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. When 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

Pantone 286 - Urbie Blue
RGB = 0, 51, 160
Hex = #0033A0
CMYK = 100, 68, 0, 37
	Pantone 123 - Urbie Yellow
	RGB = 255, 199, 44
	Hex = #FFC72C
	CMYK = 0, 22, 83, 0

*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.

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.

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.

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.

Gotham Book
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789

Gotham Bold
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789

Gotham Black
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789

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.

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.

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.

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

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

URBANDALE

FULL COLOR ON LIGHT OR WHITE BACKGROUNDS

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

URBANDALE

URBANDALE

FULL-COLOR ON URBANDALE RED BACKGROUNDS

FULL-COLOR ON URBANDALE NAVY BACKGROUNDS

URBANDALE

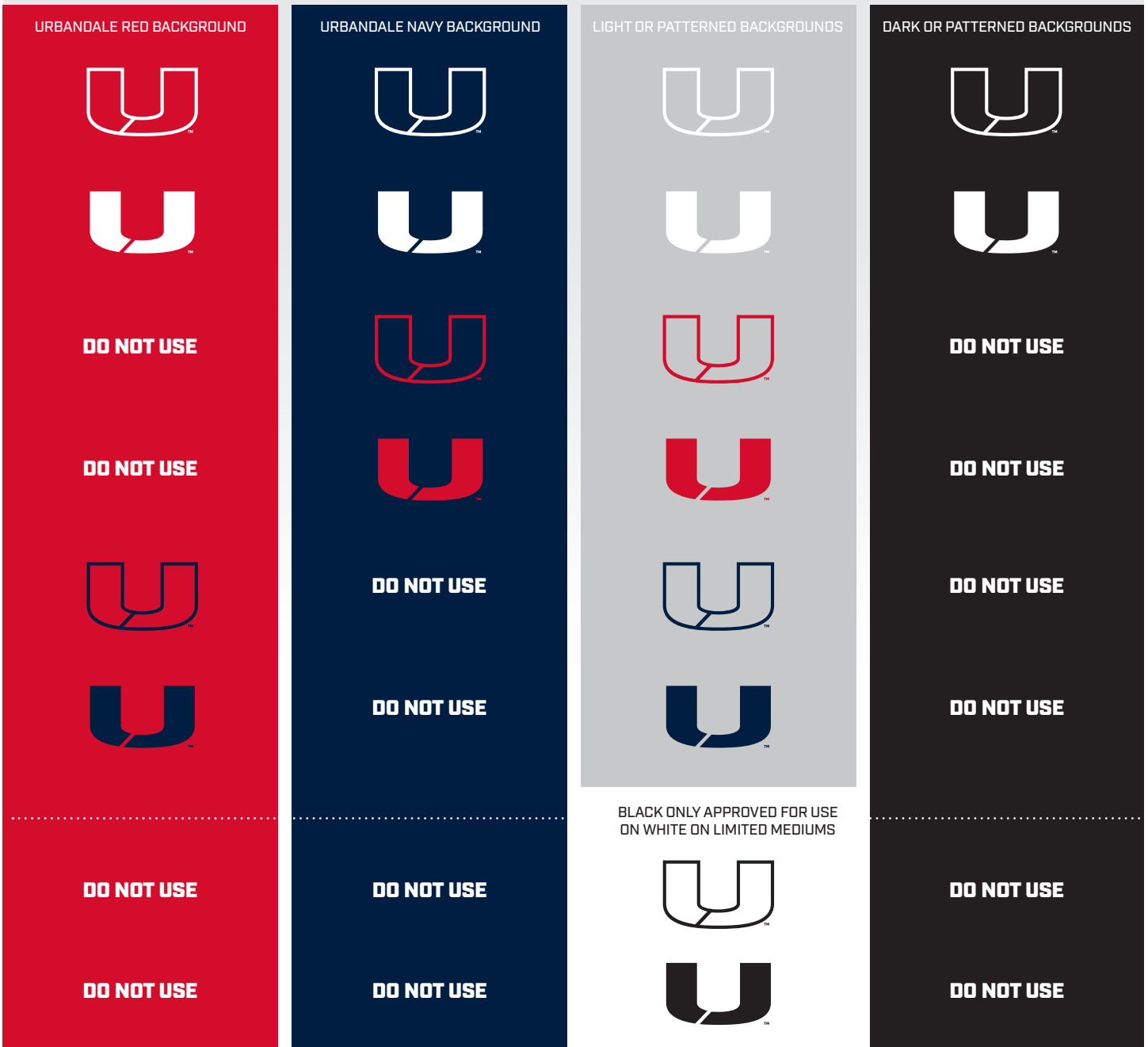URBANDALE

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 (5-COLOR) ALTERNATE APPLICATIONS

FULL-COLOR ON URBANDALE RED BACKGROUNDS

FULL-COLOR ON URBANDALE NAVY BACKGROUNDS

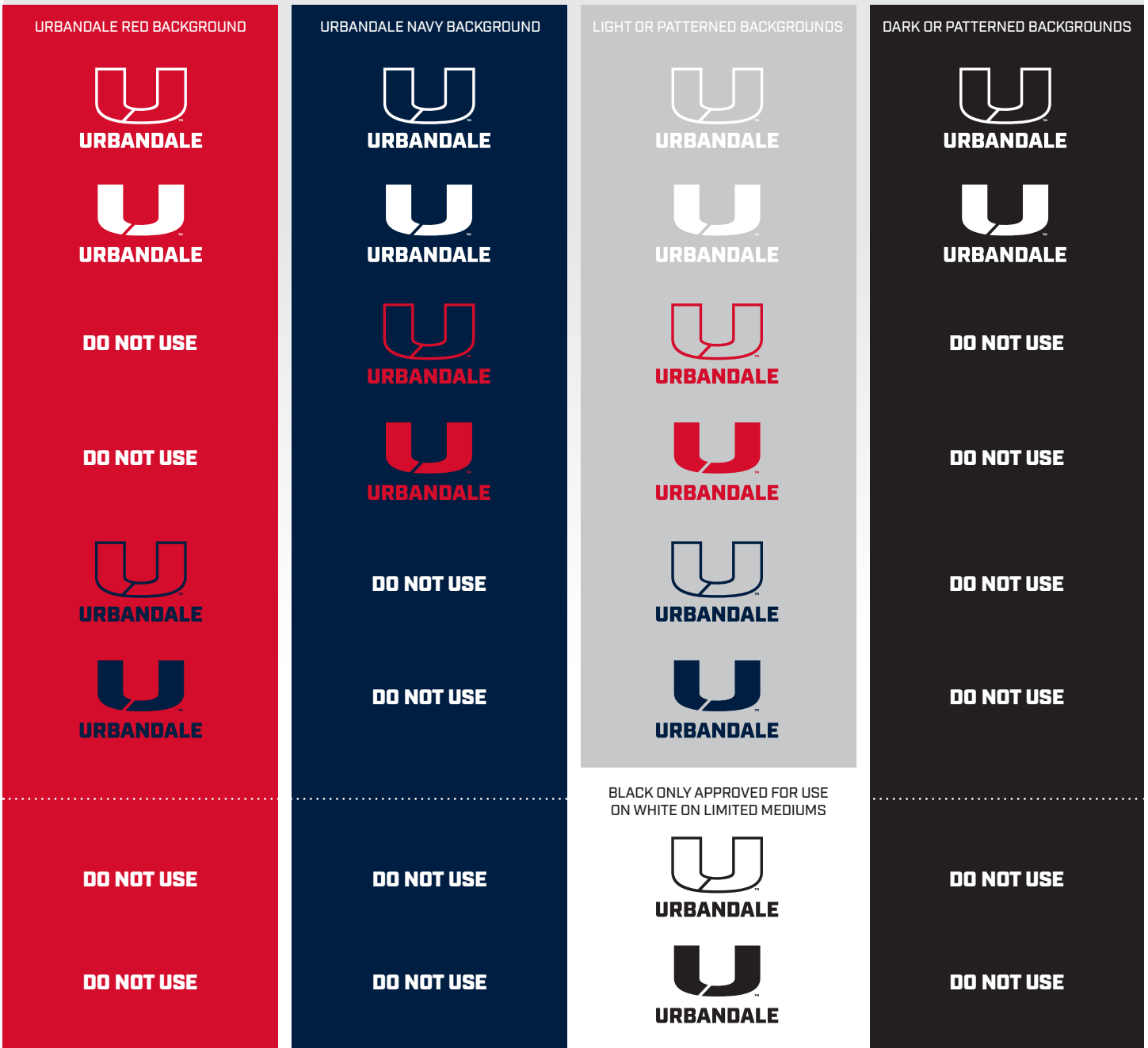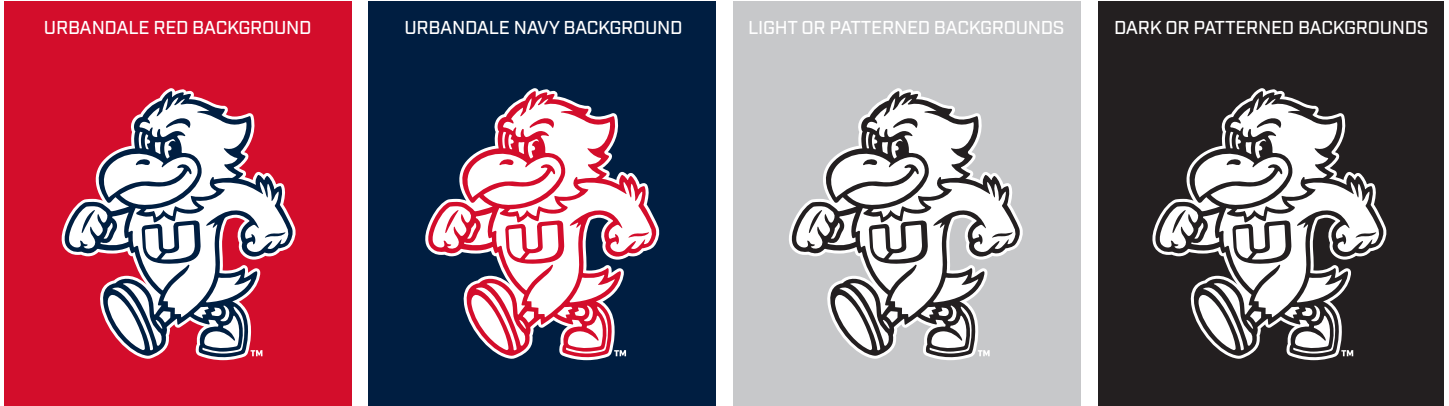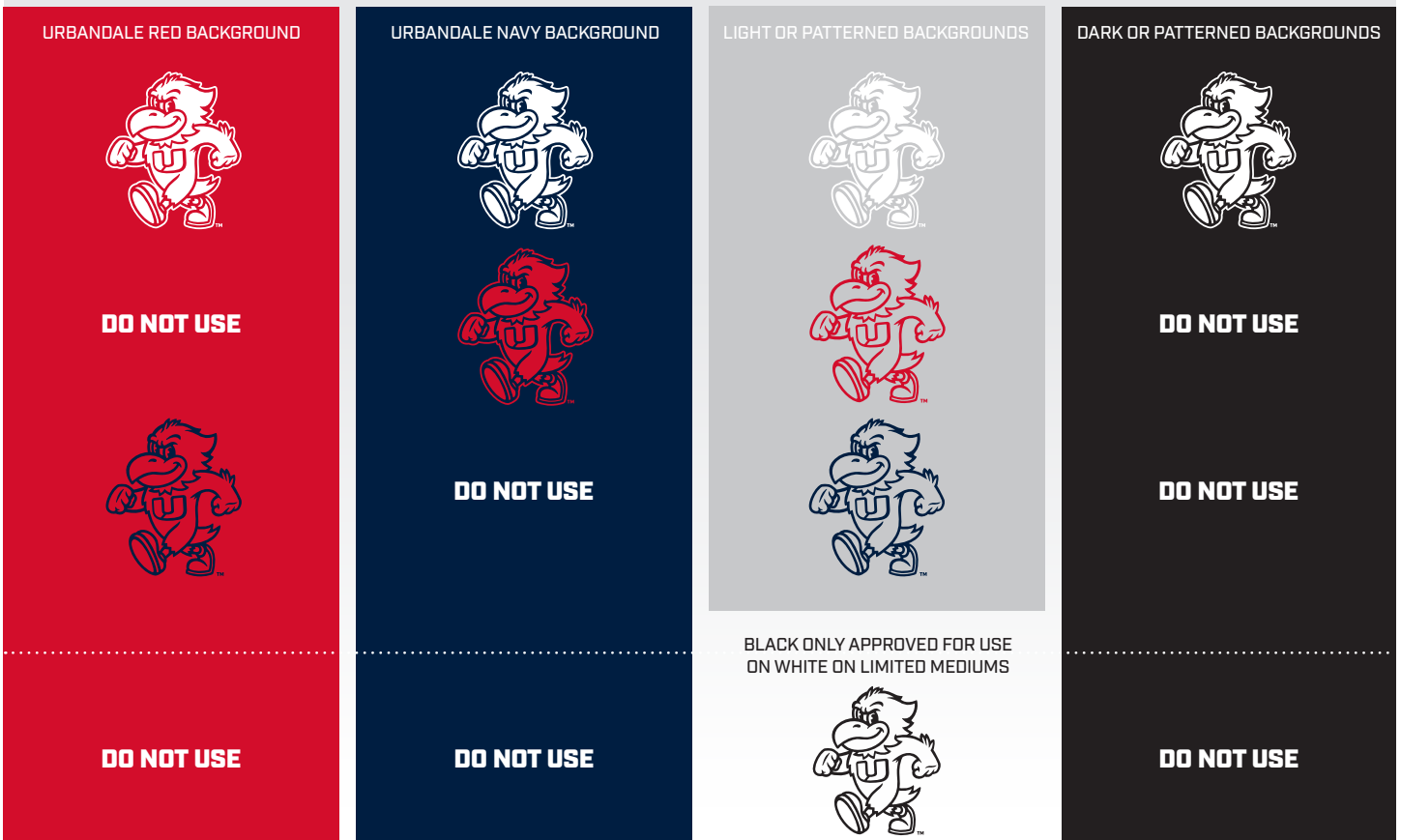
FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS

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
		BLACK ONLY APPROVED FOR USE ON WHITE ON LIMITED MEDIUMS	
DO NOT USE	DO NOT USE		DO NOT USE

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 that production limits color usage, those options are outlined in this guide. Many times this will require District supervision and written approval.

URBANDALE
J-HAWKS

FULL COLOR ON LIGHT OR WHITE BACKGROUNDS

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

URBANDALE
J-HAWKS

URBANDALE
J-HAWKS

FULL-COLOR ON URBANDALE RED BACKGROUNDS

FULL-COLOR ON URBANDALE NAVY BACKGROUNDS

URBANDALE
J-HAWKS

URBANDALE
J-HAWKS

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
		BLACK ONLY APPROVED FOR USE ON WHITE ON LIMITED MEDIUMS	
DO NOT USE	DO NOT USE	U URBANDALE J-HAWKS	DO NOT USE
DO NOT USE	DO NOT USE	U URBANDALE J-HAWKS	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
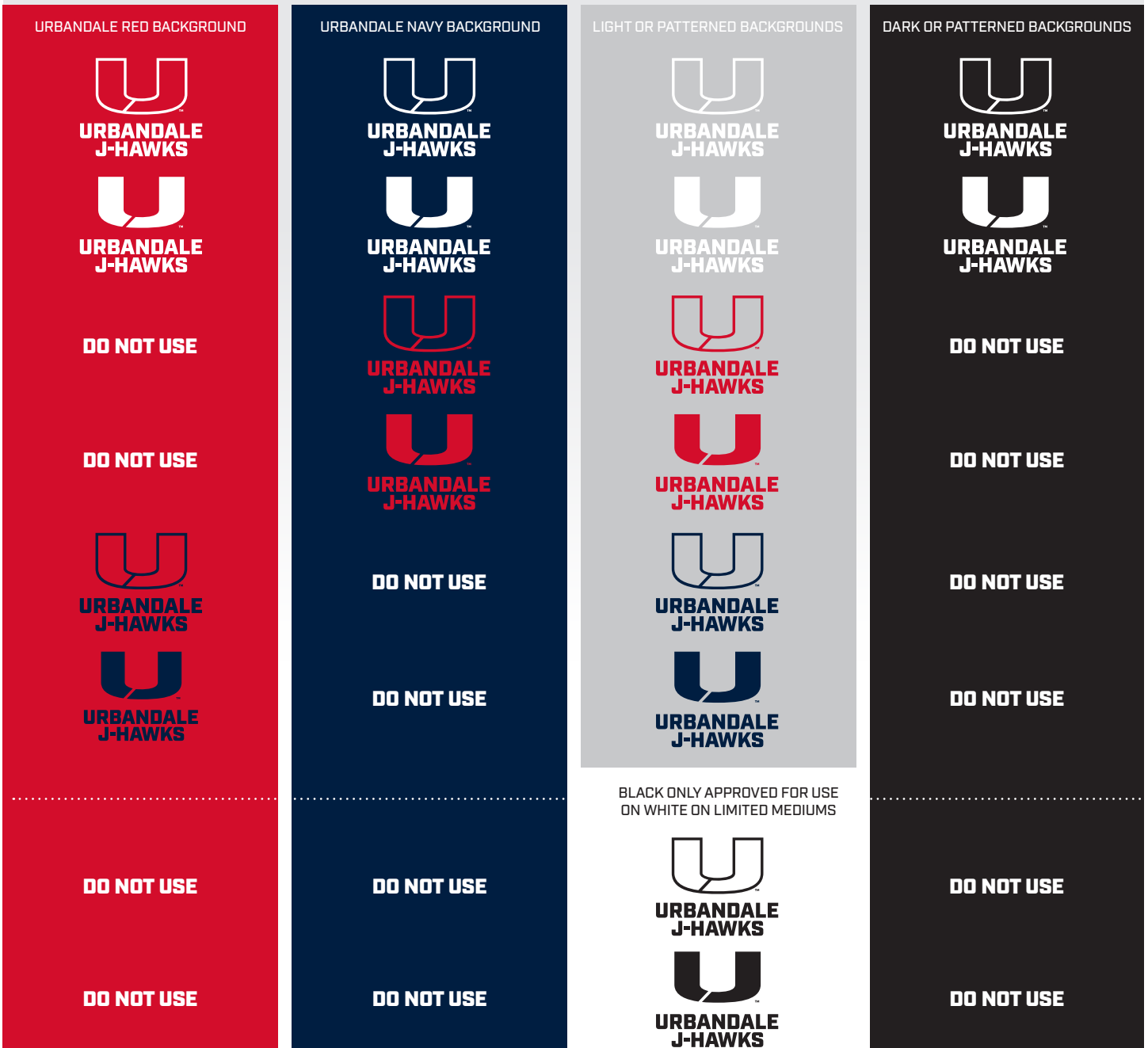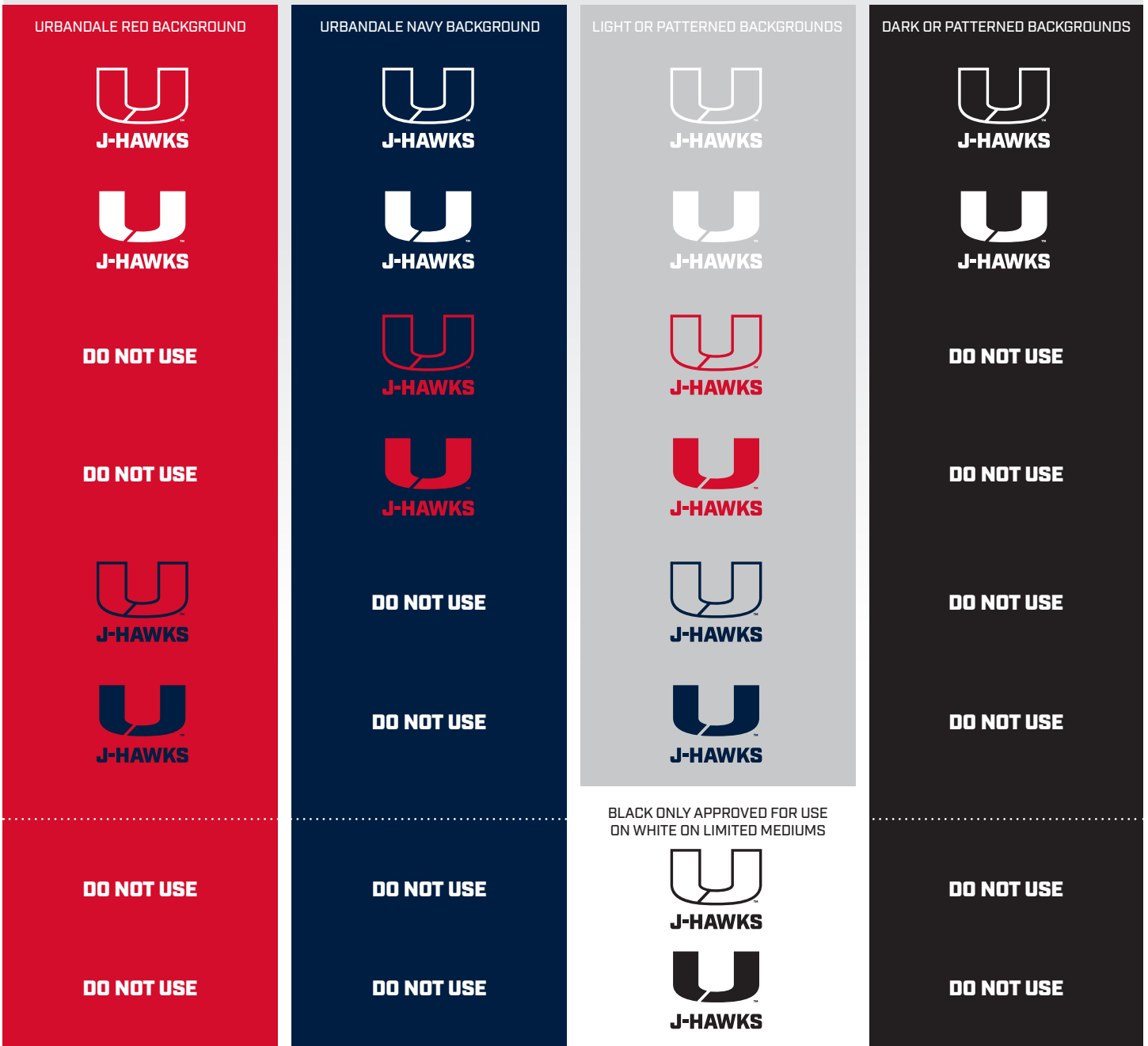

FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS

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

SECONDARY MARK - J-HAWKS 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
U J-HAWKS	U J-HAWKS	U J-HAWKS	U 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 J-HAWKS	U J-HAWKS	U J-HAWKS	U J-HAWKS
U J-HAWKS	U J-HAWKS	U J-HAWKS	U J-HAWKS
DO NOT USE	U J-HAWKS	U J-HAWKS	DO NOT USE
DO NOT USE	U J-HAWKS	U J-HAWKS	DO NOT USE
U J-HAWKS	DO NOT USE	U J-HAWKS	DO NOT USE
U J-HAWKS	DO NOT USE	U J-HAWKS	DO NOT USE

BLACK ONLY APPROVED FOR USE ON WHITE ON LIMITED MEDIUMS

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

FULL COLOR ON LIGHT OR WHITE BACKGROUNDS

FULL-COLOR (4-COLOR) ALTERNATE APPLICATIONS

FULL-COLOR ON URBANDALE RED BACKGROUNDS
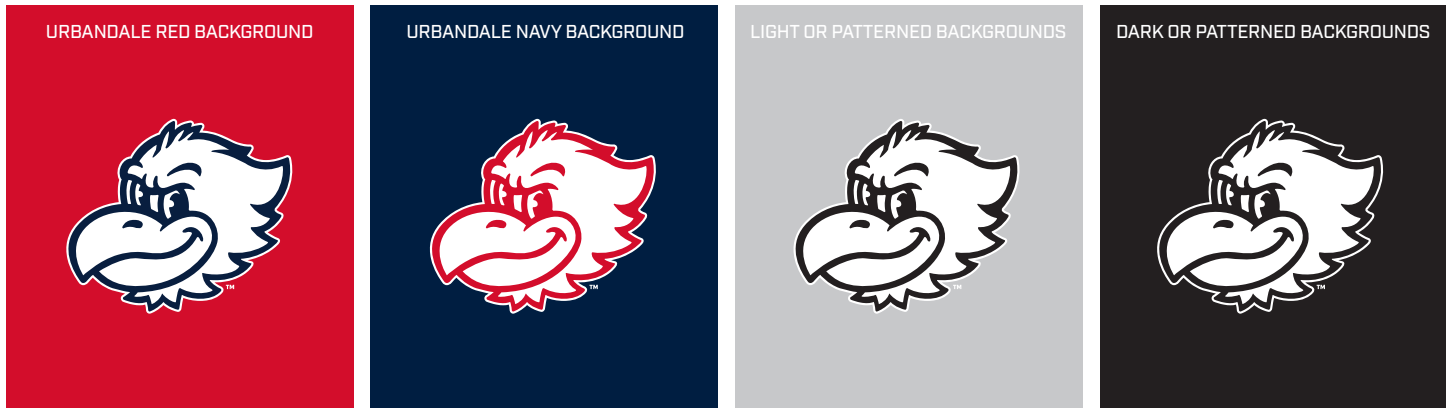

FULL-COLOR ON URBANDALE NAVY BACKGROUNDS

FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS

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

SECONDARY MARK - URBIE HEAD MASCOT 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

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 |

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 that 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

BLACK ONLY APPROVED FOR USE
ON WHITE ON LIMITED MEDIUMS

DO NOT USE	DO NOT USE	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
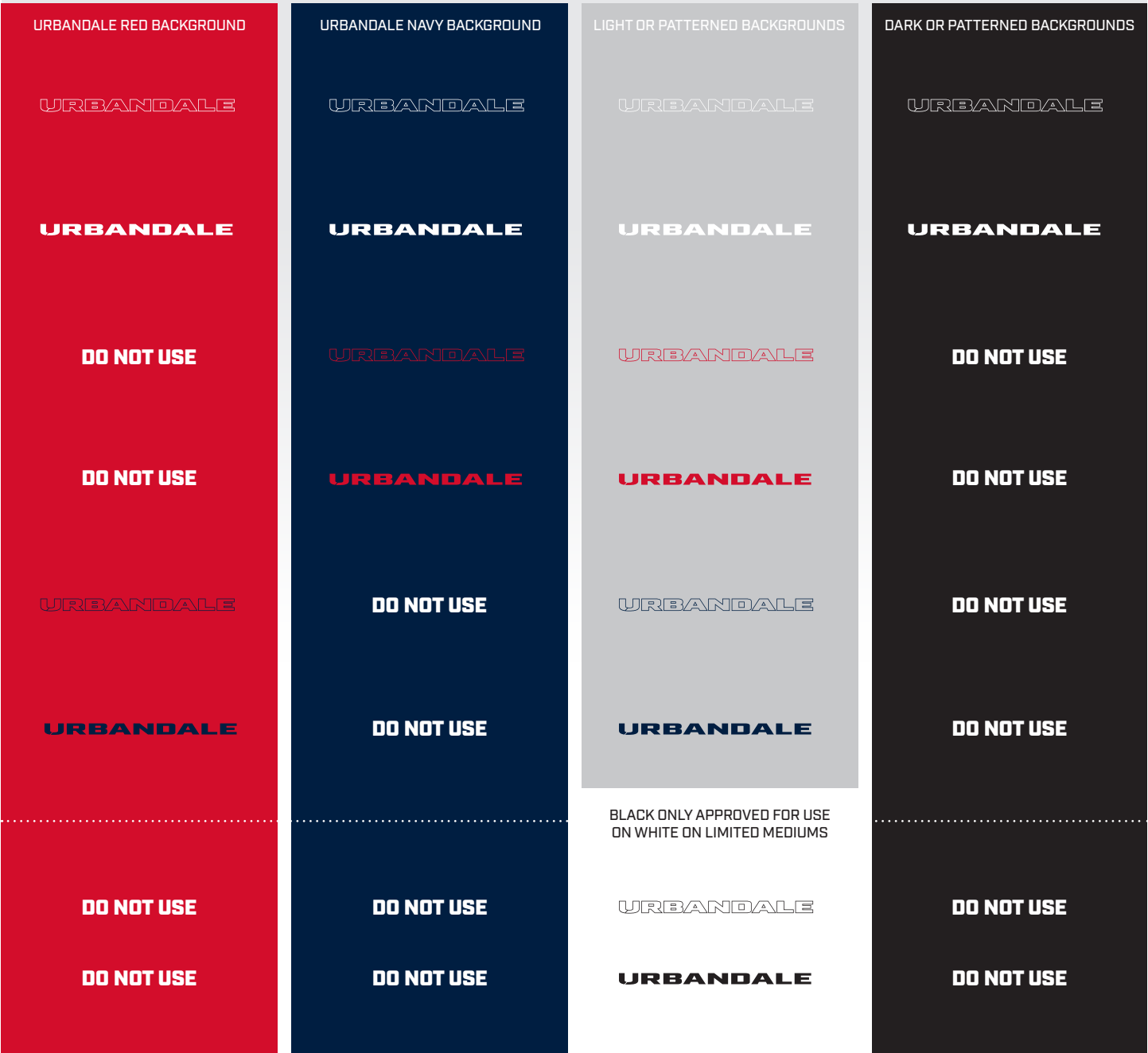
FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS

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

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 - URBIE HEAD WITH J-HAWKS 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
J-HAWKS	J-HAWKS	J-HAWKS	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
J-HAWKS	J-HAWKS	J-HAWKS	J-HAWKS
DO NOT USE	J-HAWKS	J-HAWKS	DO NOT USE
J-HAWKS	DO NOT USE	J-HAWKS	DO NOT USE
DO NOT USE	DO NOT USE	BLACK ONLY APPROVED FOR USE ON WHITE ON LIMITED MEDIUMS J-HAWKS	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		DO NOT USE

BLACK ONLY APPROVED FOR USE
ON WHITE ON LIMITED MEDIUMS

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
		BLACK ONLY APPROVED FOR USE ON WHITE ON LIMITED MEDIUMS	
DO NOT USE	DO NOT USE	**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
		BLACK ONLY APPROVED FOR USE ON WHITE ON LIMITED MEDIUMS	
DO NOT USE	DO NOT USE	**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

ACTIVITIES

4x

.5x

1x

CENTER AXIS

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

ATHLETIC TRAINING

BASEBALL

BASKETBALL

BOYS BASKETBALL

GIRLS BASKETBALL

BOWLING

BOYS BOWLING

3-COLOR ON URBANDALE NAVY OR DARK/PATTERNED BACKGROUNDS

ATHLETIC TRAINING

BASEBALL

BASKETBALL

BOYS BASKETBALL

GIRLS BASKETBALL

BOWLING

BOYS BOWLING

2-COLOR ON LIGHT OR WHITE BASE COLORS

ATHLETIC TRAINING

BASEBALL

BASKETBALL

BOYS BASKETBALL

GIRLS BASKETBALL

BOWLING

BOYS BOWLING

1-COLOR ON PATTERNED OR DARK BASE COLORS

ATHLETIC TRAINING

BASEBALL

BASKETBALL

BOYS BASKETBALL

GIRLS BASKETBALL

BOWLING

BOYS BOWLING

RESTRICTED MARK - ACTIVITY SPECIFIC LETTERMARK - ATHLETICS

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	SWIMMING & DIVING	SWIMMING & DIVING	SWIMMING & DIVING
GIRLS DIVING	GIRLS DIVING	GIRLS DIVING	GIRLS DIVING
GIRLS SWIMMING & DIVING	GIRLS SWIMMING & DIVING	GIRLS SWIMMING & DIVING	GIRLS SWIMMING & 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

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
FAMILY SERVICES

URBANDALE
COMMUNITY EDUCATION

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

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 that production limits color usage, those options are outlined in this guide. Many times this will require District supervision and written approval.

