

DALLAS CENTER-GRIMES COMMUNITY SCHOOLS

Brand Standards Guide

THE IMPORTANCE OF GRAPHIC STANDARDS

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The Dallas Center-Grimes High School Branding Guide is designed to provide clear information on the proper use of approved graphics, colors and fonts for any application of the DCG district and spirit brands. Our purpose is to guarantee, as best as possible, a clear and consistent brand image wherever and whenever DCG schools is represented in any print, digital or apparel format. Any attempt to utilize DCG schools graphics or wordmarks outside the standards represented in this guide are strictly prohibited.

Requests for exceptions or interpretations should be submitted directly to the Administrative Offices.

Go Mustangs!

DCG MUSTANGS™

OFFICIAL COLORS OF DCG COMMUNITY SCHOOLS

PRIMARY COLOR

DCG RED

(in lieu of use *Pantone® 186c)
Process Equivalent: 0c 100m 80y 5k
RGB Equivalent: 200r 16g 46b
Madeira Thread: 1637
Hex Code: C8102E

WHITE

SECONDARY COLOR

DCG GRAY

(in lieu of use *Pantone® Cool Gray 8)
Process Equivalent: 44c 34m 29y 10k
RGB Equivalent: 131r 134g 137b
Madeira Thread: 1918
Hex Code: 888B8D

SUPPORT COLORS

(in lieu of use *Pantone® Cool Gray 4)
Process Equivalent: 24c 17m 15y 0k
RGB Equivalent: 187r 188g 188b
Madeira Thread: 1687
Hex Code: BBBCBC

(in lieu of use *Pantone® Cool Gray 6)
Process Equivalent: 33c 24m 20y 2k
RGB Equivalent: 167r 168g 169b
Madeira Thread: 1718
Hex Code: A7A8A9

PRIMARY PALETTE

DCG Red and white are the official colors for DCG community schools and are shown on the left. It is very important to match these colors faithfully when reproducing the DCG community schools brand marks.

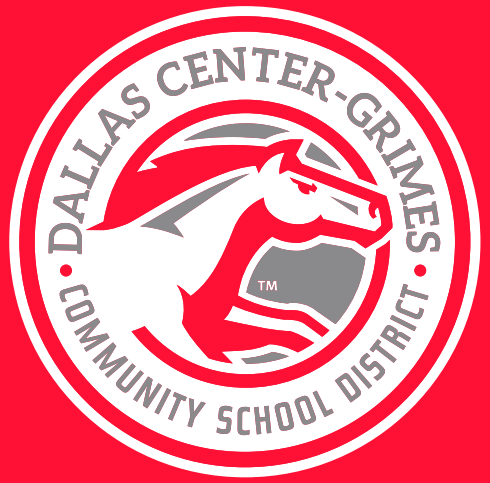
SECONDARY COLOR

In addition to the primary palette, the DCG brand marks utilize DCG Gray (Cool Gray 8) as a secondary color. It is very important to also match this color faithfully when reproducing the DCG community schools marks.

SUPPORT COLORS

In addition to the primary and secondary colors, the DCG brand utilizes two additional shades of gray, Cool Gray 4 and Cool Gray 6, as important support colors.

*Pantone® is a registered trademark of Pantone, Inc. The colors shown on this page and throughout this manual are not intended to match the PANTONE Color Standards. For the PANTONE Color Standards, refer to the current edition of the PANTONE Color Formula Guide.



DCG DISTRICT BRAND MARKS

DCG FULL COLOR DISTRICT BRAND MARKS

FULL COLOR DISTRICT MARKS











The DCG district marks were designed to create a consistent visual identity for DCG. These marks should not be changed or altered in any way and their use must adhere to the standards in this guide. At the same time, there are many logo variations to choose from so there should be a design compatible to any desired application.

All of the DCG district marks are shown in full color on the left.

These logos are intended for use only by the DCG district office. Permission is required for use by any other entity.

DCG "SPECIAL" FULL COLOR DISTRICT BRAND MARKS

"SPECIAL" FULL COLOR DISTRICT MARKS

Dallas Center-Grimes
Community School District

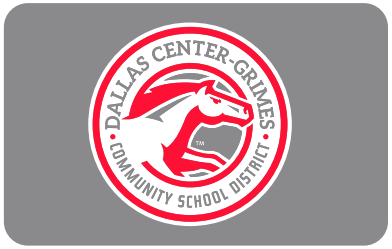
Dallas Center-Grimes
Community School District

Dallas Center-Grimes
Community School District

DCG™

When used on a DCG Gray background, the full color DCG district marks with typography will need to be altered.

