Deerfield Public Schools District 109

Brand Style Guide

LOGOS











TYPOGRAPHY

HEADLINES
POPPINS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BODY COPY
POPPINS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

CALLOUT QUOTES & SUBHEADS
LORA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

MICROSOFT ALTERNATIVE FONT
CENTURY GOTHIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Deerfield Public Schools District 109

Brand Style Guide

COLOR PALETTE

Forest

HEX #23442B
RGB 35, 68, 43
CMYK 80, 47, 84, 52
PMS 553 C

Lakeside

HEX #00979B
RGB 0, 151, 155
CMYK 82, 21, 40, 1
PMS 3541 C

Sky

HEX #82D0E0
RGB 130, 208, 224
CMYK 46, 1, 11, 0
PMS 2225 C

Sprout

HEX #8ACE8C
RGB 138, 206, 140
CMYK 47, 0, 60, 0
PMS 2255 C

Poppy

HEX #CC2F2F
RGB 204, 47, 47
CMYK 14, 96, 92, 4
PMS 711 C

Oat

HEX #F2EFE3
RGB 242, 239, 227
CMYK 4, 4, 10, 0
PMS 7527 C

White

HEX #FFFFFF
RGB 255, 255, 255
CMYK 0, 0, 0, 0
PMS 100% WHITE

PATTERNS



Deerfield Public Schools District 109

Brand Style Guide

ACCESSIBILITY

Color combinations should be limited to those listed here to create an accessible digital and print presence that follows the Americans with Disabilities Act (ADA) guidance. These combinations apply to all text, including presentations, infographics, charts, tables and text on top of images. The goal is to keep text accessible to individuals with visual impairments by meeting contrast minimums between the size and color of the text and the background.

The guidelines shown here are just a starting point to understanding accessibility. For more accessibility information, consult Yale University and the Web Accessibility Initiative.

TEXT COLOR, ALL POINT SIZES	TEXT COLOR, IF > 14PT BOLD
SKY SPROUT OAT WHITE	LAKESIDE
	FOREST OAT WHITE
FOREST	POPPY
FOREST	
OAT WHITE	SKY
FOREST POPPY	LAKESIDE
FOREST POPPY	LAKESIDE

Early Learners

Deerfield Public Schools District 109

LOGOS

DISTRICT 109
EARLY LEARNERS

DISTRICT 109 EARLY LEARNERS

COLOR PALETTE

Lakeside
HEX #00979B
RGB 0, 151, 155
CMYK 82, 21, 40, 1
PMS 3541 C

Lakeside Tint
HEX #4DB6B9
RGB 77, 182, 185
CMYK 66, 7, 30, 0
PMS 7472 C

Sprout
HEX #8ACE8C
RGB 138, 206, 140
CMYK 47, 0, 60, 0
PMS 2255 C

Sprout Tint
HEX #ADDDAF
RGB 173, 221, 175
CMYK 33, 0, 40, 0
PMS 2254 C

Sky
HEX #82D0E0
RGB 130, 208, 224
CMYK 46, 1, 11, 0
PMS 2225 C

Sky Tint
HEX #A8DEE9
RGB 168, 222, 233
CMYK 32, 0, 8, 0
PMS 635 C

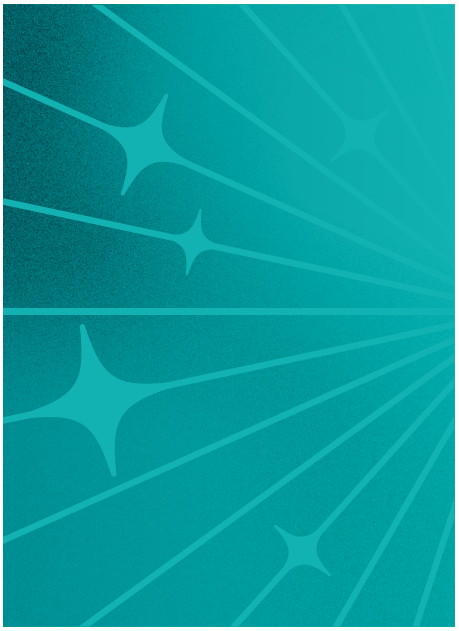
Forest
HEX #23442B
RGB 35, 68, 43
CMYK 80, 47, 84, 52
PMS 553 C

