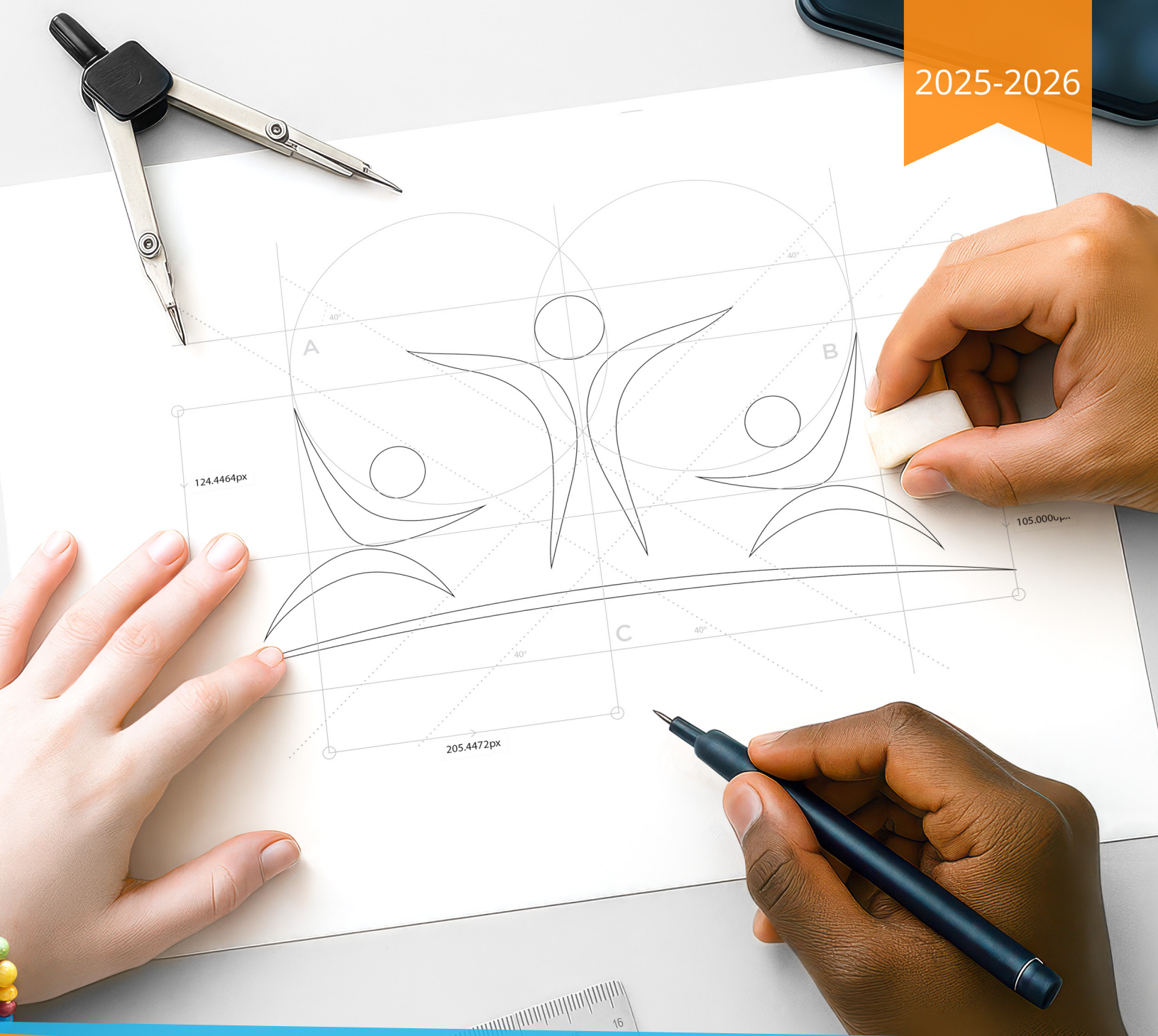


2025-2026



BRAND BOOK



DeKalb County
School District

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BRAND BOOK PURPOSE

The DeKalb County School District (DCSD) Brand Book is the official guide for maintaining a consistent, professional visual identity. It outlines approved logos, colors, typography, and design standards to ensure all communications reflect DCSD's values and vision.

The Communications Department is part of the Community Engagement and Innovative Partnerships Division, and oversees communication channels, such as:

Channel	Primary Use
Campaigns and Marketing Plans	Promote key initiatives and actively engage stakeholders
DCSD Website	Official announcements, external resources, and districtwide updates
DSTV/Video/Podcasts	Live board meetings and special interest stories
Face to Face	Town halls, events, and public participation
Graphic Design/Branding	Special purpose publications, logos, and branded visuals
Media	Public relations, news releases, and crisis communications
Newsletters and News Flashes	Internal communication with staff and families
Photography	Recognition and event documentation
Professional Learning	Communication training for school and district leaders
School Messenger	Emergency alerts and reminders (email, phone, text)
SharePoint	Internal staff resources
Social Media	Real-time updates, celebrations, and engagement
Zoom/Teams	Virtual meetings for staff and community engagement



DCSD COMMUNICATIONS

Vision: By 2029, the DCSD Communications Department will be nationally recognized as the standard for excellence in school communications. We will be known for consistent, effective messaging that strengthens trust and supports student success. Through innovative campaigns, multilingual access, and strong partnerships, we will foster a vibrant culture where every stakeholder is informed, connected, and inspired to proudly champion the district's story.

Slogan: Communication that Strengthens Student Success

DCSD engages a diverse array of internal and external stakeholders to support its mission to promote the academic, social, and emotional growth of each student by fostering a safe, supportive, and engaging learning environment.

