR ON URBANDALE NAVY BACKGROUNDS
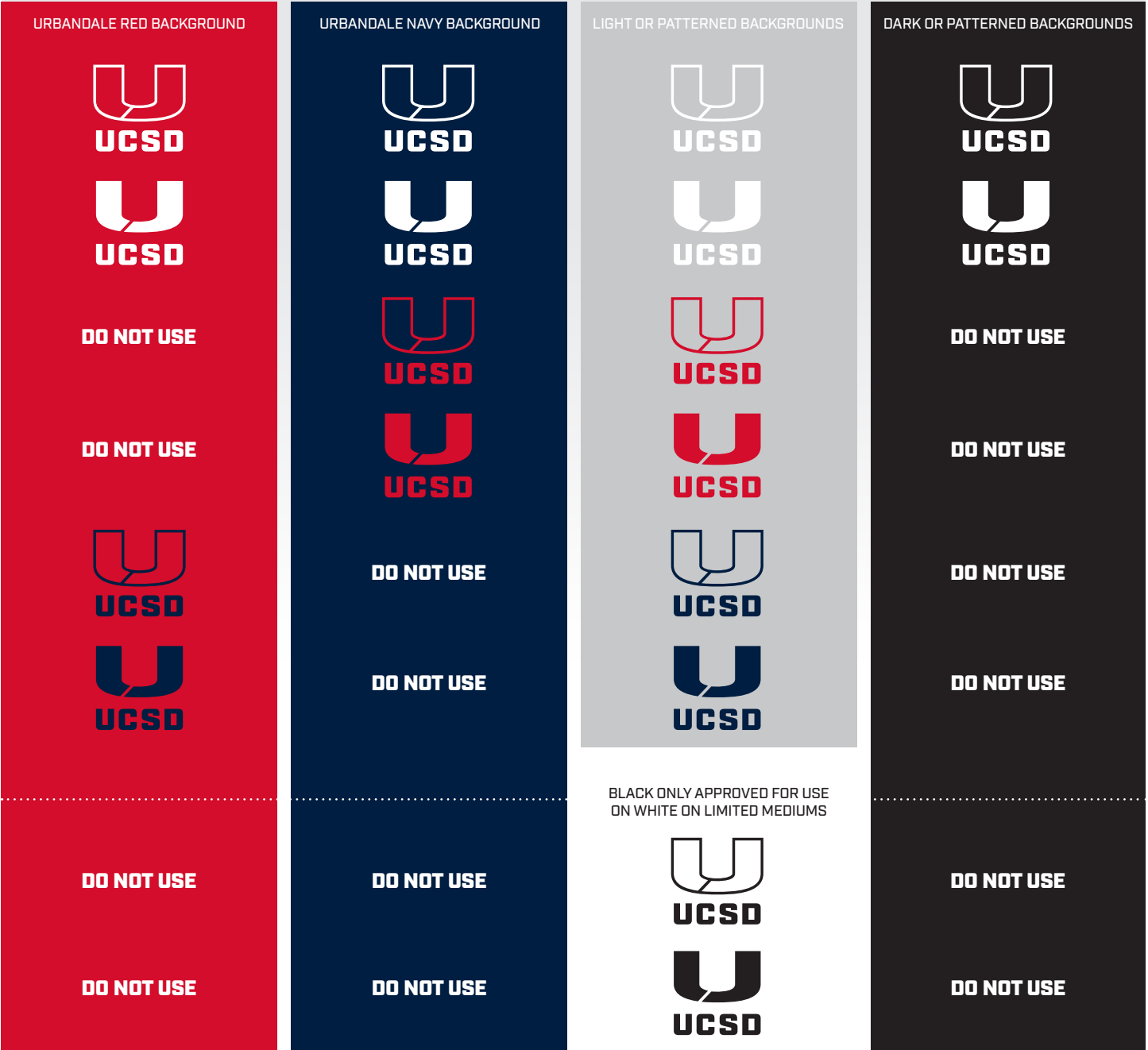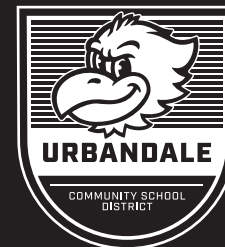

FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS

FULL-COLOR ON DARK/PATTERNED/IMAGE-BASED BACKGROUNDS

FULL COLOR ON LIGHT OR WHITE BACKGROUNDS

FULL-COLOR (2-COLOR / 3-COLOR) ALTERNATE APPLICATIONS

FULL-COLOR ON URBANDALE RED BACKGROUNDS

FULL-COLOR ON URBANDALE NAVY BACKGROUNDS
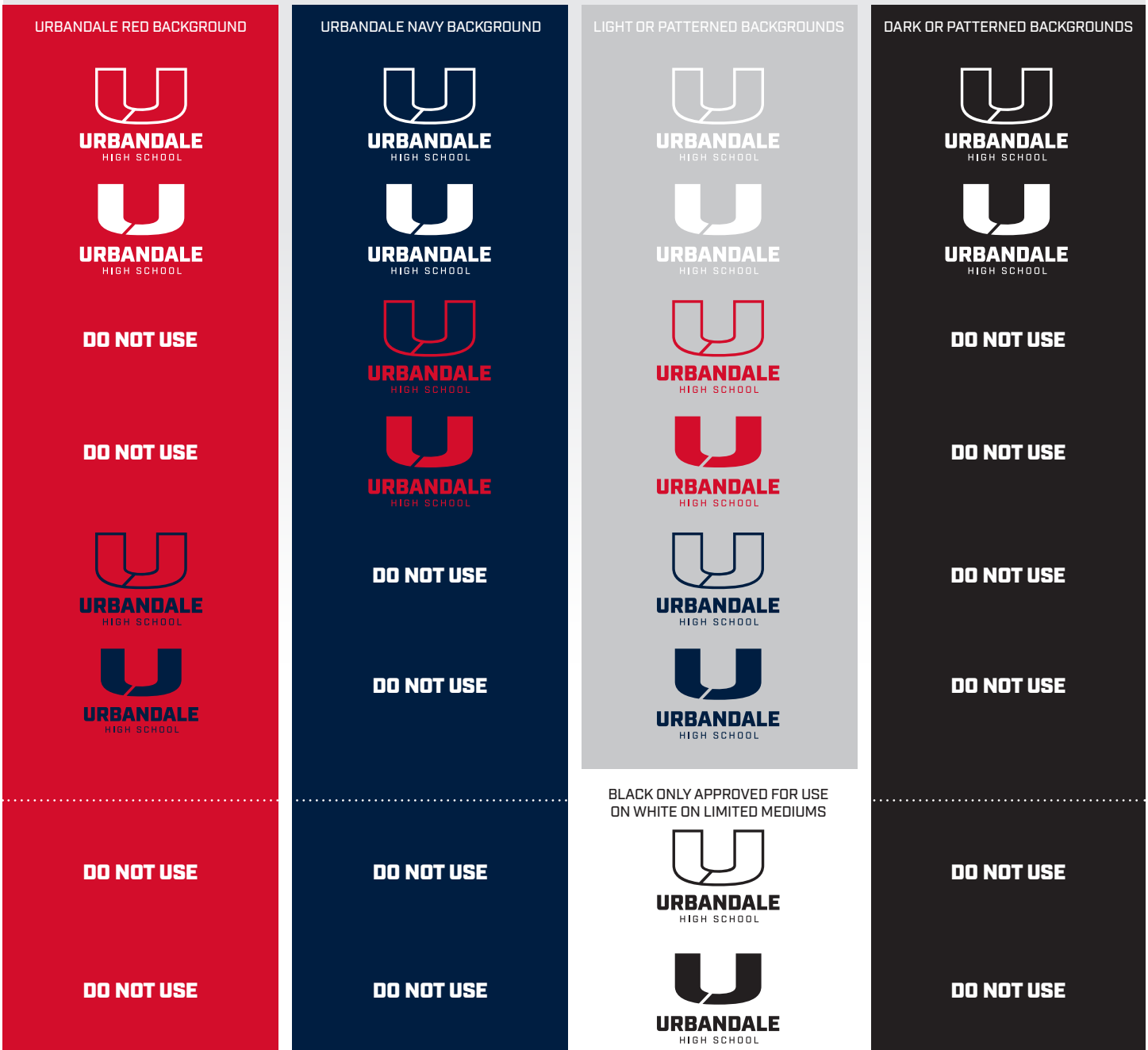
FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS

FULL-COLOR ON DARK/PATTERNED/IMAGE-BASED BACKGROUNDS

DISTRICT MARK - UCSD ACRONYM LOGO

2-COLOR ALTERNATE APPLICATIONS - *(For professional vendor use because of limited color production)*

URBANDALE RED BACKGROUND	URBANDALE NAVY BACKGROUND	LIGHT OR PATTERNED BACKGROUNDS	DARK OR PATTERNED BACKGROUNDS
U UCSD	U UCSD	U UCSD	U UCSD

1-COLOR ALTERNATE APPLICATIONS - *(For use because of limited color production)*

URBANDALE RED BACKGROUND	URBANDALE NAVY BACKGROUND	LIGHT OR PATTERNED BACKGROUNDS	DARK OR PATTERNED BACKGROUNDS
U UCSD	U UCSD	U UCSD	U UCSD
U UCSD	U UCSD	U UCSD	U UCSD
DO NOT USE	U UCSD	U UCSD	DO NOT USE
DO NOT USE	U UCSD	U UCSD	DO NOT USE
U UCSD	DO NOT USE	U UCSD	DO NOT USE
U UCSD	DO NOT USE	U UCSD	DO NOT USE

