



V I S U A L

I D E N T I T Y

G U I D E L I N E S

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## How to Use this Guide

The purpose of the Visual Identity Guidelines is to provide you with assistance on the appropriate usage of the Douglas County School District logo, variations of the logo, colors, fonts, and more. This document provides flexible and easy tools that you can use to ensure DCSD's logo and brand is presented with strength and consistency.

### Our Logo

DCSD's logo is a distinct mark representative of all programs and departments affiliated with the school district. It communicates who we are, our purpose, and our connection to the Douglas County community. It is one way in which our community perceives us.

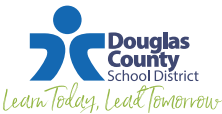
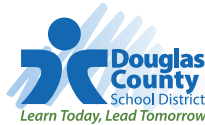
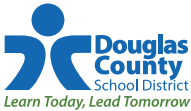
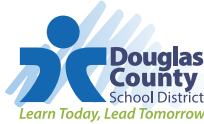
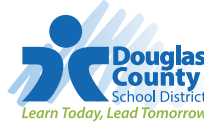
The logo symbol, along with the district name and tagline, has been registered with the State of Colorado as the designated trademark for Douglas County School District. This district mark represents a student and is made of the "D" and "C" of Douglas County.

Our logo, which we affectionately call "The Doughboy," may have changed its appearance over the years— but the design has remained the same.



## Approved Logos

Approved arrangements of the logo symbol with the district name and tagline, as well as versions of the symbol without text, are available to allow options for different layout needs.



 **Douglas County** School District

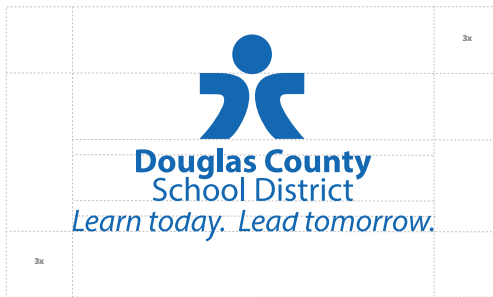
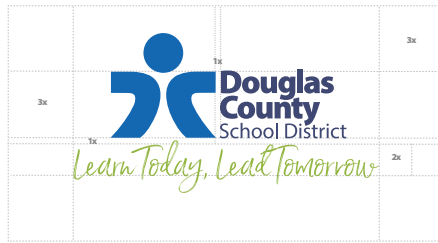
 **Douglas County** School District



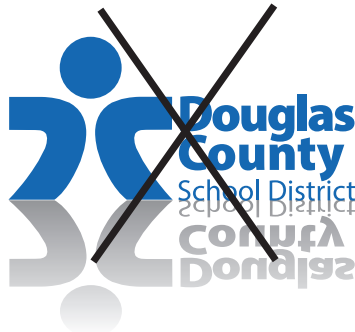
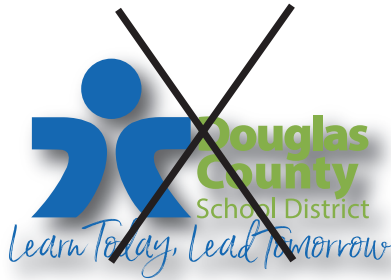
## Logo Usage

**Minimum Clear Space:** The DCSD logo should not be crowded with other elements on the page. The minimum clear space padded around the logo should be equal to the size of the “head” of the DCSD logo.

**Sizing:** When scaling the logo, be sure to maintain proper proportions; some programs require holding down the shift key when resizing a graphic; others automatically maintain proportion when scaling from the corner of a graphic. The tagline, if used, must remain legible.



**No Special Effects or Added Elements:** Do not add special effects to the logo or elements of the logo such as shadows, reflections, or glows. Do not add any additional elements to the logo, such as text or graphics. Any variation of the logo may only be created by the DCSD Communications Office.



## Our Tagline

The official tagline of Douglas County School District is *“Learn today, Lead tomorrow”*. In most cases, versions of the logo with the tagline should be used to consistently reinforce the district’s educational objective.



*Learn Today, Lead Tomorrow*

*Learn Today, Lead Tomorrow*

***Learn Today, Lead Tomorrow***

***Learn Today, Lead Tomorrow***

***Learn Today, Lead Tomorrow***

## Our Typeface

Typefaces provide visual “voices,” which helps communicate DCSD’s brand. DCSD primarily uses the Myriad Pro font family:

Myriad Light

ABCDEabcde12345\$&@#

*Myriad Light Italic*

*ABCDEabcde12345\$&@#*

Myriad Regular

ABCDEabcde12345\$&@#

*Myriad Italic*

*ABCDEabcde12345\$&@#*

Myriad Semibold

ABCDEabcde12345\$&@#

*Myriad Semibold Italic*

*ABCDEabcde12345\$&@#*

**Myriad Bold**

**ABCDEabcde12345\$&@#**

*Myriad Bold Italic*

*ABCDEabcde12345\$&@#*

**Myriad Black**

**ABCDEabcde12345\$&@#**

*Myriad Black Italic*

*ABCDEabcde12345\$&@#*

Secondarily, and primarily for the DCSD tagline, DCSD uses **Saturday Script**:

*Learn Today, Lead Tomorrow*



## Our Colors

### Logo

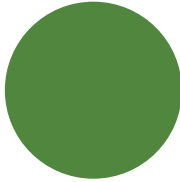
Only the DCSD logos and associated colors below may be used.\*

Any color variations may only be created by the DCSD Communications Office.

