



BRAND GUIDE



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TROJANS

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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





Approved Logos

USE OF THE 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

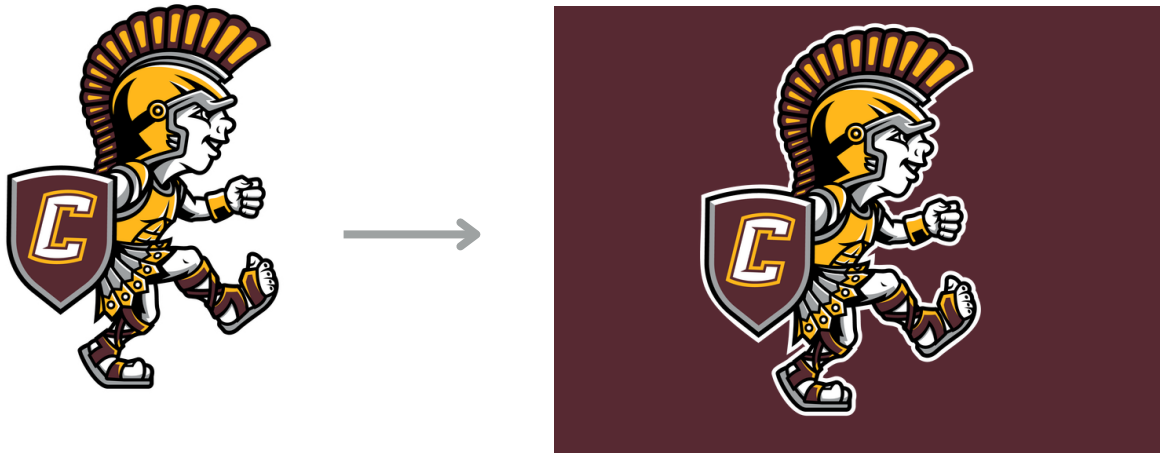
<
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Approved Logos

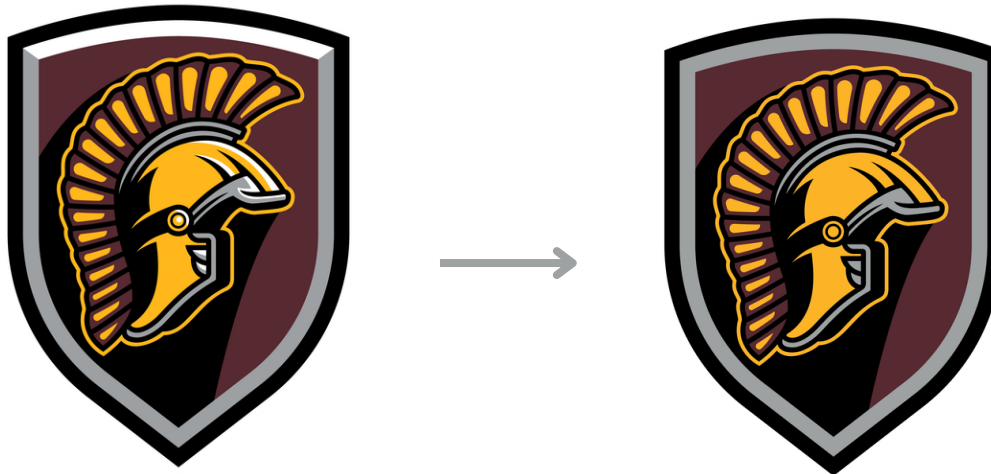
INDIVIDUAL WORD MARKS

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: 0 M: 53 Y: 43 K: 66
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, not a replacement for Athletic Gold in all branded pieces. If glitter is desired for apparel, the use of Athletic Gold is preferred, but Vegas/Metallic Gold may be used with approval from district administration.

***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 ONE COLOR VARIATIONS

The approved ink colors include the official primary and secondary colors. Accent colors, if mentioned on page 3.1, may be used with district administration approval.

Full color logos are not to be modified without approval.

Redzone Black Condensed *

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz



Redzone Bold Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Typography

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

**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.*

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 in the wordmark.

Quick Guide

- The following words should ALWAYS follow the DSC branding guidelines as they are key pieces to our brand:

- Trojans
- District Name
- Trojan
- Duneland
- School Name
- School Acronyms (for example CHS, LES, BA, etc.)

- Canva - Use of Canva is a preferred method. Designs can be shared with administration for approval and slight changes can be made to assist designers and help speed up the approval process.

- If curved font is desired - Redzone Bold Regular font is approved to be used
 - Example:



- Alternative fonts may be used for club and sport names, along with the branded school name. Example:

LIBERTY
FOOTBALL

- Color variations and one-color options are available for all branding pieces. Please contact Director of Public Relations or Executive Assistant for these pieces.

