



Darien  
Public Schools

# Visual Identity Guide

Version 1.0 | August, 2024

July 2024

Dear Members of the Darien Public Schools Community:

Having graduated from Darien High School not even a month ago, I am humbled to present to the Visual Identity Guide for Darien Public Schools.

I have been fortunate to attend the Darien Public Schools since kindergarten. I started at Tokeneke Elementary, continued through Middlesex Middle School, and then Darien High School. Coming into my senior year at Darien High School, I was excited by the request for a district logo design from Dr. Addley. After some initial drawings, I felt as though one logo design could not truly communicate the wealth of history, learning, and connection within our school system. I extended the assignment into a project that lasted the entirety of my senior year: to assemble a visual identity for our school system.

The first version of our visual identity guide is a culmination of my work. Though it was done individually, I consistently shared my progress with key participants across all of the Darien Public Schools, getting incremental approval along the way. I look forward to seeing the implementation and development of our visual identity across our school community through the years.

I would like to add a warm note of gratitude to those who have given me special individual feedback and support through this process: superintendent of schools Dr. Alan Addley; art teachers Ms. Jaclyn Sammis, Ms. Lauren Stelluti, and Mrs. Brenda McGee; high school principals and administrators Mrs. Ellen Dunn, Mrs. Kate Dimoulas, Mr. Mark Mazzone, and Ms. Alison Mullane; the Middlesex and elementary school principals; members of the Communications Committee on the Board of Education; friends and family. To every member of the Darien Public School community — thank you for entrusting me with this responsibility.

Sincerely,

*Annika Mengwall*

Annika Mengwall

Class of 2024



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# Introduction

THE VISUAL IDENTITY OF THE DARIEN PUBLIC SCHOOLS  
HAS TWO FACETS:

- I. Displaying **VISUAL** elements such as logos, colors, and typography
- II. Embodying our district **IDENTITY**, driven by our platform



## PURPOSE

The Visual Identity Guide plays a key role in shaping how our institution is perceived by internal and external stakeholders alike. This document serves as a definitive resource to maintain consistency, clarity, and authenticity in our visual representation. In today's visually-driven world, consistency and coherence in branding are paramount to establishing trust, recognition, and connection. Rooted in our mission to foster engagement and communication between the community, schools, Board of Education, and district administrators, these guidelines offer a framework to properly communicate our identity.

In accordance with these guidelines, every visual touchpoint should communicate our institutional principles and reinforce our commitment to student success. This document also outlines our standards for logo usage, color palette, and typography, empowering us to uphold the integrity of the Darien Public School system, and foster a sense of pride and connection within our community. The contents of this document are not mandates, but aids to maintain cohesive communications across our school system.

## DEVELOPMENT

In designing the Visual Identity for the Darien Public Schools, the primary focus was to create a cohesive and accessible brand that reflects the district's qualities. Considerations also included respecting its traditions and history.

The town of Darien, Connecticut has an impressive history. Though officially incorporated in 1820, historical evidence of the town dates back to the 15<sup>th</sup> century. While designing the logos, traditional pre-existing visual elements from the district were studied and preserved. The historical traditions of the town were also considered and applied to the current structure of the district institution.

This design's digital content should comply with Web Content Accessibility Guidelines, making it universally easy to use and navigate. The Darien Public Schools are committed to ensuring accessibility of its media for all students, parents, and any other member of the community including those members with disabilities. We aim to conform to Web Content Accessibility Guidelines (WCAG) 2.1, Level AA conformance standards on an ongoing basis.

By prioritizing cohesiveness, accessibility, and reflection of the district's essence, the goal was to create a visual identity that instills pride, fosters connection, and effectively communicates the values of the Darien Public Schools to the community.

## USAGE

Our Visual Identity guide functions as a comprehensive reference to ensure consistency and coherence in the visual representation of Darien Public Schools across all communication channels, for print and digital environments. Our community should become familiar with these guidelines and adhere to the standards herein when producing materials that officially represent Darien Public Schools. This includes proper usage of our logos, color palette, and typography. By adhering to these guidelines, we commit to representing the district with professionalism and authenticity.

This document should be used and seen as a guide — not a definitive rule book. Our school system is responsive and alive, and so is our visual identity guide. It is a living document that can change and evolve alongside Darien Public Schools. Rather than dampening imagination or hindering creativity, it intends to inspire us to continue developing and contributing to our visual identity. Our visual identity should continue to evolve with the school system, and this guide should continue to represent our most current best practices.

The members of the Darien Public School district should find these guidelines useful when creating and sharing visual materials representing our district. This includes but is not limited to students, staff, faculty, administrators, community partners, and external vendors. Together, we can enhance the Darien Public Schools identity, fostering trust, recognition, and pride within our educational community and beyond.

# DISTRICT BASICS

The Darien Public School District is located in Darien, Connecticut. It is a regular local school district directed by the Board of Education, and comprised of seven main schools:

- Darien High School
- Middlesex Middle School
- Hindley Elementary School
- Holmes Elementary School
- Ox Ridge Elementary School
- Royle Elementary School
- Tokeneke Elementary School

Each of the schools in the district is a Darien Public School, and altogether they are called the Darien Public Schools. To create a unified identity, the same colors and typography should be applied to all schools, and the district at large.

To preserve the individuality of each school, different visual marks have been developed for each. When applicable, these marks should be used to differentiate internal respective academic entities from each other. Communications from the Central Office can be identified with the general district brand marks.

*Most students attend the elementary school nearest their home from kindergarten through 5th grade. Following 5th grade, all elementary school classes merge and attend Middlesex Middle School for three years, spanning 6th to 8th grade. Upon completing 8th grade, the class transitions together to Darien High School, where they spend four years before graduating in the spring of their senior year.*

## ADDITIONAL ACADEMIC ENTITIES HAVE ALSO EMERGED FROM THE DARIEN PUBLIC SCHOOL DISTRICT, AND THESE INLCUDE:

- › Darien Summer School
- › Early Learning Program
- › Fitch Academy

# PLATFORM

Our platform serves as the core representation of what the Darien Public Schools embody and is instrumental in shaping how our district is perceived. It transcends mere definitions of what we are — a public school district — or what we look like — our logos, fonts, or colors. Instead, it encapsulates the emotions we evoke in individuals when they engage with our schools, and what we aspire for them to retain afterward. It must be distinctive and enduring, as the guiding principle that drives all our actions and communications. Our platform rests on the educational foundation for our school system:

*the Vision of the Graduate.*

# THE VISION, MISSION, AND CORE VALUES OF THE DISTRICT

As a school system, our faculty, staff, and stakeholders share a universal vision and participate in a common mission in their work for the district. Our district’s vision paints a picture of the future we aspire to create, our mission defines our intent and the value we deliver, and our core values encapsulate the principles that steer our actions and decisions.



*These elements create a system that guides the actions taken by our entire district, including our development of the Vision of the Graduate. The Vision of the Graduate is fundamentally applicable to all students in the Darien Public Schools. As such, faculty, staff, stakeholders, and all community members should consistently strive to embody the Vision of the Graduate. The Vision of the Graduate ultimately stands as the pillar of our district platform.*

# THE VISION OF THE GRADUATE

As the Darien Public Schools work to prepare students for a successful future from prekindergarten through high school graduation, we are guided by a statement defining our Vision of the Graduate.

With a strong platform, every message originates from a unified core and resonates with its audience, reflecting a cohesive school system. At the Darien Public Schools, that unified core is the Vision of the Graduate.

The Vision of the Graduate exemplifies our platform and can be used to guide communications. If our messaging complements the Vision of the Graduate, we should effectively communicate our district identity and exist within our platform.

## COMMUNICATION

*Seek to understand and be understood*

Effective collaboration will depend on your ability to listen with a discerning ear and express your ideas with clarity and passion. Communication is a two-way exchange. Listen before you speak. Hear what is behind the words. Craft your communication with purpose and choose your words carefully - they hold great power. Know that your actions also tell your story. Find your own voice and dare to use it to build your community and change your world.

## CREATIVITY

*Dream, imagine, and invent*

Pursuing new ideas will inspire you and others. Connect all that you have learned in order to generate novel thinking, design solutions, and innovate. Embrace the trial and error process. See mistakes as opportunities. Problems are solved by thinking about what can be rather than what has been. Seek and appreciate the beauty within each discipline. Believe in your vision and give form to your ideas.

## CURIOSITY

*Wonder and ask why*

Approaching the world with child-like amazement will lead you to new questions and inspire learning for life. Pursue knowledge as it provides the bedrock for thinking. Turn your mind to inquiry while pursuing your passions. Engage with others' thinking, and question with persistence, to deepen your understanding. Commit to fearless exploration of the unknown because it will open doors to new possibilities.

## EMPATHY

*Grow in the light of human connection*

Understanding other people's experiences will enable you to form meaningful relationships and empower you. Open your heart and mind to the ideas and feelings of others and, as a result, learn more about yourself. Radiate kindness. Act with compassion. Embrace diversity and stand up for others and for inclusion. Honor the humanity of each person and contribute to a community that provides all with a sense of belonging.