Primary audience: Students

Internal

- Superintendent and Cabinet
- Board of Education
- District Office Staff
- School Administrators
- Teachers and Support Staff

External

- Parents and Families
- Alumni
- Community Members and Taxpayers
- Partners and Local Businesses
- Prospective Employees and Residents of DCSD
- Nonprofits and Religious Organizations
- Elected Officials and Government Agencies
- Higher Education Institutions
- Media Outlets

For more information, visit dekalbschoolsga.org/communications and SharePoint for internal resources.

THE MEANING BEHIND THE DCSD LOGO

Originally created in 2017 and reaffirmed in 2025, its intentional design tells a unique story we are proud to share. Every element was chosen to reflect our values, aspirations, and unwavering belief in the potential of every student.

Figures

Representing all students and the network of supportive adults in their lives including teachers, staff, administrators, parents, families, neighbors, and community partners. These figures symbolize connection, care, and vitality. Intentionally abstract, they exclude indicators of gender, race, economic status, religion, or cultural background to promote inclusivity and universality.

Colors

Bold, vibrant, and joyful, the colors reflect our enthusiasm, optimism, and “can-do” spirit. Their dynamic patterns and intentional placement celebrate the District’s rich diversity, including all languages spoken, and reinforce our commitment to inclusivity and belonging.



Bridge

The bridge represents the full scope of our mission, linking student achievement, educator excellence, and active family engagement. It serves as a powerful symbol of connection, support, and shared purpose, reinforcing our commitment to collective success across the entire community.

Foundation

The foundation represents the District itself, comprising the Board of Education, the Superintendent, all schools and centers, and the dedicated educators and staff who uphold and strengthen our community. United, supportive, and engaged, this foundation empowers students, families, and educators to reach new heights of growth and achievement.

DISTRICT LOGO

Color Palette

Flat Rock Sunrise



CMYK : C:0 M:54 Y:95 K:0
RGB : R:255 G:144 B:8
Pantone® : 1495 C
Hex (Web) : #FC963C

South River Current



CMYK : C:69 M:0 Y:0 K:0
RGB : R:19 G:181 B:234
Pantone® : 298 M
Hex (Web) : #50B5E5

Stone Mountain Mist



CMYK : C:0 M:0 Y:0 K:29
RGB : R:190 G:192 B:194
Pantone® : Cool Grey 5 M
Hex (Web) : #BFC0C2

Decatur Eclipse



CMYK : C:75 M:68 Y:67 K:90
RGB : R:0 G:0 B:0
Pantone® : Black
Hex (Web) : #000000

Please note: The blue on the DCSD website differs slightly from the official logo to improve accessibility and digital display, while maintaining brand alignment.

DISTRICT LOGO

Logomark and Logotype



Logo Font: Calibri Bold/Calibri Light



Logo Font: Calibri Bold/Calibri Light

The DCSD logo consists of the logomark and logotype. The three figures can be used separately, but only through the approval of the Communications Department.

1. Logomark

The figures that create the logomark symbolize our students and the network of supportive adults in their lives. The figures also symbolizes connection, care and vitality.

2. Logotype

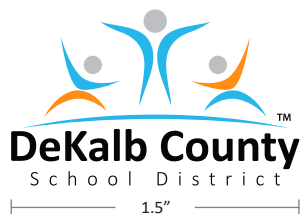
The logotype consists of DCSD. In some instances, the logotype can be used separately but only through the approval of the Communications Department.

If you have any questions about the uses and permissions of the DCSD logo, please contact communications@dekalbschoolsga.org.

Images are available in SharePoint.

DISTRICT LOGO

Clear Space Rule and Size



1. Protected Area

This is the area around the logo where nothing else should appear, helping to increase the logo's impact. To create the protected space, use the letter "D" in DeKalb as a guide.

Logotype Space

The spaces between the logotype and logomark should never be changed.

2. Minimum Production Size

Primary Logo: The primary district logo may not be reproduced any smaller than 1.5" in width.

Horizontal Logo: The horizontal logo may not be reproduced any smaller than 2.5" in width.

Note: The logomark and logotype should never be used separately.

DISTRICT LOGO

Logo Usage



1. Color

In most instances, the district logo is to be used in full color. Use this logo on backgrounds that provide contrast and clear visibility.



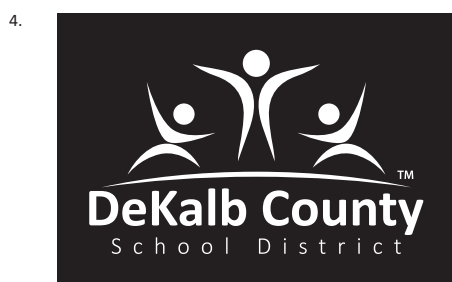
2. Color (Dark Backgrounds)

In some instances, the district logo is to be used in full color with altered text color for visibility on a dark or black background. Use this logo on backgrounds that provide contrast for all elements to have clear visibility.



3. Single Color - Black

In some instances, the district logo will need to appear in black. Use this logo on backgrounds that provide contrast for all elements to have clear visibility.



4. Single Color - White

In some instances, the district logo will need to appear in white. Use this logo on backgrounds that provide contrast for all elements to have clear visibility.

DISTRICT LOGO

Logo Usage



1. Color

In most instances, the horizontal district logo is to be used in full color. Use this logo on backgrounds that provide contrast and clear visibility.



2. Color (Dark Backgrounds)

In some instances, the horizontal district logo is to be used in full color with altered text color for visibility on a dark or black background. Use this logo on backgrounds that provide contrast for all elements to have clear visibility.



3. Single Color - Black

In some instances, the horizontal district logo will need to appear in black. Use this logo on backgrounds that provide contrast for all elements to have clear visibility.



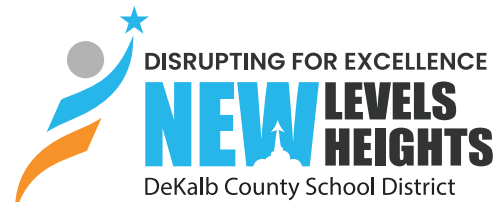
4. Single Color - White

In some instances, the horizontal district logo will need to appear in white. Use this logo on backgrounds that provide contrast for all elements to have clear visibility.