BLACK ONLY APPROVED FOR USE
ON WHITE ON LIMITED MEDIUMS

DO NOT USE	DO NOT USE	U UCSD	DO NOT USE
DO NOT USE	DO NOT USE	U UCSD	DO NOT USE

FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS

FULL-COLOR (5 COLOR) / 2-COLOR ALTERNATE APPLICATIONS

FULL-COLOR ON URBANDALE RED BACKGROUNDS

FULL-COLOR ON URBANDALE NAVY BACKGROUNDS

2-COLOR OPTIONS ON URBANDALE BACKGROUNDS

FULL COLOR ON LIGHT OR WHITE BACKGROUNDS

FULL-COLOR (2-COLOR / 3-COLOR) ALTERNATE APPLICATIONS

FULL-COLOR ON URBANDALE RED BACKGROUNDS

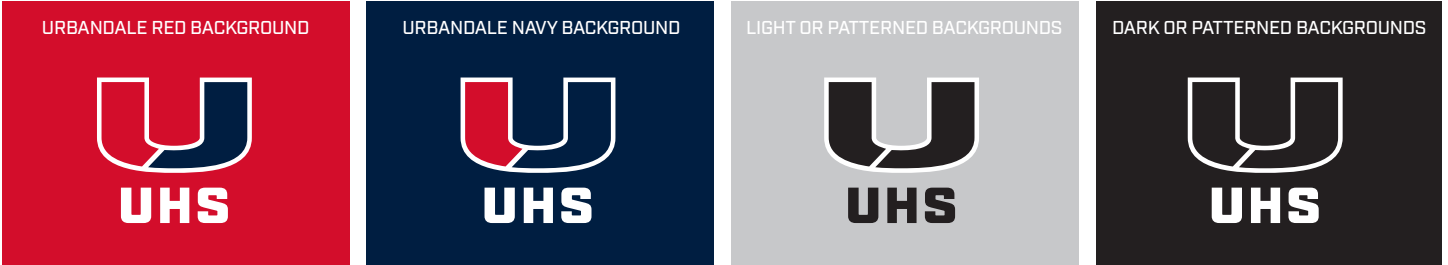FULL-COLOR ON URBANDALE NAVY BACKGROUNDS
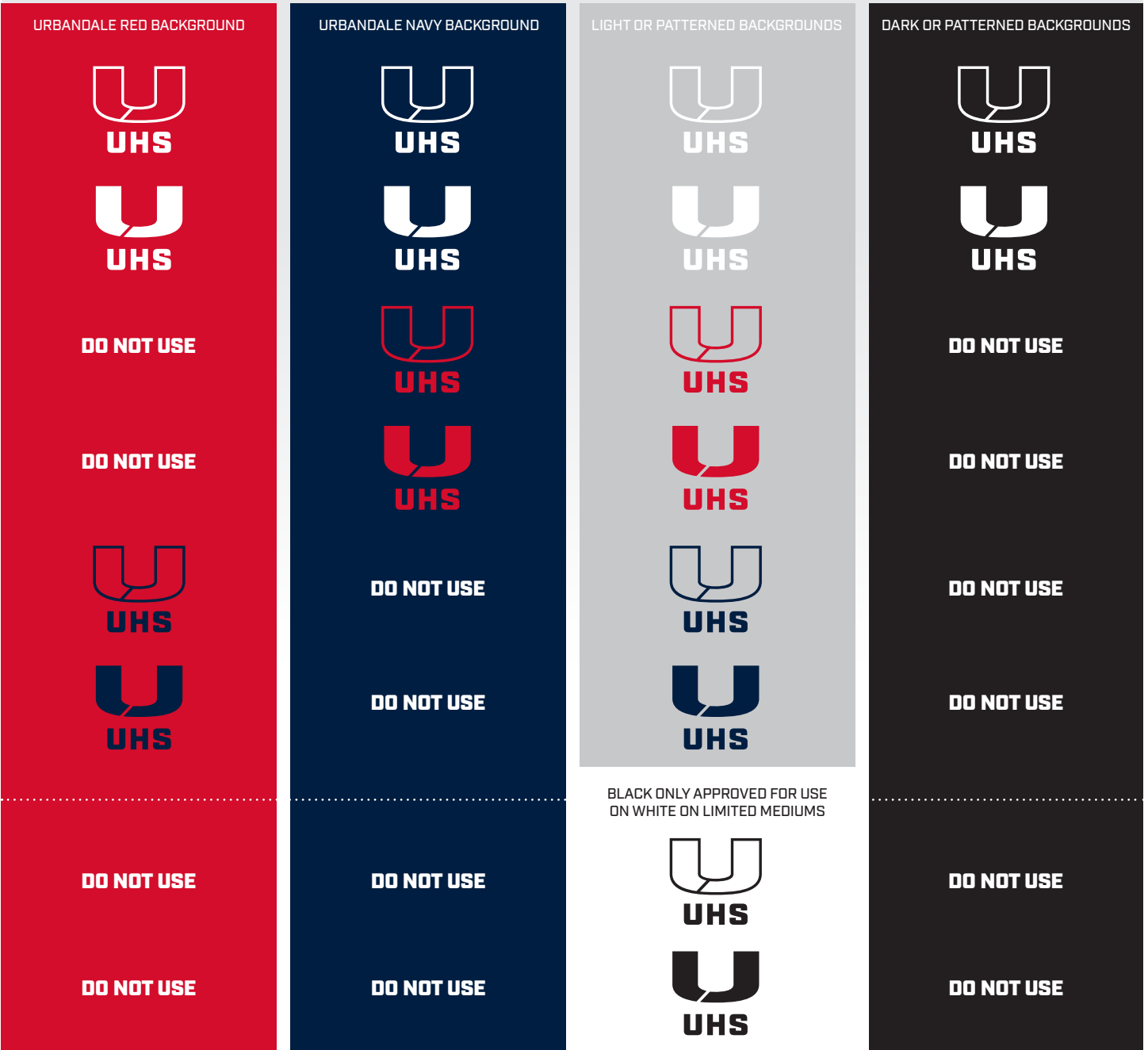
FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS

FULL-COLOR ON DARK/PATTERNED/IMAGE-BASED BACKGROUNDS

2-COLOR ALTERNATE APPLICATIONS - *(For professional vendor use because of limited color production)*

URBANDALE RED BACKGROUND	URBANDALE NAVY BACKGROUND	LIGHT OR PATTERNED BACKGROUNDS	DARK OR PATTERNED BACKGROUNDS

1-COLOR ALTERNATE APPLICATIONS - *(For use because of limited color production)*

URBANDALE RED BACKGROUND	URBANDALE NAVY BACKGROUND	LIGHT OR PATTERNED BACKGROUNDS	DARK OR PATTERNED BACKGROUNDS

DO NOT USE

DO NOT USE

DO NOT USE

DO NOT USE

DO NOT USE

DO NOT USE

DO NOT USE

DO NOT USE

BLACK ONLY APPROVED FOR USE
ON WHITE ON LIMITED MEDIUMS

DO NOT USE

DO NOT USE

DO NOT USE

DO NOT USE

DO NOT USE

FULL COLOR ON LIGHT OR WHITE BACKGROUNDS

FULL-COLOR (2-COLOR / 3-COLOR) ALTERNATE APPLICATIONS

FULL-COLOR ON URBANDALE RED BACKGROUNDS
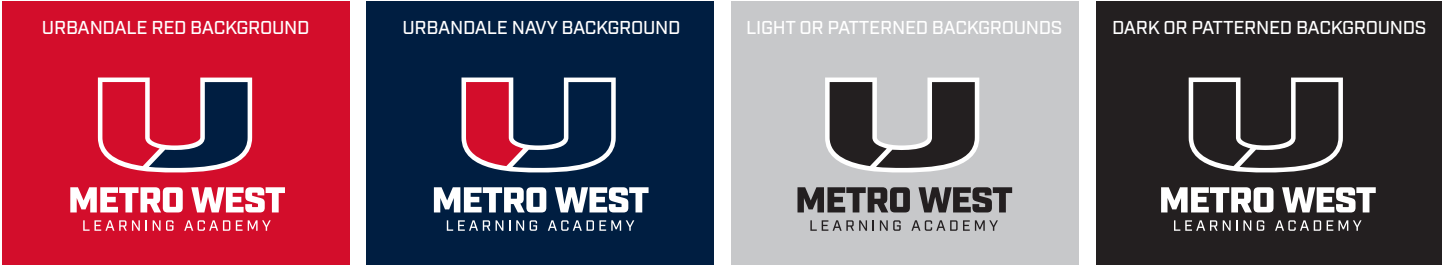
FULL-COLOR ON URBANDALE NAVY BACKGROUNDS

FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS

FULL-COLOR ON DARK/PATTERNED/IMAGE-BASED BACKGROUNDS

FULL COLOR ON LIGHT OR WHITE BACKGROUNDS

FULL-COLOR (2-COLOR / 3-COLOR) ALTERNATE APPLICATIONS

FULL-COLOR ON URBANDALE RED BACKGROUNDS

FULL-COLOR ON URBANDALE NAVY BACKGROUNDS
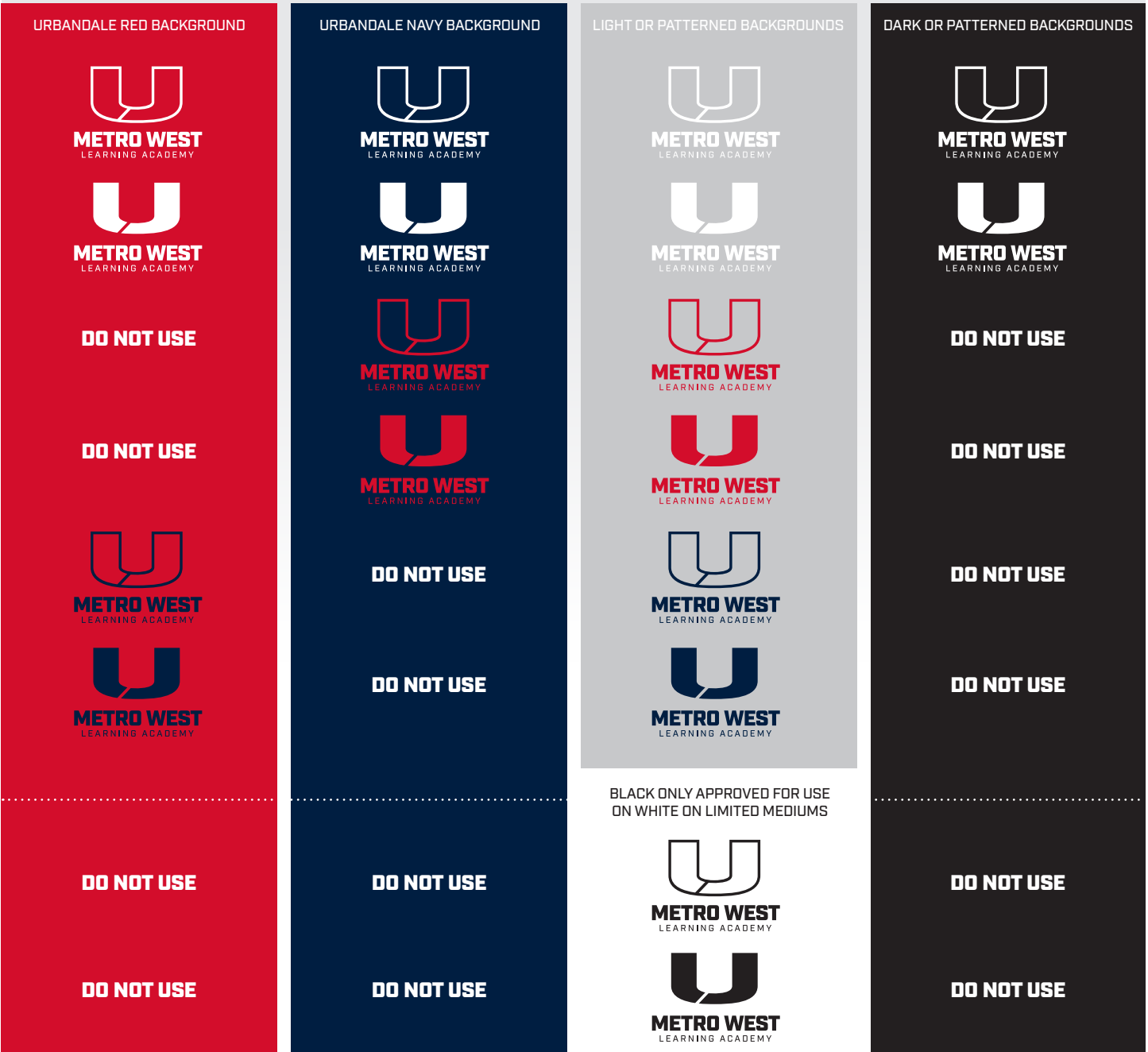
FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS

FULL-COLOR ON DARK/PATTERNED/IMAGE-BASED BACKGROUNDS

2-COLOR ALTERNATE APPLICATIONS - *(For professional vendor use because of limited color production)*

URBANDALE RED BACKGROUND	URBANDALE NAVY BACKGROUND	LIGHT OR PATTERNED BACKGROUNDS	DARK OR PATTERNED BACKGROUNDS

1-COLOR ALTERNATE APPLICATIONS - *(For use because of limited color production)*

URBANDALE RED BACKGROUND	URBANDALE NAVY BACKGROUND	LIGHT OR PATTERNED BACKGROUNDS	DARK OR PATTERNED BACKGROUNDS
DO NOT USE			DO NOT USE
DO NOT USE			DO NOT USE
	DO NOT USE		DO NOT USE
	DO NOT USE		DO NOT USE

BLACK ONLY APPROVED FOR USE
ON WHITE ON LIMITED MEDIUMS

DO NOT USE	DO NOT USE		DO NOT USE
DO NOT USE	DO NOT USE		DO NOT USE

FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS

FULL-COLOR (5 COLOR) / 2-COLOR ALTERNATE APPLICATIONS

FULL-COLOR ON URBANDALE RED BACKGROUNDS

FULL-COLOR ON URBANDALE NAVY BACKGROUNDS

2-COLOR OPTIONS ON URBANDALE BACKGROUNDS

FULL COLOR ON LIGHT OR WHITE BACKGROUNDS

FULL-COLOR (2-COLOR / 3-COLOR) ALTERNATE APPLICATIONS

FULL-COLOR ON URBANDALE RED BACKGROUNDS

FULL-COLOR ON URBANDALE NAVY BACKGROUNDS
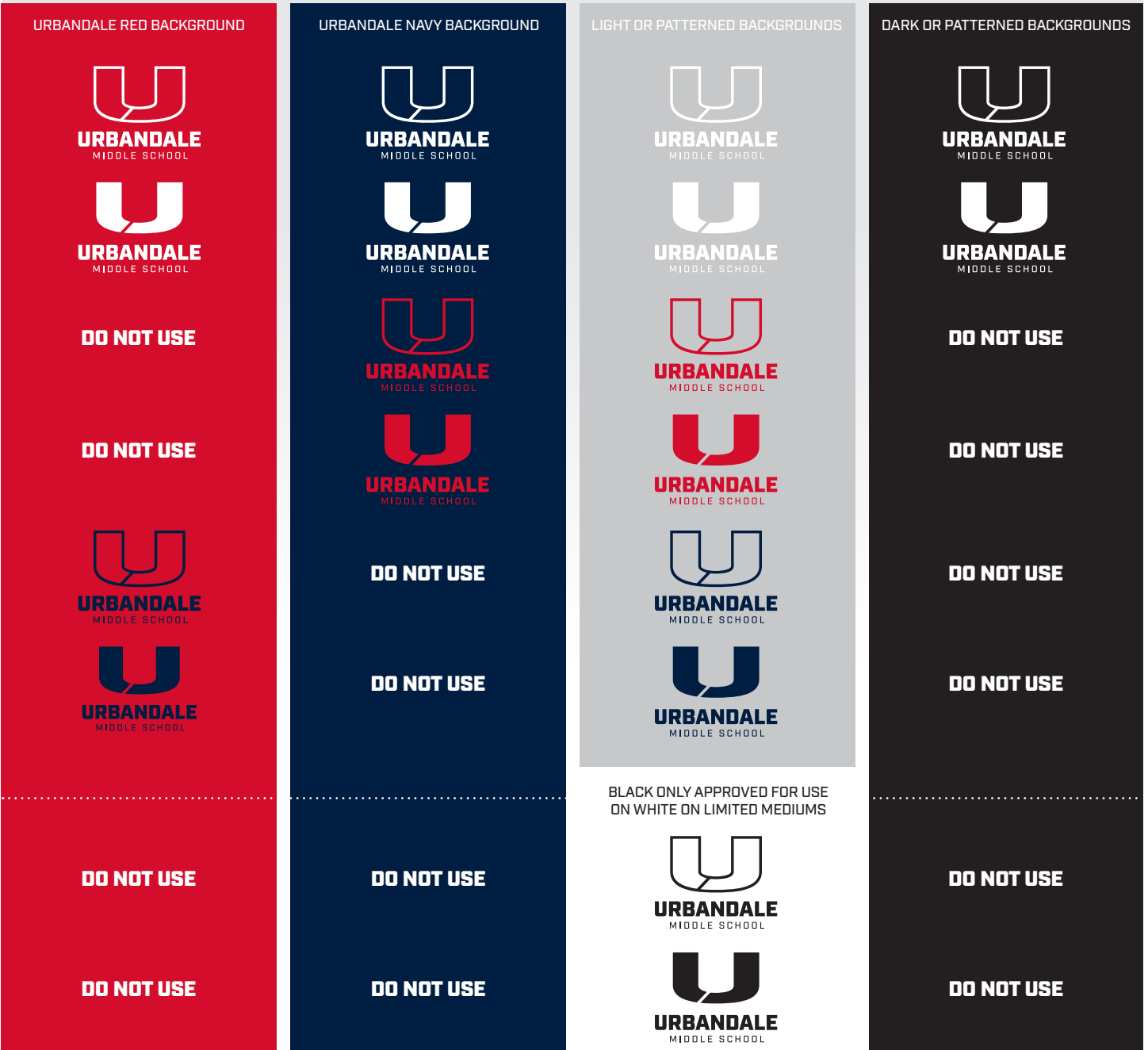
FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS

FULL-COLOR ON DARK/PATTERNED/IMAGE-BASED BACKGROUNDS

2-COLOR ALTERNATE APPLICATIONS - *(For professional vendor use because of limited color production)*

URBANDALE RED BACKGROUND	URBANDALE NAVY BACKGROUND	LIGHT OR PATTERNED BACKGROUNDS	DARK OR PATTERNED BACKGROUNDS

1-COLOR ALTERNATE APPLICATIONS - *(For use because of limited color production)*

URBANDALE RED BACKGROUND	URBANDALE NAVY BACKGROUND	LIGHT OR PATTERNED BACKGROUNDS	DARK OR PATTERNED BACKGROUNDS
DO NOT USE			DO NOT USE
DO NOT USE			DO NOT USE
	DO NOT USE		DO NOT USE
	DO NOT USE		DO NOT USE

BLACK ONLY APPROVED FOR USE
ON WHITE ON LIMITED MEDIUMS

DO NOT USE	DO NOT USE		DO NOT USE
DO NOT USE	DO NOT USE		DO NOT USE

FULL COLOR ON LIGHT OR WHITE BACKGROUNDS

FULL-COLOR (2-COLOR / 3-COLOR) ALTERNATE APPLICATIONS

FULL-COLOR ON URBANDALE RED BACKGROUNDS

FULL-COLOR ON URBANDALE NAVY BACKGROUNDS
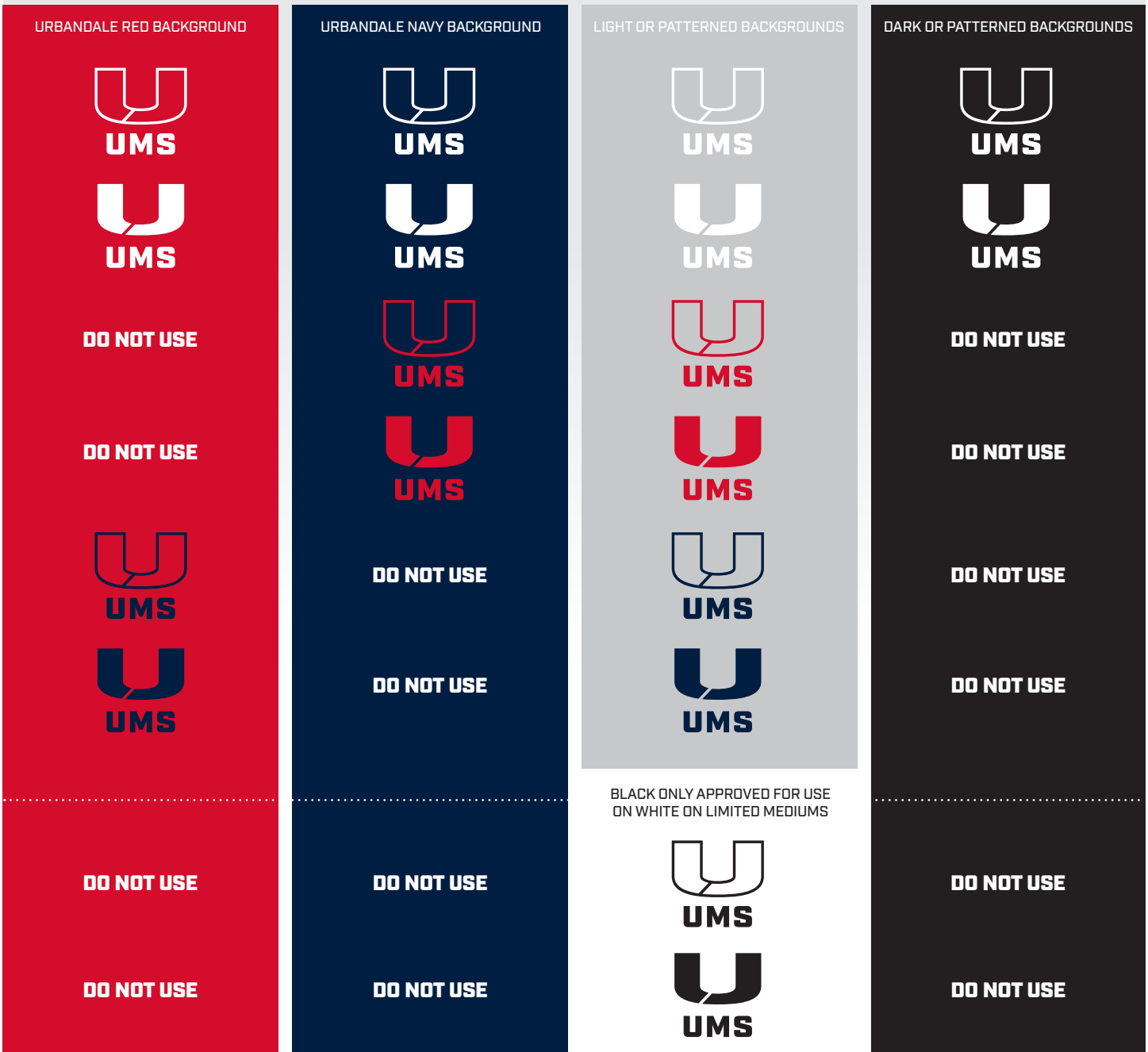

FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS

FULL-COLOR ON DARK/PATTERNED/IMAGE-BASED BACKGROUNDS

FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS

FULL-COLOR (5 COLOR) / 2-COLOR ALTERNATE APPLICATIONS

FULL-COLOR ON URBANDALE RED BACKGROUNDS

FULL-COLOR ON URBANDALE NAVY BACKGROUNDS

2-COLOR OPTIONS ON URBANDALE BACKGROUNDS
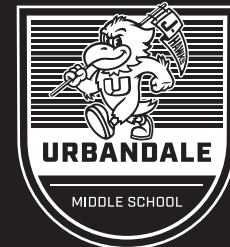
FULL COLOR ON LIGHT OR WHITE BACKGROUNDS

FULL-COLOR (2-COLOR / 3-COLOR) ALTERNATE APPLICATIONS

FULL-COLOR ON URBANDALE RED BACKGROUNDS

FULL-COLOR ON URBANDALE NAVY BACKGROUNDS

FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS

FULL-COLOR ON DARK/PATTERNED/IMAGE-BASED BACKGROUNDS

2-COLOR ALTERNATE APPLICATIONS - *(For professional vendor use because of limited color production)*

URBANDALE RED BACKGROUND	URBANDALE NAVY BACKGROUND	LIGHT OR PATTERNED BACKGROUNDS	DARK OR PATTERNED BACKGROUNDS

1-COLOR ALTERNATE APPLICATIONS - *(For use because of limited color production)*

URBANDALE RED BACKGROUND	URBANDALE NAVY BACKGROUND	LIGHT OR PATTERNED BACKGROUNDS	DARK OR PATTERNED BACKGROUNDS
DO NOT USE			DO NOT USE
DO NOT USE			DO NOT USE
	DO NOT USE		DO NOT USE
	DO NOT USE		DO NOT USE

