



Deer Park Community City Schools

2015 Branding Guidelines

1.1 Deer Park Brand Guidelines

The Deer Park Community City School District created this communication standards manual to assist you. It provides an overview of the elements that make up the school system and it presents guidelines for working with them. Through notes and examples, it demonstrates how these elements combine to communicate a consistent identity that represents Deer Park Schools.

Direct questions about communication standards to the Deer Park Board of Education office:

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The Importance of Communication Standards

In April 2014, the Deer Park Community City School District, the staff, and the community expressed a need for consistent messaging, including logos, particularly for the Deer Park Junior/Senior High School Athletic Department. At that time, the district utilized approximately 17 Wildcat images, seven Deer Park logos, and three paw prints. The lack of consistency in our messaging told us we needed communication standards. Every communication touchpoint—from postcards and emails to spirit wear and uniforms—are reflections of the Deer Park Community City School District.

The logos, typefaces, colors, and the treatment of photos and text all project attributes of our school district. Consistency is key as every group we communicate with is inundated with information competing for attention. Deer Park Schools committed significant resources to create materials intended to break through the clutter. Our goal for these guidelines is not to disregard the pride and traditions of Deer Park, but, rather, to enhance our image. These guidelines were crafted by professional marketers with the input of our Board of Education and our Communication Committee.

1.2 Evaluating the existing Deer Park Brand

Starting in early 2015, we surveyed over 400 Deer Park community members, parents and teachers to see how they felt about the current Deer Park brand and how they felt it compared to the other districts in the CHL.

- [illegible]

1.3

Deer Park Word Cloud

Taken from the survey responses of more than 400 Deer Park community members, this Word Cloud is weighted graphic of how they describe Deer Park in their own words.



Meet your new Deer Park Wildcat.

2.1 Your New Wildcat Logo

1. Deer Park Wildcat Head

This new version of the wildcat pays respect to many of the historic front facing logos while feeling more modern and having more dynamic or stylized look. The cat is equally balanced between a realistic and abstract look.

We simplified the overall design of the wildcat to be easier to print, identifiable from a distance and flexible for multiple media types.

2. Deer Park Wordmark

This wordmark has an upper and lower section for wording. The shape of the badge has subtle elements to play off the pointy ears and fangs of the wildcat. The Deer Park text is a graphic and should never reproduced with type.

1. Wildcat Brandmark



2. Deer Park Wordmark "Main Badge"



Putting it all together.

2.2 Combined Brandmarks

1. **Main Combined Brandmark**

The primary combined option merges the wildcat head and badge into one graphic.

1.



2.



3.



2. **Combined Brandmark with Shield**

The shield variation adds a crest behind the logo for a more academic feel.

3. **Combined Brandmark with Ohio Map**

The Ohio Shield version



Badges. Come and get your badges.

2.3 Wordmark Badges Options

1. Deer Park Wordmark Badge

The primary Wordmark Badge can have optional groups and organization naming centered on the logo in white.

2. Wildcat Wordmark Badge

A Wildcats badge option will be able for athletics and school groups.

3. Reverse Wordmark Badge

Both wordmark badge versions can also have a white outline for use on dark or red backgrounds.

1.



2.



3.



Wordmarks. Sometimes words are worth more than pictures.

2.3 Wordmarks

1. Deer Park Wordmark

The text wordmarks are designed as graphics and not to be created with type. The design also incorporates subtle serifs to mimic the Wildcat ears and fangs. The Deer Park wordmark can be used straight horizontally or arched.

2. Wildcats Wordmark

The Wildcat version of the Wordmark can also be straight or arched.

3. Reverse Wordmark

For use on red backgrounds a gray version of both Deer Park and Wildcat wordmarks can be used.

1.

DEER PARK

DEER PARK

2.

WILDCATS

WILDCATS

3.

DEER PARK

Reimagining the beloved DP logo.

2.4 DP Lettermarks

1.



1. The new DP Lettermarks are updating the well loved interlocking DP used prominently throughout the District. The font was updated to match the rest of the new brand's more modern look. There is a version with claw marks just like the old one and a gray version for use on red backgrounds
2. The DP Lettermark can also be used in combination with the Deer Park Wordmarks in a horizontal or arched configuration.