Incorrect use of the DCSD logo not only compromises its integrity but reduces its effectiveness. To ensure accurate and consistent reproduction of the logo, always use the approved digital artwork provided. Never alter the logo or attempt to recreate it.

DISTRICT INITIATIVES LOGOS

This section showcases the official logos representing key district initiatives and programs. Each logo reflects the unique identity and purpose of its respective initiative while maintaining alignment with the overall DCSD brand. These visual marks help build recognition, foster engagement, and ensure consistency across all district communications and materials. Images are available in SharePoint.



TYPOGRAPHY

Primary Fonts

Four typefaces have been chosen for the fonts used in the DCSD. These fonts should be used in all marketing to project a consistent visual identity. This includes promotional materials, advertising, digital assets and printed materials. All fonts should be black and no less than 12 point.

1. Calibri

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$%^&*()_+

2. Gotham

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$%^&*()_+

3. Bebas Neue

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789!@#\$%^&*()_+

4. BlackSword

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

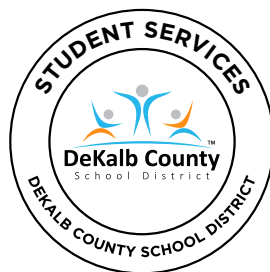
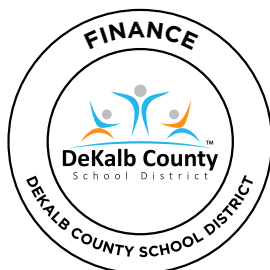
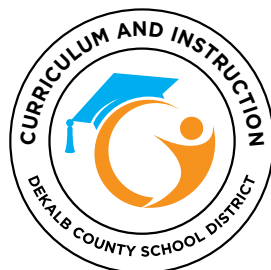
0123456789!@#\$%^&*()_+

Note: Calibri should be the only font used on all district stationery.

DIVISION BRANDING

To preserve the integrity and professionalism of the DCSD brand, divisions and departments should not create or modify their own logos. Official division logos are designed by the Communications Department and are available in both left-aligned and centered formats to accommodate various layout needs. Images are available in SharePoint.

The font style, color, and structure of these logos must remain consistent and should never be altered in any way. Adhering to these standards ensures that all division logos maintain a strong visual connection to the core DCSD brand. Images are available in SharePoint.



DIVISION AND DEPARTMENT BRANDING

Department logos are co-branded with their respective divisions to maintain brand consistency and hierarchy. All department logos are created by the Communications Department and must follow approved fonts, colors, and formats. Custom or altered logos are not permitted. This unified approach ensures clarity, credibility, and alignment with the overall DCSD brand. Images are available on SharePoint.

1. Vertical:



Communications Department
Division of Community Engagement
and Innovative Partnerships

2. Horizontal:



Communications Department
Division of Community Engagement
and Innovative Partnerships

Department's name font: Calibri Bold | Division's name font: Calibri Regular

We encourage employees to use department branding in their email signatures to maintain a consistent and professional image.

DISTRICT STATIONERY

Letterhead



(Department Here) Department
Division of (Division Here)

The DCSD logo is to be positioned as shown and printed in four colors: PMS Cool Grey 5 M, PMS 1495 C, PMS 298 M and Black.

Dimensions: 8.5" x 11"

Under no circumstances should the district letterhead be personalized.

To print contact the:

DCSD Copy Center

1701 Mountain Industrial Blvd.

Stone Mountain, GA 30083

678.676.0267

dekalbschoolsga.webdeskprint.com

Robert R. Freeman Administrative Complex
1701 Mountain Industrial Blvd. | Stone Mountain, GA 30083
678.676.1200 | dekalbschoolsga.org

DISTRICT STATIONERY

Envelope

The DCSD logo is to be positioned as shown and printed in four colors: PMS Cool Grey 5 M, PMS 1495 C, PMS 298 M and Black.

Dimensions: 9" x 4.125" (#10 Envelope)



Name Here
Administrative and Instructional Complex
1701 Mountain Industrial Blvd.
Stone Mountain, GA 30083

To order envelopes contact the:

DCSD Copy Center

1701 Mountain Industrial Blvd.

Stone Mountain, GA 30083

678.676.0267

dekalbschoolsga.webdeskprint.com

DISTRICT STATIONERY

Fax Cover Sheet



(Department Here) Department
Division of (Division Here)

Fax Cover Sheet

Date:

Address:

City:

State:

Zip Code:

Phone:

To:

Fax #:

From:

Fax #:

Number of Pages:

Re:

Message:

Robert R. Freeman Administrative Complex
1701 Mountain Industrial Blvd. | Stone Mountain, GA 30083
678.676.1200 | dekalbschoolsga.org

The DCSD logo is to be positioned as shown and printed in four colors: PMS Cool Grey 5 M, PMS 1495 C, PMS 298 M and Black.

Dimensions: 8.5" x 11"

Under no circumstances should the district fax cover sheet be personalized.

This file is located in SharePoint and can be printed at individual printers.