The "special" full color district marks are shown on the left. All typography is changed to white to read on the DCG Gray background. However, the district seal mark (shown below) can be used on any background without being altered.



DCG ALL RED DISTRICT BRAND MARKS

ALL RED DISTRICT MARKS



Dallas Center-Grimes
Community School District



Dallas Center-Grimes
Community School District



Dallas Center-Grimes
Community School District





When DCG Gray is not available, then the DCG district marks may also be used in all red. All of the DCG district marks are shown in all red on the left. Again, it is preferred that the marks are presented in full color (DCG Red, DCG Gray and white) when possible.

Note: The all red logos are for use on a white background ONLY.

DCG ALL BLACK DISTRICT BRAND MARKS

ALL BLACK DISTRICT MARKS



Dallas Center-Grimes
Community School District



Dallas Center-Grimes
Community School District



Dallas Center-Grimes
Community School District





When DCG Red and DCG Gray are not available, then the DCG district marks may also be used in all black. All of the DCG district marks are shown in all black on the left. Again, it is preferred that the marks are presented in full color (DCG Red, DCG Gray and white) when possible.

Note: The all black logos are preferred for use on light backgrounds.



DCG ALL WHITE DISTRICT BRAND MARKS

ALL WHITE DISTRICT MARKS

Dallas Center-Grimes
Community School District

Dallas Center-Grimes
Community School District

Dallas Center-Grimes
Community School District

DCG™

DALLAS CENTER-GRIMES • COMMUNITY SCHOOL DISTRICT •

When using the DCG district marks on DCG Red or any dark background, the marks should be used in all white. All of the DCG district marks are shown in all white on the left. Again, it is preferred that the marks are presented in full color (DCG Red, DCG Gray and white) when possible.

Note: The all white logos are preferred for use on dark backgrounds.



DCG FULL COLOR DISTRICT BRAND MARKS ON BACKGROUNDS

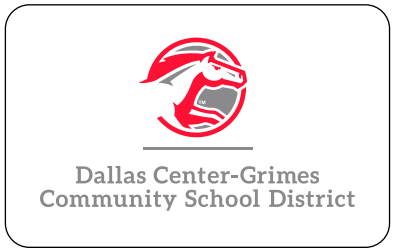
DISTRICT MARKS



ON DCG RED



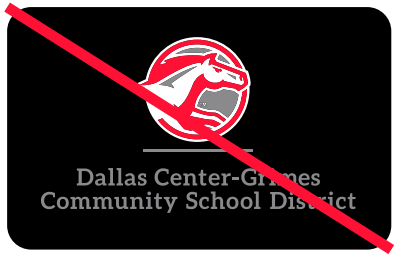
ON DCG GRAY



ON WHITE



ON LIGHT COLOR



ON DARK COLOR



ON COMPLEX BACKGROUND



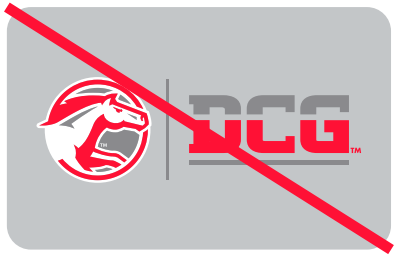
ON DCG RED



ON DCG GRAY



ON WHITE



ON LIGHT COLOR



ON DARK COLOR

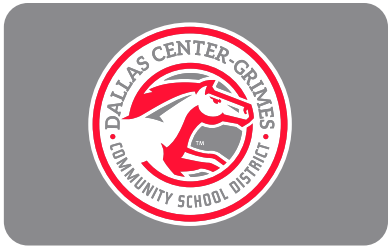


ON COMPLEX BACKGROUND

Frequently it may be desirable to place the DCG district marks on alternate backgrounds. The following pages show examples of the DCG district marks on DCG Red, DCG Gray, white, light gray (similar to the color of practice sweat pants and shirt) and black. Also shown is the technique for using the marks on a complex background. On photographic or complex backgrounds, the DCG full color marks with typography should be placed within a white shape, so the mark is not lost.