White
HEX #FFFFFF
RGB 255, 255, 255
CMYK 0, 0, 0, 0
PMS 100% WHITE

Early Learners

Deerfield Public Schools District 109

PATTERN



TYPOGRAPHY

HEADLINES
POPPINS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BODY COPY
POPPINS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

MICROSOFT ALTERNATIVE FONT
CENTURY GOTHIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ACCESSIBILITY

TEXT COLOR, ALL POINT SIZES	TEXT COLOR, IF > 14PT BOLD
	FOREST WHITE
FOREST	
FOREST	
FOREST	
FOREST	
FOREST	
LAKESIDE TINT SPROUT SPROUT TINT SKY SKY TINT WHITE	LAKESIDE
FOREST	LAKESIDE

Kipling Elementary School

Deerfield Public Schools District 109

LOGOS



KIPLING
ELEMENTARY







COLOR PALETTE

Jungle
HEX #087037
RGB 8, 112, 55
CMYK 89, 31, 100, 21
PMS 349 C

Jungle Tint
HEX #83B79B
RGB 131, 183, 155
CMYK 51, 11, 46, 0
PMS 557 C

Midnight
HEX #000000
RGB 0, 0, 0
CMYK 50, 50, 50, 100
PMS 100% BLACK

Sprout
HEX #8ACE8C
RGB 138, 206, 140
CMYK 47, 0, 60, 0
PMS 2255 C

Oat
HEX #F2EFE3
RGB 242, 239, 227
CMYK 4, 4, 10, 0
PMS 7527 C

White
HEX #FFFFFF
RGB 255, 255, 255
CMYK 0, 0, 0, 0
PMS 100% WHITE

Kipling Elementary School

Deerfield Public Schools District 109

PATTERN



TYPOGRAPHY

HEADLINES
POPPINS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BODY COPY
POPPINS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

MICROSOFT ALTERNATIVE FONT
CENTURY GOTHIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ACCESSIBILITY

TEXT COLOR, ALL POINT SIZES	TEXT COLOR, IF > 14PT BOLD
OAT WHITE	MIDNIGHT SPROUT
MIDNIGHT	
JUNGLE TINT SPROUT OAT WHITE	
MIDNIGHT	JUNGLE
JUNGLE MIDNIGHT	
JUNGLE MIDNIGHT	

South Park Elementary School

Deerfield Public Schools District 109

LOGOS



SOUTH PARK ELEMENTARY







COLOR PALETTE

Lakeside
HEX #00979B
RGB 0, 151, 155
CMYK 82, 21, 40, 1
PMS 3541 C

Lakeside Tint
HEX #7FCBCD
RGB 127, 203, 205
CMYK 48, 2, 21, 0
PMS 6134 C

Midnight
HEX #000000
RGB 0, 0, 0
CMYK 50, 50, 50, 100
PMS 100% BLACK

Sunflower
HEX #F7B71C
RGB 247, 183, 28
CMYK 3, 30, 99, 0
PMS 1235 C

Sky
HEX #82D0E0
RGB 130, 208, 224
CMYK 46, 1, 11, 0
PMS 2225 C

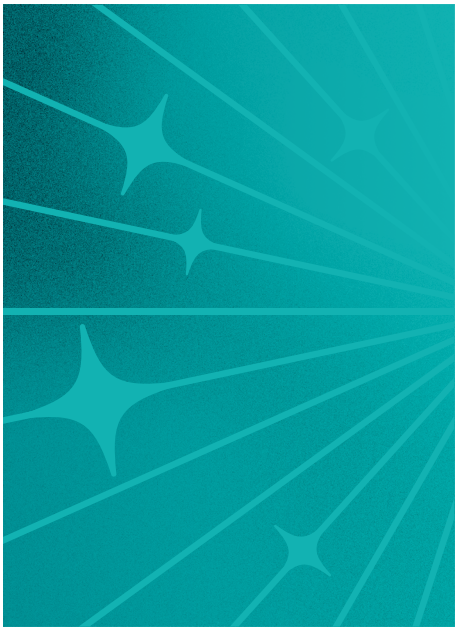
Oat
HEX #F2EFE3
RGB 242, 239, 227
CMYK 4, 4, 10, 0
PMS 7527 C