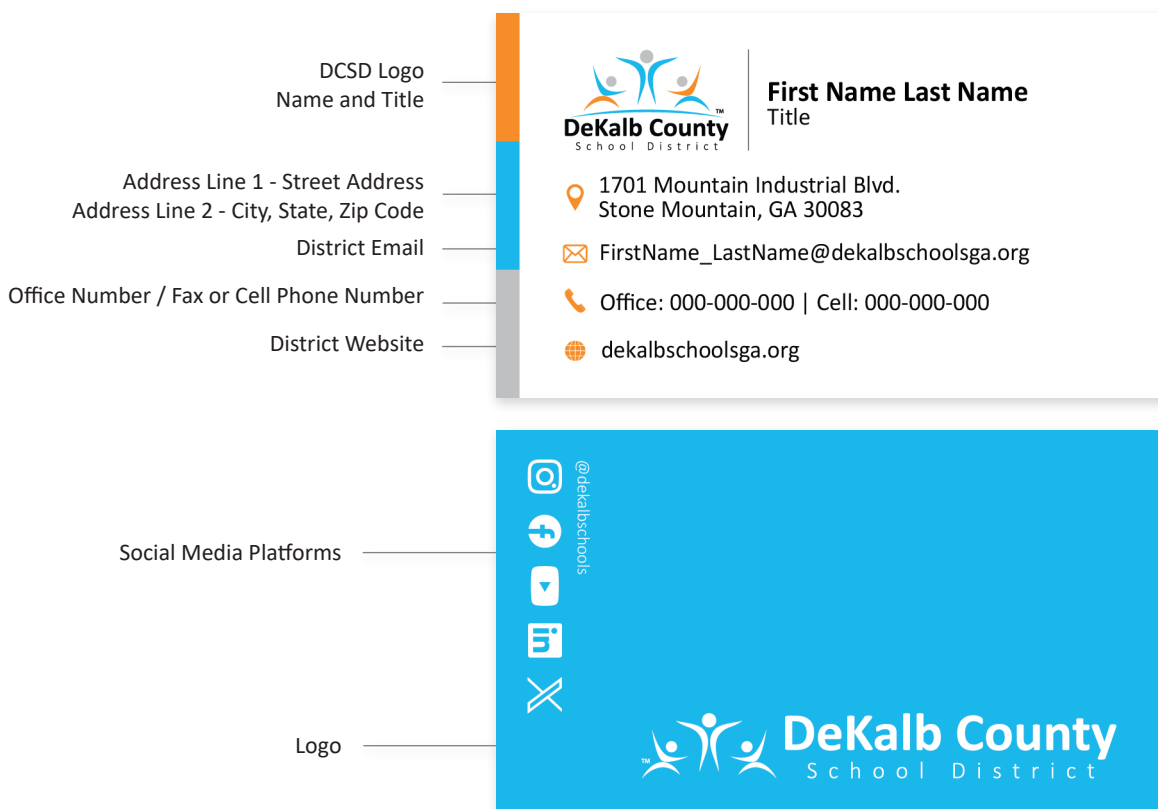
DISTRICT STATIONERY

Business Cards (Horizontal)

The front of the standard district business card template will have employee contact information along with the DCSD logo. The template should be printed in four colors: PMS Cool Grey 5 M, PMS 1495 C, PMS 298 M and Black. DCSD staff may select either a vertical or horizontal business card design.

The back of the business card will display district social media and broadcast platforms.

Dimensions: 3.5"W x 2"H

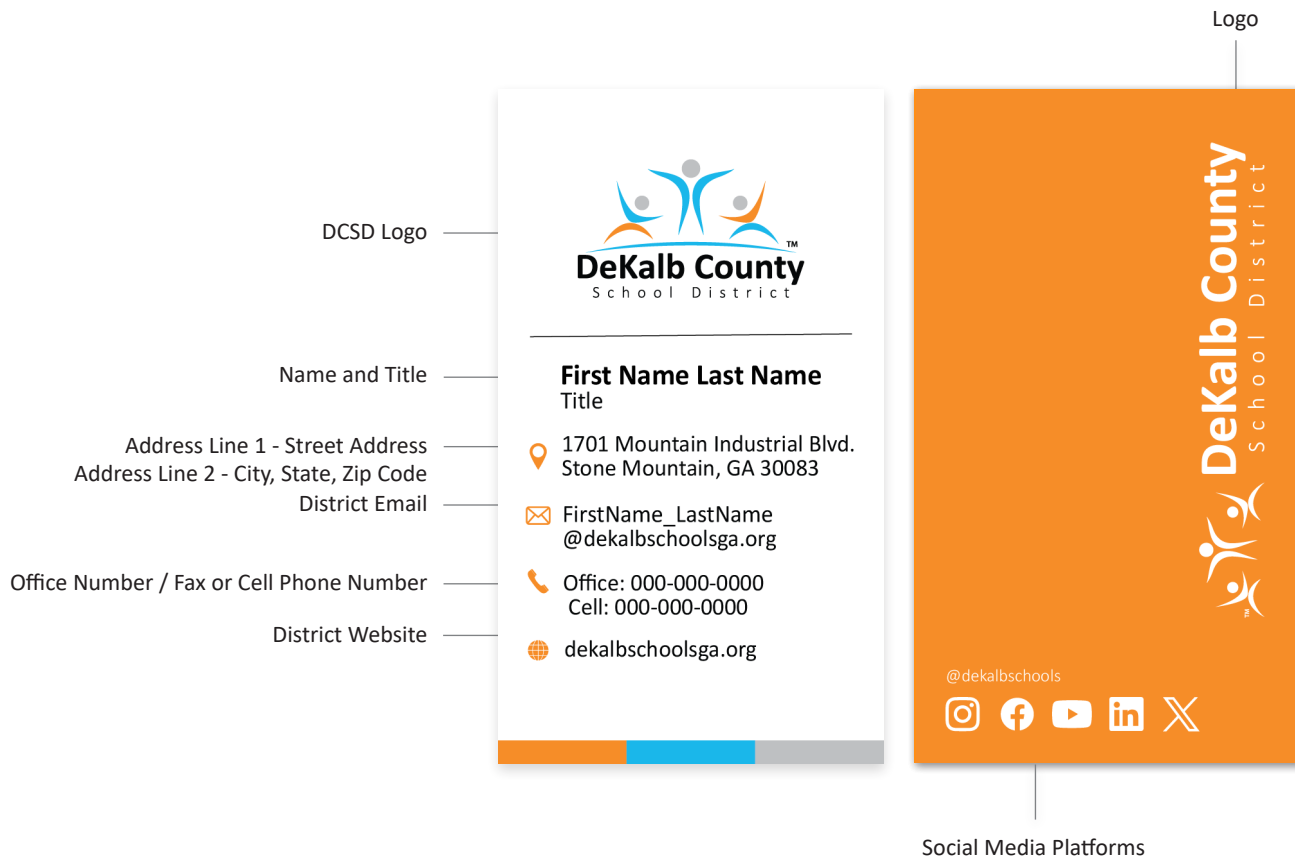


Note: The inclusion of prefixes is prohibited. Please limit the number of suffixes to two or three. Under no circumstances should the district business cards be personalized.

