



DENVER PUBLIC SCHOOLS
CAREERCONNECT

Co-Branding Guidelines

These guidelines are primarily aimed at partner companies or groups that might need or wish to use the DPS CareerConnect logo on their own materials.

What is DPS CareerConnect?

DPS CareerConnect is a comprehensive program offering students relevant courses while connecting them with partner companies and higher education institutions for hands-on workplace experiences and mentoring. The program equips graduates with high-demand skills and leads to opportunities for continued education and careers in Colorado's highest-growth, highest-opportunity industries.

Standard Logo



DENVER PUBLIC SCHOOLS
CAREERCONNECT

Reversed Logo



DENVER PUBLIC SCHOOLS
CAREERCONNECT

Stacked Logo



DENVER PUBLIC SCHOOLS
CAREERCONNECT

Black & White Logo



DENVER PUBLIC SCHOOLS
CAREERCONNECT

Note: Only for use when production costs only allow for one ink color

Logo Guidelines

Do not place the logo on dark backgrounds where the lettering would not be legible.

Do not stretch or distort the logo.

Do not outline or add effects to the logo

Do not add text or graphical items to the logo



Instead, use the reversed logo



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Logo Usage by Partners

We welcome and encourage you to use the DPS CareerConnect branding when promoting your organization's participation in work-based learning! Please keep us up-to-date with your efforts by contacting Karis Morrall, DPS CareerConnect Communications and Events Specialist, at karis_morrall@dpsk12.org any time you use the DPS CareerConnect name/logo.