## INDEPENDENCE

*Forge your own path*

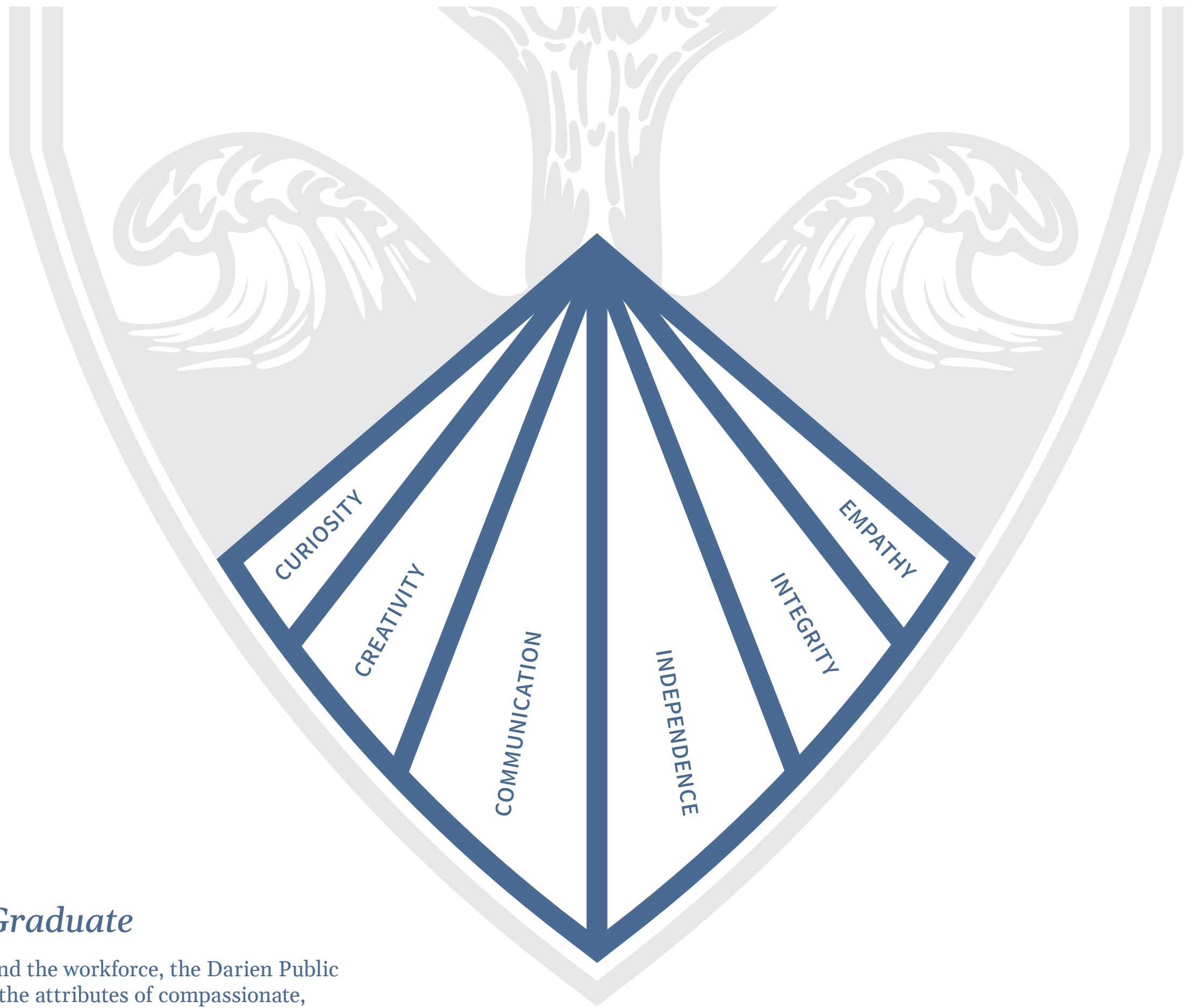
The life you build for yourself will be founded on how much you trust and rely on your unique talents and thinking. Self-reliance frees you to become who you are meant to be. Persist when you encounter obstacles and know that you can seek guidance to help you grow. Set goals and work hard to reach them. Diligence has its own rewards. Confidently choose what's best for you, balancing life's demands.

## INTEGRITY

*Do what is right, even when no one is watching*

Those who earn the respect of others conduct themselves honestly and adhere to principles in the face of adversity and social pressures. Tell the truth no matter how difficult. Accepting responsibility earns trust and reveals strength of character. Advocate for justice. Lead by example. Know who you are and let your actions speak for you. Develop your moral compass and demonstrate the courage to honor it.





# ATTRIBUTES

## *Outlining the Vision of the Graduate*

In an era of rapid change to education and the workforce, the Darien Public Schools recognized the need to identify the attributes of compassionate, resilient problem-solvers and leaders through the Vision of the Graduate: *Communication, Creativity, Curiosity, Empathy, Independence, and Integrity*. As an educational institution, the Darien Public Schools hinges on instruction. Our instructional platform is founded on these six attributes. As our students develop these attributes on their path to graduation, our entire district should consistently strive to embody them. These attributes go beyond instructing students and factor into all the Darien Public Schools' messaging.



THE DARIEN PUBLIC SCHOOLS EMBRACE SIMPLICITY IN DESIGN AND ENCOURAGE *THE ESTABLISHMENT OF A BASE COLOR* — TYPICALLY BLUE WAVE BLUE, WHITECAP WHITE, OR GREAT ISLAND GRAY. ADDITIONAL COLORS SHOULD BE DELIBERATELY INTRODUCED TO DIFFERENTIATE TEXT OR IMAGE CONTENT, RATHER THAN FOR DECORATIVE PURPOSES.

WORKING WITHIN A *LIMITED PALETTE* OF ONE OR TWO COLORS BETTER REFLECTS THE DARIEN PUBLIC SCHOOLS' CLASSIC CLARITY.

# Color

Color is crucial to the Darien Public Schools' Visual Identity. Our color palette effectively establishes connections, communicates messages, evokes emotions, and reinforces district recognition. Consistent use of color fosters unity and reflects the values and personality of the Darien Public Schools, creating a positively impactful identity.

IN PRINT REPRODUCTION OF DARIEN PUBLIC SCHOOLS’  
COLORS, COMMUNICATE WITH THE PRINTER TO MATCH THE  
PMS COLOR WHENEVER POSSIBLE.

### COLOR REPRODUCTION

A strong visual identity depends on consistency across mediums. Our Darien Public Schools’ colors should all look the same, regardless of whether they are viewed on a screen or paper. However, the process for producing colors on screen differs from the process for producing colors on print. Different color spaces correspond to each process used to produce color in various media. These varied processes can cause colors to appear inconsistent when reproduced on different mediums.

To ensure colors appear consistent when reproduced, our Visual Identity guide includes three color spaces: PMS, HEX, and RGB. Understanding which color space to use is helpful to effectively reproduce our colors.

# Color Spaces

## RGB

*Use: Digital (Screens)*

Screens or digital displays use three colors — Red, Green, and Blue — to display digital colors. The RGB formula tells the display exactly how much of each color to illuminate on screen to render our brand colors. The colors in RGB formulas rely on the light source of the screen, so they cannot easily translate into printed ink colors. If the RGB formula is used for print, the colors often appear dull and unrecognizable. It is critical that the RGB color space is not used for print jobs, and is kept for digital use on screens.

## HEX

*Use: Digital (Websites)*

A HEX color is represented by a six-digit combination of numbers and letters, denoting its blend of red, green, and blue (RGB) colors. Essentially, a HEX color code is a condensed version of its RGB values, requiring a slight conversion. This color space is most often used in web design, as it can be understood by browsers for digitally displaying colors.

## PMS

*Use: Print (Professional)*

These colors, also known as spot colors, come from the Pantone® Matching System, which are pre-mixed patented inks created by the Pantone company. Designers utilize Pantone’s exclusive color swatches for selecting colors, ensuring consistency across various locations. Printers also reference these swatches, guaranteeing adherence to the same color. This standardization of PMS colors ensures color consistency across diverse print products worldwide.

## CMYK

*Use: Print (Regular)*

Also known as four-color process, the CMYK color space is for the most commonly used printing method. While PMS colors require specific pre-mixed inks, most printers only have four inks — Cyan, Magenta, Yellow, and Black — applied in layers to create colors. CMYK formulas can communicate directly to the printer, telling it exactly how much of each color to apply in layers to create certain colors.

Different programs — such as Adobe, Pantone, and Canva — have individual ways to convert colors into CMYK layers for print. As such, different programs will execute different CMYK formulas as they attempt to adjust for the best print production of our Darien Colors.

THE CMYK FORMULAS PROVIDED IN OUR VISUAL IDENTITY GUIDE ARE DERIVED USING THE PANTONE MATCHING SYSTEM, IN ACCORDANCE WITH THE PANTONE® COLOR BRIDGE UNCOATED (V5) LIBRARY.

While not recommended, variations in CMYK formulas are acceptable so long as adjustments are being made for the best match to our familiar color appearance. For optimal results, proof against a Pantone chip using paper respective to the design.

# PRIMARY COLOR PALETTE

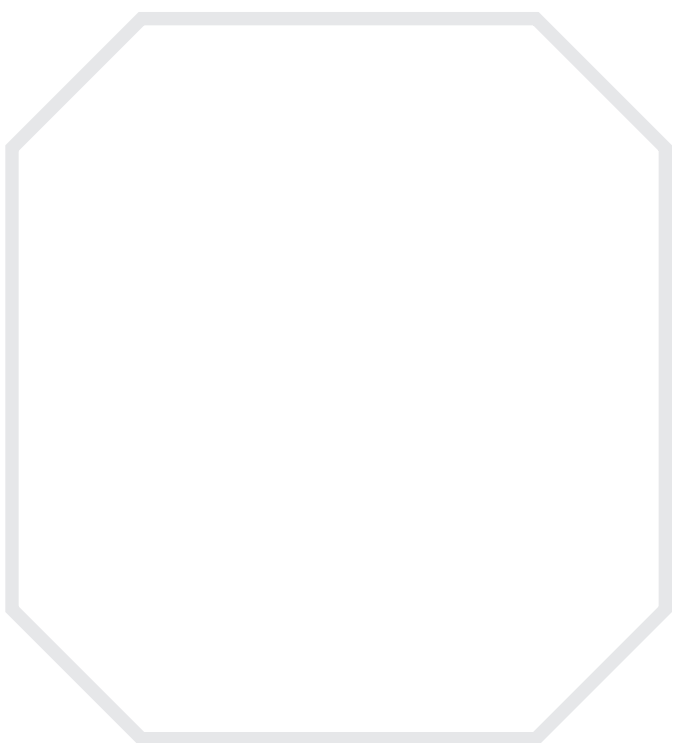
*Consisting of Blue Wave Blue and Whitecap White.*

These colors are preferred in most circumstances, as they not only reflect the Darien identity but also resonate with stakeholders, fostering a strong connection and sense of belonging. Their longstanding presence underscores their significance and enduring relevance within the Darien Public Schools community.