DISTRICT STATIONERY

Business Cards (Vertical)

Please note that the vertical design email character limit is twenty-six characters for the first line.



To order business cards contact the:

DCSD Copy Center

1701 Mountain Industrial Blvd.

Stone Mountain, GA 30083

678.676.0267

dekalbschoolsga.webdeskprint.com

Note: The inclusion of prefixes is prohibited. Please limit the number of suffixes to two or three. Under no circumstances should the district business cards be personalized.

Inter-office Mail



DeKalb County
School District

[illegible]

Dimensions: 8.5" x 11"

DISTRICT STATIONERY

Note Pads and Note Cards

Branded note cards are a simple yet impactful way to maintain a professional and unified look in written communications. We encourage staff to use the official DCSD note card template for thank-you messages, acknowledgments, and other informal correspondence. The template reflects our brand identity through consistent fonts, colors, and logo placement, helping to reinforce the district's image in every interaction. Printing orders may be placed by contacting the DCSD Copy Center.

The DCSD logo is to be positioned as shown and printed in four colors: PMS Cool Grey 5 M, PMS 1495 C, PMS 298 M and Black.

Dimensions: 5" x 8"

Under no circumstances should the district note pad be personalized.

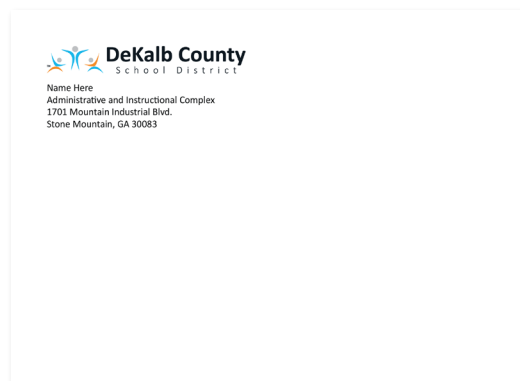


The DCSD logo is to be positioned as shown and printed in four colors: PMS Cool Grey 5 M, PMS 1495 C, PMS 298 M and Black.

Note Card Dimensions: 5" x 7"

Envelope Dimensions: A7 - 5.25" x 7.25"

Under no circumstances should the district note card be personalized.



DIGITAL WALLPAPERS

Computers and Tablets

Files may be downloaded from SharePoint.



16:9 Aspect Ratio

DIGITAL WALLPAPERS

Smart Phones

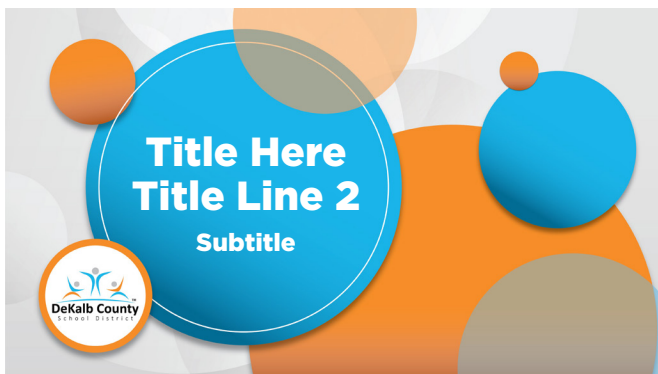
Files may be downloaded from SharePoint.



2.16:1 Aspect Ratio

POWERPOINT TEMPLATES

Official DCSD PowerPoint templates are available to help create clean, consistent, and professional presentations. These templates feature approved fonts, colors, and logo placement that align with district branding. We encourage staff to use them for meetings, trainings, and public events to reinforce a unified DCSD identity. Files may be downloaded from SharePoint.



16:9 Aspect Ratio

VIDEO CONFERENCE BACKGROUNDS

Branded DCSD virtual backgrounds are available for use during video calls and meetings. These backgrounds help present a polished and professional appearance while reinforcing the district's visual identity. We encourage staff to use the official backgrounds, especially when representing DCSD in external or public-facing meetings. Files may be downloaded from SharePoint.