Examples:



CHESTERTON HIGH SCHOOL

CHESTERTON HIGH SCHOOL

CHESTERTON HIGH SCHOOL

The Golden Rule: Do NOT Upload Brand Pieces to AI

Under no circumstances should you upload official DSC logos, wordmarks, custom typography, or proprietary graphics into generative AI tools (such as ChatGPT, Gemini, Midjourney, DALL-E, or firefly).

Why this is a strict policy:

AI image generators struggle with precise vector art. They will warp geometry, misspell text, blur sharp lines, and alter our logo in subtle, unprofessional ways.

Color Inaccuracy: AI struggles with precise color matching (like our exact Pantone or Hex codes) when rendering logos and it renders lighting and shadow dynamically, which often causes brand colors to shift away from our official style guidelines.

The Approved Workflow: "Generate the Base, Brand Later"

Instead of asking AI to create a finished, branded product, use a two-step process:

Step 1: Use AI for the Ideas

Use AI to generate supporting imagery, custom backgrounds, stock-style photography, or abstract textures without the logos.

Step 2: Manually Apply the Brand

Once you have the desired AI-generated background or core image:

- Export the clean, unbranded image.
- Bring the image into approved design software (e.g., Adobe Illustrator, Photoshop, or Canva).
- Manually overlay our official, unaltered, high-resolution branded files onto the mockup.

Generative AI Use

USE GUIDELINES

Generative AI is an incredible tool for brainstorming ideas, drafting concepts, generating background textures, and exploring visual layouts.

However, **our brand identity is non-negotiable.**

To ensure we maintain visual consistency, professional quality and compliance, and avoid distorted graphics across our channels please adhere to the following directive when using AI for all DSC branded items (apparel, social media posts, flyers, etc.).

Why This Format Works:

1. Focuses on Lighting & Environment: Setting scenes (stadium lighting, morning sun, theatrical spotlights) gives your graphics a premium look.
2. Preserves Space for Design: Asking for "clean space," "open center," or "shallow depth of field" ensures you have clear, readable areas to manually add text, school logos, and event details later.
3. Protects Brand Integrity: By leaving text and logos out of the AI prompt entirely, you completely eliminate misspellings, warped mascot faces, and off-brand color shifts.

Example prompts

Do prompt for:

- "A bright, modern high school hallway with empty lockers, natural sunlight, cinematic depth of field."
- "A dynamic close-up of a basketball sitting on a polished gymnasium floor, dramatic lighting."
- "A dynamic, low-angle shot of a high school basketball rim with net swishing, dramatic stadium spotlighting, atmospheric fog, dark gymnasium background, high-contrast sports photography style."
- "A modern science lab table with colorful liquids in glass beakers, a microscope in soft focus, and a blurred chalkboard with faint math equations in the background, warm daylight, 35mm photograph."
- "An empty auditorium stage bathed in a single dramatic golden spotlight, dark velvet curtains on the sides, moody theatrical lighting, clean space in the center for text overlay."
- "An aesthetic top-down flat lay of school supplies on a clean wooden desk: a open notebook, yellow pencils, a pair of glasses, and a vintage alarm clock, bright natural morning light."

Generative AI Use

HELPFUL TIPS

Generative AI is an incredible tool for brainstorming ideas, drafting concepts, generating background textures, and exploring visual layouts.

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Do NOT prompt for:

"An Instagram graphic featuring our school mascot holding a sign with our school name and crest."

"A flyer for [School Name] Friday night football with our logo in the top corner."

"A social media post praising our STEM department with [School Name] written on a beaker and our school crest at the top."

"A poster for the spring musical featuring our school name, ticket prices, showtimes, and our logo."

"A graphic that says 'First Day of School!' with our mascot holding a chalkboard and our school colors in the background."

"A graphic announcing a Snow Day for [School Name] with our logo turned into a snowflake."

"A Spirit Week schedule flyer with our mascot wearing a tie-dye shirt and our daily dress-up themes written out."

Generative AI Use

HELPFUL TIPS

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The following people should be contacted for any approvals, questions, or requests.

Director of Public Relations

Bridget Martinson bmartinson@duneland.k12.in.us

219-983-3600 ext. 1010

Executive Assistant to the Superintendent

Amanda Hicks ahicks@duneland.k12.in.us

219-983-3600 ext. 1003

General Information

CONTACTS

Email signatures should always be professional and avoid personal information/viewpoints, quotes, or extraneous photos. The colors of the signature should only be the approved Duneland colors (e.g. purple, pink, teal, etc. are not acceptable). The use of any of the approved logos is appropriate for your work/school-related email.

Examples:



Name
Title
[District or School Name hyperlinked to website](#)
School phone number and extension



Name
Title
[District or School Name hyperlinked to website](#)
School phone number and extension

General Information

EMAIL SIGNATURE LINE