URBANDALE
COMMUNITY SCHOOL DISTRICT

FULL COLOR ON LIGHT OR WHITE BACKGROUNDS

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

URBANDALE
COMMUNITY SCHOOL DISTRICT

URBANDALE
COMMUNITY SCHOOL DISTRICT

FULL-COLOR ON URBANDALE RED BACKGROUNDS

FULL-COLOR ON URBANDALE NAVY BACKGROUNDS

URBANDALE
COMMUNITY SCHOOL DISTRICT

URBANDALE
COMMUNITY SCHOOL DISTRICT

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
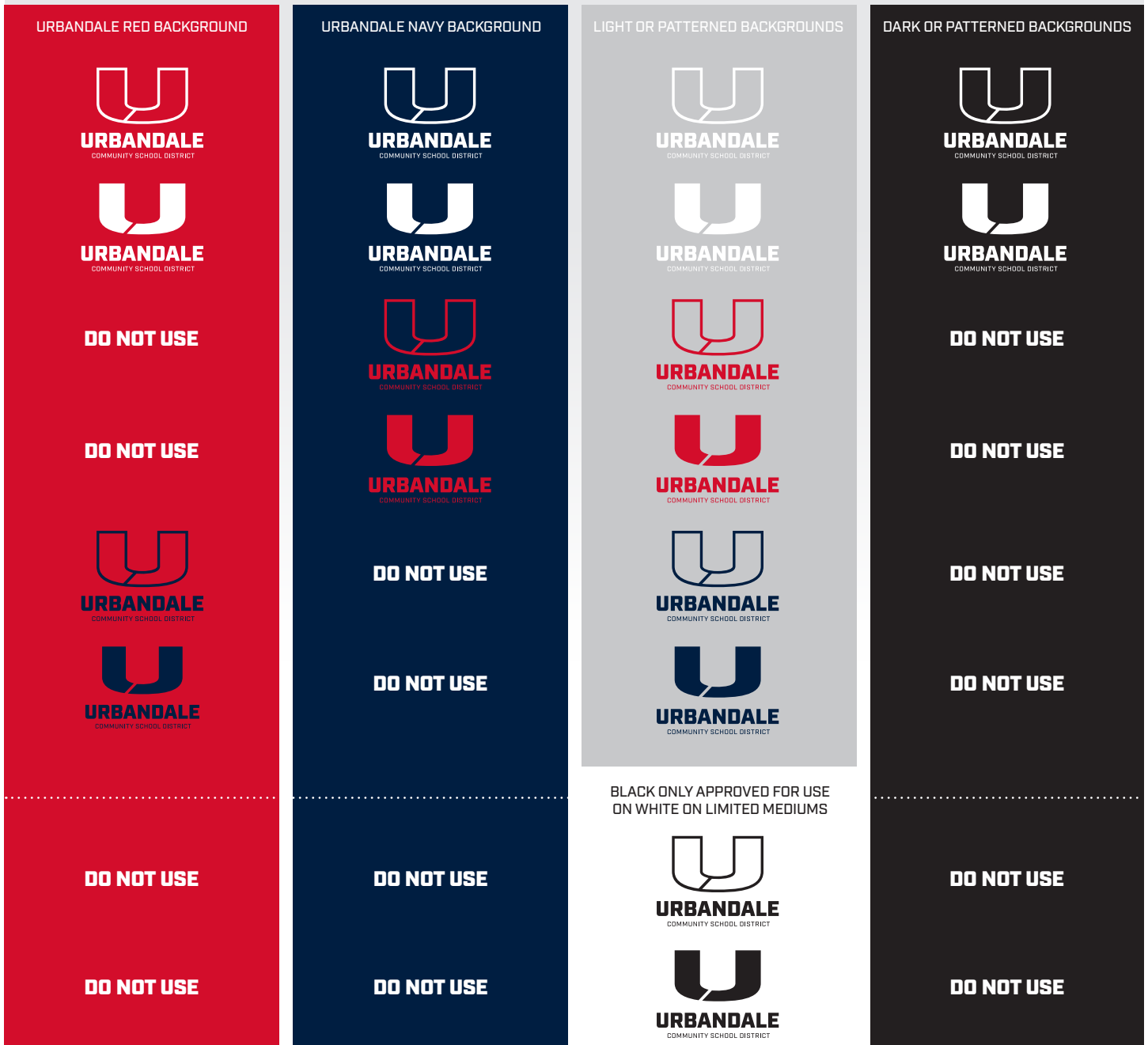
FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS

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

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
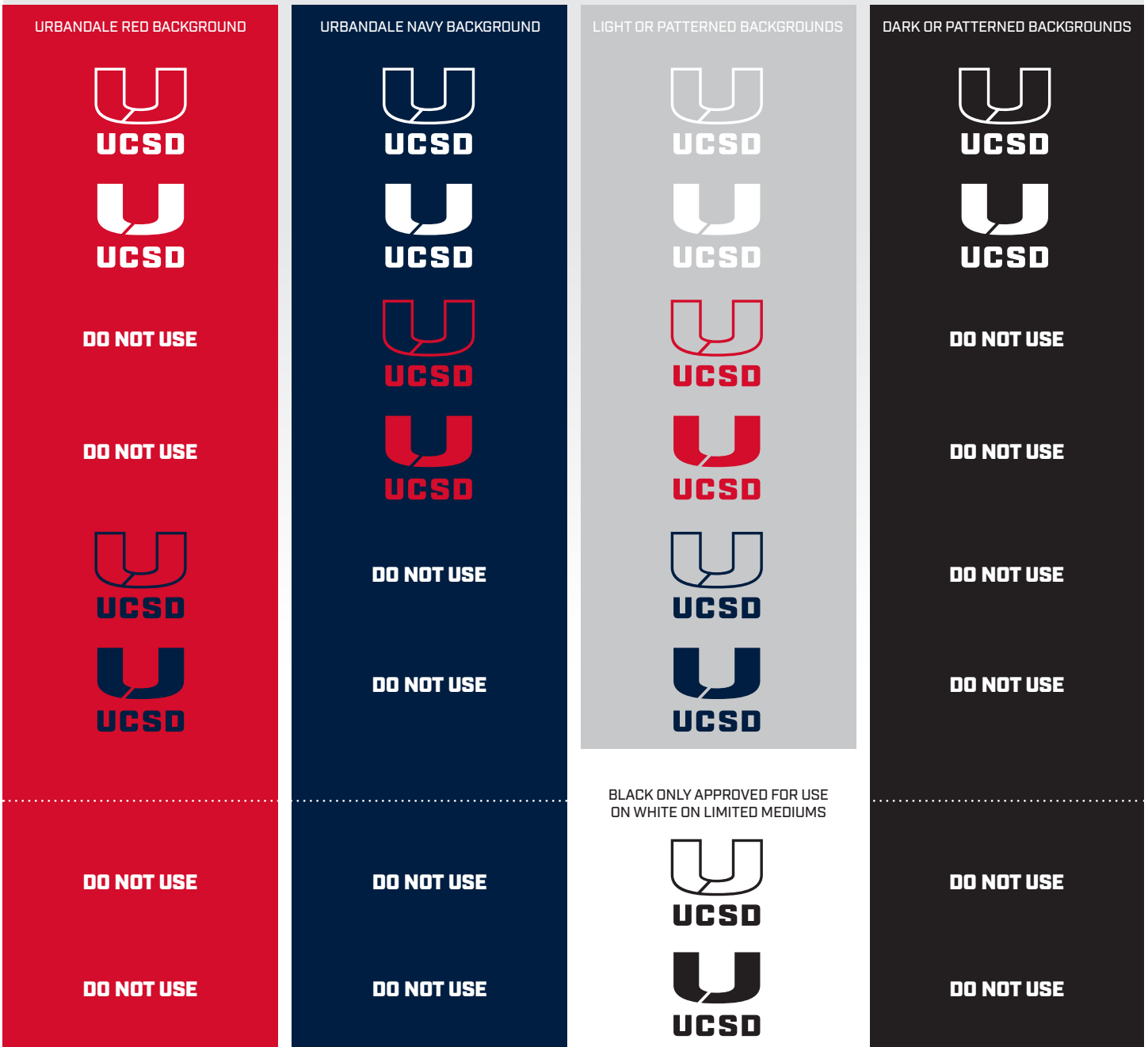

2-COLOR OPTIONS ON URBANDALE BACKGROUNDS

URBANDALE
HIGH SCHOOL

FULL COLOR ON LIGHT OR WHITE BACKGROUNDS

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

URBANDALE
HIGH SCHOOL

FULL-COLOR ON URBANDALE RED BACKGROUNDS

URBANDALE
HIGH SCHOOL

FULL-COLOR ON URBANDALE NAVY BACKGROUNDS

URBANDALE
HIGH SCHOOL

FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS

URBANDALE
HIGH SCHOOL

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 HIGH SCHOOL	**URBANDALE** HIGH SCHOOL	**URBANDALE** HIGH SCHOOL	**URBANDALE** HIGH SCHOOL

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 HIGH SCHOOL	**URBANDALE** HIGH SCHOOL	**URBANDALE** HIGH SCHOOL	**URBANDALE** HIGH SCHOOL
URBANDALE HIGH SCHOOL	**URBANDALE** HIGH SCHOOL	**URBANDALE** HIGH SCHOOL	**URBANDALE** HIGH SCHOOL
DO NOT USE	**URBANDALE** HIGH SCHOOL	**URBANDALE** HIGH SCHOOL	**DO NOT USE**
DO NOT USE	**URBANDALE** HIGH SCHOOL	**URBANDALE** HIGH SCHOOL	**DO NOT USE**
URBANDALE HIGH SCHOOL	**DO NOT USE**	**URBANDALE** HIGH SCHOOL	**DO NOT USE**
URBANDALE HIGH SCHOOL	**DO NOT USE**	**URBANDALE** HIGH SCHOOL	**DO NOT USE**

BLACK ONLY APPROVED FOR USE
ON WHITE ON LIMITED MEDIUMS

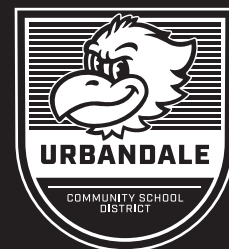| **DO NOT USE**	**DO NOT USE**	**URBANDALE** HIGH SCHOOL	**DO NOT USE**
DO NOT USE	**DO NOT USE**	**URBANDALE** HIGH SCHOOL	**DO NOT USE**