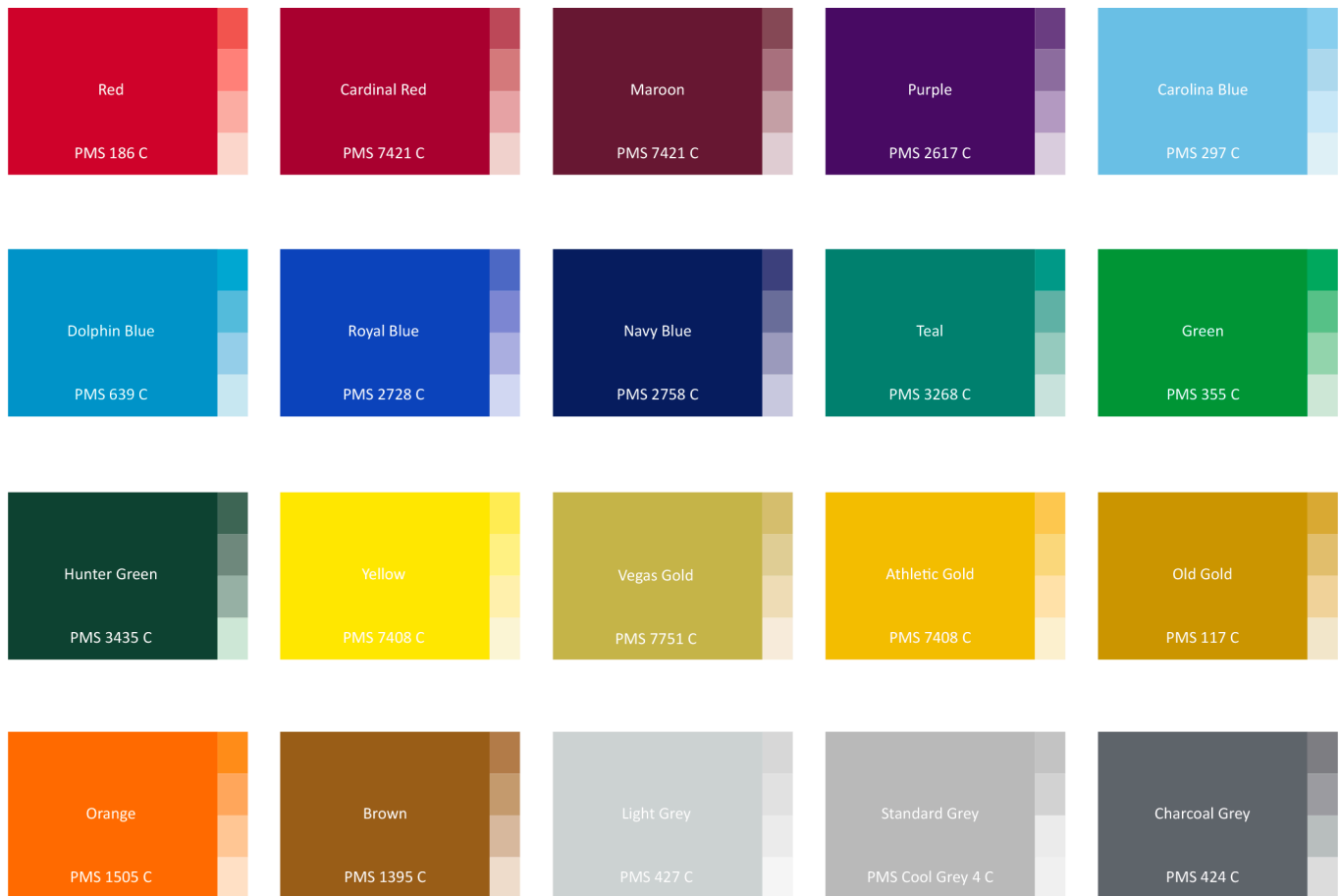


2.16:1 Aspect Ratio

SCHOOL BRANDING

Color Palette

The DCSD school color palette provides the use of 20 colors for school branding. Use the color(s) that best fit your school colors on apparel and other marketing items.



Please Note: Colors not listed but not excluded are black and white.

SCHOOL BRANDING

School Logos

Co-branded DCSD logos are used for school signage and the designated school website. The joint logo will show the school logo first (left) and the DCSD logo second (right) as shown below.

By keeping school branding so closely related to that of the overall DCSD brand, each school benefits from the recognition of the district and in turn helps with the overall consistency and impact internally and externally.

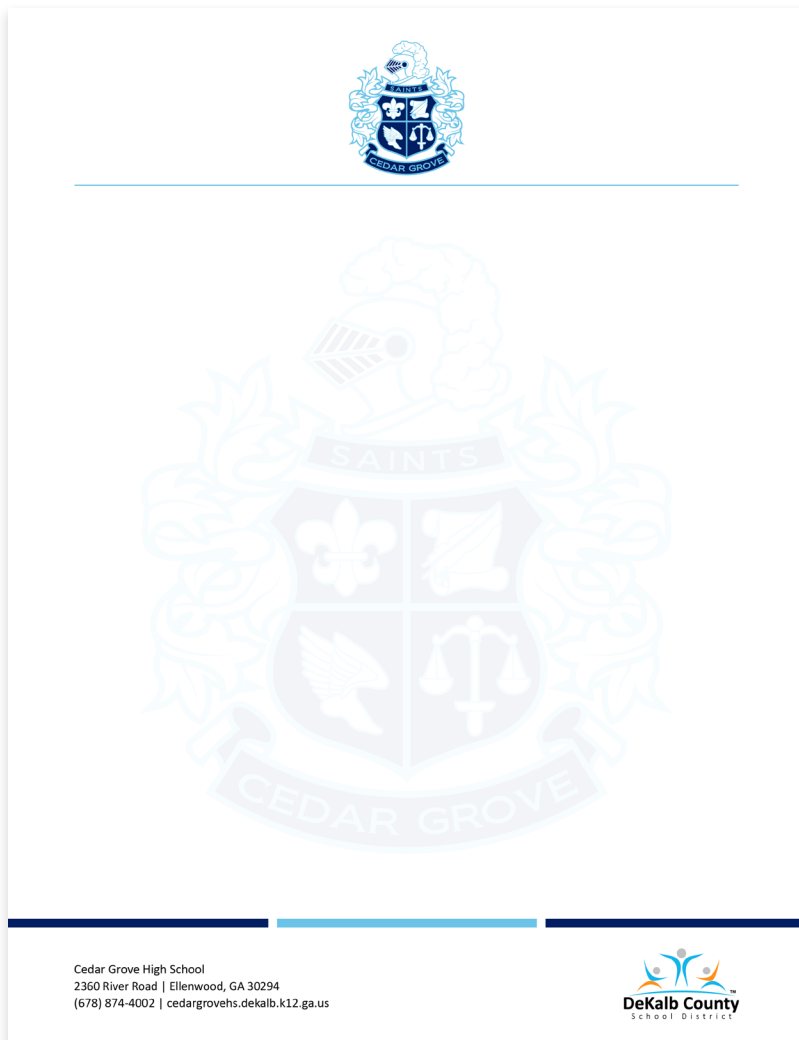


Note: The school co-branded logo will display the DCSD logo in full color. Use this version on school signage and the district website.



