

THESE GUIDELINES ARE FOR SCHOOL TEAMS & SCHOOL-SANCTIONED CLUBS THAT HAVE ALREADY RECEIVED PERMISSION TO USE THE LOGO. DESIGNS MUST BE APPROVED BEFORE USE. PEOPLE SEEKING ONE-TIME PERSONAL USE PERMISSION SHOULD COMPLETE THE FORM ON OUR WEBSITE PRIOR TO USE.

DEXTER COMMUNITY SCHOOLS LOGO USAGE GUIDELINES

Only school teams, school-sanctioned clubs, buildings, and departments are permitted to use the logo, which is trademarked. The Dexter Dreadnaught logo is part of the branding of the school. It must be used consistently to promote this brand across all applications. When used, the words and fonts are part of the logo design and shouldn't be changed. In general, it should only be produced in black & white, maroon, or gold (unless approved for a special event such as the 'Dig Pink' games). Do not add other colors to the ship or a background color- the shirt color is the background and the ship should be one color. Do not superimpose anything in front of the ship. Please use the following guides for use of the logo. All designs must be approved by the Dexter Community Schools Superintendent's Office/Communications Team (communications@dexterschools.org) before printing. Thank you for your support!

DO:

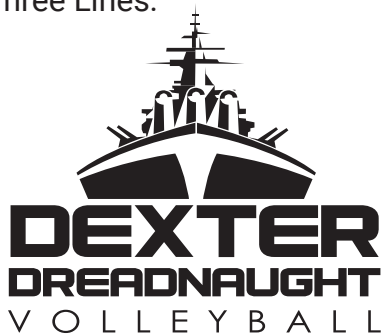
One Line:



Two Lines:



Three Lines:



Logo Alone:



DON'T:

Use more than two lines of bold text



Use other fonts with the logo.



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CENTURY GOTHIC. Color codes are in the DCS style guide.