All artwork and variations are available in Macintosh and PC digital file formats.

The district seal mark (shown below) can be used on any background without being altered.

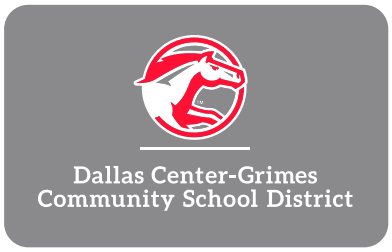


DCG "SPECIAL" FULL COLOR DISTRICT BRAND MARKS ON BACKGROUNDS

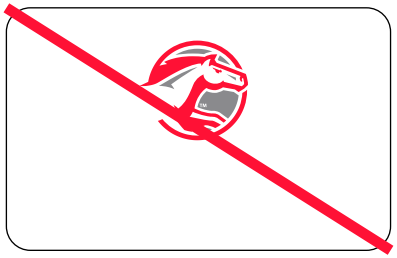
DISTRICT MARKS



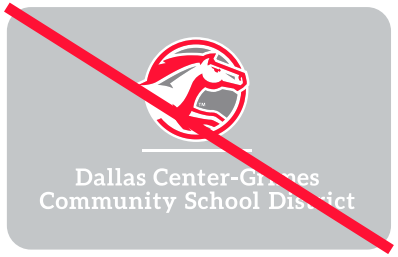
ON DCG RED



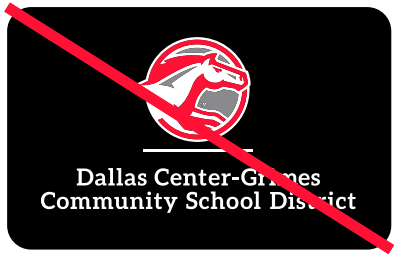
ON DCG GRAY



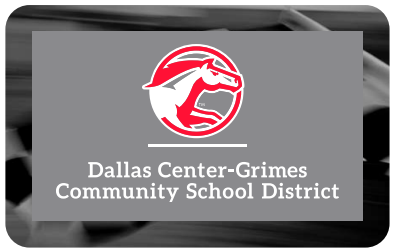
ON WHITE



ON LIGHT COLOR



ON DARK COLOR



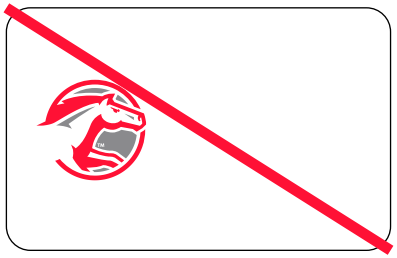
ON COMPLEX BACKGROUND



ON DCG RED



ON DCG GRAY



ON WHITE



ON LIGHT COLOR



ON DARK COLOR



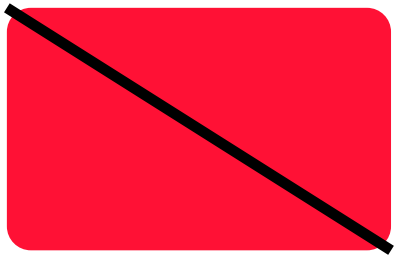
ON COMPLEX BACKGROUND

This page shows examples of the "special" full color DCG district marks that were created for easy readability on a DCG Gray background ONLY. On photographic or complex backgrounds, the DCG "special" full color marks with typography should be placed within a DCG Gray shape, so the mark is not lost.

All artwork and variations are available in Macintosh and PC digital file formats.

