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LOGO (SEAL)

Use the "seal" version of the logo for formal, official, or ceremonial contexts where a traditional or authoritative appearance is appropriate.



Logo Full Color



Logo PMS Only



Logo Black Only

Brand Guidelines

LOGO (STACKED)

Use the *"stacked"* version of the logo when vertical space is limited or a more compact, centered layout is needed.



Logo Full Color



Logo PMS Only



Logo Black Only

Brand Guidelines

LOGO (HORIZONTAL)

Use the *"horizontal"* version of the logo for layouts with ample horizontal space, such as website headers or letterheads, where a wide and balanced look is preferred.



Logo Full Color



Logo PMS Only



Logo Black Only

MASCOT

The *"Lions"* icon serves as the official mascot of D.A.E.P., symbolizing school spirit, pride, and community identity across all student and athletic activities.



BACKGROUND COLORS

Use only approved brand colors for backgrounds to maintain visual consistency and support brand recognition across all materials.



D.A.E.P.

LIONS



D.A.E.P.

LIONS

BACKGROUND COLORS

Use only approved brand colors for backgrounds to maintain visual consistency and support brand recognition across all materials.



D.A.E.P.
LIONS

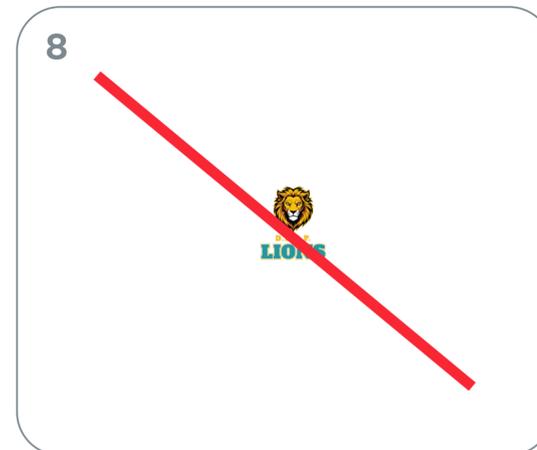


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COMMON LOGO MISTAKES

Here's how to avoid making a logo mistake:

- 1 **DON'T** scale disproportionately.
- 2 **DON'T** use the full color logo on a contrasting background.
- 3 **DON'T** change colors in the logo file.
- 4 **DON'T** scale elements individually.
- 5 **DON'T** rotate the logo.
- 6 **DON'T** place text/elements over logo.
- 7 **DON'T** add a drop shadow or other filter.
- 8 **DON'T** scale logo beyond legibility.
- 9 **DON'T** use a low resolution logo.



TYPEFACE

Our typeface is the *"Alfa Slab One"* font.
Primary use for D.A.E.P. School logo.

Alfa Slab One

A B C D E F G H I J K L M N

O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n

o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % & ?

COLORS

Teal

PMS 2235

CMYK 80, 25, 36, 0

RGB 32, 150, 161

Hex #2096A1

Black

PMS N/A

CMYK 0, 0, 0, 100

RGB 0, 0, 0

Hex #000000

Yellow

PMS 7408

CMYK 3, 26, 100, 0

RGB 246, 189, 23

Hex #F6BD17

White

PMS N/A

CMYK 0, 0, 0, 0

RGB 255, 255, 255

Hex #FFFFFF



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