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

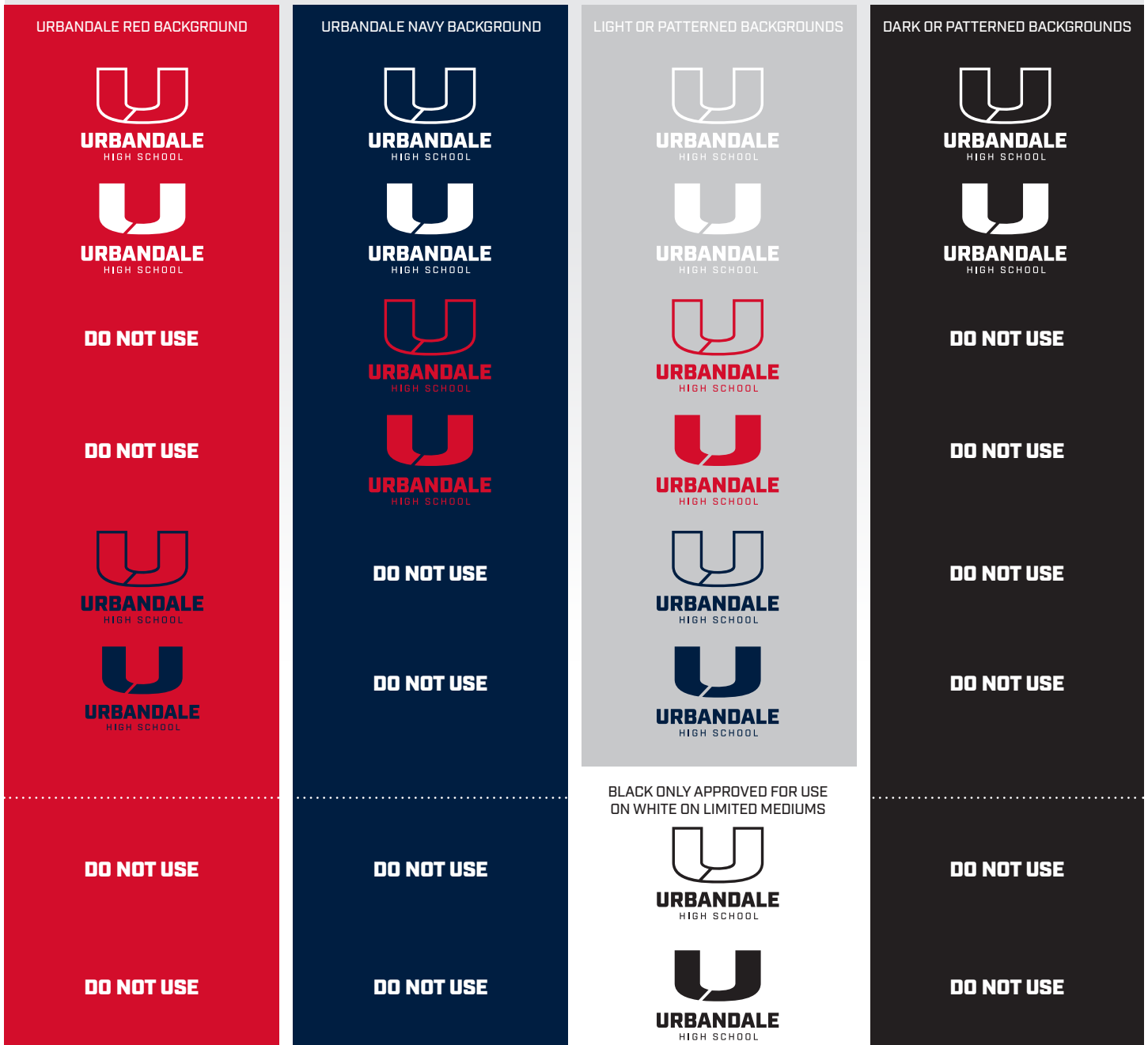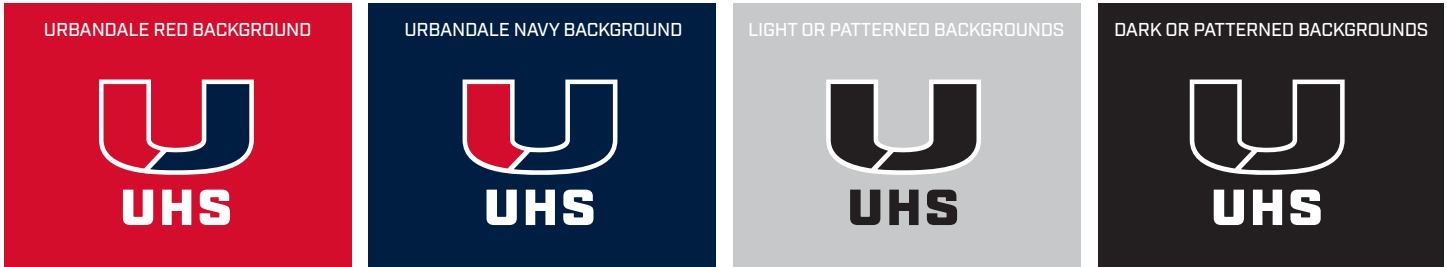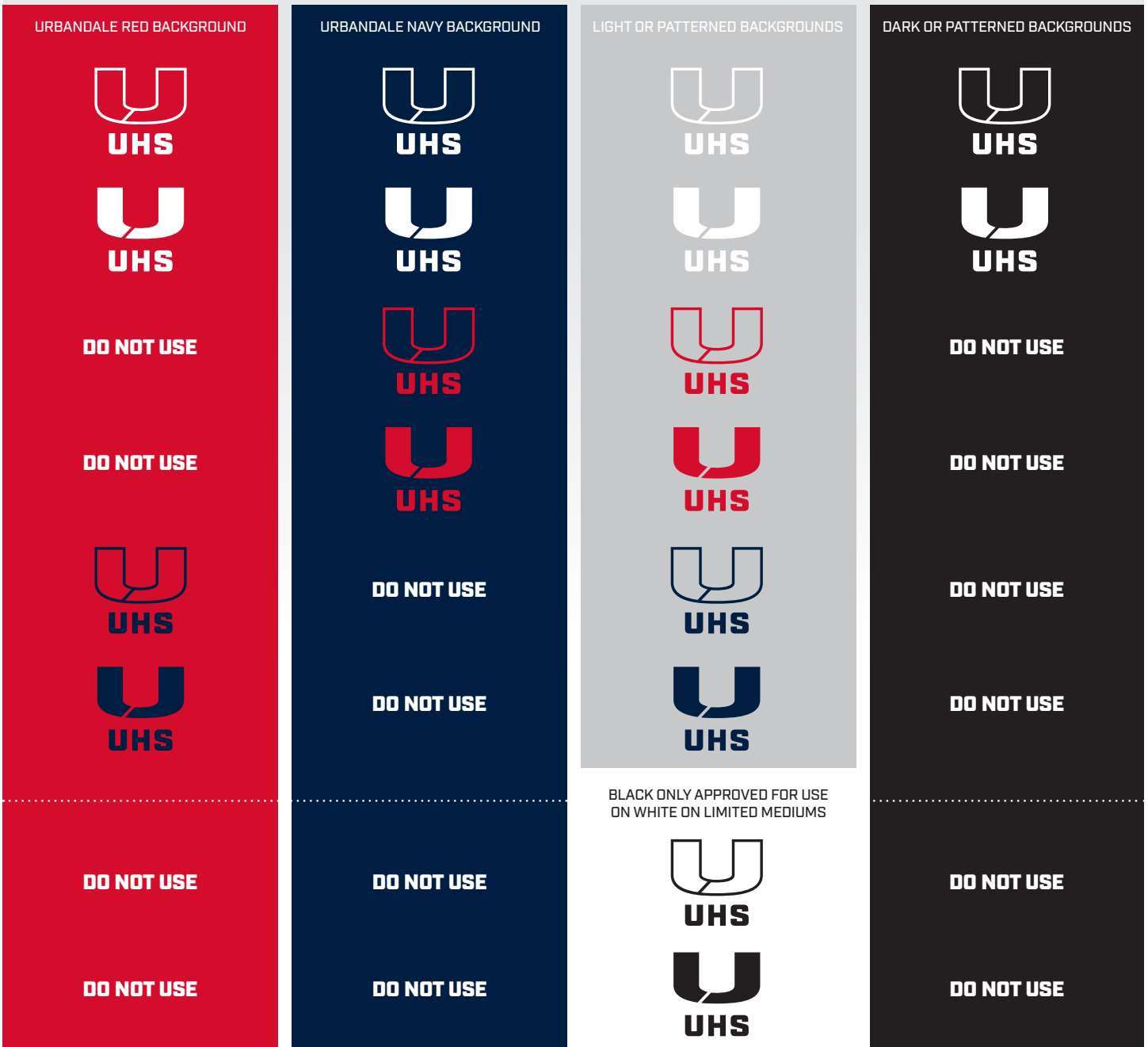FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS

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

DISTRICT MARK - UHS 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

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

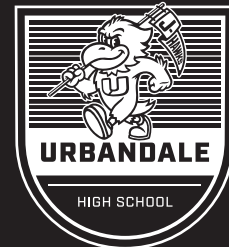FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS

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
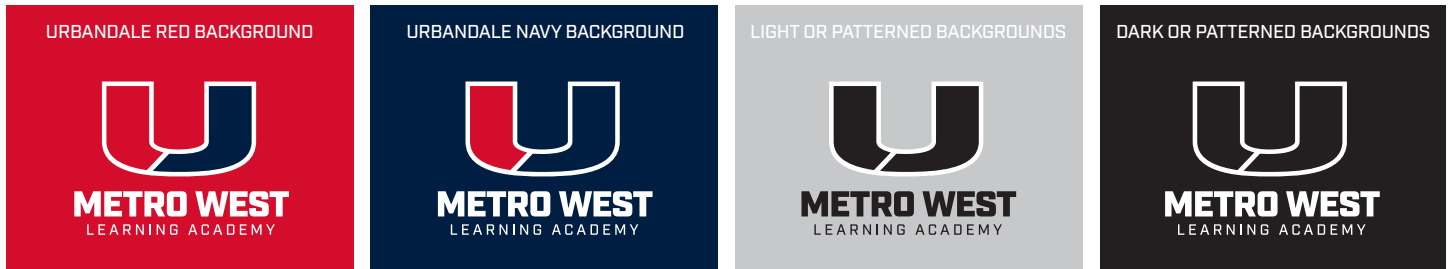

FULL-COLOR ON URBANDALE NAVY BACKGROUNDS

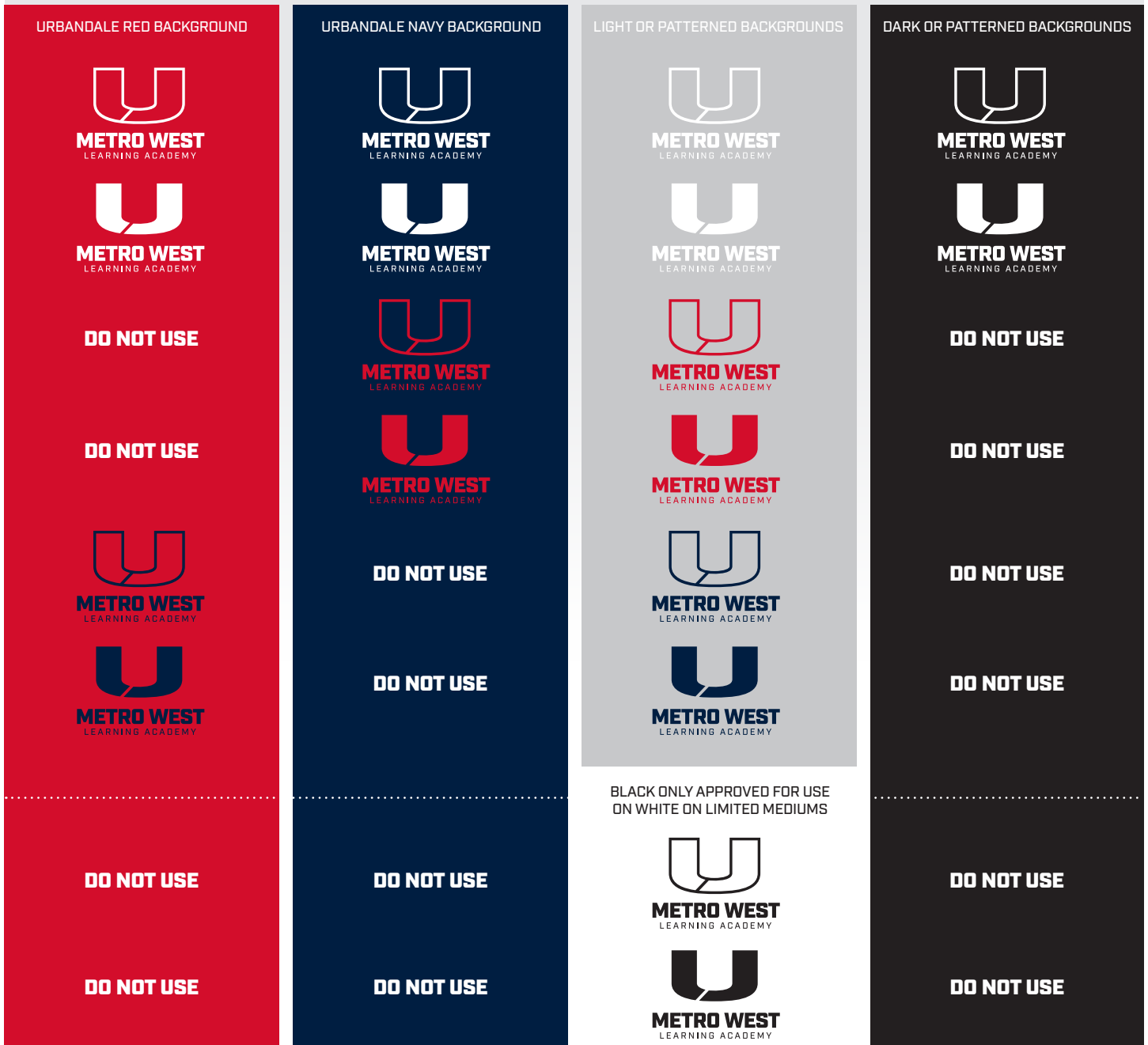
FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS

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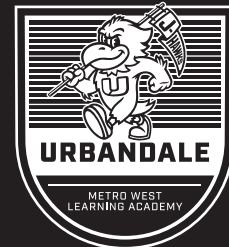
FULL-COLOR (5 COLOR) / 2-COLOR ALTERNATE APPLICATIONS

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
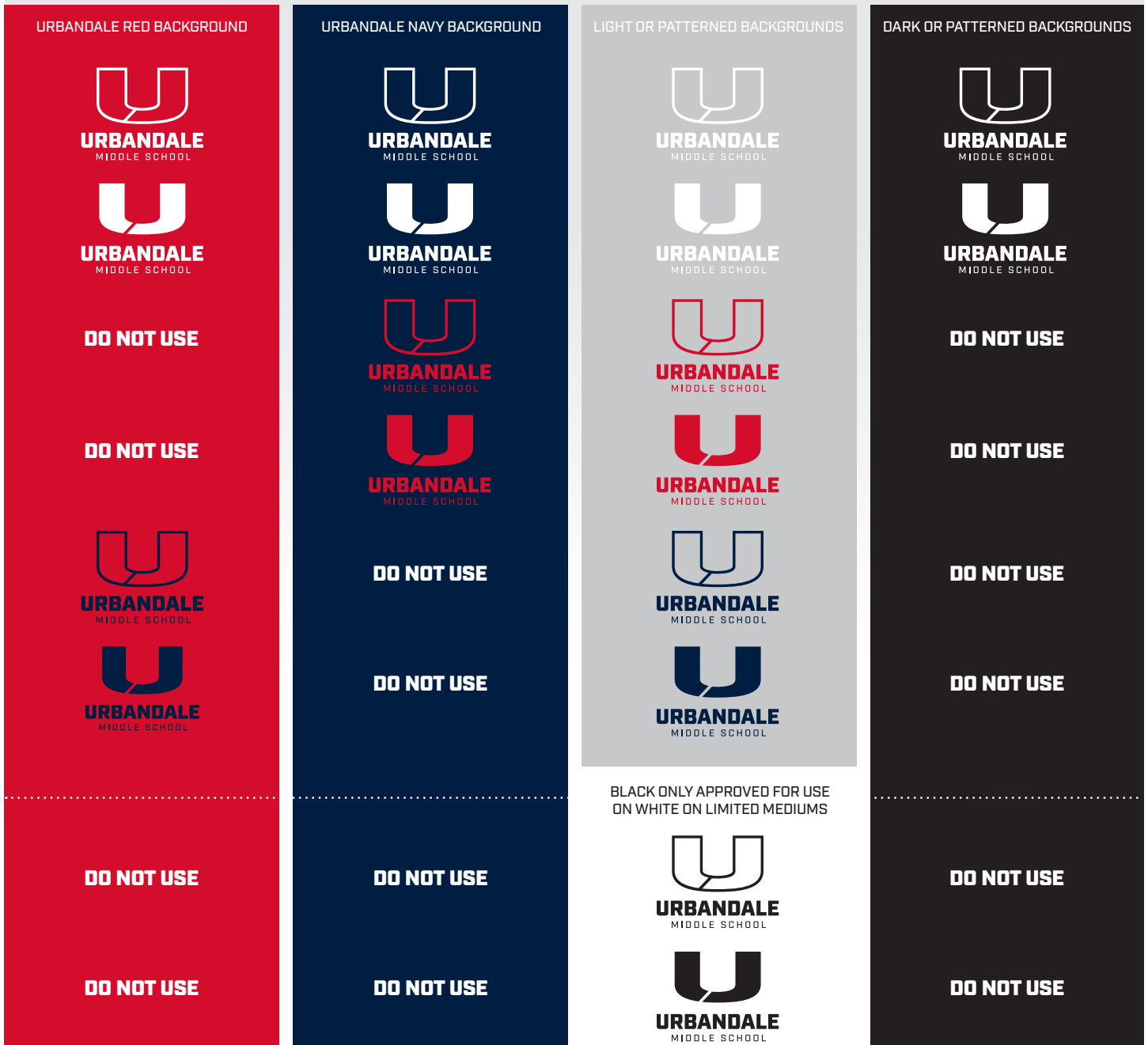
FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS

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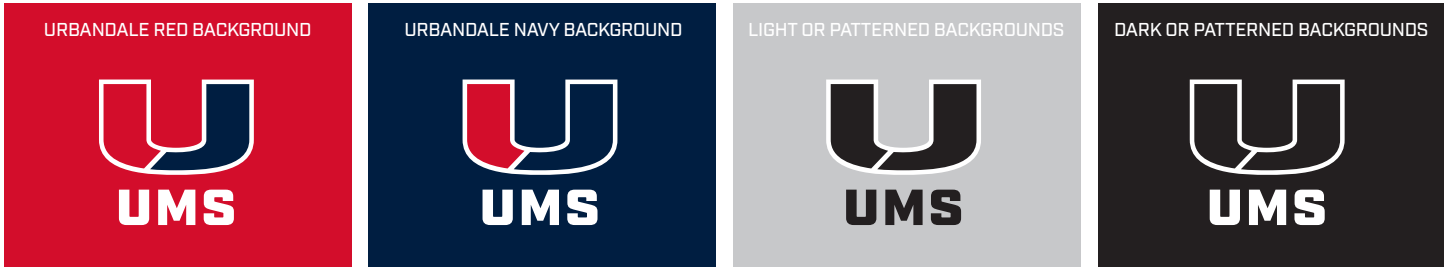
FULL-COLOR ON URBANDALE NAVY BACKGROUNDS
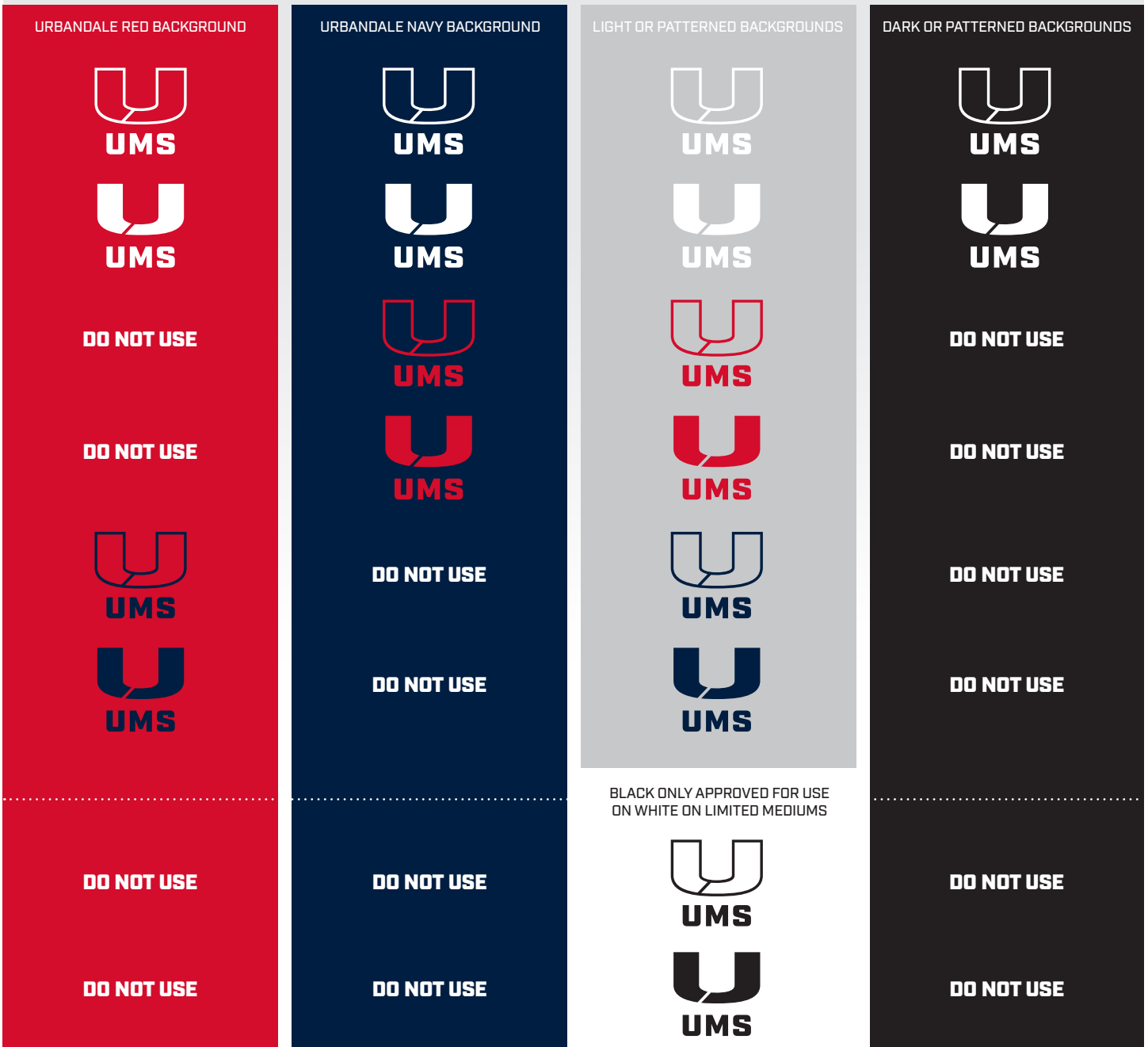
FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS

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

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
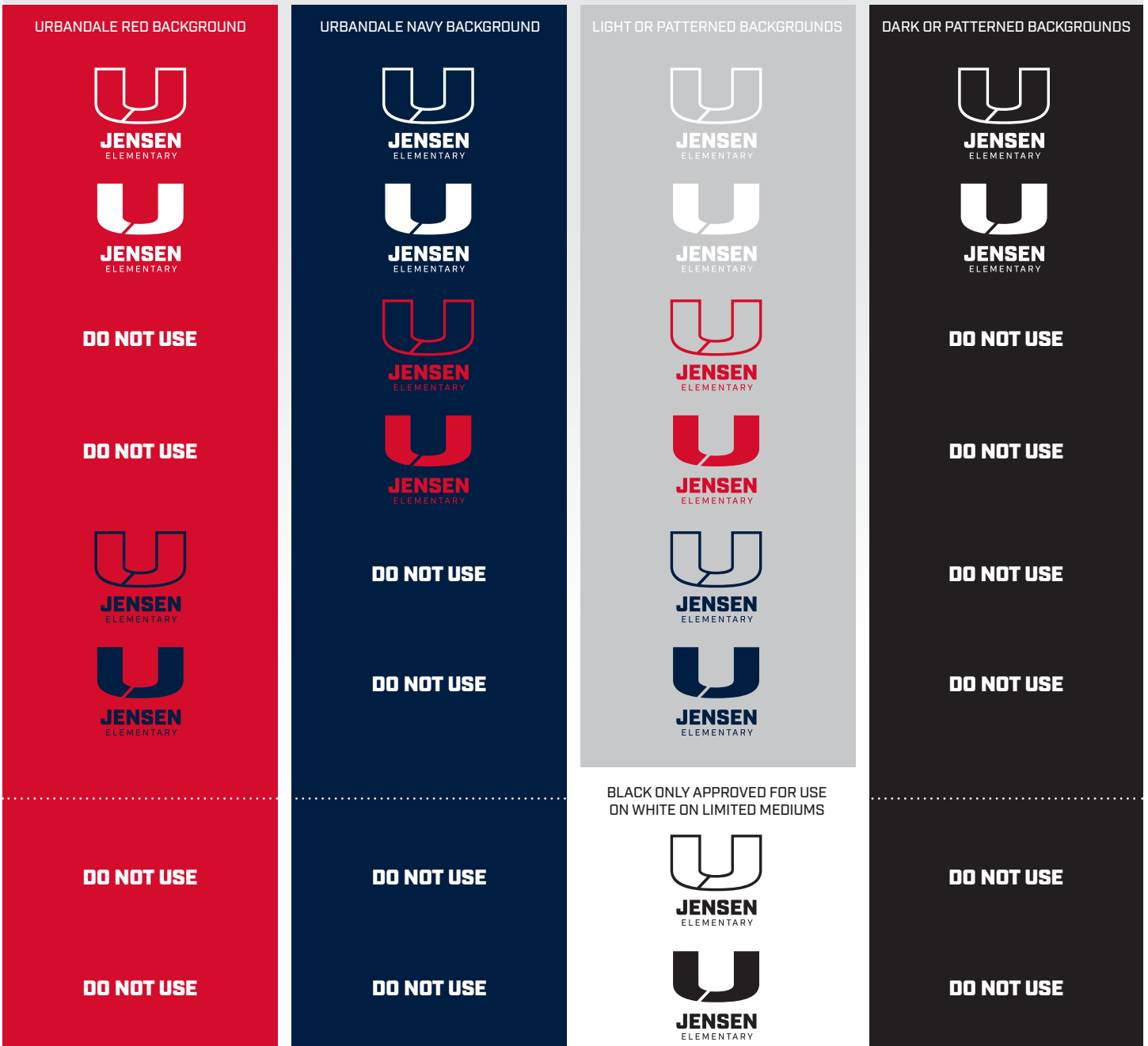

FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS

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
JENSEN ELEMENTARY	JENSEN ELEMENTARY	JENSEN ELEMENTARY	JENSEN ELEMENTARY

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
JENSEN ELEMENTARY	JENSEN ELEMENTARY	JENSEN ELEMENTARY	JENSEN ELEMENTARY
JENSEN ELEMENTARY	JENSEN ELEMENTARY	JENSEN ELEMENTARY	JENSEN ELEMENTARY
DO NOT USE	JENSEN ELEMENTARY	JENSEN ELEMENTARY	DO NOT USE
DO NOT USE	JENSEN ELEMENTARY	JENSEN ELEMENTARY	DO NOT USE
JENSEN ELEMENTARY	DO NOT USE	JENSEN ELEMENTARY	DO NOT USE
JENSEN ELEMENTARY	DO NOT USE	JENSEN ELEMENTARY	DO NOT USE

BLACK ONLY APPROVED FOR USE ON WHITE ON LIMITED MEDIUMS

DO NOT USE	DO NOT USE	JENSEN ELEMENTARY	DO NOT USE
DO NOT USE	DO NOT USE	JENSEN ELEMENTARY	DO NOT USE

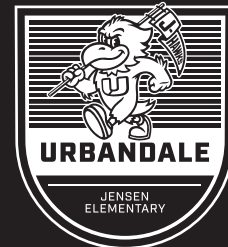FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS

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
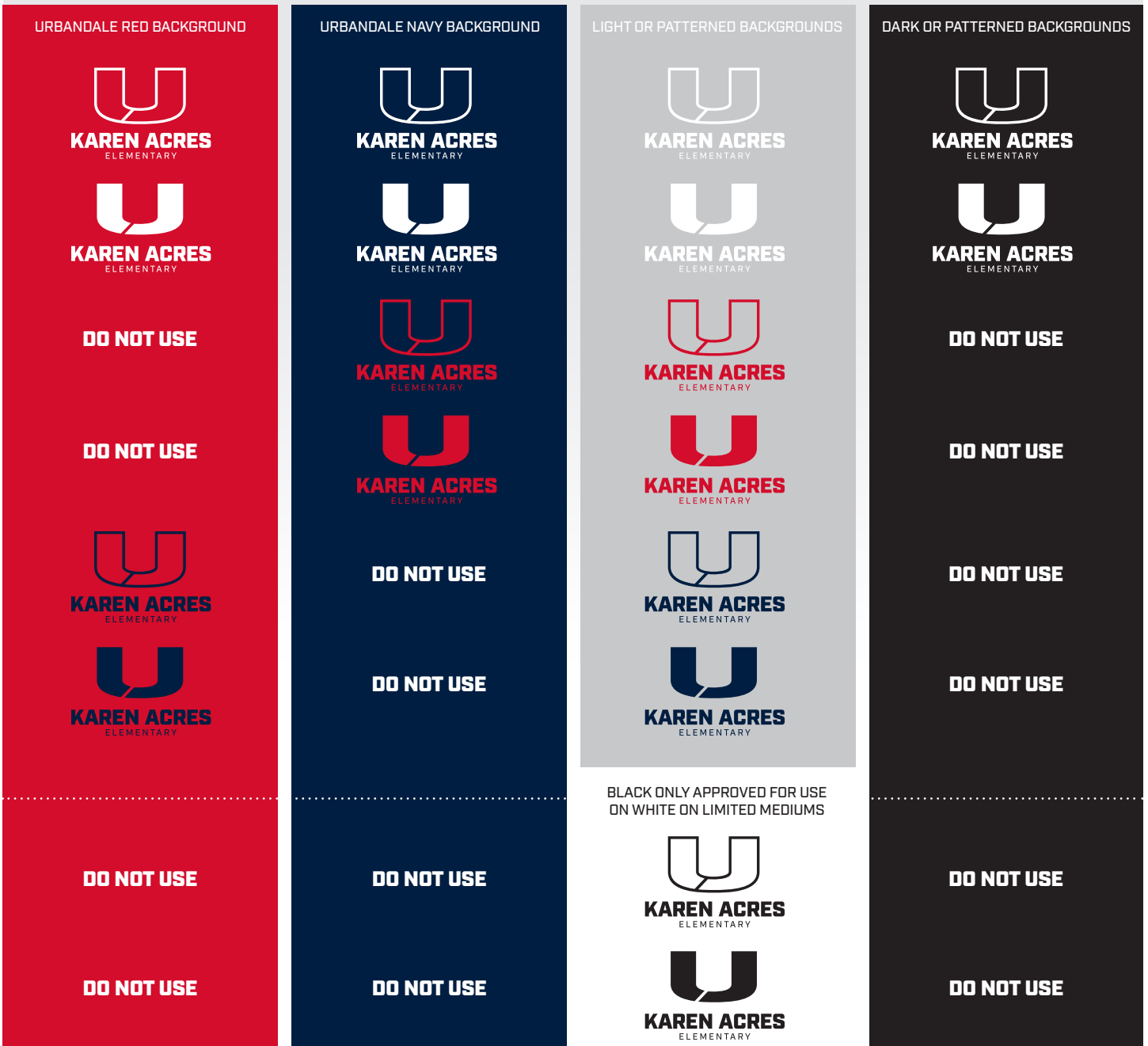

FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS

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
KAREN ACRES ELEMENTARY	KAREN ACRES ELEMENTARY	KAREN ACRES ELEMENTARY	KAREN ACRES ELEMENTARY

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
KAREN ACRES ELEMENTARY	KAREN ACRES ELEMENTARY	KAREN ACRES ELEMENTARY	KAREN ACRES ELEMENTARY
KAREN ACRES ELEMENTARY	KAREN ACRES ELEMENTARY	KAREN ACRES ELEMENTARY	KAREN ACRES ELEMENTARY
DO NOT USE	KAREN ACRES ELEMENTARY	KAREN ACRES ELEMENTARY	DO NOT USE
DO NOT USE	KAREN ACRES ELEMENTARY	KAREN ACRES ELEMENTARY	DO NOT USE
KAREN ACRES ELEMENTARY	DO NOT USE	KAREN ACRES ELEMENTARY	DO NOT USE
KAREN ACRES ELEMENTARY	DO NOT USE	KAREN ACRES ELEMENTARY	DO NOT USE

BLACK ONLY APPROVED FOR USE
ON WHITE ON LIMITED MEDIUMS

DO NOT USE	DO NOT USE	KAREN ACRES ELEMENTARY	DO NOT USE
DO NOT USE	DO NOT USE	KAREN ACRES ELEMENTARY	DO NOT USE

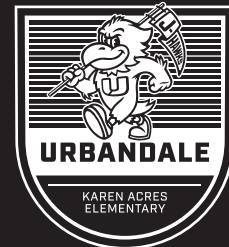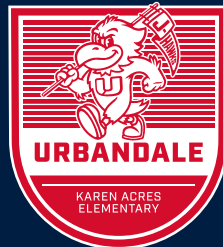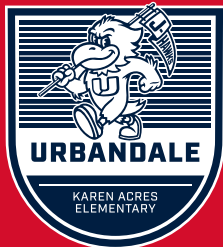FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS

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

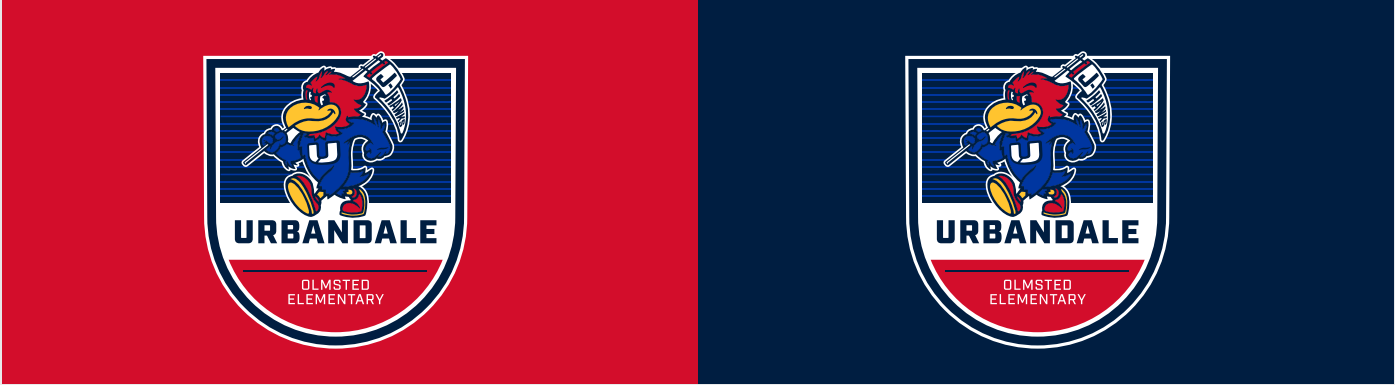**1-COLOR ALTERNATE APPLICATIONS -** *(For use because of limited color production)*

URBANDALE RED BACKGROUND

URBANDALE NAVY BACKGROUND

LIGHT OR PATTERNED BACKGROUNDS

DARK OR PATTERNED BACKGROUNDS

DO NOT USE

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DO NOT USE

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BLACK ONLY APPROVED FOR USE
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DO NOT USE

DO NOT USE

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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