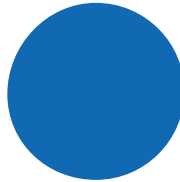
\*Note on monochromatic DCSD logos: For older, printed items (such as signage, decals on trucks, etc.) you may continue to use the black and gray-colored “glossy” logo. Any newly printed items, however, should use the logos in this guide.



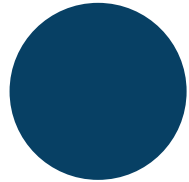
HEX 94b741  
R-148 G-183 B-65  
PMS 383C



HEX 53863d  
R-83 G-134 B-61  
PMS 370C



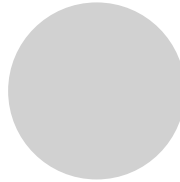
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R-4 G-104 B-177  
PMS 2935C



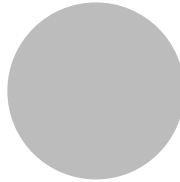
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R-11 G-64 B-100  
PMS 2955C



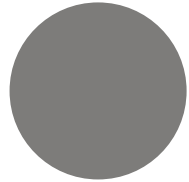
HEX e8e8e8  
R-232 G-232 B-232  
PMS COOL GREY 1



HEX d2d2d2  
R-210 G-210 B-210  
PMS COOL GREY 3



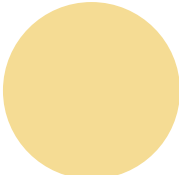
HEX bdbdbd  
R-189 G-189 B-189  
PMS COOL GREY 5



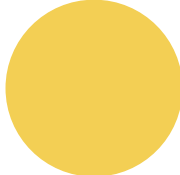
HEX 7b7b7b  
R-124 G-124 B-12  
PMS COOL GREY 10

## DCSD Color Palette

For consistency, we have outlined an expanded palette of colors which can be used in conjunction with graphic projects.



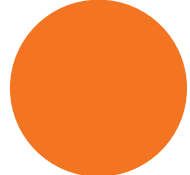
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R-244 G-219 B-148  
PMS 127C



HEX f3cf55  
R-243 G-207 B-85  
PMS 1225C



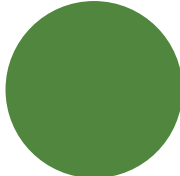
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R-251 G-176 B-64  
PMS 143C



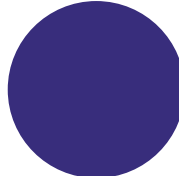
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PMS 717C



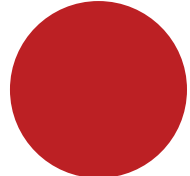
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PMS383C



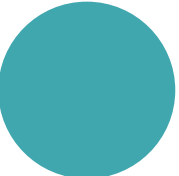
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R-83 G-134 B-61  
PMS 370C



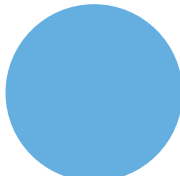
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PMS 2745C



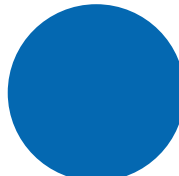
HEX bd2026  
R-189 G-32 B-38  
PMS 193C



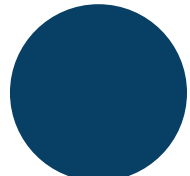
HEX 46a8b0  
R-70 G-168 B-176  
PMS 632C



HEX 66b0e1  
R-102 G-210 B-225  
PMS 292C



HEX 0468b1  
R-4 G-104 B-177  
PMS 2935C



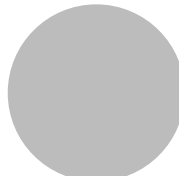
HEX 0b4064  
R-11 G-64 B-100  
PMS 2955C



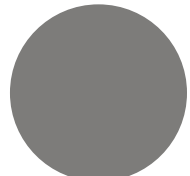
HEX e8e8e8  
R-232 G-232 B-232  
PMS COOL GREY 1



HEX d2d2d2  
R-210 G-210 B-210  
PMS COOL GREY 3



HEX bdbdbd  
R-189 G-189 B-189  
PMS COOL GREY 5



HEX 7b7b7b  
R-124 G-124 B-12  
PMS COOL GREY 10

## Photography

The DCSD Communications department has a library of thousands of cleared photos available for department and school materials.

When selecting photos for publication, please choose images that directly represent the work of your department or school. Schools should not use images from other schools unless explicit consent is given by the school represented in the photo. If you find a photo on the DCSD website that you would like to use for a project or publication, you must seek permission from the DCSD Communications Office prior to use.