DCG ALL RED DISTRICT BRAND MARKS ON BACKGROUNDS

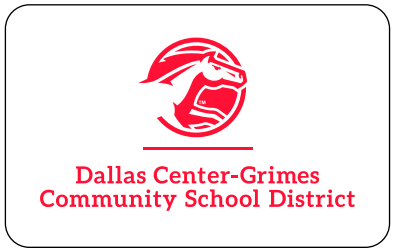
DISTRICT MARKS



ON DCG RED



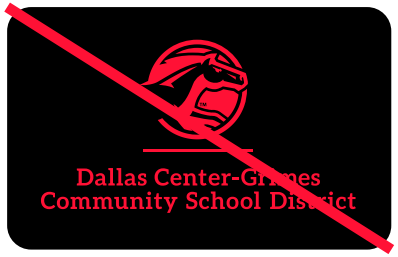
ON DCG GRAY



ON WHITE



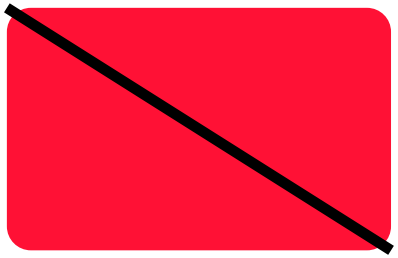
ON LIGHT COLOR



ON DARK COLOR



ON COMPLEX BACKGROUND



ON DCG RED



ON DCG GRAY



ON WHITE



ON LIGHT COLOR



ON DARK COLOR



ON COMPLEX BACKGROUND

This page shows examples of the all red DCG district marks, which should ONLY be used on white backgrounds. On photographic or complex backgrounds, the DCG all red marks should be placed within a white shape, so the mark is not lost.

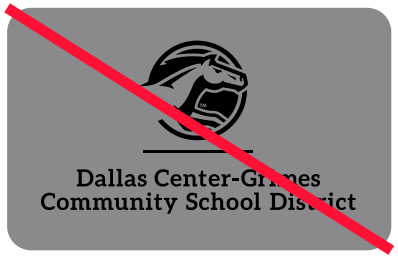
All artwork and variations are available in Macintosh and PC digital file formats.

DCG ALL BLACK DISTRICT BRAND MARKS ON BACKGROUNDS

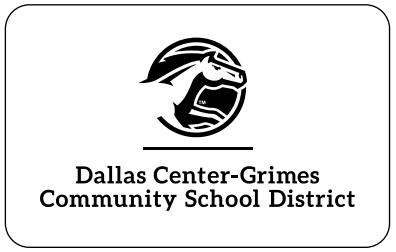
DISTRICT MARKS



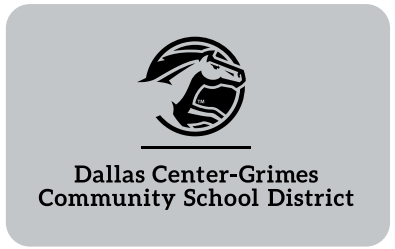
ON DCG RED



ON DCG GRAY



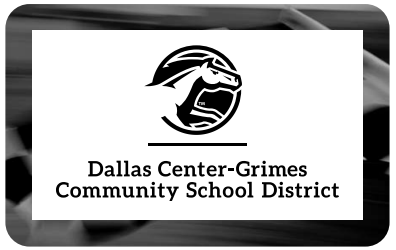
ON WHITE



ON LIGHT COLOR



ON DARK COLOR



ON COMPLEX BACKGROUND



ON DCG RED



ON DCG GRAY



ON WHITE



ON LIGHT COLOR



ON DARK COLOR



ON COMPLEX BACKGROUND

This page shows examples of the all black DCG district marks, which should ONLY be used on white and light backgrounds. On photographic or complex backgrounds, the DCG all black marks should be placed within a white shape, so the mark is not lost.

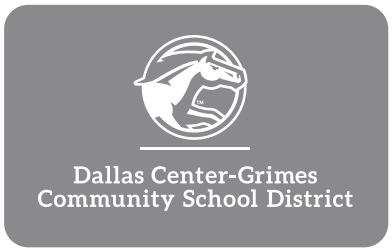
All artwork and variations are available in Macintosh and PC digital file formats.

