



DENISON COMMUNITY SCHOOLS

STYLE GUIDE
2007-2008



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In our efforts to preserve the integrity of the Denison Community School District brand we ask that you thoroughly read this document and use its elements in accordance to provided guidelines.

The Denison Community School District brand persona is displayed through vast mediums of communications with the idea of elegant photography, organic colors, modern typography and using these elements in proper fashion.

By creating an elevated brand image and commitment to consistency, Denison Community School District strives towards excellence and strengthening of the brand.

The contents of this document fortifies our pursuit for brand consistency.

LOGO USAGE



ADMINISTRATIVE LOGO

To maximize the visual impact of the logo it is necessary to maintain a clear area around it.

X = Height of gold banner

Ideally the logo is to be used on a neutral background.

1 Color Logo

Whenever possible the color logo should be used, if situation will not allow for color, please use the alternate black and white logo.

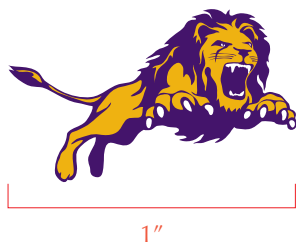
For dark colored backgrounds usage of B/W logo can be made into a one color. (i.e. white logo on colored background.)

Minimum Size

To maintain brand integrity, the logo should not be scaled down any less than the measurements provided.

The 'DCS' part of logo should not be less than 1.25" for printed pieces.

LOGO USAGE



MIGHTY MONARCH (ATHLETIC)

Due to the wide range of usage that regards the athletic logo, there is not a set clear area.

When placing the logo around other objects, please use self judgement and keep clear of competing elements.

Ideally the logo is to be used on a neutral background.

Horizontal Logo B/W Logo

Whenever possible the color logo should be used, if situation will not allow for color, please use the alternate black and white logo.

Colored logo may also be used with the 'Monarch' being a darker color than the background.

Minimum Size

To maintain brand integrity, the logo should not be scaled down any less than the measurements provided.

The length of the 'MONARCH' should not be less than 1".

LOGO USAGE



1"

MIGHTY MONARCH (ATHLETIC)

Due to the wide range of usage that regards the athletic logo, there is not a set clear area.

When placing the logo around other objects, please use self judgement and keep clear of competing elements.

Ideally the logo is to be used on a neutral background.

Horizontal Logo B/W Logo

Whenever possible the color logo should be used, if situation will not allow for color, please use the alternate black and white logo.

Colored logo may also be used with the 'Monarch' being a darker color than the background.

Minimum Size

To maintain brand integrity, the logo should not be scaled down any less than the measurements provided.

The length of the 'MONARCH' should not be less than 1".

LOGO USAGE



MIGHTY MONARCH SEAL (ALT. ATHLETIC)

Due to the wide range of usage that regards the athletic logo, there is not a set clear area.

When placing the logo around other objects, please use self judgement and keep clear of competing elements.

Ideally the logo is to be used on a neutral background.



Horizontal Logo B/W Logo

Whenever possible the color logo should be used, if situation will not allow for color, please use the alternate black and white logo.

For dark colored backgrounds usage of B/W logo can be made into a one color.
(i.e. white logo on colored background.)