SCHOOL STATIONARY

Letterhead



The school letterhead template will display the school logo and DCSD logo in the lower right corner as shown. The DCSD logo and letterhead design elements are to match the school's colors.

Dimensions: 8.5"W x 11"H

Under no circumstances should the co-branded school letterhead be personalized.

To print contact the:

DCSD Copy Center

1701 Mountain Industrial Blvd.

Stone Mountain, GA 30083

678.676.0267

dekalbschoolsga.webdeskprint.com

*Superintendent and Board of Education letterhead usage is prohibited. Use co-branded letterhead provided by the Communications Department, which includes your school/department logo and the DCSD logo.

SCHOOL STATIONARY

Envelope

The co-branded DCSD logo is to be positioned as shown. The school name and address is to be positioned below the logo as shown.

Dimensions: 9" x 4.125" (#10 Envelope)



DeKalb County
School District

Dr. Martin Luther King Jr. High School
3991 Snapfinger Rd.
Lithonia, GA 30038

To print contact the:

DCSD Copy Center

1701 Mountain Industrial Blvd.

Stone Mountain, GA 30083

678.676.0267

dekalbschoolsga.webdeskprint.com

SCHOOL STATIONARY

Fax Cover Sheet



Fax Cover Sheet

Date:

Address:

City:

State:

Zip Code:

Phone:

To:

Fax #:

From:

Fax #:

Number of Pages:

Re:

Message:

Shadow Rock Elementary School
1040 Kingway Drive | Lithonia, GA 30058
(678) 676-3902 | shadowrockes.dekalb.k12.ga.us



The school fax cover sheet template will display the school logo and DCSD logo in the lower right corner as shown. The DCSD logo and fax cover sheet design elements are to match the school's colors.

Dimensions: 8.5"W x 11"H

Under no circumstances should the co-branded school fax cover sheet be personalized.

Files are located in SharePoint and may be printed at individual printers.

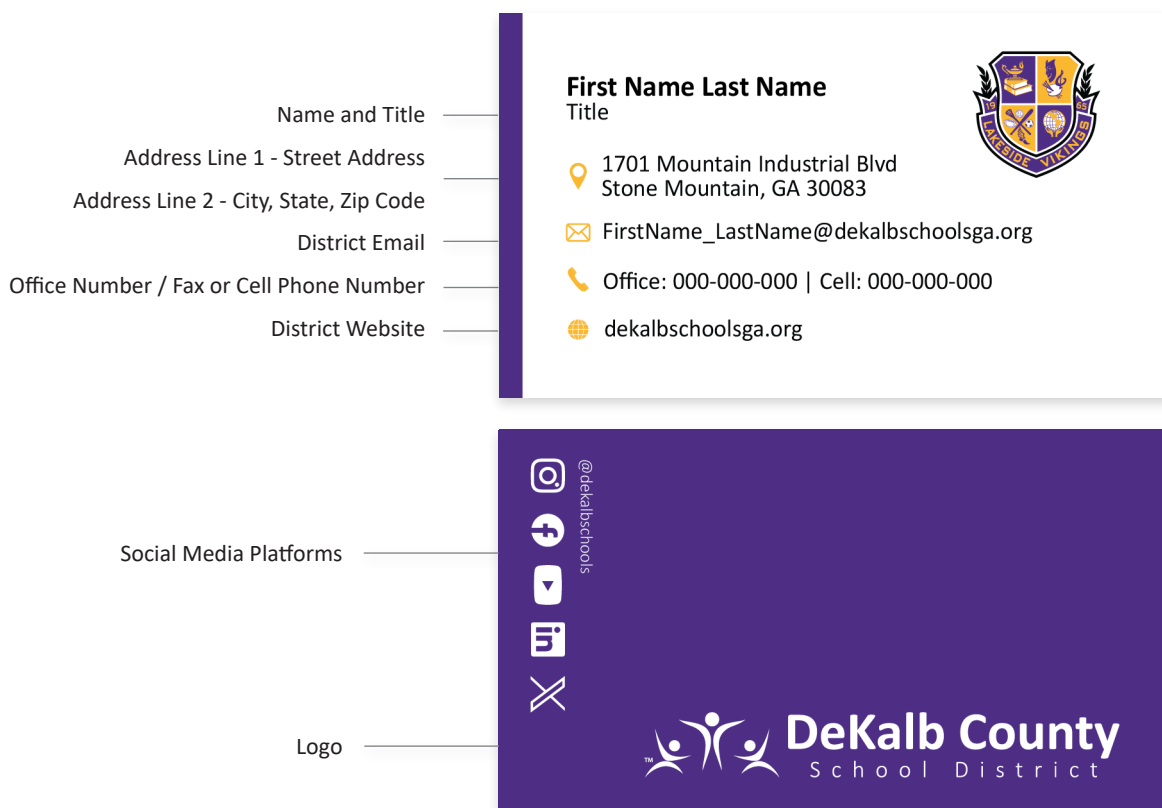
SCHOOL STATIONARY

Business Cards

The front of the standard district business card template will have employee contact information along with the DCSD logo. The template should be printed in four colors: PMS Cool Grey 5 M, PMS 1495 C, PMS 298 M and Black.

The back of the business card will display district social media and broadcast platforms.

Dimensions: 3.5"W x 2"H



To print contact the:

DCSD Copy Center

1701 Mountain Industrial Blvd.

Stone Mountain, GA 30083

678.676.0267

dekalbschoolsga.webdeskprint.com

Note: The inclusion of prefixes is prohibited. Please limit the number of suffixes to two or three. Under no circumstances should the district business cards be personalized.