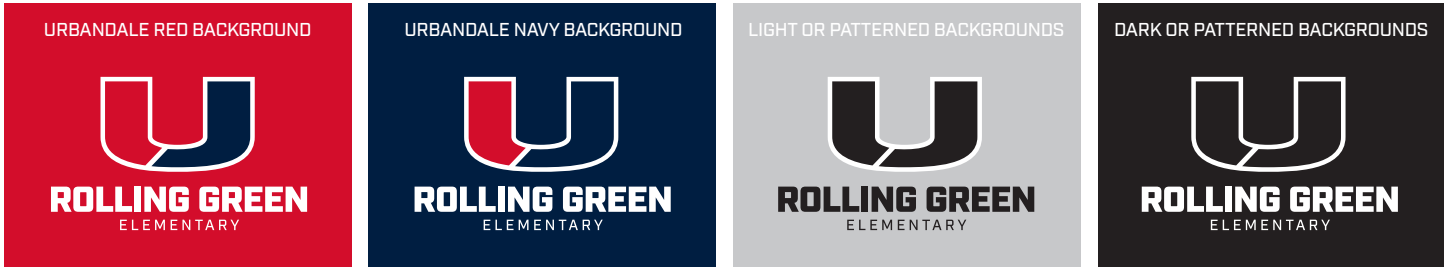FULL-COLOR ON URBANDALE NAVY BACKGROUNDS
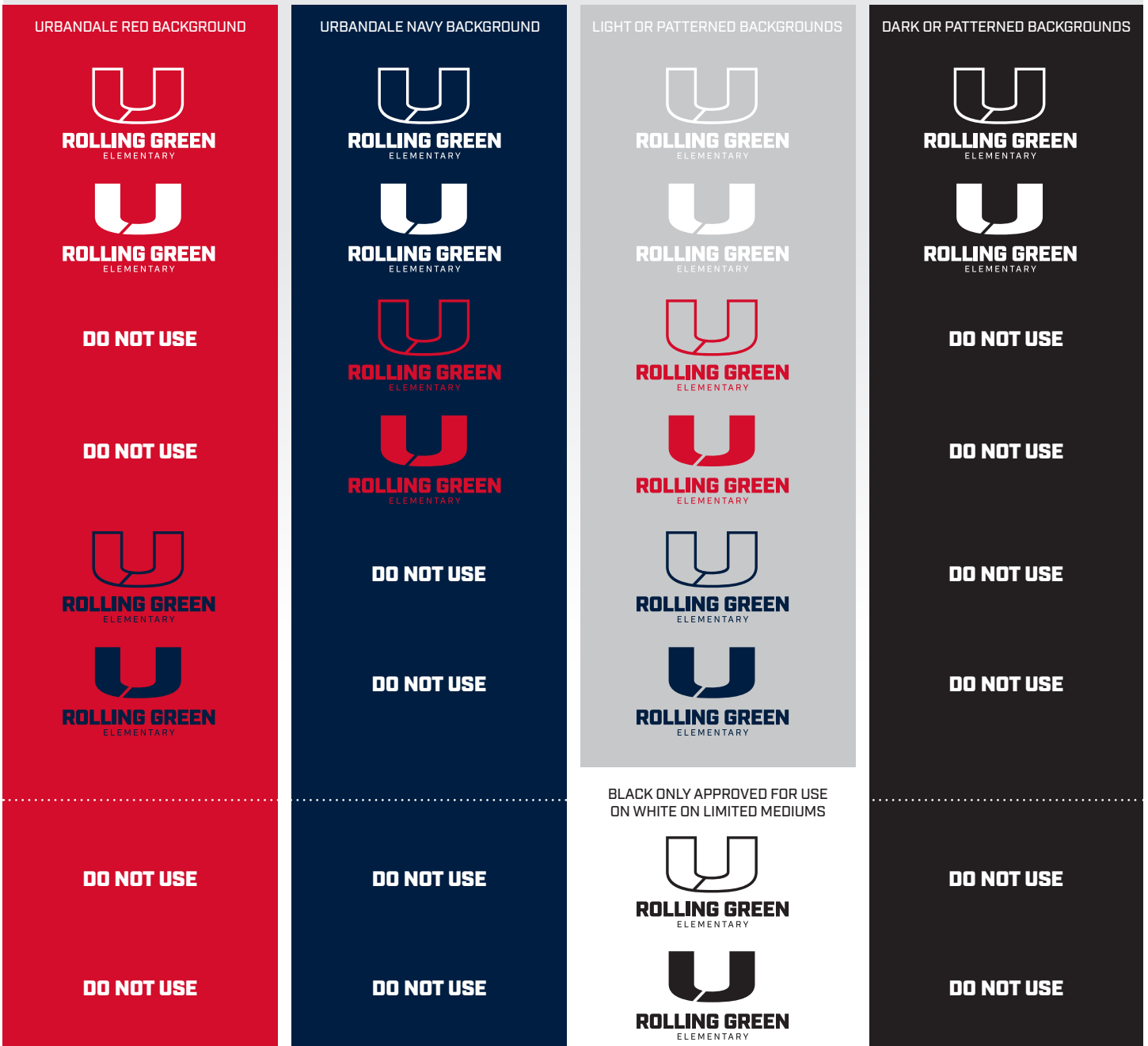
FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS

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

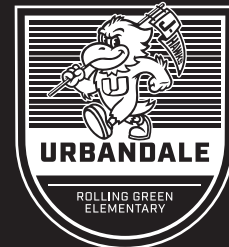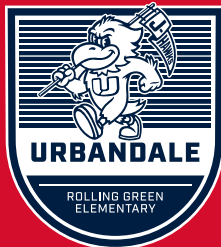FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS

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

FULL-COLOR ON URBANDALE RED BACKGROUNDS

FULL-COLOR ON URBANDALE NAVY BACKGROUNDS

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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
VALERIUS ELEMENTARY	VALERIUS ELEMENTARY	VALERIUS ELEMENTARY	VALERIUS ELEMENTARY

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
VALERIUS ELEMENTARY	VALERIUS ELEMENTARY	VALERIUS ELEMENTARY	VALERIUS ELEMENTARY
VALERIUS ELEMENTARY	VALERIUS ELEMENTARY	VALERIUS ELEMENTARY	VALERIUS ELEMENTARY
DO NOT USE	VALERIUS ELEMENTARY	VALERIUS ELEMENTARY	DO NOT USE
DO NOT USE	VALERIUS ELEMENTARY	VALERIUS ELEMENTARY	DO NOT USE
VALERIUS ELEMENTARY	DO NOT USE	VALERIUS ELEMENTARY	DO NOT USE
VALERIUS ELEMENTARY	DO NOT USE	VALERIUS ELEMENTARY	DO NOT USE

BLACK ONLY APPROVED FOR USE
ON WHITE ON LIMITED MEDIUMS

DO NOT USE	DO NOT USE	VALERIUS ELEMENTARY	DO NOT USE
DO NOT USE	DO NOT USE	VALERIUS ELEMENTARY	DO NOT USE

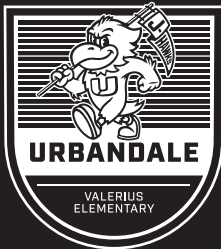FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS

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
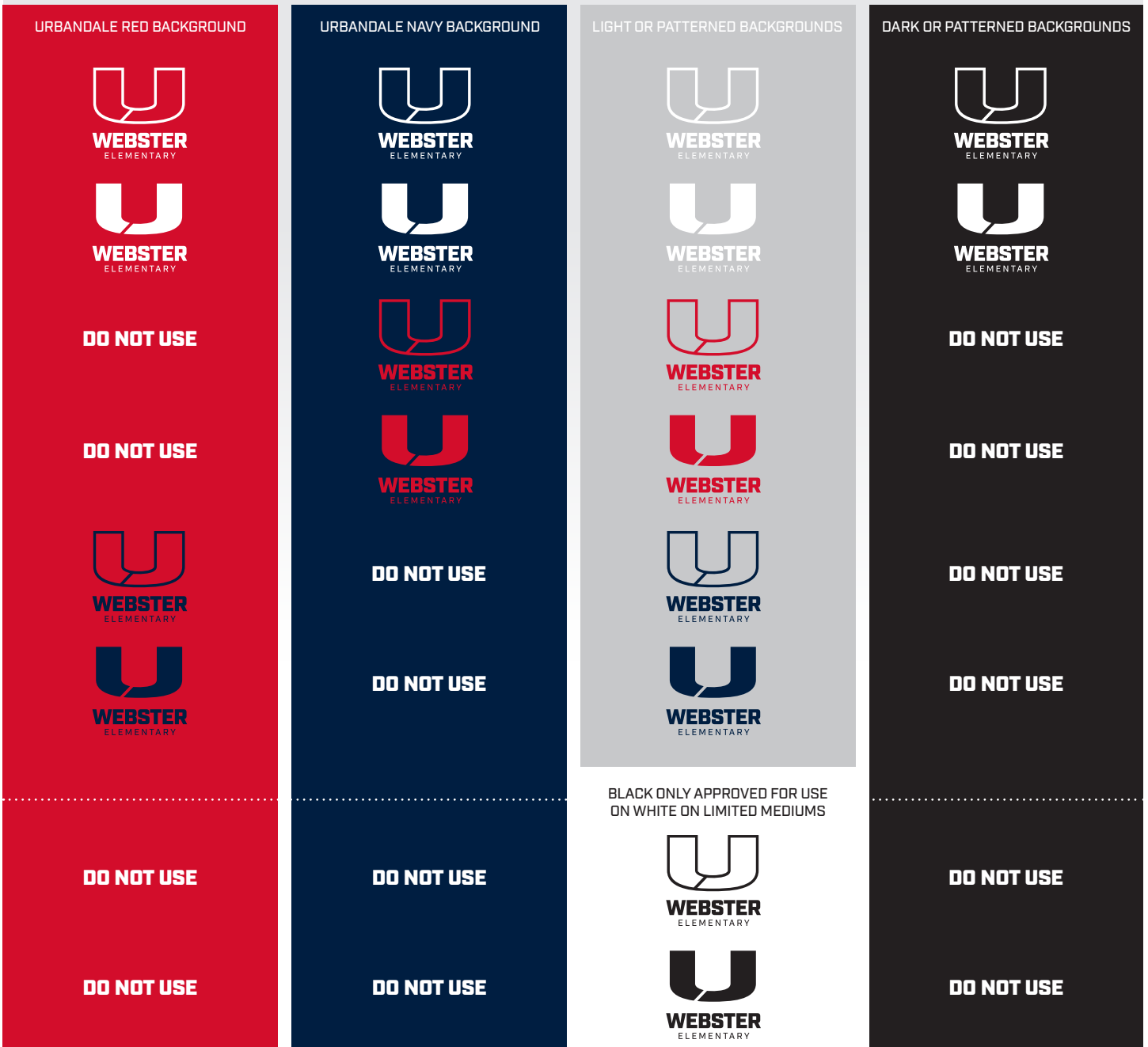
FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS

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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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 (5 COLOR) / 2-COLOR ALTERNATE APPLICATIONS

FULL-COLOR ON URBANDALE RED 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

X NEVER ALTER THE ANGLE OF MARKS

URBANDALE RULES

X NEVER USE UNAPPROVED TAGLINES

X NEVER ADD SHAPES TO THE LOGOS

X NEVER REVERSE THE LOGOMARKS
ON AN INCORRECT BACKGROUND COLOR

URBANDALE

X NEVER USE ALTERNATE COLORS OR
FLIP COLORS WITHIN THE LOGOS

J-HAWKS
Football

X NEVER USE UNAPPROVED
LOGOTYPE COMBINATIONS

CONCERT BAND

X NEVER CHANGE DESIGNATED
TYPOGRAPHY PROPORTIONS

X NEVER USE COLORS TOO CLOSE
IN HUE, ALWAYS CONSIDER READABILITY

CONTACT

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URBANDALE

COMMUNITY SCHOOL
DISTRICT