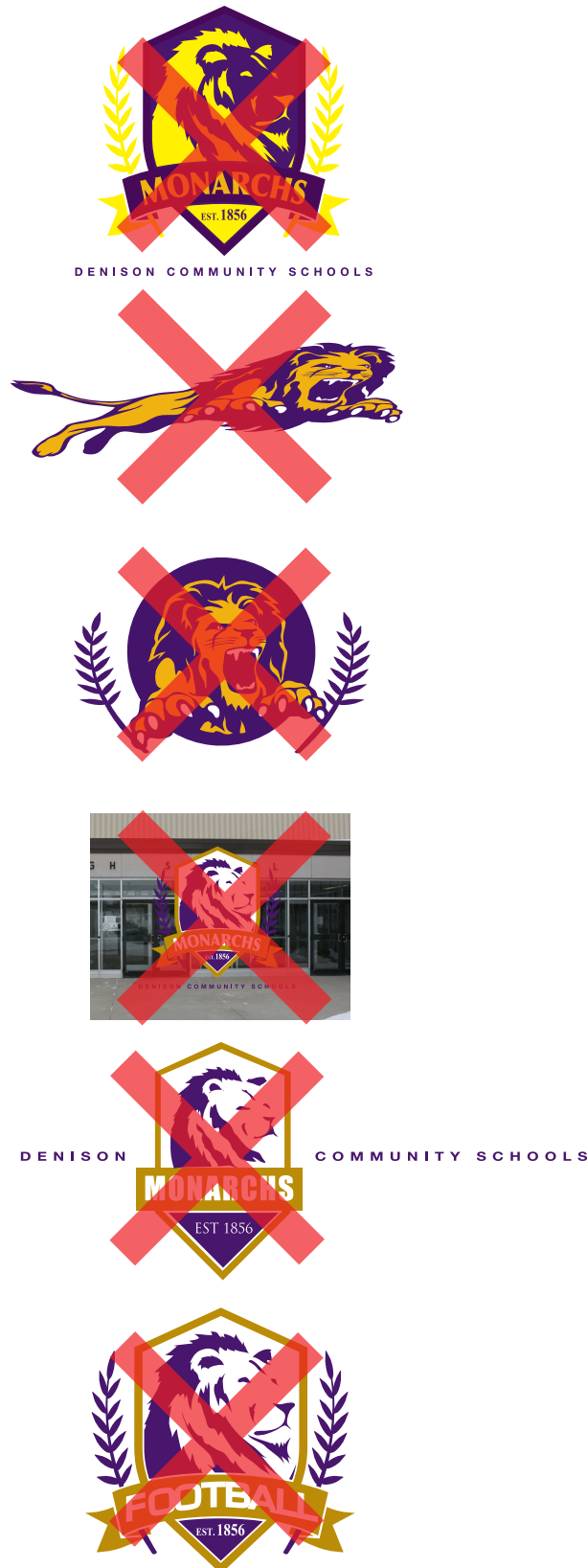


Minimum Size

To maintain brand integrity, the logo should not be scaled down any less than the measurements provided.

The seal should not be less than 1".

LOGO USAGE



DO NOT...

The following guidelines apply to all Monarch logos unless otherwise noted.

- Reproduce logo in colors not listed in provided color palette.
- Alter or distort logo.
- Logo icon should not be scaled separately from text logo.
- Use the logo over images without sufficient contrast.
- Re-create or re-typeset any element of the logo.
- Create a new logo out of existing elements.
- Use any logo not listed in this document.
- Use the Administrative logo for Athletics.
- Use the logo to create a patterned background.
- Use any outdated or unauthorized logos.

If you have questions or concerns regarding usage please contact the Superintendent office at 712.263.2176

COLORS

PRIDE PURPLE

PANTONE 2627 C
CMYK 70C 100M 0Y 31K
RGB 73R 23G 109B
HEX 49176D

PRIDE GOLD

PANTONE 132 C
CMYK 0C 28M 100Y 30K
RGB 187R 40G 10B
HEX BB8D0A

PRIDE PURPLE
PANTONE 8802
(METALLIC)

PRIDE GOLD
PANTONE 8385
(METALLIC)

MAJESTIC PURPLE

40% PANTONE 2627 C
CMYK 28C 40M 0Y 12K
RGB 172R 161G 181B
HEX ACA1B5

MAJESTIC GOLD

40% PANTONE 132 C
CMYK 0C 11M 40Y 12K
RGB 221R 198G 158B
HEX DDC69E

Administrative Primary Palette

Our colors must appear exactly the same everytime they are used.

When applicable use metallic inks.

RGB colors maybe used for PowerPoint, electronic attachments, web sites and other screen applications.

Administrative Secondary Palette

The accent palette is to be used to compliment and emphasize the logo and primary palette.

RGB colors maybe used for PowerPoint, electronic attachments, web sites and other screen applications.

COLORS

ROYAL PURPLE

PANTONE Violet C
CMYK 98C 100M 0Y 0K
RGB 51R 48G 146B
HEX 333092

ROYAL GOLD

PANTONE 124 C
CMYK 0C 28M 100Y 30K
RGB 238R 178G 17B
HEX BB8D0A

ROYAL PURPLE
PANTONE 8143 C
(METALLIC)

ROYAL GOLD
PANTONE 8642 C
(METALLIC)

CUB PURPLE

PANTONE 2665
CMYK 62C 60M 0Y 0K
RGB 113R 111G 179B
HEX 716FB3

CUB GOLD

PANTONE 122
CMYK 0C 17M 80Y 0K
RGB 255R 210G 79B
HEX FFD8C2

Athletic Primary Palette

Our colors must appear exactly the same everytime they are used.

When applicable use metallic inks.

RGB colors maybe used for PowerPoint, electronic attachments, web sites and other screen applications.

Athletic Secondary Palette

Our colors must appear exactly the same everytime they are used.

To be used for youth and female (K-8) atheltics or events.

RGB colors maybe used for PowerPoint, electronic attachments, web sites and other screen applications.

Questions or concerns regarding color can be directed to the Activity Director at 712.263.3101.

FONT FAMILY

Body Copy

Optima Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#\$%^&*()

Optima Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#\$%^&*()*

Optima Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#\$%^&*()**

Headlines

Castle T Book Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#\$%^&*()

Castle T Book Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#\$%^&*()

Optima is the brand type face and must be used whenever possible.

A strong and reliable sans serif with a vast variety of styles it can be used for body copy, large display type and captions.

Optima provides a distinct and noble presence throughout the brand.

Use of the oblique styles are also acceptable.

Optional font options should only be used for special events or occasions. Otherwise please use sparingly throughout your communications.

If you have questions or concerns regarding usage please contact the Superintendent office at 712.263.2176