BLACK ONLY APPROVED FOR USE
ON WHITE ON LIMITED MEDIUMS

DO NOT USE	DO NOT USE		DO NOT USE
DO NOT USE	DO NOT USE		DO NOT USE

FULL COLOR ON LIGHT OR WHITE BACKGROUNDS

FULL-COLOR (2-COLOR / 3-COLOR) ALTERNATE APPLICATIONS

FULL-COLOR ON URBANDALE RED BACKGROUNDS

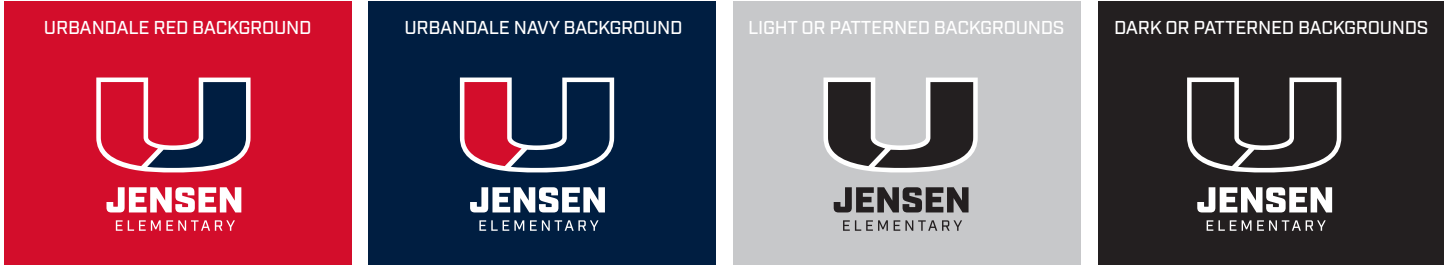FULL-COLOR ON URBANDALE NAVY BACKGROUNDS
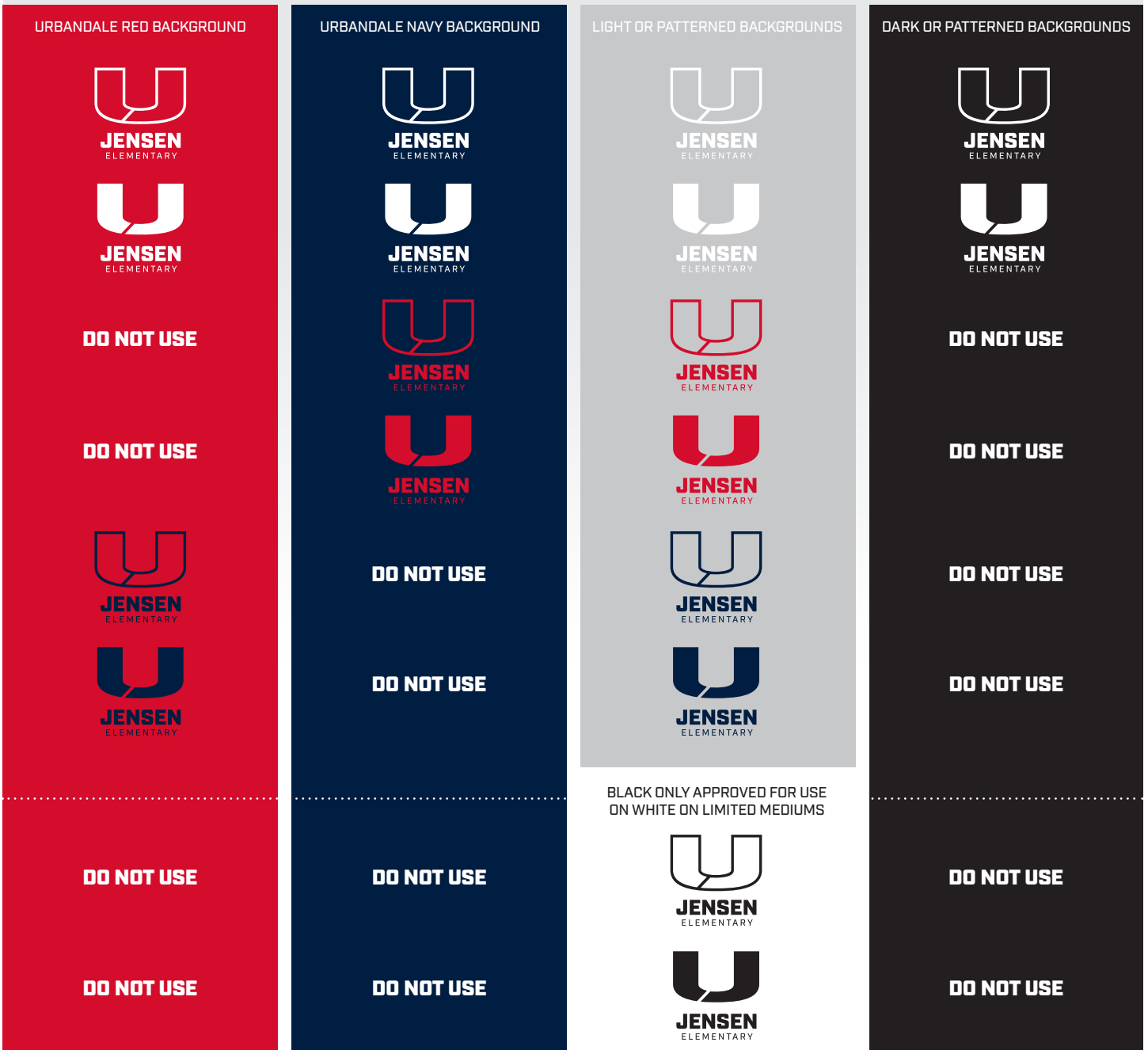

FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS

FULL-COLOR ON DARK/PATTERNED/IMAGE-BASED BACKGROUNDS

FULL COLOR ON LIGHT OR WHITE BACKGROUNDS

FULL-COLOR (2-COLOR / 3-COLOR) ALTERNATE APPLICATIONS

FULL-COLOR ON URBANDALE RED BACKGROUNDS

FULL-COLOR ON URBANDALE NAVY BACKGROUNDS

FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS

FULL-COLOR ON DARK/PATTERNED/IMAGE-BASED BACKGROUNDS

2-COLOR ALTERNATE APPLICATIONS - *(For professional vendor use because of limited color production)*

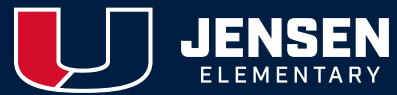| URBANDALE RED BACKGROUND	URBANDALE NAVY BACKGROUND	LIGHT OR PATTERNED BACKGROUNDS	DARK OR PATTERNED BACKGROUNDS

1-COLOR ALTERNATE APPLICATIONS - *(For use because of limited color production)*

URBANDALE RED BACKGROUND	URBANDALE NAVY BACKGROUND	LIGHT OR PATTERNED BACKGROUNDS	DARK OR PATTERNED BACKGROUNDS
DO NOT USE			DO NOT USE
DO NOT USE			DO NOT USE
	DO NOT USE		DO NOT USE
	DO NOT USE		DO NOT USE

BLACK ONLY APPROVED FOR USE
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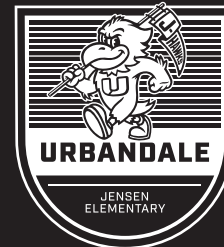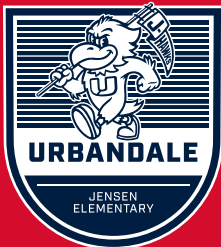| DO NOT USE	DO NOT USE		DO NOT USE
DO NOT USE	DO NOT USE		DO NOT USE

FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS

FULL-COLOR (5 COLOR) / 2-COLOR ALTERNATE APPLICATIONS

FULL-COLOR ON URBANDALE RED BACKGROUNDS

FULL-COLOR ON URBANDALE NAVY BACKGROUNDS

2-COLOR OPTIONS ON URBANDALE BACKGROUNDS

FULL COLOR ON LIGHT OR WHITE BACKGROUNDS

FULL-COLOR (2-COLOR / 3-COLOR) ALTERNATE APPLICATIONS

FULL-COLOR ON URBANDALE RED BACKGROUNDS

FULL-COLOR ON URBANDALE NAVY BACKGROUNDS

FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS

FULL-COLOR ON DARK/PATTERNED/IMAGE-BASED BACKGROUNDS

2-COLOR ALTERNATE APPLICATIONS - *(For professional vendor use because of limited color production)*

URBANDALE RED BACKGROUND	URBANDALE NAVY BACKGROUND	LIGHT OR PATTERNED BACKGROUNDS	DARK OR PATTERNED BACKGROUNDS

1-COLOR ALTERNATE APPLICATIONS - *(For use because of limited color production)*

URBANDALE RED BACKGROUND	URBANDALE NAVY BACKGROUND	LIGHT OR PATTERNED BACKGROUNDS	DARK OR PATTERNED BACKGROUNDS

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FULL COLOR ON LIGHT OR WHITE BACKGROUNDS

FULL-COLOR (2-COLOR / 3-COLOR) ALTERNATE APPLICATIONS

FULL-COLOR ON URBANDALE RED BACKGROUNDS

FULL-COLOR ON URBANDALE NAVY BACKGROUNDS
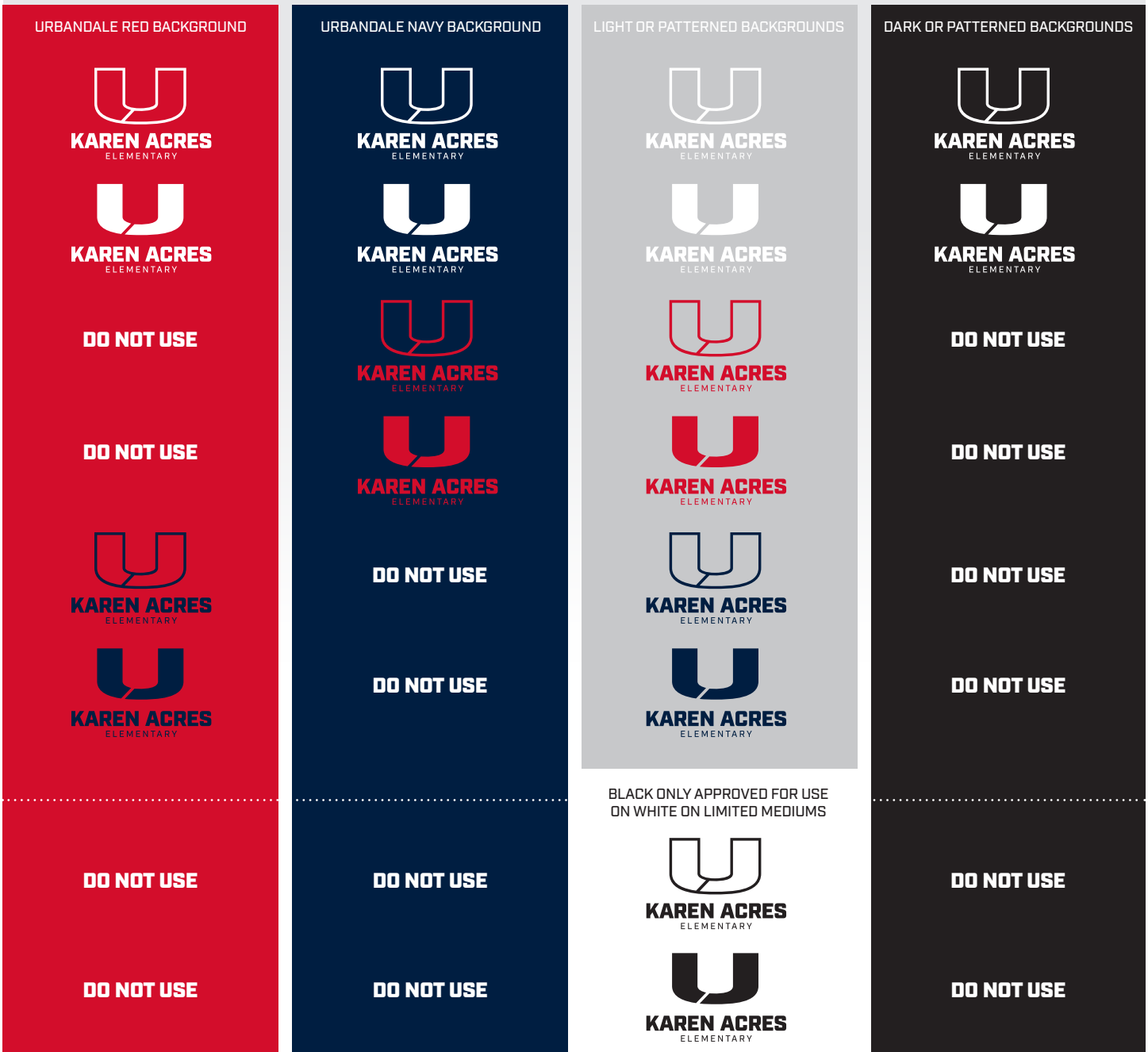

FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS

FULL-COLOR ON DARK/PATTERNED/IMAGE-BASED BACKGROUNDS

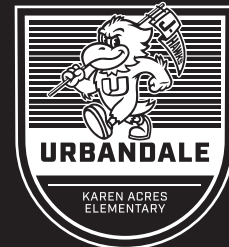FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS

FULL-COLOR (5 COLOR) / 2-COLOR ALTERNATE APPLICATIONS

FULL-COLOR ON URBANDALE RED BACKGROUNDS

FULL-COLOR ON URBANDALE NAVY BACKGROUNDS

2-COLOR OPTIONS ON URBANDALE BACKGROUNDS

FULL COLOR ON LIGHT OR WHITE BACKGROUNDS

FULL-COLOR (2-COLOR / 3-COLOR) ALTERNATE APPLICATIONS

FULL-COLOR ON URBANDALE RED BACKGROUNDS

FULL-COLOR ON URBANDALE NAVY BACKGROUNDS

FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS

FULL-COLOR ON DARK/PATTERNED/IMAGE-BASED BACKGROUNDS

2-COLOR ALTERNATE APPLICATIONS - *(For professional vendor use because of limited color production)*

URBANDALE RED BACKGROUND	URBANDALE NAVY BACKGROUND	LIGHT OR PATTERNED BACKGROUNDS	DARK OR PATTERNED BACKGROUNDS

1-COLOR ALTERNATE APPLICATIONS - *(For use because of limited color production)*

URBANDALE RED BACKGROUND	URBANDALE NAVY BACKGROUND	LIGHT OR PATTERNED BACKGROUNDS	DARK OR PATTERNED BACKGROUNDS
DO NOT USE			DO NOT USE
DO NOT USE			DO NOT USE
	DO NOT USE		DO NOT USE
	DO NOT USE		DO NOT USE

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DO NOT USE	DO NOT USE		DO NOT USE
DO NOT USE	DO NOT USE		DO NOT USE

FULL COLOR ON LIGHT OR WHITE BACKGROUNDS

FULL-COLOR (2-COLOR / 3-COLOR) ALTERNATE APPLICATIONS

FULL-COLOR ON URBANDALE RED BACKGROUNDS

FULL-COLOR ON URBANDALE NAVY BACKGROUNDS

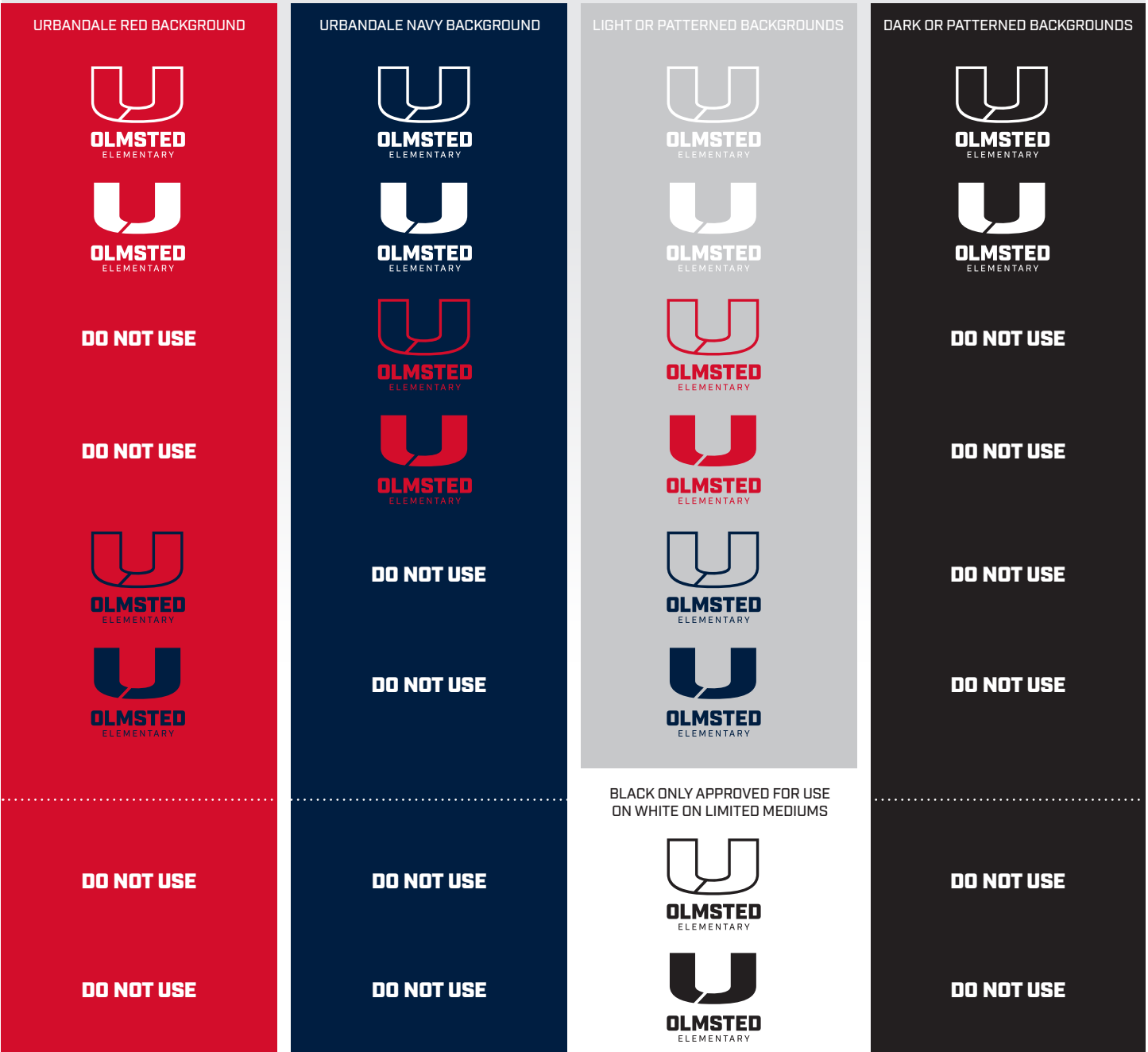FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS

FULL-COLOR ON DARK/PATTERNED/IMAGE-BASED BACKGROUNDS

FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS

FULL-COLOR (5 COLOR) / 2-COLOR ALTERNATE APPLICATIONS

FULL-COLOR ON URBANDALE RED BACKGROUNDS

FULL-COLOR ON URBANDALE NAVY BACKGROUNDS

2-COLOR OPTIONS ON URBANDALE BACKGROUNDS

FULL COLOR ON LIGHT OR WHITE BACKGROUNDS
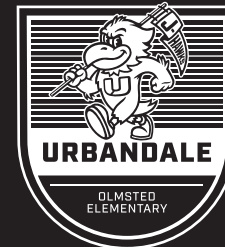
FULL-COLOR (2-COLOR / 3-COLOR) ALTERNATE APPLICATIONS

FULL-COLOR ON URBANDALE RED BACKGROUNDS

FULL-COLOR ON URBANDALE NAVY BACKGROUNDS

FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS

FULL-COLOR ON DARK/PATTERNED/IMAGE-BASED BACKGROUNDS

2-COLOR ALTERNATE APPLICATIONS - *(For professional vendor use because of limited color production)*

URBANDALE RED BACKGROUND	URBANDALE NAVY BACKGROUND	LIGHT OR PATTERNED BACKGROUNDS	DARK OR PATTERNED BACKGROUNDS

1-COLOR ALTERNATE APPLICATIONS - *(For use because of limited color production)*

URBANDALE RED BACKGROUND	URBANDALE NAVY BACKGROUND	LIGHT OR PATTERNED BACKGROUNDS	DARK OR PATTERNED BACKGROUNDS

DO NOT USE

BLACK ONLY APPROVED FOR USE
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FULL COLOR ON LIGHT OR WHITE BACKGROUNDS