## Blue Wave Blue

PMS 2196 UP  
RGB R 71 G 106 B 147  
HEX #476A93  
CMYK C 100 M 55 Y 0 K 10



## Whitecap White

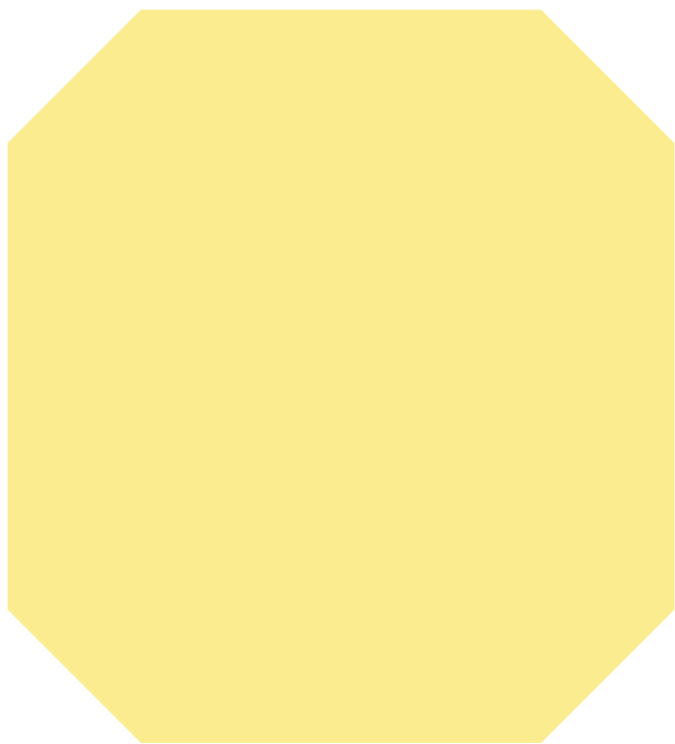
PMS —  
RGB R 255 G 255 B 255  
HEX #FFFFFF  
CMYK C 0 M 0 Y 0 K 0

BLUE WAVE BLUE HAS BECOME AN INTEGRAL PART OF THE CULTURE IN DARIEN PUBLIC SCHOOLS, INSTILLING A SENSE OF DEEP PRIDE WITHIN THE COMMUNITY OVER THE YEARS. IT IS THE BEST CHOICE FOR A BASE AND ACCENT COLOR IN VISUAL MATERIALS ORIGINATING FROM THE DISTRICT.

# SECONDARY COLOR PALETTE

*Accompanying our two primary colors.*

The colors in the secondary palette are additional hues that enhance our visual variety. These colors should not dominate the primary colors, but can provide versatility and interest while remaining identifiable of Darien Public Schools. Gorham’s Pond Gold complements our iconic Blue Wave Blue and Whitecap White; Great Island Gray and Bates Scofield Black serve as clean neutrals, contributing to a cohesive visual identity.



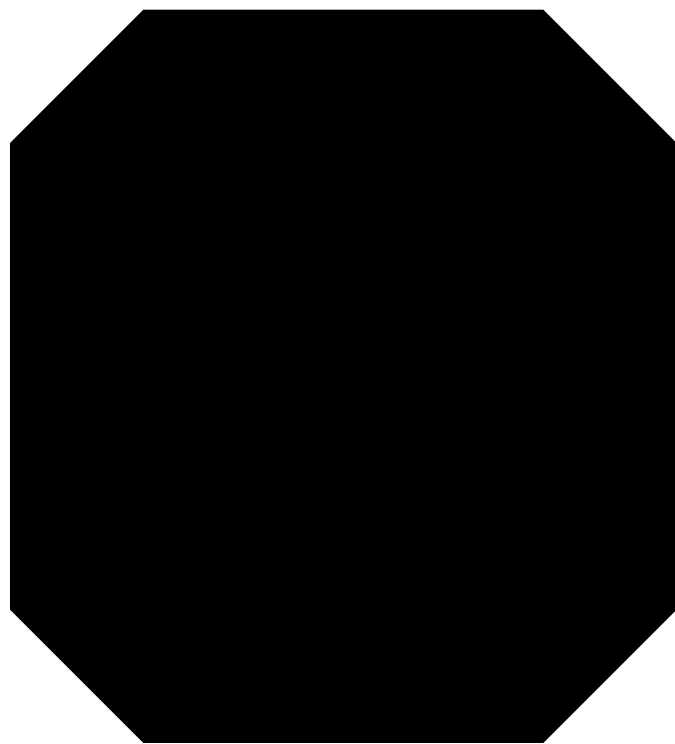
Gorham’s Pond Gold

PMS 2001 UP  
RGB R 252 G 236 B 144  
HEX #FCEC90  
CMYK c 0 M 1 Y 44 K 0



Great Island Gray

PMS 6197 UP  
RGB R 220 G 231 B 233  
HEX #E6E7E9  
CMYK c 10 M 4 Y 13 K 0



Bates Scofield Black

PMS —  
RGB R 255 G 255 B 255  
HEX #FFFFFF  
CMYK c 0 M 0 Y 0 K 100

# TERTIARY COLOR PALETTE

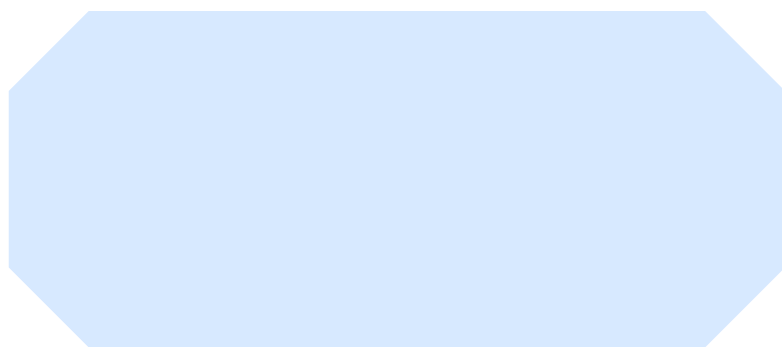
*Extending our gamut with additional coordinating colors.*

The tertiary palette may be used if additional colors are necessary to achieve distinction beyond the primary and secondary palettes, provided Blue Wave Blue is not overpowered. This extended palette pairs nicely with the Darien Public Schools’ colors, making it simpler to coordinate with our Visual Identity. These colors should never be the main color of an official design from the Darien Public Schools — they should be used sparingly, in no more than 10% of the color used for one piece.



**Long Neck Point Lavender**

PMS 6064 UP  
RGB R 218 G 193 B 225  
HEX #DAC1E1  
CMYK C 11 M 25 Y 1 K 0



**Baker Park Blue**

PMS 6148 UP  
RGB R 214 G 233 B 255  
HEX #D6E9FF  
CMYK C 14 M 0 Y 0 K 0



**Goodwives River Green**

PMS 323 UP  
RGB R 58 G 96 B 96  
HEX #3A6060  
CMYK C 100 M 20 Y 39 K 56



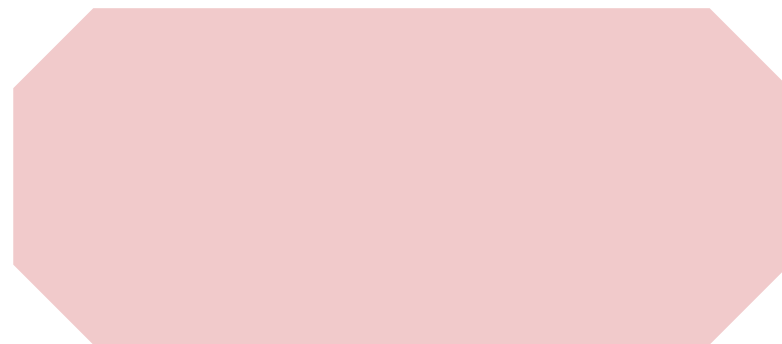
**Corbin District Copper**

PMS 7564 UP  
RGB R 220 G 152 B 88  
HEX #DC9858  
CMYK C 1 M 40 Y 89 K 3



**Stephen Mather Scarlet**

PMS 2349 UP  
RGB R 195 G 95 B 84  
HEX #C35F54  
CMYK C 0 M 85 Y 100 K 9













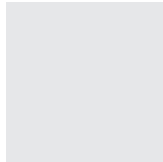
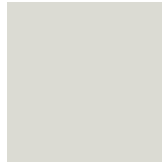
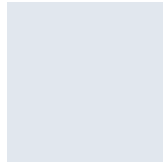
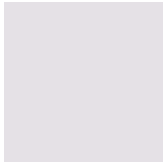
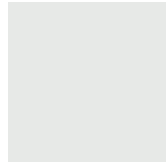
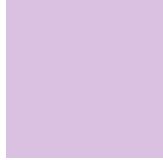




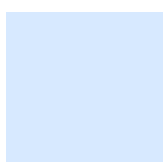
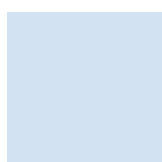
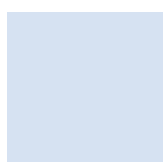
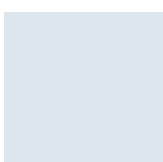
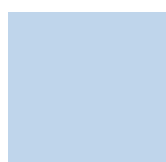




















**Pear Tree Pink**

PMS 7429 UP  
RGB R 241 G 202 B 203  
HEX #F1CACB  
CMYK C 0 M 19 Y 0 K 0

# Pantone® Color Matches

The Pantone® color matching system gives the best matches for color reproduction on different mediums. When reproducing color on mediums other than uncoated paper, different PMS colors should be used.

FOR PRINT ON COATED PAPER, USE THE PMS FORMULA WITH THE “CP” SUFFIX. FOR MATERIALS ON COTTON FABRIC, USE THE PMS FORMULA WITH THE “TCX” SUFFIX.