White
HEX #FFFFFF
RGB 255, 255, 255
CMYK 0, 0, 0, 0
PMS 100% WHITE

South Park Elementary School

Deerfield Public Schools District 109

PATTERN



TYPOGRAPHY

HEADLINES
POPPINS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BODY COPY
POPPINS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

MICROSOFT ALTERNATIVE FONT
CENTURY GOTHIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ACCESSIBILITY

TEXT COLOR, ALL POINT SIZES

MIDNIGHT	OAT WHITE
MIDNIGHT	
LAKESIDE LAKESIDE TINT SUNFLOWER SKY	OAT WHITE
MIDNIGHT	
MIDNIGHT	
LAKESIDE	MIDNIGHT
LAKESIDE	MIDNIGHT

Walden Elementary School

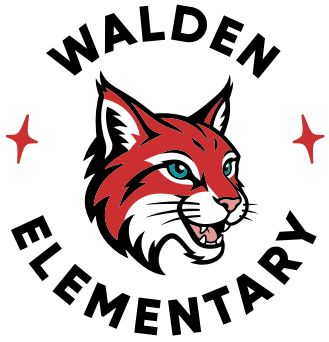
Deerfield Public Schools District 109

LOGOS



WALDEN ELEMENTARY







COLOR PALETTE

Poppy
HEX #CC2F2F
RGB 204, 47, 47
CMYK 14, 96, 92, 4
PMS 711 C

Poppy Tint
HEX #E59797
RGB 229, 151, 151
CMYK 7, 48, 30, 0
PMS 4068 C

Midnight
HEX #000000
RGB 0, 0, 0
CMYK 50, 50, 50, 100
PMS 100% BLACK

Lakeside
HEX #00979B
RGB 0, 151, 155
CMYK 82, 21, 40, 1
PMS 3541 C

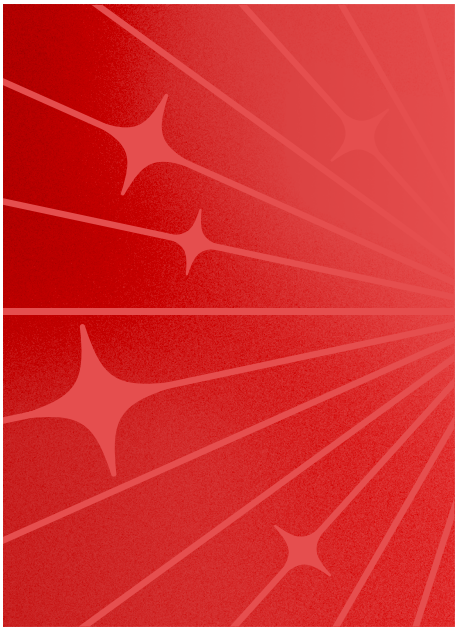
Oat
HEX #F2EFE3
RGB 242, 239, 227
CMYK 4, 4, 10, 0
PMS 7527 C

White
HEX #FFFFFF
RGB 255, 255, 255
CMYK 0, 0, 0, 0
PMS 100% WHITE

Walden Elementary School

Deerfield Public Schools District 109

PATTERN



TYPOGRAPHY

HEADLINES
POPPINS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BODY COPY
POPPINS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

MICROSOFT ALTERNATIVE FONT
CENTURY GOTHIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ACCESSIBILITY

TEXT COLOR, ALL POINT SIZES	TEXT COLOR, IF > 14PT BOLD
OAT WHITE	MIDNIGHT
MIDNIGHT	
POPPY TINT LAKESIDE OAT WHITE	POPPY
MIDNIGHT	OAT WHITE
POPPY MIDNIGHT	LAKESIDE
POPPY MIDNIGHT	LAKESIDE

