

DAVIS ELEMENTARY SCHOOL  
**GRAPHIC STANDARDS**



<b>PMS SPOT COLOR</b>	<b>CMYK (4-C PROCESS)</b>	<b>RGB (WEB)</b>
PURPLE: <b>PMS 267</b>	<b>89-100-0-0</b>	<b>73-47-146</b>
GOLD: <b>PMS 7408</b>	<b>0-24-94-0</b>	<b>255-196-37</b>

GOLD GRADIENT: 100% Gold to 0% Gold

PURPLE GRADIENT: 100% Purple to 0% Purple

**FONTS:**

DAVIS : **Gothic Medium**

ELEMENTARY : **Blair Medium**

SLOGAN : **Utopia Italic**