Darien Public Schools Official Color		Best Match		Best Match		Best Match		Best Match	
PANTONE® Color Bridge Uncoated (v5)		PANTONE® Color Bridge Coated (v5)		PANTONE® Solid Uncoated (v5)		PANTONE® Solid Coated (v5)		PANTONE® FHI Cotton TCX 2625	
Blue Wave Blue PMS 2196 UP			PMS 647 CP		PMS 2384 U		PMS 2139 C		PMS 17-4028 TCX <i>Riverside</i>
Gorham's Pond Gold PMS 2001 UP			PMS 601 CP		PMS 601 U		PMS 2001 C		PMS 12-0721 TCX <i>Lemonade</i>
Great Island Gray PMS 6197 UP			PMS Cool Gray 1 CP		PMS 649 U		PMS 663 C		PMS 11-4800 TCX <i>Blanc De Blanc</i>
Long Neck Point Lavender PMS 7564 UP			PMS 256 CP		PMS 524 U		PMS 256 C		PMS 14-3612 TCX <i>Orchid Bloom</i>
Baker Park Blue PMS 6148 UP			PMS 6148 CP		PMS 657 U		PMS 656 C		PMS 13-4202 TCX <i>Ice Water</i>
Goodwives River Green PMS 323 UP			PMS 4188 CP		PMS 3302 U		PMS 5477 C		PMS 19-4818 TCX <i>Mallard Green</i>
Corbin District Copper PMS 7564 UP			PMS 2431 CP		PMS 7564 U		PMS 2431 C		PMS 16-1142 TCX <i>Golden Nugget</i>
Stephen Mather Scarlet PMS 2349 UP			PMS 4061 CP		PMS 180 U		PMS 4061 C		PMS 17-1544 TCX <i>Burt Sienna</i>
Pear Tree Pink PMS 2349 UP			PMS 3568 CP		PMS 503 U		PMS 496 C		PMS 13-1520 TCX <i>Rose Quartz</i>

# Text Contrast Check Tool

Wls of conformance: Level A, Level AA, and Level AAA. We aim to be conformant with WCAG 2.1 level AA. The criteria for level AA requires that the visual presentation of text and images of text has a contrast ratio of at least 4.5:1 for normal text, and at least 3:1 for large text. Large text must be at least 18 pt font.

The chart below shows which of our colors offer sufficient contrast together to be legible as normal and/or large text. Some of our colors lack the necessary contrast for readability as text but are suitable for use as a background. Quickly referencing this chart can help us ensure that our web content remains accessible. Although the WCAG standards are technically for digital use, they can help determine acceptable text contrast for print materials as well.

BLUE WAVE BLUE	<div>Bb</div> — 5.6	<div></div>	<div>Bb</div> — 4.52	<div>Bb</div> — 4.6	<div>Bb*</div> — 3.75
WHITECAP WHITE	<div></div>	<div>Ww</div> — 5.6	<div></div>	<div></div>	<div>Ww</div> — 21.0
GORHAM’S POND GOLD	<div></div>	<div>Gg</div> — 4.6	<div></div>	<div></div>	<div>Gg</div> — 17.54
GREAT ISLAND GRAY	<div></div>	<div>Gg</div> — 4.53	<div></div>	<div></div>	<div>Gg</div> — 16.97
BATES SCOFIELD BLACK	<div>Bb</div> — 21.0	<div></div>	<div>Bb</div> — 16.97	<div>Bb</div> — 17.54	<div>Bb*</div> — 3.75
CORBIN DISTRICT COPPER	<div></div>	<div></div>	<div></div>	<div></div>	<div>Cc</div> — 8.68
LONG NECK POINT LAVENDER	<div></div>	<div>Ll*</div> — 3.38	<div></div>	<div></div>	<div>Ll</div> — 12.70
BAKER PARK BLUE	<div></div>	<div>Bb</div> — 4.52	<div></div>	<div></div>	<div>Bb</div> — 19.96
STEPHEN MATHER SCARLET	<div>Ss*</div> — 4.13	<div></div>	<div>Ss*</div> — 3.34	<div></div>	<div>Ss</div> — 5.09
PEAR TREE PINK	<div></div>	<div>Pp*</div> — 3.75	<div></div>	<div></div>	<div>Pp</div> — 14.05

\* Type in this color pairing must be at least 18 pt font to comply with WCAG level AA



# TYPOGRAPHY

Typefaces play a significant role in unifying the Visual Identity of Darien Public Schools. Consistent use of type across various materials ensures cohesion, regardless of differing photos, layouts, or other media content. Moreover, a uniform typeface infuses personality into the design, while allowing for consistent proficiency in communication and presentation.

SERIF  
Type  
SERIF

SANS SERIF  
Type  
SANS SERIF

## Gelasio and Varta at Equal Point Size

25 PT GELASIO REGULAR WITH 25 PT VARTA REGULAR

### INTRODUCTION

THE OFFICIAL TYPEFACES OF OUR VISUAL IDENTITY ARE  
GELASIO AND VARTA.

Whether used individually or in a pairing, they both establish a distinct identity for Darien Public Schools.

Both Gelasio and Varta are variable fonts, meaning they come in a variety of weights suitable for a wide range of projects and applications. Together, they offer the opportunity to utilize serif or sans-serif font, depending on the visual style designers hope to achieve. This page provides examples of our fonts in equal point sizes at their default format to visualize how their different styles and shapes work together.

Gelasio and Varta were both selected for their accessibility. Both typefaces are designed for easy reading, catering to diverse audiences, including those with visual impairments like low vision or dyslexia. Textual information in these fonts should remain understandable for all users, regardless of abilities or disabilities.

### SYSTEM FONTS

Prioritizing Gelasio and Varta is always recommended, and system fonts should be used only as a last resort. However, if alternatives are necessary, Georgia may be used in place of Gelasio, and Calibri may be used in place of Varta.

### GOOGLE FONTS

If either font needs to be downloaded, there are instructions online for how to download and install google fonts on different computers or operating systems.

On google applications, such as docs, slides, or sheets, our fonts will already be accessible in the font list, though they may need to be added by through the “More fonts” menu.

Both typefaces are available through google at: [fonts.google.com](https://fonts.google.com).

# Gelasio

*Designed by Eben Sorkin*

GELASIO, OUR **SERIF** FONT, IS FORMAL AND RATIONAL, WITH ROUNDED ELEMENTS THAT ADD CONTEMPORARY FRIENDLINESS. IT IS ALSO THE FONT USED IN ALL OF OUR WORDMARKS AND SIGNATURES

Gelasio is an original typeface. It is metrics-compatible with Georgia in regular, bold, italic, and bold italic weights. It was inspired by a French Transitional typeface — called Romain Du Roi — from 1702. It communicates a historical aesthetic suitable for the rich history of Darien Public Schools.

- › Available for [Download on Google Fonts](#)
- › Offers OpenType format for infinite scalability
- › Licensed under the [Open Font License](#)

## GELASIO REGULAR    WEIGHT: 400

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
OPQRSTUVWXYZ

abcdefghijklmn  
opqrstuvwxyz

1234567890 !?@#%&\*

## GELASIO MEDIUM    WEIGHT: 500

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
OPQRSTUVWXYZ

abcdefghijklmn  
opqrstuvwxyz

1234567890 !?@#%&\*

## GELASIO SEMIBOLD    WEIGHT: 600

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
OPQRSTUVWXYZ

abcdefghijklmn  
opqrstuvwxyz

1234567890 !?@#%&\*

## GELASIO BOLD    WEIGHT: 700

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
OPQRSTUVWXYZ

abcdefghijklmn  
opqrstuvwxyz

1234567890 !?@#%&\*

## GELASIO ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
OPQRSTUVWXYZ

abcdefghijklmn  
opqrstuvwxyz

1234567890 !?@#%&\*

## GELASIO MEDIUM ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
OPQRSTUVWXYZ

abcdefghijklmn  
opqrstuvwxyz

1234567890 !?@#%&\*

## GELASIO SEMIBOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
OPQRSTUVWXYZ

abcdefghijklmn  
opqrstuvwxyz

1234567890 !?@#%&\*

## GELASIO BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
OPQRSTUVWXYZ

abcdefghijklmn  
opqrstuvwxyz

1234567890 !?@#%&\*

# Varta

*Designed by Joana Correia*

VARTA, OUR **SANS-SERIF** FONT, HAS A CRISP AND PROFESSIONAL CLARITY, WHILE STILL EVOKING A WARM HUMANITY.

Varta is an original typeface published by Sorkin Type. It performs well at very small sizes and on both low and high-quality screens, offering broad utility. Its congenial personality emerges at larger sizes, adding to its charm. This versatility makes Varta ideal for various applications, including signage, editorial design, packaging, and extended screen reading.

- › Available for [Download on Google Fonts](#)
- › Offers OpenType format for infinite scalability
- › Licensed under the [Open Font License](#)

VARTA LIGHT    WEIGHT: 300

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
OPQRSTUVWXYZ

abcdefghijklmn  
opqrstuvwxyz

1234567890 !?@#%&\*

VARTA REGULAR    WEIGHT: 400

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
OPQRSTUVWXYZ

abcdefghijklmn  
opqrstuvwxyz

1234567890 !?@#%&\*

VARTA MEDIUM    WEIGHT: 500

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
OPQRSTUVWXYZ

abcdefghijklmn  
opqrstuvwxyz

1234567890 !?@#%&\*

VARTA SEMIBOLD    WEIGHT: 600

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
OPQRSTUVWXYZ

abcdefghijklmn  
opqrstuvwxyz

1234567890 !?@#%&\*

VARTA BOLD    WEIGHT: 700

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
OPQRSTUVWXYZ

abcdefghijklmn  
opqrstuvwxyz

1234567890 !?@#%&\*

# BEST PRACTICES WITH TYPE

- › Use only Gelasio and Varta whenever possible
- › Avoid using more than **two** fonts in one communication material

For more *Formal* and *Subtle* applications, use a preference for *Gelasio*

For more **Casual** and **Bold** applications, use a preference for **Varta**

## THINGS TO AVOID

*Irregular Tracking or Leading*

Tracking refers to the space between letters.

Leading refers to the space between the lines of text.

*Outlining text*

The Darien Public School System's Visual Identity

*Stretching type*  
(please scale proportionately)

Darien Public Schools  
Our Visual Identity

*Adding shadows*

Darien Public Schools

Here is an example of what is not recommended. Adding a drop shadow makes the text hard to read and distracts from our work.

*Adding gradients*

Darien Public Schools

Here is another example of what is not recommended. A gradient makes the text hard to read and distracts from our work.

*Mixing with highly stylized fonts*

Darien Public Schools

*Visual Identity*  
This is yet another example of what is not recommended. The font for the subheading is overly-stylized and diminishes the clean and classic visualization of our identity.

# Academic Logos

Logos serve as the face of our visual identity, connecting it across communication platforms. Consistency in appearance and usage enhances memorability and impact. Our logos are the cornerstones of our identity, representing our district and uniting our school communities. They represent the collective and individual impacts of our students, faculty, staff, and community, enhancing our visual identity's recognition and reach when applied effectively.

## DEFINITIONS

The logos for Darien Public Schools include three graphic elements: emblems, wordmarks, and signatures. Each of these graphic elements can function as an individual logo to identify or represent the Darien Public Schools.