2.



3.1 Colors

We have kept the color palette the same as the historic Scarlet & Gray with White and Black for contrast and outlining, they should never be used as the primary color.

1. **Scarlet (Red)**
is one of the primary brand color. It should be used wherever possible with gray.

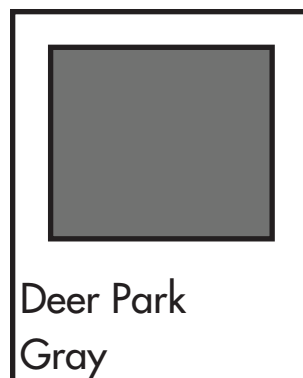
2. **Gray**
This color is other primary color in addition to Scarlet.

3. **White**
This secondary color is used for highlighting or stroke around text and logos on dark backgrounds.

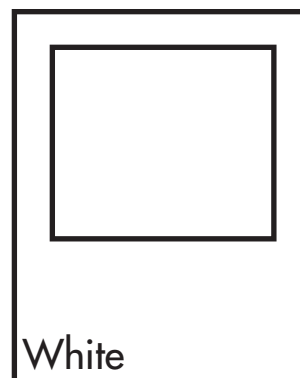
4. **Black**
This secondary color is used for highlighting or stroke around text and logos on light backgrounds



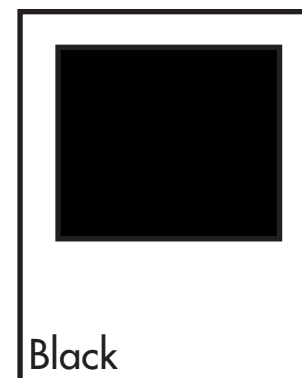
Pantone:
PMS 200
RGB:
R=187 G=0 B=0
CMYK:
C=3 M=100 Y=63
K=12



Pantone:
PMS 424
RGB:
R=102 G=102 B=102
CMYK:
C=56 M=47 Y=47
K=15



Pantone:
White
RGB:
R=255 G=255
B=255 **CMYK:**
C=0 M=0 Y=0 K=0



Pantone:
Black
RGB:
R=0 G=0 B=0
CMYK:
C=0 M=0 Y=0 K=100

4.1 Primary Font

The aim of the Futura Std typeface was to use a neutral, clean typeface that had great readability and could be used on a variety of mediums.

Futura Std Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!£\$%^&*) _ — — + = < > ? " |]

1. For use smaller pieces of text preferably in headers, titles, and signage.

The Orbi serif typeface was chose as the secondary font to complement Futura.

4.2 Secondary Font

Orbi

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!£\$%^&*)_—-+=<>?”|]

1. For use in larger pieces of printed text in newsletters and letterhead.

5.1 Brand No No's

1. Do not change the colors of the Wildcat or wordmarks.



2. Do not use unapproved fonts in place of graphic wordmarks or on logos. Only Futura and Orbi are approved for use with the Deer Park Brand.



3. Do not stretch or distort any of the brand elements.



4. Do not reposition any of the brand elements.



Please respect the thoughts and hard work that went into this brand and don't try to create something on your own.

Brand Standards: Helping Bring Our Vision to Life

These standards help refine our brand. They reflect a more engaging approach to the key elements that make our brand unique to Deer Park.

Shifts do not happen overnight. They take time. The Communication Committee thoughtfully cultivated these standards over many months and reached out to key stakeholders, making sure we “got it right” the first time.

Recognized throughout Ohio for academic excellence and strong traditions, Deer Park’s vision will carry us forward for many years to come. These standards provide information and tools to help advance this vision through communications in a clear, consistent and compelling way.

Over the rest of the 2015-16 academic year, please integrate the new standards into internal and external communications. As new materials are needed, they should be created in conjunction with the vision and elements outlined here. Through consistent use of these guidelines, Deer Park Community City School District will enjoy greater awareness, recognition, and success. These guidelines take effect for the school on August 1, 2015.