FULL-COLOR (2-COLOR / 3-COLOR) ALTERNATE APPLICATIONS

FULL-COLOR ON URBANDALE RED BACKGROUNDS
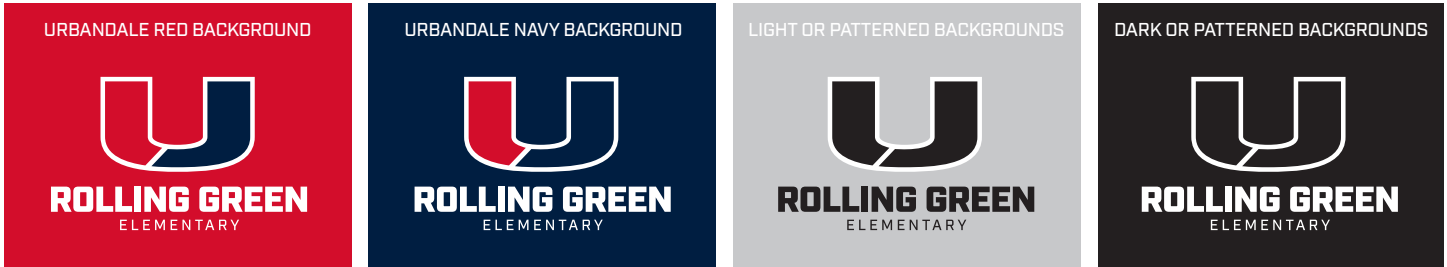
FULL-COLOR ON URBANDALE NAVY BACKGROUNDS
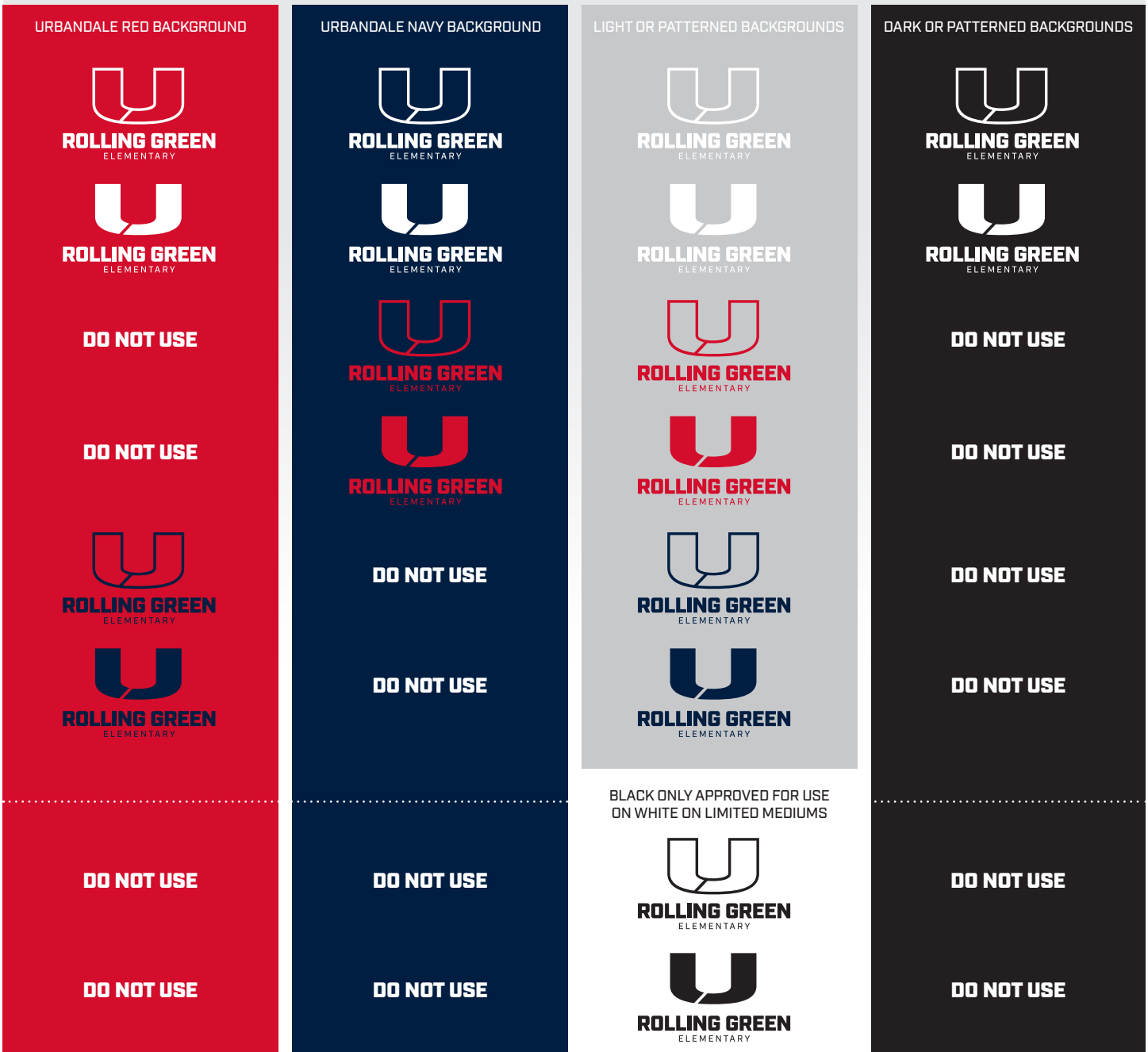
FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS

FULL-COLOR ON DARK/PATTERNED/IMAGE-BASED BACKGROUNDS

FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS

FULL-COLOR (5 COLOR) / 2-COLOR ALTERNATE APPLICATIONS

FULL-COLOR ON URBANDALE RED BACKGROUNDS

FULL-COLOR ON URBANDALE NAVY BACKGROUNDS

2-COLOR OPTIONS ON URBANDALE BACKGROUNDS

FULL COLOR ON LIGHT OR WHITE BACKGROUNDS

FULL-COLOR (2-COLOR / 3-COLOR) ALTERNATE APPLICATIONS

FULL-COLOR ON URBANDALE RED BACKGROUNDS

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URBANDALE RED BACKGROUND	URBANDALE NAVY BACKGROUND	LIGHT OR PATTERNED BACKGROUNDS	DARK OR PATTERNED BACKGROUNDS

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URBANDALE RED BACKGROUND	URBANDALE NAVY BACKGROUND	LIGHT OR PATTERNED BACKGROUNDS	DARK OR PATTERNED BACKGROUNDS
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FULL COLOR ON LIGHT OR WHITE BACKGROUNDS

FULL-COLOR (2-COLOR / 3-COLOR) ALTERNATE APPLICATIONS

FULL-COLOR ON URBANDALE RED BACKGROUNDS

FULL-COLOR ON URBANDALE NAVY BACKGROUNDS
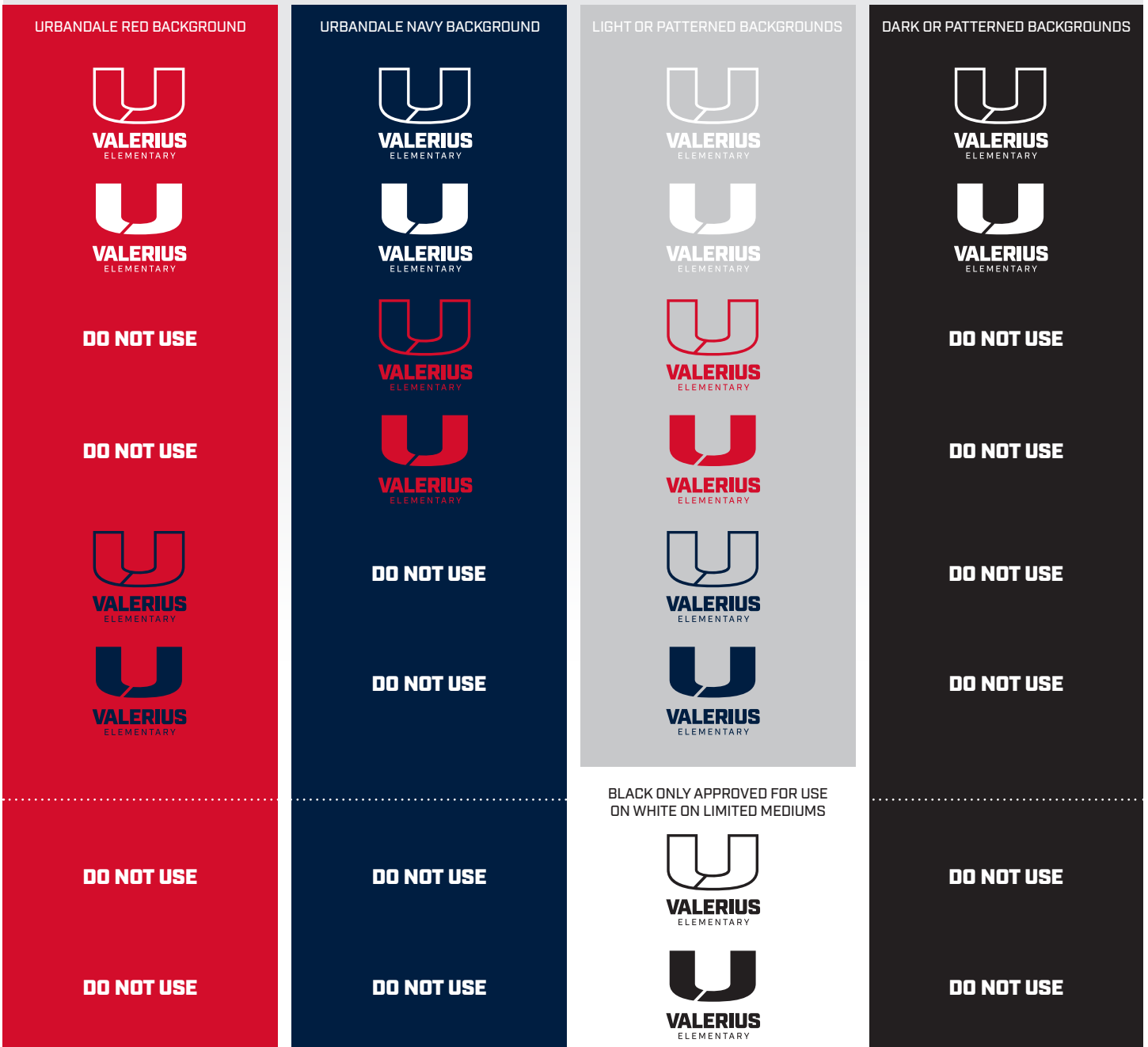
FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS

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FULL-COLOR ON URBANDALE NAVY BACKGROUNDS

2-COLOR OPTIONS ON URBANDALE BACKGROUNDS
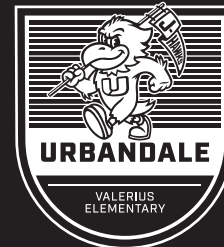
FULL COLOR ON LIGHT OR WHITE BACKGROUNDS

FULL-COLOR (2-COLOR / 3-COLOR) ALTERNATE APPLICATIONS

FULL-COLOR ON URBANDALE RED BACKGROUNDS

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URBANDALE RED BACKGROUND	URBANDALE NAVY BACKGROUND	LIGHT OR PATTERNED BACKGROUNDS	DARK OR PATTERNED BACKGROUNDS

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URBANDALE RED BACKGROUND	URBANDALE NAVY BACKGROUND	LIGHT OR PATTERNED BACKGROUNDS	DARK OR PATTERNED BACKGROUNDS
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	DO NOT USE		DO NOT USE

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DO NOT USE	DO NOT USE		DO NOT USE
DO NOT USE	DO NOT USE		DO NOT USE

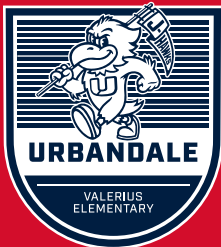FULL COLOR ON LIGHT OR WHITE BACKGROUNDS

FULL-COLOR (2-COLOR / 3-COLOR) ALTERNATE APPLICATIONS

FULL-COLOR ON URBANDALE RED BACKGROUNDS

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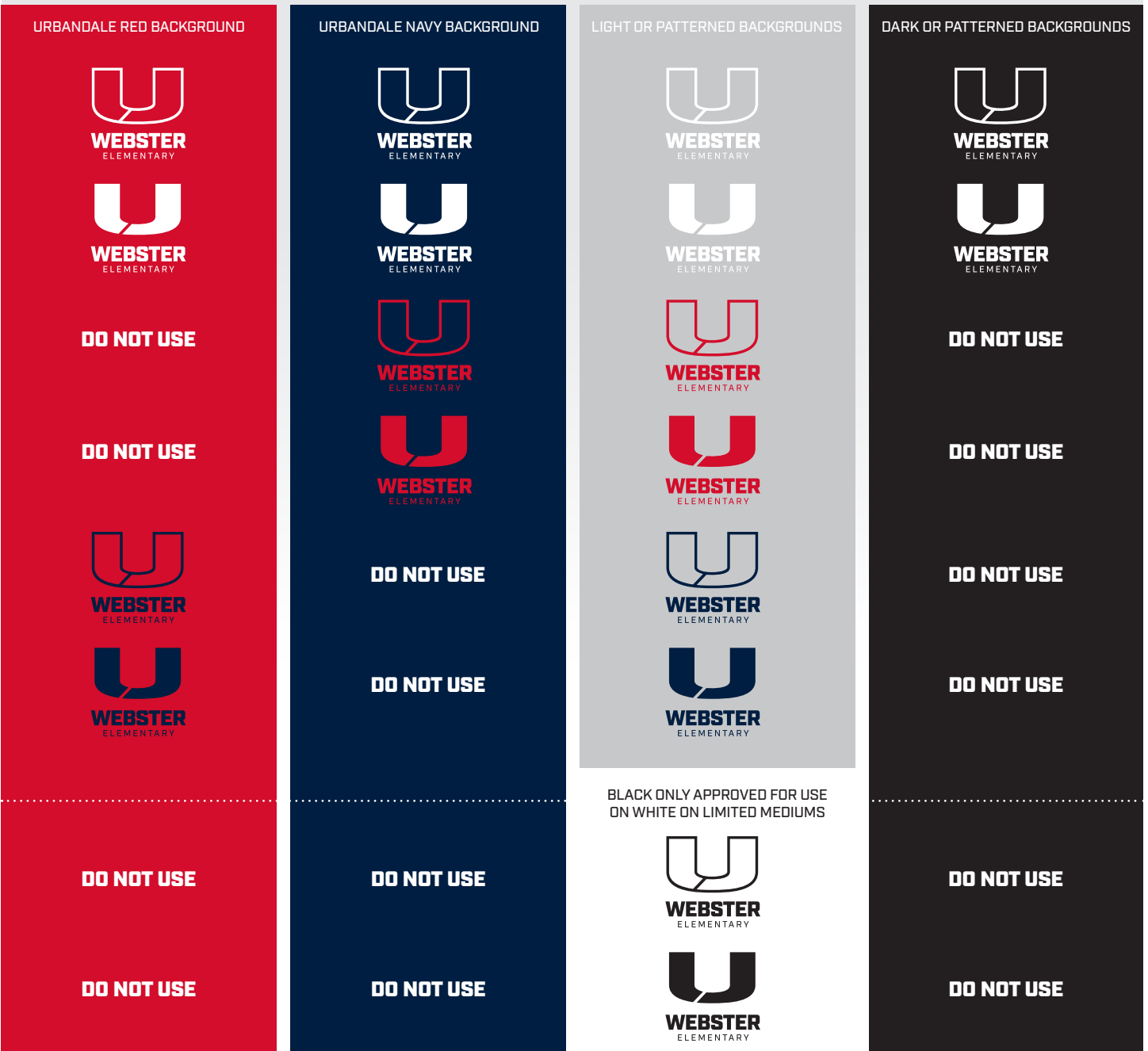
FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS

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2-COLOR ALTERNATE APPLICATIONS - *(For professional vendor use because of limited color production)*

URBANDALE RED BACKGROUND	URBANDALE NAVY BACKGROUND	LIGHT OR PATTERNED BACKGROUNDS	DARK OR PATTERNED BACKGROUNDS

1-COLOR ALTERNATE APPLICATIONS - *(For use because of limited color production)*

URBANDALE RED BACKGROUND	URBANDALE NAVY BACKGROUND	LIGHT OR PATTERNED BACKGROUNDS	DARK OR PATTERNED BACKGROUNDS
DO NOT USE			DO NOT USE
DO NOT USE			DO NOT USE
	DO NOT USE		DO NOT USE
	DO NOT USE		DO NOT USE

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DO NOT USE	DO NOT USE		DO NOT USE
DO NOT USE	DO NOT USE		DO NOT USE

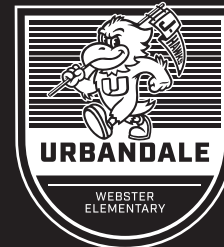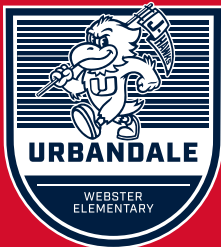FULL COLOR ON LIGHT OR WHITE BACKGROUNDS

FULL-COLOR (2-COLOR / 3-COLOR) ALTERNATE APPLICATIONS

FULL-COLOR ON URBANDALE RED BACKGROUNDS

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FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS

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2-COLOR OPTIONS ON URBANDALE BACKGROUNDS

MISUSE & VIOLATIONS

For Urbandale Community School District to maintain brand integrity and maximize each logo's effectiveness as an identifier, all logos must be applied — *without modification* — according to the guidelines in this manual. While many violations are depicted, Urbandale Community School District retains the sole descretion to reject or revoke any or all designs that do not meet its brand standards.

NEVER USE UNAPPROVED COLORS

NEVER ALTER TYPOGRAPHY

NEVER DISTORT MARKS

NEVER RESIZE LOGOMARK ELEMENTS

NEVER FLIP OR REVERSE MARKS WITHOUT PERMISSION

NEVER REARRANGE/OVERLAP THE LOGOMARKS

NEVER ALTER THE ANGLE OF MARKS

URBANDALE RULES

NEVER USE UNAPPROVED TAGLINES

NEVER ADD SHAPES TO THE LOGOS

NEVER REVERSE THE LOGOMARKS
ON AN INCORRECT BACKGROUND COLOR

URBANDALE

J-HAWKS
Football

NEVER USE ALTERNATE COLORS OR
FLIP COLORS WITHIN THE LOGOS

NEVER USE UNAPPROVED
LOGOTYPE COMBINATIONS

CONCERT BAND

NEVER CHANGE DESIGNATED
TYPOGRAPHY PROPORTIONS

NEVER USE COLORS TOO CLOSE
IN HUE, ALWAYS CONSIDER READABILITY

CONTACT

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For information about the specifications included in this guide, or questions regarding specific use, please contact:

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