Davis School District
Style Guide

Davis School District

Introduction

This style guide describes the visual elements that represent Davis School District, including logo, graphic usage and type. These elements are valuable district assets. Anyone responsible for creating materials or designs is expected to follow these guidelines, including internal staff members and vendors performing services. These logo standards help send a consistent message of who we are. Every staff member is responsible for protecting the district's interests by preventing unauthorized or incorrect use of the Davis School District name and logo.

If you have a graphic standards question not addressed in this guide, please contact us:

Davis School District
45 East State Street
PO Box 588
Farmington UT 84025
801-402-5260
news@dsdmail.net

Colors

Consistency in color throughout all media and graphic productions is essential. When the logo is reproduced, please adhere to these specifications. The Davis School District logo is primarily two colors. A secondary palette is for use in brochures, publications, or on the website when a complementary or accent color is desired.

PRIMARY COLORS

SPOT COLOR: **Pantone 295**
PROCESS COLOR: **C=100, M=85, Y=32, K=20**
RGB COLOR: **R=24, G=57, B=105**
HEX COLOR: **#183969**
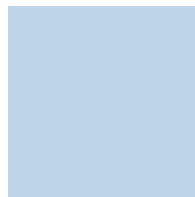
SPOT COLOR: **Pantone 537**
PROCESS COLOR: **C=21, M=7, Y=2, K=3**
RGB COLOR: **R=190, G=210, B=227**
HEX COLOR: **#bed2e3**

COMPLEMENTARY COLORS

SPOT COLOR: **Pantone 400**
PROCESS COLOR: **C=6, M=7, Y=13, K=16**
RGB COLOR: **R=207, G=202, B=193**
HEX COLOR: **#cfcac1**

SPOT COLOR: **Pantone 135**
PROCESS COLOR: **C=0, M=21, Y=76, K=0**
RGB COLOR: **R=255, G=202, B=88**
HEX COLOR: **#ffca58**

Logo
Anatomy

The district mark is made up of two elements of the local landscape, the Wasatch Mountains and the Great Salt Lake combined with the letter D. Davis School District is the name of this entity composed of more than 90 public schools located just north of Salt Lake City. The district's "Learning First" is part of its identity. This tagline expresses the significance of students, teachers, parents and all support staff unified in the achievement of excellent education.

Sky color is PANTONE 295

Text color is PANTONE 295
Typeface is Clarendon Light BT
with zero tracking

Snow color is
PANTONE 537

Lake color is
PANTONE 295

Davis School District
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Text color is PANTONE 295
Typeface is Helvetica Neue LT Std
Tracking is 585

Logo
Configurations

There are a variety of Davis School District logos available. Abbreviated versions are the D mark and DSD mark. Logo orientations are horizontal and centered, with and without the tagline. Which you use will be appropriate to the available space and intended message.

D mark:

DSD mark:

Horizontal logo no tagline:

Davis School District

Horizontal logo with tagline:

Davis School District
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Centered logo no tagline:

Davis School District

Centered logo with tagline:

Davis School District
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Logo
Color Use

For flexibility, all logo variations are provided in full-color, two-color, one-color, and reversed versions. A black and white version is also available.

BLACK:

Davis School District
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Davis School District
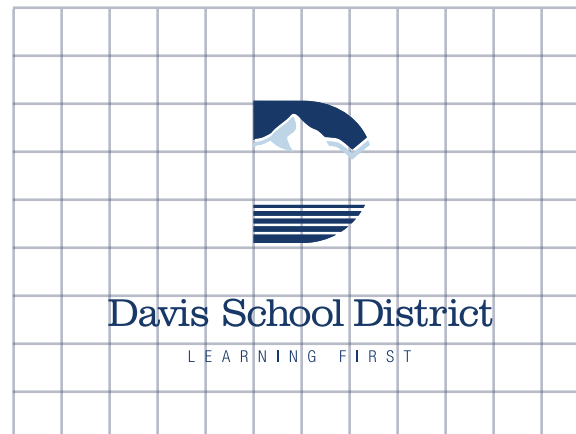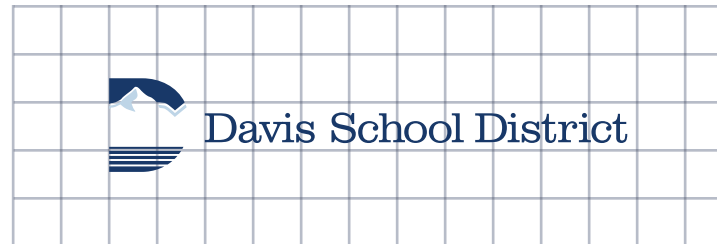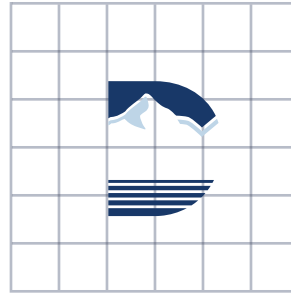LEARNING FIRST

Davis School District
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Davis School District
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Logo
Spacing

For best impact and easy recognition, the logo should not be crowded by other visual elements. Reserve clear space around it, as indicated by the grid behind each logo:

Davis School District

DSD

Davis School District

Davis School District

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Logo
Minimum Size

For greatest logo legibility, minimum sizes have been established for maximum recognition.