Wilmot Elementary School

Deerfield Public Schools District 109

LOGOS



WILMOT ELEMENTARY







COLOR PALETTE

Royal

HEX #034C9A
RGB 3, 76, 154
CMYK 100, 80, 7, 0
PMS 2945 C

Royal Tint

HEX #81A5CC
RGB 129, 165, 204
CMYK 50, 26, 6, 0
PMS 645 C

Midnight

HEX #000000
RGB 0, 0, 0
CMYK 50, 50, 50, 100
PMS 100% BLACK

Sky

HEX #82D0E0
RGB 130, 208, 224
CMYK 46, 1, 11, 0
PMS 2225 C

Oat

HEX #F2EFE3
RGB 242, 239, 227
CMYK 4, 4, 10, 0
PMS 7527 C

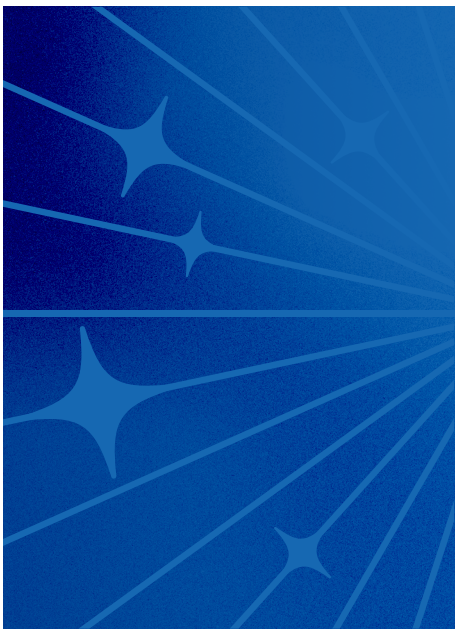
White

HEX #FFFFFF
RGB 255, 255, 255
CMYK 0, 0, 0, 0
PMS 100% WHITE

Wilmot Elementary School

Deerfield Public Schools District 109

PATTERN



TYPOGRAPHY

HEADLINES
POPPINS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BODY COPY
POPPINS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

MICROSOFT ALTERNATIVE FONT
CENTURY GOTHIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ACCESSIBILITY

TEXT COLOR, ALL POINT SIZES	TEXT COLOR, IF > 14PT BOLD
SKY OAT WHITE	ROYAL TINT
MIDNIGHT	ROYAL
ROYAL TINT SKY OAT WHITE	
ROYAL MIDNIGHT	
ROYAL MIDNIGHT	
ROYAL MIDNIGHT	

Caruso Middle School

Deerfield Public Schools District 109

LOGOS



CARUSO
MIDDLE SCHOOL







COLOR PALETTE

Royal
HEX #034C9A
RGB 3, 76, 154
CMYK 100, 80, 7, 0
PMS 2945 C

Royal Tint
HEX #81A5CC
RGB 129, 165, 204
CMYK 50, 26, 6, 0
PMS 645 C

Midnight
HEX #000000
RGB 0, 0, 0
CMYK 50, 50, 50, 100
PMS 100% BLACK

Sunflower
HEX #F7B71C
RGB 247, 183, 28
CMYK 3, 30, 99, 0
PMS 1235 C

Lakeside
HEX #00979B
RGB 0, 151, 155
CMYK 82, 21, 40, 1
PMS 3541 C

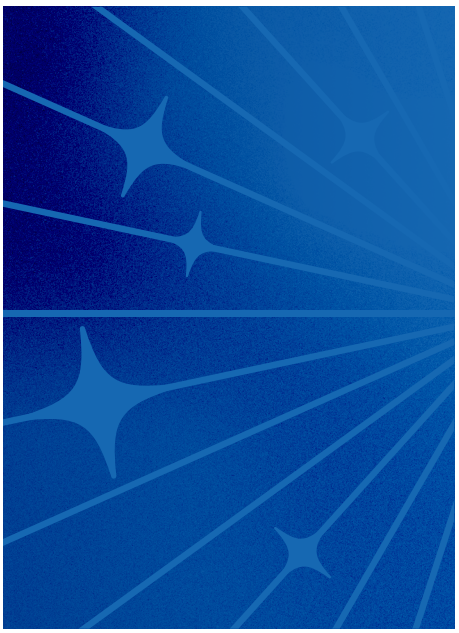
Oat
HEX #F2EFE3
RGB 242, 239, 227
CMYK 4, 4, 10, 0
PMS 7527 C

