



BRAND GUIDE



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USE OF THE LOGOS



The following manual provides you with specifications to accurately utilize the Duneland School Corporation brand elements. The Duneland School Corporation brand has been designed to create a shared identity to build culture and pride across the district and within each school. It unifies the visual design and messaging of communications. A strong brand presents a common identity to outside audiences and is the foundation of the stories we share about DSC.

It is critical that all parties utilizing any of the Duneland School Corporation brand elements follow this manual with attention to detail in order to preserve and protect the Duneland School Corporation brand image.

Thank you in advance for being an ambassador of the Duneland School Corporation brand by reviewing this manual, thoroughly understanding its contents, and abiding by the specifications provided.

Please contact the Director of Public Relations/Marketing with any questions about the DSC brand.

Creation, application or any use of the Duneland School Corporation brand elements must conform to approved standards as authorized by Duneland School Corporation. Additionally, it is imperative that Duneland School Corporation brand elements are used properly on all merchandise, web, printed materials, signage, etc. in a quality manner.

When using the Duneland School Corporation brand elements, whether the item on which the element is applied is for internal use, departmental use, organization use, being publicly displayed, being sold or otherwise distributed in commerce, all **designs must be approved** by DSC Director of Public Relations/Marketing.

Brand Standards

USE OF THE LOGOS





Approved Logos

DISTRICT MARKS

Circle Mark

Can be used on official corporation documents and displays such as on diplomas, stationery, business cards, website home page, etc.

Mascots, Helmet Marks, Initial Mark

Can be used on general fashion gear, uniforms, general club designs, general sport designs, stadiums, gym floor, signage, informal letterhead, etc.

INDIVIDUAL WORD MARKS/ACRONYMS

Word Marks

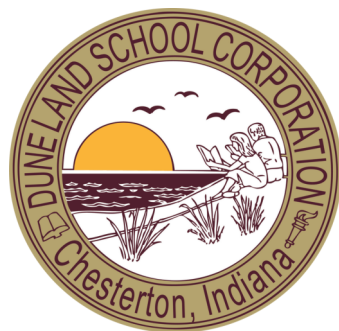
Can be used on official school documents and displays such as on the front of the school, diplomas, stationery, business cards, website home page, etc.

Acronyms

School acronyms (i.e. CHS, NWIOS, LES) can be used on general fashion gear, uniforms, general club designs, general sport designs, signage, school letterhead, etc.

ELECTRONIC FILES

Electronic files in EPS or AI format are available only to vendors. Original art should always be used.



1

Approved Logos

DISTRICT MARKS



2



3



4



5



6



7

1. Circle Mark
2. Mascot
3. Shield and Mascot
4. Youth Trojan
5. Mascot Helmet
6. Shield and Helmet
7. Initial Mark

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Approved Logos

INDIVIDUAL WORD MARKS

- 8. Duneland School Corporation
 - 9. Chesterton High School
 - 10. Liberty Middle School
 - 11. Westchester Middle School
 - 12. Liberty Intermediate School
 - 13. Westchester Intermediate School
 - 14. Bailly Elementary
 - 15. Brummitt Elementary
 - 16. Jackson Elementary
 - 17. Liberty Elementary
 - 18. Yost Elementary
 - 19. Northwest Indiana Online School
- *department/specialty word marks may be available by request



The outline shown in white, in the right image, is necessary for dark colored backgrounds.
The color of the outline can be altered, modified, or removed in order to enhance the overall aesthetics of the image as shown in the other examples.

See Page 3.2



If present, highlights, shadows, bevels, halftones and/or gradients may be omitted to enhance the logos in various printing applications and where limited color variations are needed.

Approved Logos

LOGO MODIFICATIONS

SCHOOL APPROVAL

When possible, it is preferred to use the full color versions of all logos. Use of any other non-official colors in the logo mark **MUST be approved by the district administration.**



Approved Logos

LOGO MODIFICATIONS



UNAPPROVED MODIFICATIONS

Logos should never change directional orientation and should never face one another



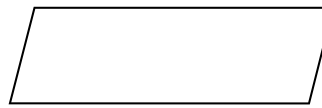
Maroon

PMS 504 C
#572932
C: 29 M: 88 Y: 45 K: 65
R: 87 G: 41 B: 50



Athletic Gold

PMS 1235 C
#FFB81C
C: 0 M: 31 Y: 98 K: 0
R: 255 G: 184 B: 28



White

White
#FFFFFF
C: 0 M: 0 Y: 0 K: 0
R: 255 G: 255 B: 255



Black

Black
#000000
C: 50 M: 50 Y: 50 K: 100
R: 0 G: 0 B: 0



Gray

PMS 422 C
#9EA2A2
C: 36 M: 26 Y: 23 K: 4
R: 158 G: 162 B: 162



Vegas Gold

PMS 4515 C
#B3A369
C: 20 M: 22 Y: 59 K: 10 R: 179
G: 163 B: 105

Approved Colors

IDENTITY COLORS

Maroon, Athletic Gold, Black, Gray, and White are the official approved colors of Duneland School Corporation and play a major role in supporting the core visual identity of the brand.

Maroon and Athletic Gold are the primary foundation colors and should **always** be the first colors used in any application where a single color predominates. Black, Gray, White can be used as secondary colors.

Vegas/Metallic Gold should only be used as an accent color.

***All Logos were created using the PANTONE+ Solid Coated color book.**

***Pantone Uncoated shares the same PMS numbers as Pantone Coated.**

The colors shown on this page have not been evaluated by PANTONE, Inc. for accuracy and may not match the PANTONE color standards. Refer to the current edition of the PANTONE Color Formula Guide for accurate colors. PANTONE® is a registered trademark of PANTONE, Inc.



Approved Colors

LOGO GUIDELINES AGAINST BACKGROUND COLORS

The logo is recommended to be used against Maroon, Athletic Gold, transparent or neutrals such as Grey. Please contact the Director of Public Relations/Marketing for approval on use of any other non-official school color backgrounds (i.e. light blue, pink, etc). This includes colors for apparel.

All requests for off-brand background/apparel colors (i.e. tie-dye) must be submitted for consideration and approval.



Approved Colors

ONE COLOR LOGOS





In one color designs, the face details will always be dark.



Simply inverting the color will result in a photo negative look that is not acceptable for the brand.

Approved Colors

ACCEPTABLE COLOR VARIATIONS

The approved ink colors include the official primary and secondary colors, accent colors if mentioned on page 3.1, white and black.

Redzone Black Condensed *

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

DUNELAND
SCHOOL CORPORATION

Redzone Bold Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Typography

The approved fonts are an altered Redzone Black Condensed* and Redzone Bold Regular.

The altered Redzone Black Condensed* should always be used for your school name. The Redzone Bold Regular should be used when identifying a sport, department, club or other secondary priority associated with the school.

**The primary text has been modified to have notches and an italicized look specifically for the Duneland School Corporation brand. These words are individually created and this font cannot be purchased or downloaded.*