DWIGHT MIDDLE SCHOOL
BOBCATS

BRAND GUIDELINES / 06.25

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Brand Guidelines

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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 Seal Full Color

Logo Seal Blue Only

Logo Seal Black Only

LOGO (STACKED)

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

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Logo Seal Full Color

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Logo Seal Blue Only

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Logo Seal Black Only

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.

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Logo Seal Full Color

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Logo Seal Blue Only

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Logo Seal Black Only

MASCOT

The ***"Bobcat"*** icon serves as the official mascot of Dwight Middle School, 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.

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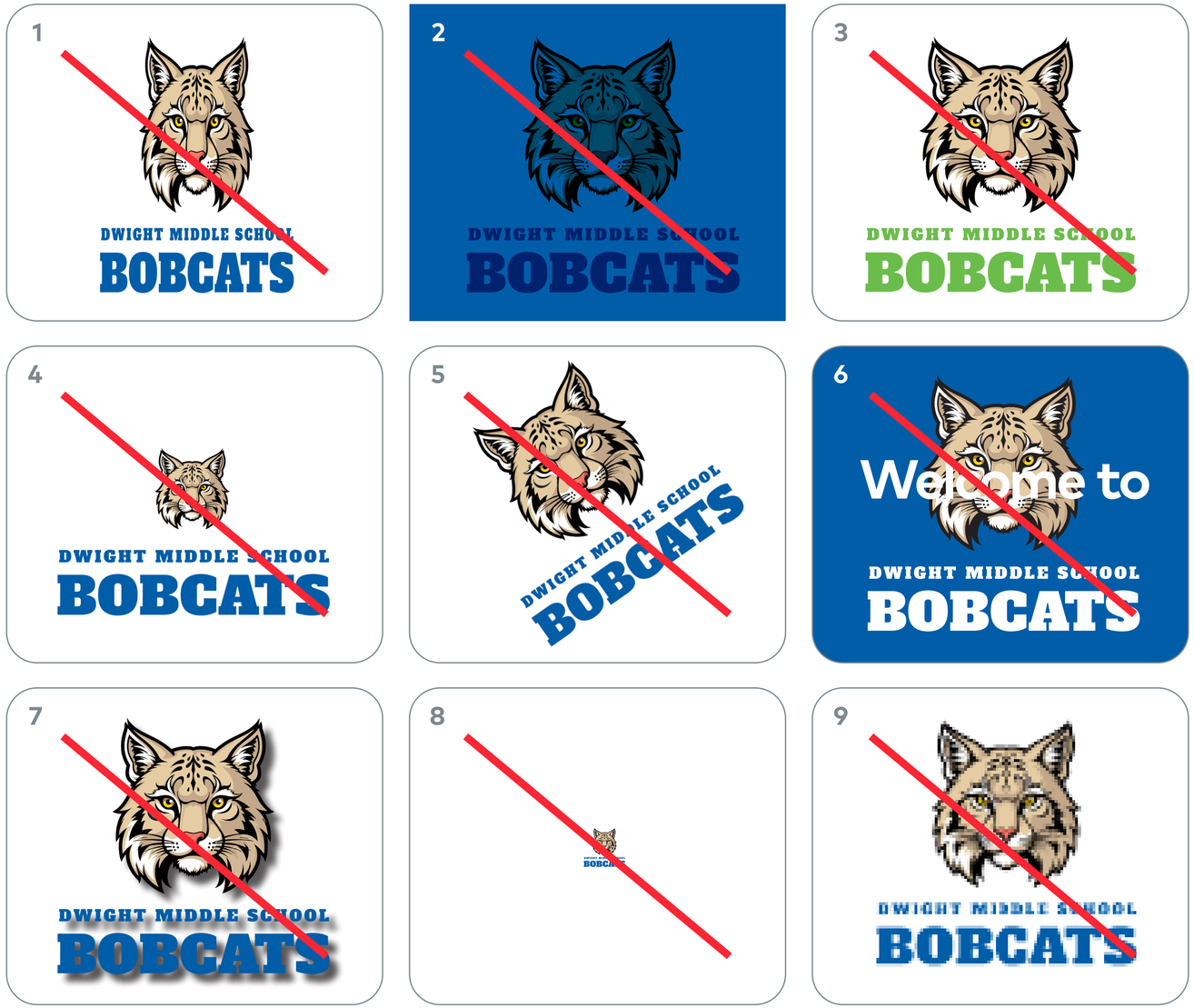
COMMON LOGO MISTAKES

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 Dwight Middle School logo.

Alfa Slab One

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

1234567890!@#$%&?

Brand Guidelines

COLORS

Blue

PMS 2935

CMYK 100, 68, 4, 0

RGB 0, 93, 166

Hex #005DA6

Beige

PMS 2310

CMYK 16, 22, 35, 0

RGB 214, 193, 165

Hex #D6C1A5

Black

PMS N/A

CMYK 0, 0, 0, 100

RGB 0, 0, 0

Hex #000000

White

PMS N/A

CMYK 0, 0, 0, 0

RGB 255, 255, 255

Hex #FFFFFF

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