- ♦ **Emblem:** the emblem refers to a school's standalone seal or crest
- ♦ **Wordmark:** the wordmark refers to the typographic treatment of the name of each entity in the school system
- ♦ **Signature:** the signature refers to the structured combination of an emblem and its corresponding wordmark. Signatures can have different orientations, and there are horizontal and vertical signatures for each Darien Public School entity

The Emblems and Wordmarks may be used individually as standalone graphic elements. However, if an emblem and wordmark are intended to be used together on the same piece, an official signature should always be used to ensure proper spacing and design.



# Best Practices with Logos

*Despite having different logos for each school within the district, the same fonts, colors, and guidelines can be applied to each school's logos.*

## USAGE

*The “do’s” and “do not’s” of our logos:*

- DO use the logo in Blue Wave Blue, Whitecap White, or Bates Scofield Black (pg 13) — whatever color is chosen, the entire graphic element should be in the same color
  - › Do not use more than one color on one graphic element or use colors outside our official palette <sub>1</sub>
- DO treat the logo as original artwork and keep it in its provided format, without altering or adding appendages
  - › Do not manually edit the artwork <sub>2</sub>
  - › Do not distort any of the logo elements <sub>3</sub>
  - › Do not typeset the wordmark with new fonts <sub>4</sub>
  - › Do not replace the emblem with a new mark <sub>5</sub>
  - › Do not embellish or underline any of the logoelements <sub>6</sub>
  - › Do not add a drop shadow, gradient, or 3D effect to any of the logo elements <sub>7</sub>
- DO scale and resize the logo as needed, keeping it large enough to read
  - › Do not stretch the logo in either dimension, resize it proportionately <sub>8</sub>
  - › Do not separately resize the graphic elements of a signature <sub>9</sub>
  - › Do not scale up JPG or PNG versions of the logos so that they appear pixelated or lose resolution <sub>10</sub>
- DO use the logo artwork as a knockout against a colored background with high contrast and clear legibility
  - › Do not place the logo on inappropriate backgrounds <sub>11</sub>
- DO give the logo enough clear space around it
  - › Do not place the logo too close to other graphic elements <sub>12</sub>

THE FOLLOWING GUIDELINES ARE GENERAL AND SHOULD BE APPLIED TO THE LOGOS OF THE DISTRICT AND EACH SCHOOL.





### CLEAR SPACE

Clear space refers to the amount of space around all sides of a logo, and it is necessary in all applications of the logo. Clear space is required to protect logo artwork from the visual impact from other design elements. Also, having clear and clutter-free space around our logos helps stakeholders quickly recognize us, reinforcing our visual identity.

Components of the graphic element are used to measure the minimum amount of clear space necessary around each logo. By using these visual components as measurements, the clear space is scalable with the logo. The ratio between clear space and graphic elements should remain unchanged regardless of the logo size.

The list below outlines which component is used to determine the clearspace of each graphic element:

- **All Emblems** = Half the width *of the* emblem
- **All Workmarks** = Height *of the* first letter
- **All Horizontal Signatures** = Width *of the* emblem
- **Disrict, High School, and Middle School Vertical Signatures** = Width *of the* emblem

The subsequent pages include visuals demonstrating the minimum clear space for each graphic element of our logos.

# DARIEN PUBLIC SCHOOLS

## About the Crest

### 1. SEVEN-SIDED SHAPE

*Represents the five elementary and two upper-level schools in our district*

The two long sides hold the five shorter sides, symbolic of how the two upper-level schools hold the students from all five elementary schools.

### 2. TREE

*Represents growth, knowledge, and life*

The tree is specific to the town of Darien as it is a well-forested town; also, the state of Connecticut with its symbolic Charter Oak.

### 3. BRANCHES

*Represent the structure of our district*

The trunk symbolizes the district, which splits into two boughs symbolic of the larger schools, and those boughs contain five smaller branches that symbolize our elementary schools.

### 4. WAVES

*Represent our Blue Wave Pride and town spirit*

The positioning of the waves is specific to the town of Darien because despite being well-forested, it is uniquely a beach town.

### 5. SIX TRIANGULAR SECTORS

*Represent the Vision of the Graduate*

The six triangular sectors symbolize the attributes of the Vision of the Graduate: Communication, Creativity, Curiosity, Empathy, Independence, and Integrity.

- › The shape resembles the **roots** of the district tree, illustrating how the Vision is the philosophical root of our district.
- › The shape resembles a **road upward**, illustrating the position vision we have for students as they move through our district.



# DARIEN PUBLIC SCHOOLS

---

*Emblem*



*Wordmark*

Darien  
Public Schools

*Horizontal Signature*



*Vertical Signature*



# DARIEN PUBLIC SCHOOLS

## ALTERNATE COLORS



## CLEAR SPACE

*Emblem*



*Wordmark*



*Horizontal Signature*



*Vertical Signature*



# DARIEN HIGH SCHOOL

---

*Emblem*



*Wordmark*

Darien  
High School

*Horizontal Signature*



*Vertical Signature*



A NOTE FROM THE DESIGNER –

While designing our Darien Public School brand I did not want to alter any traditional logos that had been designed and implemented for a significant period of time. To do this, I visited the Darien Historical Society and reviewed all the documents, letters, and year-books that they have preserved. The only school that appeared to have a historically relevant visual symbol was Darien High School. Its seal dates back to the 1920s, consistently containing a torch, book, and the Latin phrase “Veritas Vos Liberabit,” which translates to “the truth will set you all free.” In my commitment to the history of Darien Public Schools, I did not create a new logo for Darien High School — I just recreated a more accessible, user-friendly version of the traditional seal.

# DARIEN HIGH SCHOOL

## ALTERNATE COLORS



## CLEAR SPACE

*Emblem*

*Wordmark*

*Horizontal Signature*

*Vertical Signature*





# MIDDLESEX MIDDLE SCHOOL

---

*Emblem*



*Wordmark*



*Horizontal Signature*



*Vertical Signature*



A NOTE FROM THE DESIGNER –

At the time I was designing our visual identity, Middlesex Middle School was using two logo marks: a newer image of a dragon, and an older drawing of the spire above the original school building. To develop a mature logo and maintain a commitment to historical imagery, the principals, superintendent, and I decided to establish the traditional drawing of the spire as the official academic insignia. Additionally, Middlesex Middle School is similar to Darien High School in that it is an upper-level school that unites students from all elementary schools in one single class. To communicate this similarity to the high school, I decided to place the spire inside of a seal.