The student subjects in photos should be cleared for media consent if the photo is taken in class or at school during school hours. There are a few exceptions, including school-wide assemblies that are open to the public and field trips.



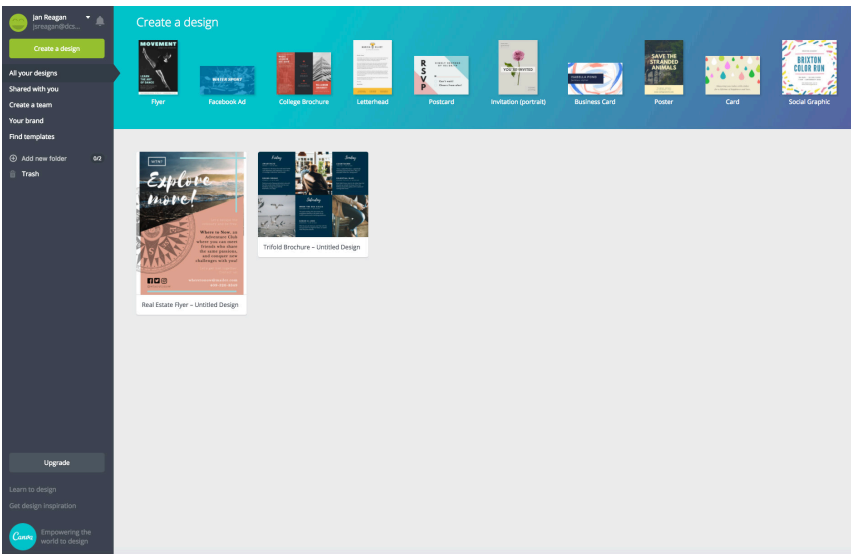
## Templates and Tools

DCSD templates such as letterhead and PowerPoint presentations are available on the [Communications page of the DCSD website](#). Business cards may be ordered through **Minuteman Press** or **Staples**.

DCSD departments are required to use the DCSD logo— or their department logo, if they have one— on all published collateral.

**Canva:** Canva is an online design tool that allows offices and departments to create professional looking collateral. It has a drag-and-drop interface and is ideal for small projects that require a quick turnaround. The DCSD Communications Office has designed templates for department use within Canva to create a consistent look with our visual identity.

The Communications Office is responsible for maintaining and training departments and offices on Canva. Please contact [communications@dcsdk12.org](mailto:communications@dcsdk12.org) if you wish to use this tool.



## Accessibility of Digital Communications

Section 508 is a set of federal regulations that defines the types of technology covered and sets forth provisions that establish a minimum level of accessibility.

**All website content must be ADA accessible.** [Click here for website accessibility guidelines.](#)

Below are examples of ways you can make your digital content accessible for all people:

**Spanish Translation:** When distributing content to a large-scale audience, it is necessary to provide a Spanish-language version of your content that you can offer side-by-side with the English-language version. You should contact a third-party vendor for translation services.

**PDF documents:** Never scan a document as an image with text for distribution. PDF's should be created directly from the software in which it was created so that text remains readable to individuals with visual disabilities.

**Hyperlinks:** We encourage content authors to utilize hyperlinks within content to connect to other resources and webpages. Users with visual disabilities often use page readers that have the capability to provide the user with an ability to quickly search links on the page. In this situation, the reader only provides the text of the link for the user. For this reason, we encourage content authors to provide text in hyperlinks that reflect/describe the resource linked or provide the name of the organization/website being linked.

**Video:** Videos should always be captioned for audiences with hearing impairments. While YouTube automatically generates subtitles, it is often necessary to manually update those subtitles for accuracy.

**Alt-Tags:** Using alt-tags on images is required to provide a description of the contents of the photo for individuals with visual disabilities.

## Contact Information

### DCSD Communications

[www.dcsdk12.org/about/departments/communications](http://www.dcsdk12.org/about/departments/communications)

## Approved Printing Vendors:

### Minuteman Press

### Staples

Video instructions on using Print and Marketing Services for SKU Items

**(Business cards, notecards, envelopes)**

[https://staplesinc.adobeconnect.com/pvnftmy6wv4r/default/content/story\\_content/video\\_65Zeb8Fkubj\\_22\\_48\\_1920x1080.mp4](https://staplesinc.adobeconnect.com/pvnftmy6wv4r/default/content/story_content/video_65Zeb8Fkubj_22_48_1920x1080.mp4)

Video instructions on how to use StaplesAvantage.com Print and Marketing Self-Services

[https://staplesinc.adobeconnect.com/pvnftmy6wv4r/default/content/story\\_content/video\\_5h66H2gLKSU\\_22\\_48\\_1280x720.mp4](https://staplesinc.adobeconnect.com/pvnftmy6wv4r/default/content/story_content/video_5h66H2gLKSU_22_48_1280x720.mp4)