White
HEX #FFFFFF
RGB 255, 255, 255
CMYK 0, 0, 0, 0
PMS 100% WHITE

Caruso Middle School

Deerfield Public Schools District 109

PATTERN



TYPOGRAPHY

HEADLINES
POPPINS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BODY COPY
POPPINS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

MICROSOFT ALTERNATIVE FONT
CENTURY GOTHIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ACCESSIBILITY

TEXT COLOR, ALL POINT SIZES	TEXT COLOR, IF > 14PT BOLD
SUNFLOWER WHITE	ROYAL TINT
MIDNIGHT	ROYAL
ROYAL TINT SUNFLOWER WHITE	
ROYAL MIDNIGHT	
MIDNIGHT	OAT WHITE
ROYAL MIDNIGHT	LAKESIDE
ROYAL MIDNIGHT	LAKESIDE

Shepard Middle School

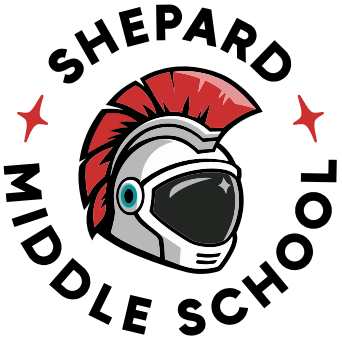
Deerfield Public Schools District 109

LOGOS



SHEPARD
MIDDLE SCHOOL







COLOR PALETTE

Poppy
HEX #CC2F2F
RGB 204, 47, 47
CMYK 14, 96, 92, 4
PMS 711 C

Poppy Tint
HEX #E59797
RGB 229, 151, 151
CMYK 7, 48, 30, 0
PMS 4068 C

Midnight
HEX #000000
RGB 0, 0, 0
CMYK 50, 50, 50, 100
PMS 100% BLACK

Metal
HEX #B7B8BA
RGB 183, 184, 186
CMYK 29, 22, 22, 0
PMS COOL GRAY 4 C

Space
HEX #232523
RGB 35, 37, 35
CMYK 72, 64, 66, 71
PMS 419 C

Lakeside
HEX #00979B
RGB 0, 151, 155
CMYK 82, 21, 40, 1
PMS 3541 C

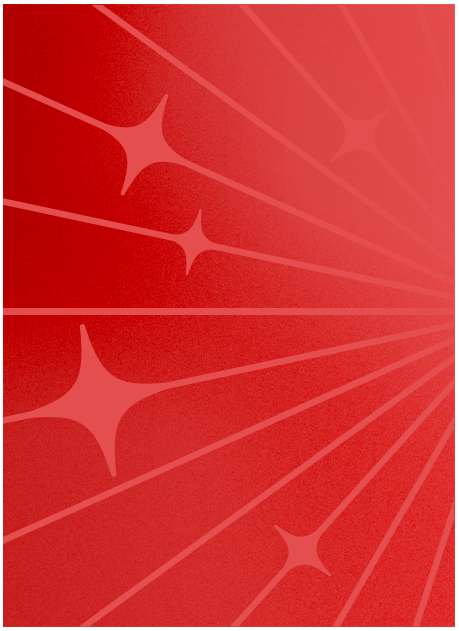
Oat
HEX #F2EFE3
RGB 242, 239, 227
CMYK 4, 4, 10, 0
PMS 7527 C

White
HEX #FFFFFF
RGB 255, 255, 255
CMYK 0, 0, 0, 0
PMS 100% WHITE

Shepard Middle School

Deerfield Public Schools District 109

PATTERN



TYPOGRAPHY

HEADLINES
POPPINS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BODY COPY
POPPINS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

MICROSOFT ALTERNATIVE FONT
CENTURY GOTHIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ACCESSIBILITY

TEXT COLOR, ALL POINT SIZES	TEXT COLOR, IF > 14PT BOLD
OAT WHITE	MIDNIGHT
MIDNIGHT SPACE	
POPPY TINT METAL LAKESIDE OAT WHITE	POPPY
MIDNIGHT SPACE	
POPPY TINT METAL OAT WHITE	LAKESIDE
MIDNIGHT	SPACE OAT WHITE
POPPY MIDNIGHT SPACE	LAKESIDE
POPPY MIDNIGHT SPACE	LAKESIDE