# MIDDLESEX MIDDLE SCHOOL

## ALTERNATE COLORS



## CLEAR SPACE

*Emblem*



*Wordmark*



*Horizontal Signature*



*Vertical Signature*





# HINDLEY ELEMENTARY SCHOOL

---

*Emblem*



*Wordmark*

Hindley

*Horizontal Signature*



*Vertical Signature*



SCHOOL MASCOT

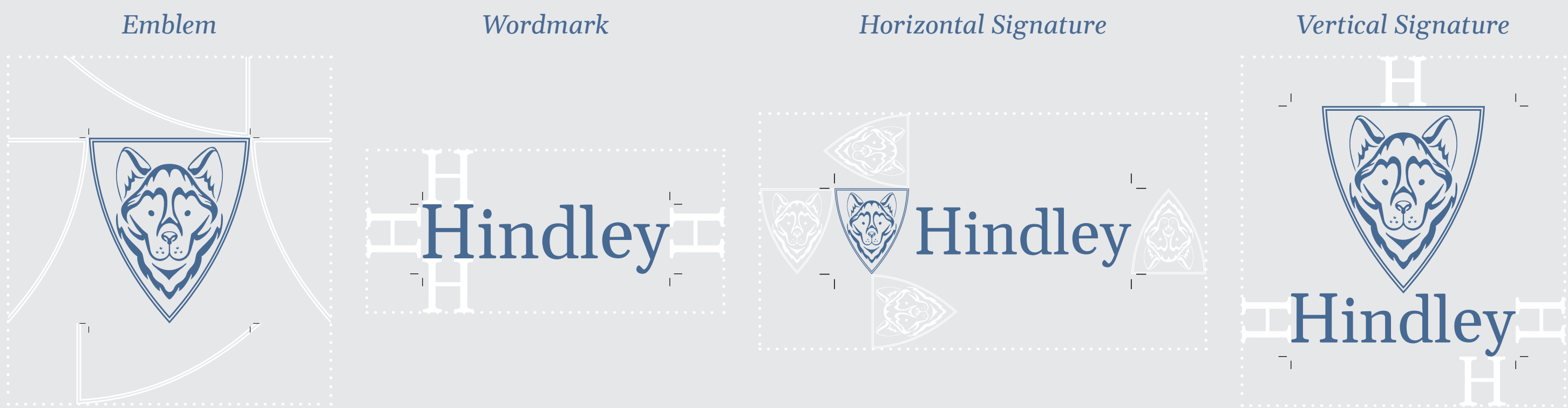
The Hindley Husky

# HINDLEY ELEMENTARY SCHOOL

## ALTERNATE COLORS



## CLEAR SPACE



# HOLMES ELEMENTARY SCHOOL

---

*Emblem*



*Wordmark*

Holmes

*Horizontal Signature*



Holmes

*Vertical Signature*



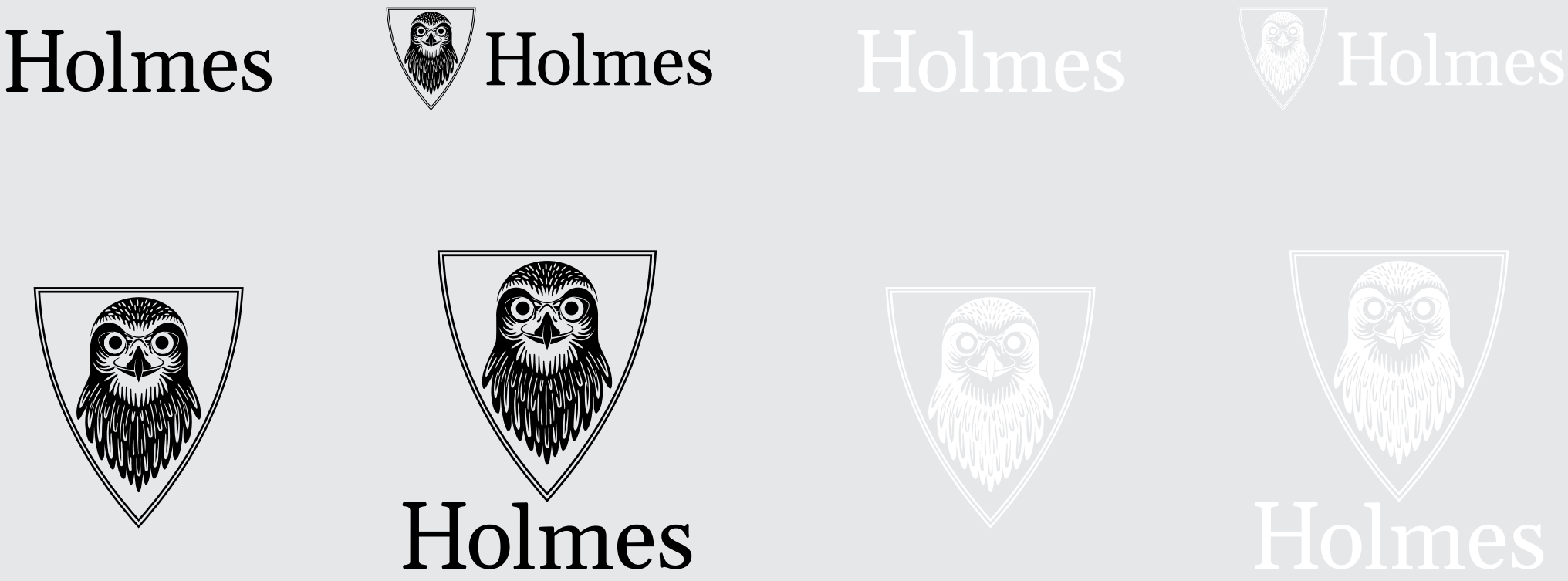
Holmes

SCHOOL MASCOT

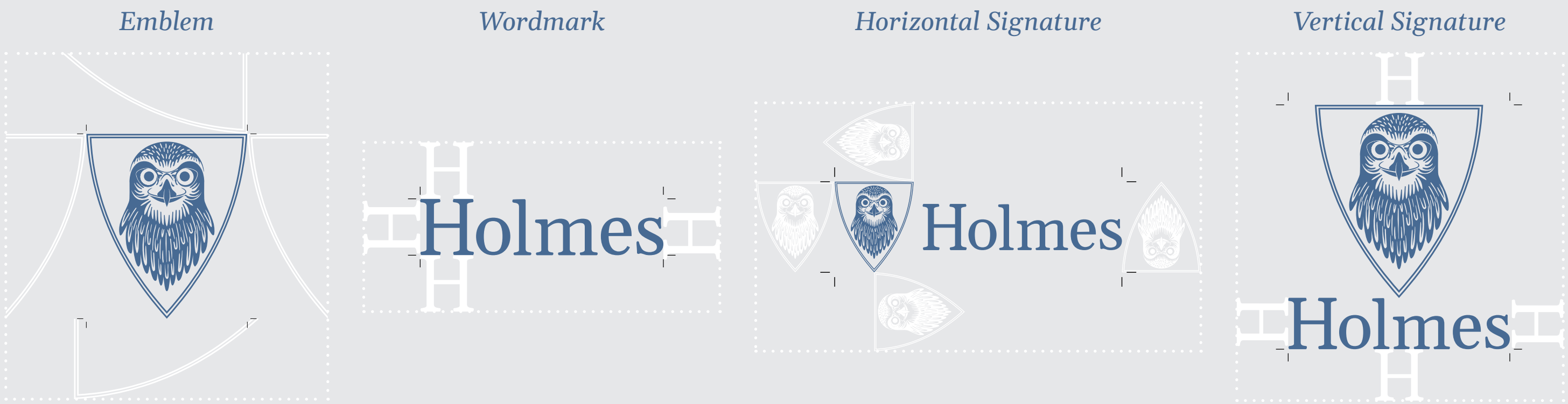
The Holmes Hawk

# HOLMES ELEMENTARY SCHOOL

## ALTERNATE COLORS



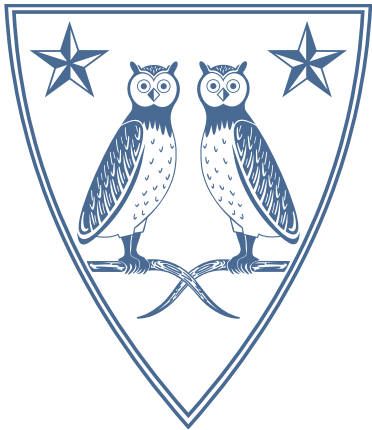
## CLEAR SPACE



# OX RIDGE ELEMENTARY SCHOOL

---

*Emblem*



*Wordmark*

Ox Ridge

*Horizontal Signature*



*Vertical Signature*

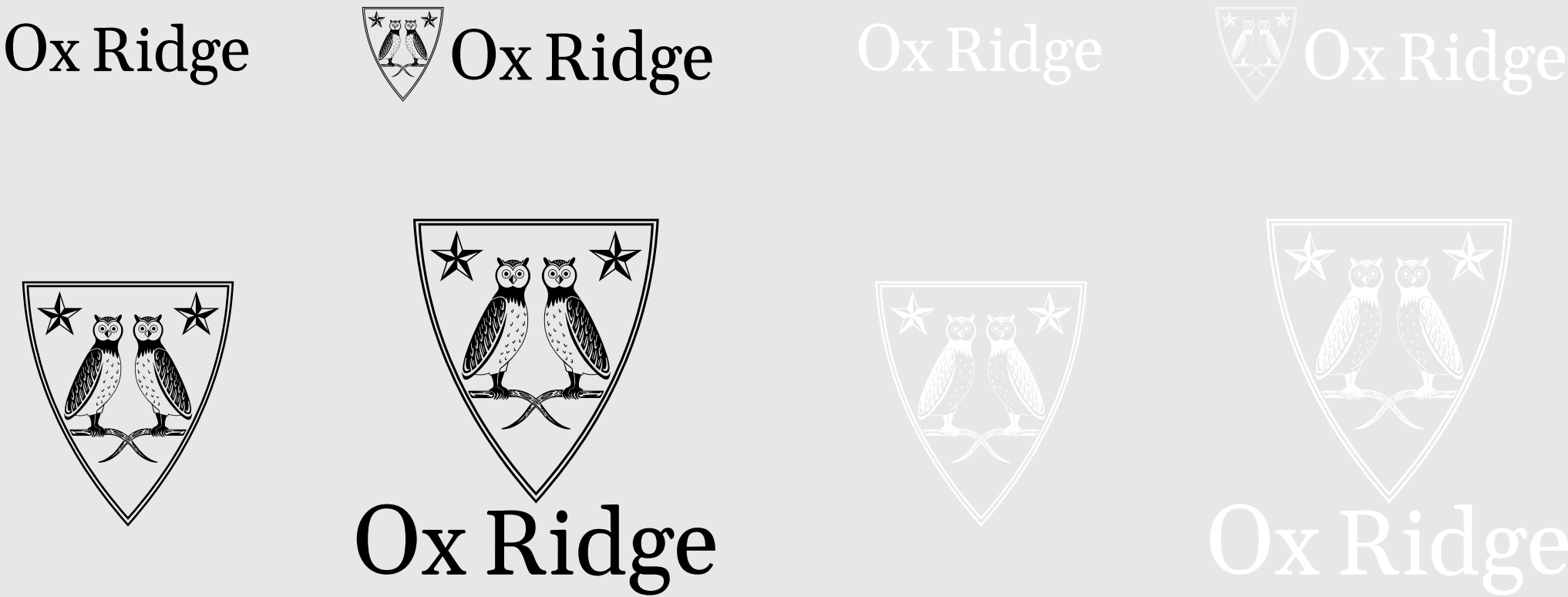


SCHOOL MASCOT

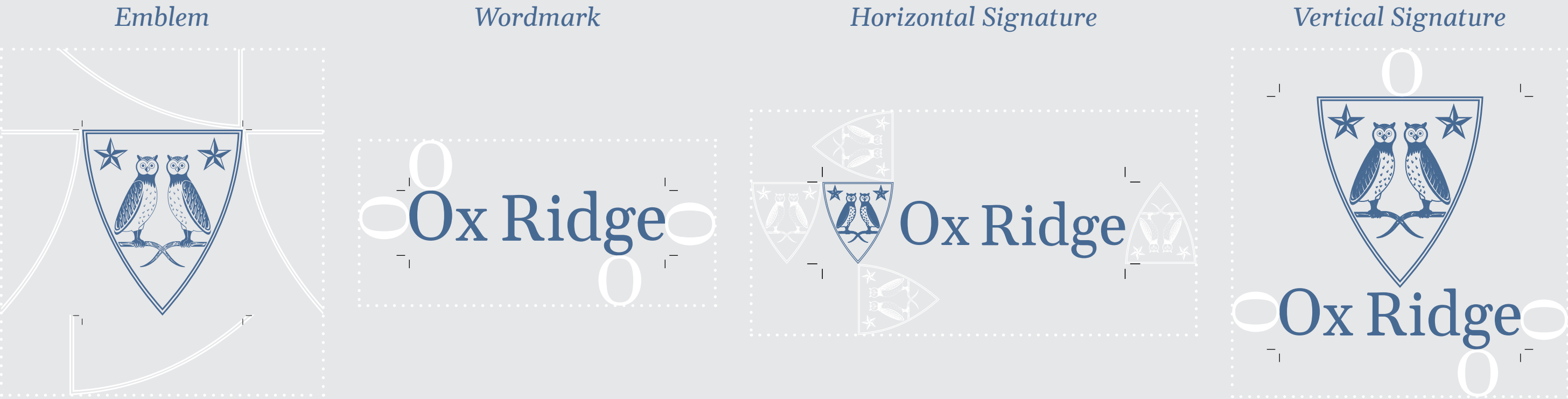
The Ox Ridge Owls

# OX RIDGE ELEMENTARY SCHOOL

## ALTERNATE COLORS



## CLEAR SPACE



# ROYLE ELEMENTARY SCHOOL

---

*Emblem*



*Wordmark*

Royle

*Horizontal Signature*



Royle

*Vertical Signature*



Royle

SCHOOL MASCOT

The Royle Knights



# ROYLE ELEMENTARY SCHOOL

ALTERNATE COLORS

Royle



Royle

Royle



Royle



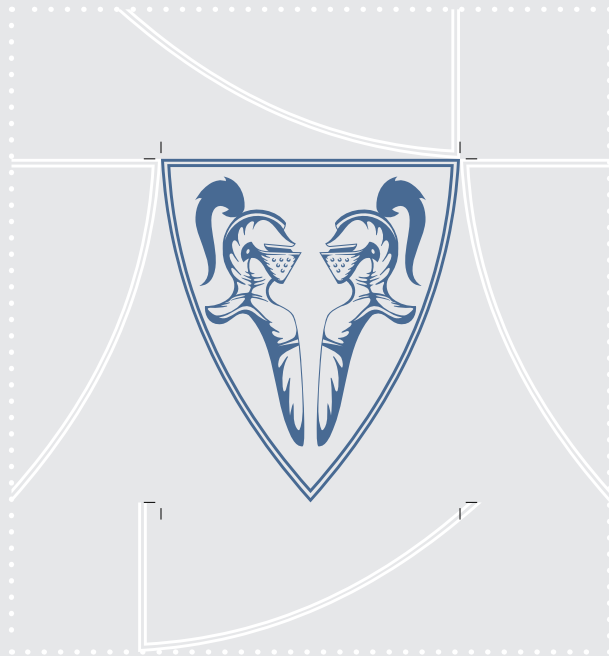
Royle



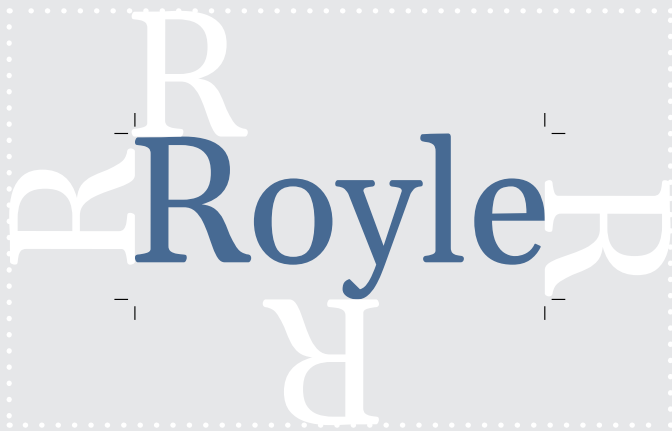
Royle

CLEAR SPACE

Emblem



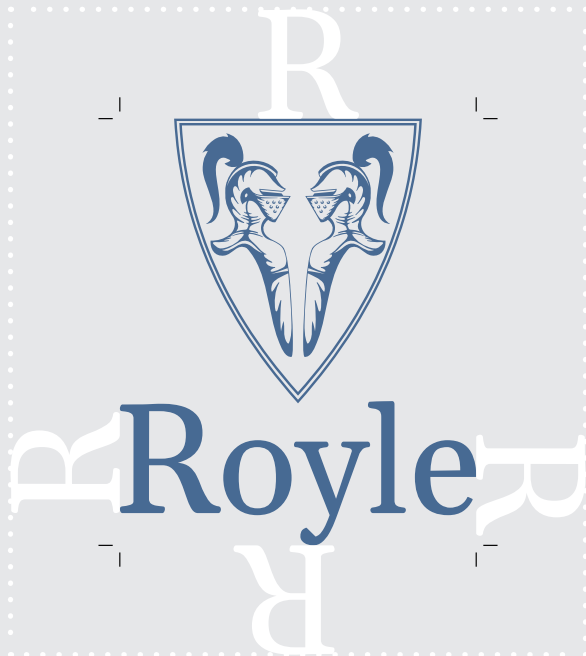
Wordmark



Horizontal Signature



Vertical Signature



# TOKENEKE ELEMENTARY SCHOOL

---

*Emblem*



*Wordmark*

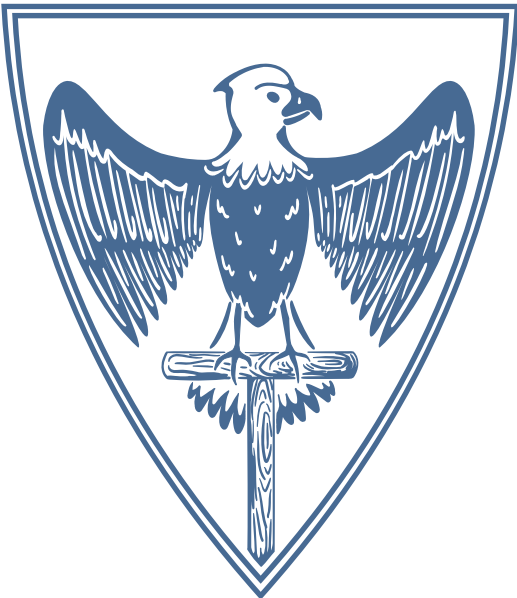
Tokeneke

*Horizontal Signature*



Tokeneke

*Vertical Signature*



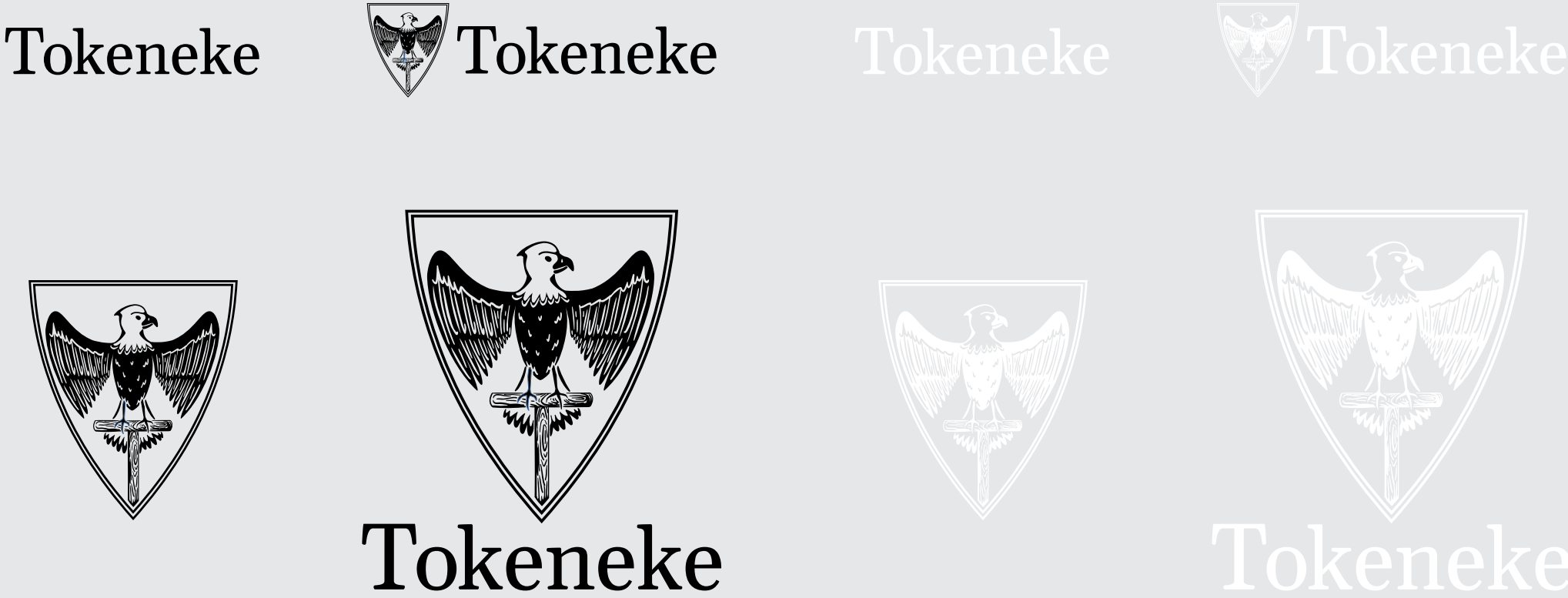
Tokeneke

SCHOOL MASCOT

The Tokeneke Eagle

# TOKENEKE ELEMENTARY SCHOOL

ALTERNATE COLORS



CLEAR SPACE



# UNITING THE SCHOOL SYSTEM

## EMBLEMATIC PYRAMID

The development of an academic brand was driven in part to draw together our distinct schools. A common color palette and typography unite all schools; additionally, the traditional artistic style creates a consistent look across all emblems.