Take care when resizing any logo to constrain the proportions—meaning, do not stretch it vertically or horizontally (examples on next page).

D mark minimum size:
0.4 inches wide by 0.5 inches tall

DSD mark minimum size:
0.4 inches wide by 0.5 inches tall

Horizontal logo no tag minimum size:
2.5 inches wide by 0.45 inches tall

Horizontal logo with tagline minimum size:
2.5 inches wide by 0.45 inches tall

Centered logo no tag minimum size:
1.325 inches wide by 0.8 inches tall

Centered logo with tagline minimum size:
1.75 inches wide by 1.2 inches tall

Logo
Incorrect Usage

For consistency of presentation, here are a few common DO NOTs:

- Do not distort. (Vertical or horizontal manipulation is unacceptable).

- Do not apply incorrect colors.

- Do not apply to active backgrounds.

- Do not incorporate logo into your own logo.

- Do not add your own typeface to logo.

- Do not reduce opacity.

Logos
Outdated/Retired

These logos are no longer to be used in any Davis School District schools or school communications. Changing the logo by incorporating a district department name is also not allowed.

Fonts
Complementary Typeface Guideline

Employees are to use a clean serif or san serif font in correspondence. Some examples of san serif typefaces are Arial, Helvetica, Avenir, and Univers. (The small features on the ends of strokes in some fonts are known as serifs.) Common serif typefaces are Times New Roman and Garamond.

Using fantasy and script fonts is discouraged.

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&()

Arial Narrow
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&()

Helvetica Light
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&()

Univers Light Condensed
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&()

Electronic Files
Formats

Electronic files of all logos in the following formats are available on the district's website under the community relations department, and by request.

.JPEG
(Joint Photographic Experts Group)
for use on white backgrounds

.PNG
(Portable Network Graphics)
full-color lower resolution
compressed file for use on colored
backgrounds; not suitable for print

.EPS
(Encapsulated Post Script)
vector format with high resolution
graphics - suitable for print,
embroidery, screenprinting, etc.

.TIFF
(Tagged Image File Format)
very large, uncompressed file

Other file types available by request:

GIF (Graphics Interchange Format) - large, compressed file for web use, not suitable for print.

AI (Adobe Illustrator) - vector formats suitable for all formats.

PDF (Portable Document Format) - viewable format and easy to share.

Business Papers
Letterhead, Envelope, Business Cards

For your reference, the current design of business papers are shown here.

Davis School District
LEARNING FIRST

Your Department Name

Davis School District
LEARNING FIRST

PO Box 588 | 45 East State Street
Farmington, Utah 84025

Davis School District
LEARNING FIRST

Your Name Here
YOUR TITLE HERE
45 East State Street Farmington UT 84025
O 801-402-0000   M 801-000-0000
email@dsdmail.net   davis.k12.ut.us

Davis School District
LEARNING FIRST

Davis School District

Your Name Here
YOUR TITLE HERE YOUR
TITLE HERE

45 East State Street
Farmington UT 84025
O 801-402-0000
F 801-402-0000
M 801-000-0000
email@dsdmail.net
davis.k12.ut.us

P.O. Box 588 | 45 East State Street, Farmington UT 84025 | 801-402-0000 | davis.k12.ut.us

BOARD OF EDUCATION
First Last, President   First Last, Vice President   First Last   First Last   First Last   First Last   First Last

Business Papers for Schools
Letterhead, Business Cards

For your reference, a standardized design of business papers for schools are shown here.

1.5 inches logo space

NAME OF ELEMENTARY, JUNIOR HIGH, OR HIGH SCHOOL
DAVIS SCHOOL DISTRICT

name in school color

school name in school color

NAME OF ELEMENTARY, JUNIOR HIGH, OR HIGH SCHOOL
DAVIS SCHOOL DISTRICT

PO Box 000 | 1234 Street Name
City, Utah 84000

name in school color

SCHOOL NAME
DAVIS SCHOOL DISTRICT

Your Name Here
YOUR TITLE HERE
1234 Street Road City UT 84037
O 801-000-0000   F 801-000-0000   M 801-000-0000
email@website.com   website.com

customizable background color on back side (school color is recommended, but can also be a secondary or complementary color)

1.25 inch logo space

name of principal and assistant principals

horizontal line in school color

school logo centered on card back

1234 Street Road, City UT 84037 | O 801-000-0000   F 801-000-0000

ADMINISTRATION
First Last, Principal   First Last, Assistant Principal   First Last, Assistant Principal