TERMINOLOGY AND WRITING STANDARDS

Understanding DCSD Files

High-resolution files (300 dpi) are sharp and clear—ideal for printing. Always use high-res versions of logos and graphics for any printed materials.

Vector Files

Vector files (.eps, .ai, .pdf) are built from lines and shapes instead of pixels. This means they stay crisp at any size but require professional design software to open.

File Types and When to Use Them

.eps, .ai – Best for printing and professional design work

.jpg – Good for websites, Microsoft Word, and PowerPoint

.png – Best for digital use when a transparent background is needed

Note: The Communications Department does not provide digitized embroidery files.

Writing Standards

All DCSD news releases and stories follow Associated Press (AP) style and are written in third person. Use black Calibri, 12-point font, with single spacing and no double spaces between sentences. When using courtesy titles like Dr., Mr., Mrs., or Ms., apply them consistently to all individuals, not just one or a select few, for clarity and professionalism.

Using the DeKalb County School District Name

Our brand reflects who we are and supports our mission. Consistent naming strengthens our identity. Follow these guidelines:

- Use DCSD as the abbreviation.
- Refer to DCSD as a school district, not a school system.
- Write Division of [Name], not [Name] Division.
- Write [Name] Department, not Department of [Name].

Logo and Brand Use

All publications and designs are copyrighted by the DeKalb County School District. Non-DCSD staff must receive approval from the Communications Department to use the district logo.

For permission or questions, email: communications@dekalbschoolsga.org

2024-2029 DCSD STRATEGIC PLAN

VISION

To prepare students for success as lifelong learners and responsible global citizens

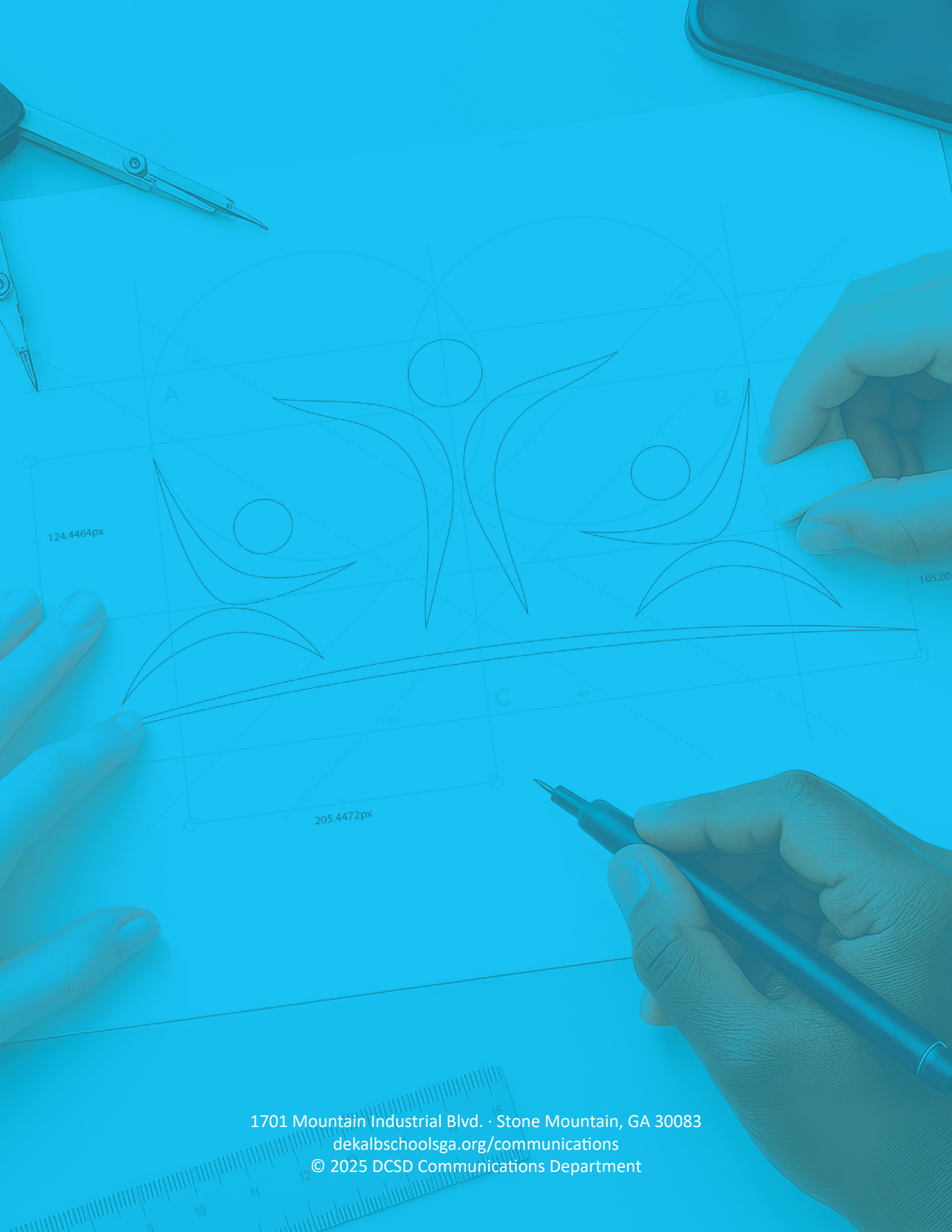
MISSION

To promote the academic, social, and emotional growth of each student by fostering a safe, supportive, and engaging learning environment

CORE BELIEFS

We believe in:

- Meeting each student's academic, social, and emotional needs
- Supporting quality teaching and learning
- Creating equitable educational opportunities for all students
- Embracing cultural diversity



1701 Mountain Industrial Blvd. · Stone Mountain, GA 30083
dekalbschoolsga.org/communications
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