The shape of each emblem coincides with the structure of our entire district. This design element can be more easily seen by arranging the emblems in a pyramid shape. The 5 elementary schools are aligned at the base, feeding into the two upper-level schools above them. The district crest at the top contains all the schools in the district. The two rounded lines at the bottom of the District crest are re-evoked in the two rounded seals of Darien High School and Middlesex Middle School. The five flat lines at the top of the District crest are reflected in the five flat tops of the elementary school crests.

DEPICTING THE EMBLEMS IN A PYRAMID SHAPE IS A VALUABLE REPRESENTATION OF OUR DISTRICT AND THE SCHOOLS WITHIN IT.



# APPLICATIONS

The implementation of our visual identity relies on the access and utilization of the visual identity elements of Darien Public Schools. In the following section, you will find examples for ways to use official logos, color palettes, and typography. Whether for digital media, printed materials, or promotional items, our visual identity should be applied consistently.



# Visual Identity Folder

## FILE TYPES

The Visual Identity folder for Darien Public Schools contains logo files in five formats: PNG, JPG, PDF, SVG, and AI. Most members of the Darien Public School community, including students, teachers, and administrators should opt for PNG and JPG file formats. All file formats are saved in the RGB color mode. For print, use spot tests to determine the best CMYK conversion. The CMYK codes provided in this guide may be a helpful starting point. However, these codes may need to be adjusted to yield the best results from different printers. Send the Pantone spot color codes to professional printers for the best color matches.

### **.PNG**

#### *Portable Network Graphic*

PNG files are the most common and user-friendly. PNG files have a transparent background. They will lose resolution and appear pixelated when scaled up, so avoid resizing them to make them larger. PNG files are recommended for digital use only, as they can only be saved in the RGB color space. PNGs are best for regular client use on Websites, Presentations, Digital letterheads, Email signatures, Infographics, and Social Media posts.

### **.JPG**

#### *Joint Photographic Experts Group*

The Joint Photographic Experts Group developed a process for image file compression, so they occupy less computer space. Thus, JPG files use less storage than PNG files. Like PNG files, they will lose resolution and appear pixelated when scaled up. JPG files do not have a transparent background. This file works well for sharing. These files can be used digitally or for simple printing on a white background. The JPG files are saved in the RGB color space, so proof and color match when printing for optimal color matches.

### **.PDF**

#### *Portable Document Format*

PDF files are considered the universal editable source format, meaning they can be opened and edited in practically any vector graphics application or program. PDFs can be infinitely rescaled, and they will not appear pixelated or lose resolution when scaled up. PDF files are also easily shared, as they can be opened in vector editing software and basic viewing software. They are most often sent to graphic designers or vendors who are creating new graphic projects or performing professional print jobs. When sending the PDF files to vendors for print, be sure to send the Darien Public School Pantone colors for optimal color matches (see pg 14).

### **.SVG**

#### *Scalable Vector Graphic*

SVG files are most helpful for developers setting up websites, applications, blogs, or district software. SVG files have a transparent background and are infinitely scalable without pixelation or resolution loss on the screen. SVG files are editable in Adobe Illustrator and any other vector graphics software. They can also be opened in web browsers or web-based vector editing programs. SVG files are only for digital use, and are most often used by web design professionals.

### **.AI**

#### *Adobe Illustrator*

Adobe Illustrator files are the standard source file, where the original logos were made. AI files are the best editable logo files. This format is a proprietary trademark of Adobe, so it can only be opened using Adobe Illustrator. These files are preferred by artists, printers, and graphic designers. AI file versions should be sent to printers, vendors, and graphic designers who are doing graphic work for Darien Public Schools.

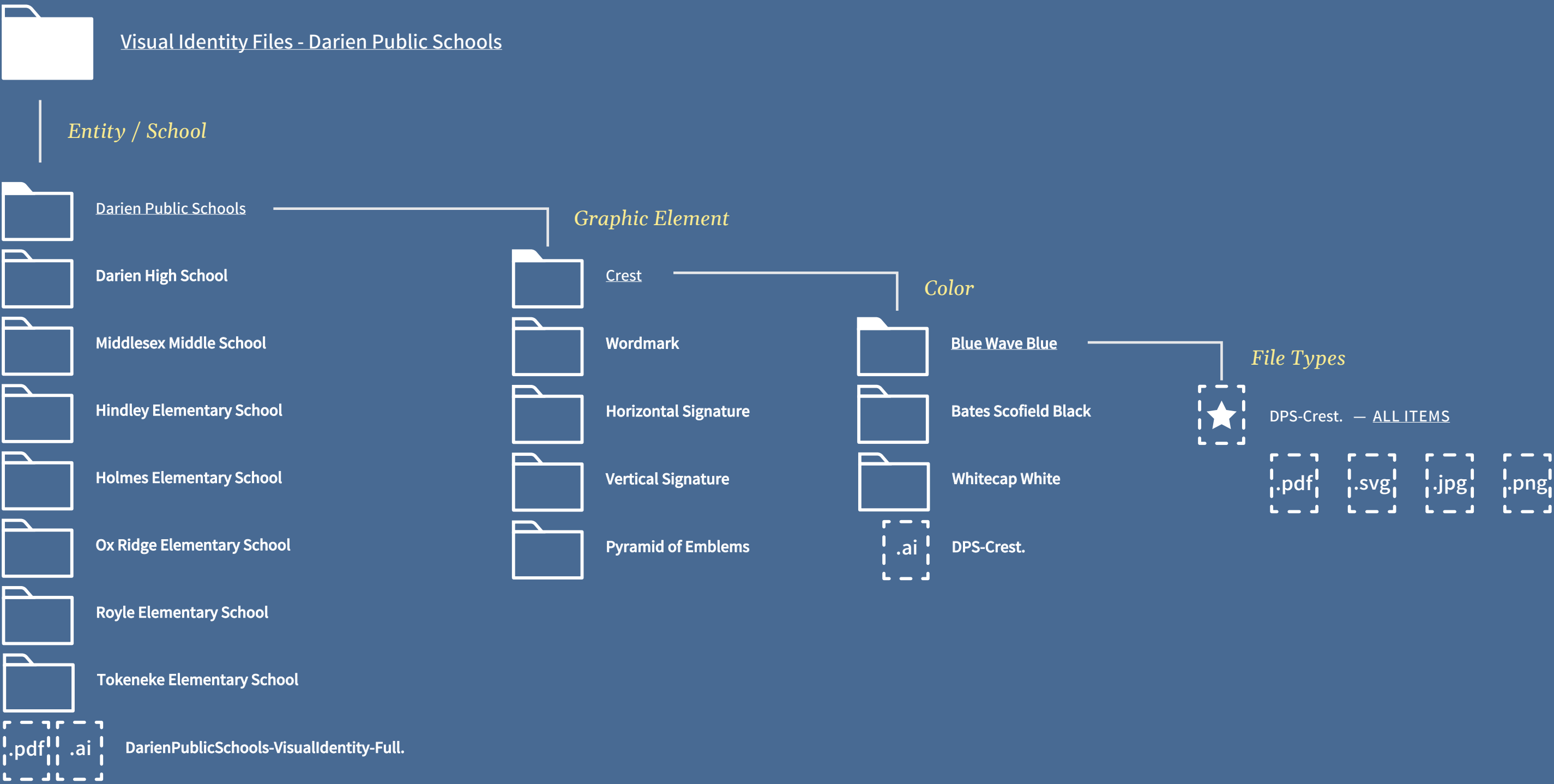
# Visual Identity Folder

## FOLDER STRUCTURE

The Visual Identity folder contains all the different arrangements of every logo in various file formats. The first folder is divided by school or entity, with one folder for the district. After the district or school has been selected, the next section lists the different graphic elements available for each logo. Once the graphic element has been selected, the files are divided into the three color variations that the graphic elements should appear in. Each graphic element has one AI file — this format allows for simple re-coloring in Illustrator, so multiple AI files for each color would be unnecessary. After selecting the color, the file formats will be available for download and use. Note that in the Whitecap White folders, only the PNG, PDF, and SVG files are included because they have transparent backgrounds.

THE VISUAL IDENTITY FOLDER ONLY CONTAINS FILES IN THE RBG COLOR SPACE.

TO OBTAIN FILES FOR PRINT IN THE CMYK COLOR SPACE, USE THE CMYK CODES HEREIN AS A STARTING POINT, PROOF AGAINST A PANTONE CHIP, AND ADJUST AS NEEDED.





# EXAMPLE LETTERHEAD



**DR. ALAN ADDLEY**  
*Superintendent of Schools*  
35 Leroy Ave  
Darien, CT 06820  
T. (203) 655 7400, Ext. 000  
F. (203) 655 3052  
E. aaddley@darienps.org

October 21, 2023

Mrs. Ellen Dunn  
Principal  
Darien High School  
80 High School Ln  
Darien, CT 06820

Dear Mrs. Dunn,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce sit amet lobortis diam. Ut efficitur ut ligula vitae rutrum. Vestibulum et consequat nulla, eget rhoncus magna. Nulla ut ligula et ex fermentum luctus non a dui. Praesent at urna vitae mi tincidunt venenatis eget eget mi. Phasellus quam massa, tincidunt vel ipsum bibendum, efficitur venenatis diam. Vivamus convallis quam et est varius, ut facilisis nulla consequat. Nullam et enim interdum, ornare leo ut, condimentum felis.

Etiam nec lacus quis lectus convallis laoreet. Praesent nec nisl porttitor, porta nisl ac, placerat ex. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia curae; Sed odio mauris, imperdiet vel blandit ut, malesuada id metus. Nullam vulputate dignissim ante, at eleifend est maximus eu. Maecenas in ultricies elit, vel tempor enim. Etiam at tellus rutrum, feugiat lectus ut, lacinia dui. Sed cursus mollis accumsan.

Nullam quis consectetur leo, nec egestas quam. Nulla venenatis porttitor venenatis. Nam imperdiet, urna vitae tempor rutrum, magna lacus scelerisque quam, sed accumsan orci lacus a lectus. Sed ac lectus ut eros rhoncus condimentum. Praesent hendrerit, ante in vehicula vestibulum, ante ligula feugiat turpis, a vehicula turpis libero ut nunc. Curabitur vitae lectus mollis velit commodo mattis vitae in orci. Duis non ante auctor, ultricies est at, commodo arcu. Etiam at metus ullamcorper, maximus nibh dapibus, venenatis mauris. Maecenas at tellus eu mauris imperdiet luctus. Fusce laoreet ut enim nec molestie. In posuere eget massa at aliquet.

Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Integer aliquam, metus in elementum tristique, est urna condimentum velit, eu sollicitudin orci leo sit amet ex. Vivamus sollicitudin lacus at urna posuere laoreet. In hac habitasse platea dictumst. Aliquam pretium ex velit, non gravida libero iaculis ut. Vivamus id felis nec elit pharetra venenatis. Phasellus lacinia auctor hendrerit. Morbi elementum nibh vel odio gravida maximus. Morbi porttitor hendrerit fringilla. Etiam viverra, nisl eu suscipit lacinia, lorem augue elementum sapien, quis mollis sem dolor sed mauris.

Darien Public Schools  
CT-0350011 • 35 Leroy Avenue • Darien, CT 06820 • T: (203) 656 7400 • F: (203) 656 3052 • [darienps.org](http://darienps.org)

Mrs. Ellen Dunn  
October 21, 2023  
Page 2.

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Best regards,

Alan Addley  
*Superintendent of Schools*

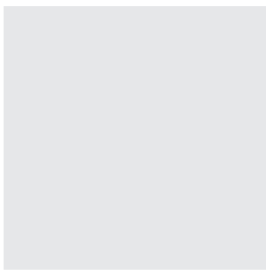
cc: Mrs. Kate Dimoulas  
Mr. Mark Mazzone  
Ms. Alison Mullane

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# EXAMPLE ENVELOPE



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Ms. Lauren Stelluti & Ms. Brenda McGee  
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# EXAMPLE BUSINESS CARDS



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Visual Identity Design by Annika Mengwall  
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