DCG ALL WHITE DISTRICT BRAND MARKS ON BACKGROUNDS

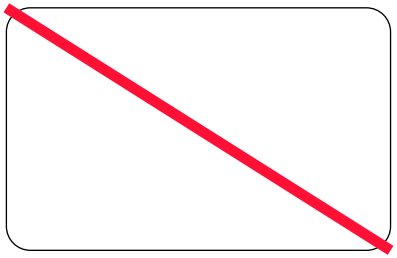
DISTRICT MARKS



ON DCG RED



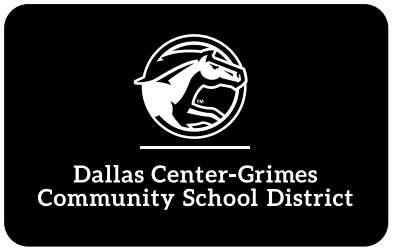
ON DCG GRAY



ON WHITE



ON LIGHT COLOR



ON DARK COLOR



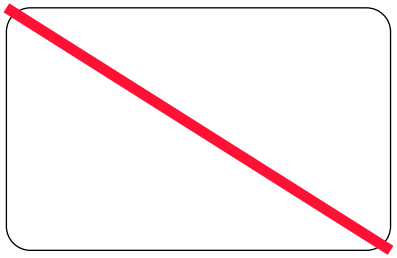
ON COMPLEX BACKGROUND



ON DCG RED



ON DCG GRAY



ON WHITE



ON LIGHT COLOR



ON DARK COLOR



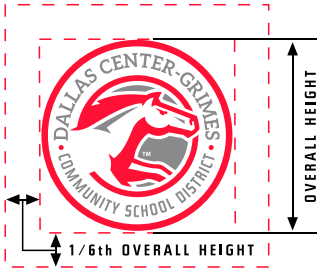
ON COMPLEX BACKGROUND

This page shows examples of the all white DCG district marks, which should ONLY be used on DCG Red, DCG Gray and dark backgrounds. On photographic or complex backgrounds, the DCG all white marks should be placed within a red shape, so the mark is not lost.

All artwork and variations are available in Macintosh and PC digital file formats.

DCG DISTRICT BRAND MARKS SAFE ZONES

EQUALS ONE SIXTH THE OVERALL HEIGHT OF THE MARK



EQUALS ONE FOURTH THE OVERALL HEIGHT OF THE MARK



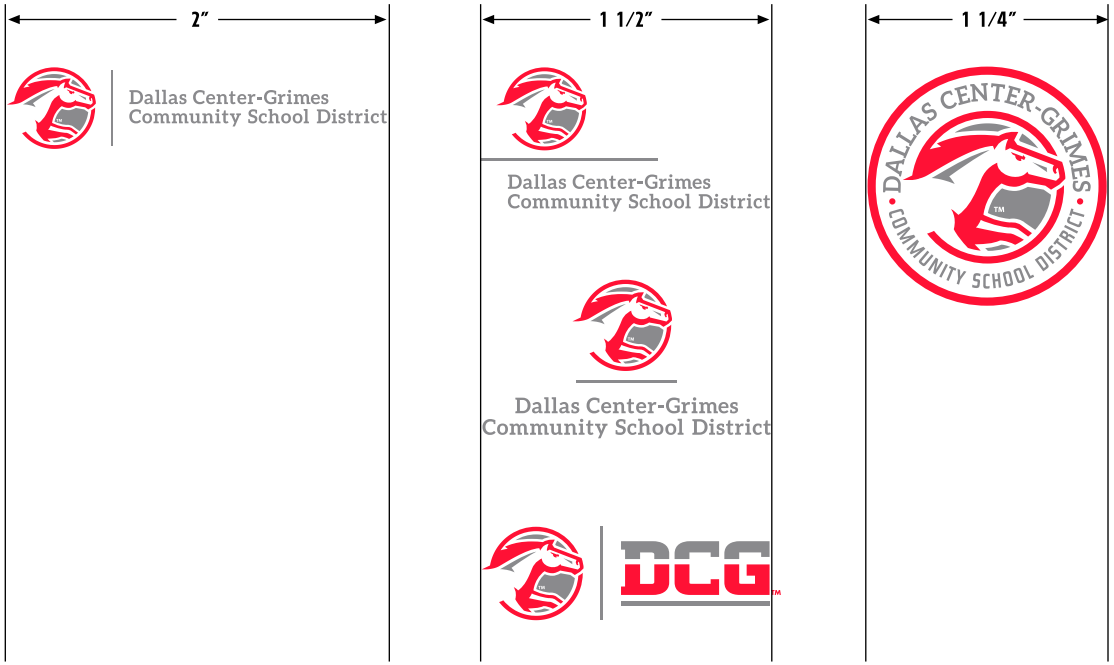






Each of the DCG district marks has an established "safe zone". This safe zone is intended to maintain the mark's integrity and to avoid visual confusion. No other type or graphic element (including folds, trims or edges) should fall within the safe zone shown. The safe zone for the DCG district seal is equal to one sixth the height of the mark (shown on the left at the top). The safe zone for the DCG horizontal marks is equal to one fourth the height of the mark (shown on the left at the bottom). The safe zone spacing is uniform on all sides of the marks.

DCG DISTRICT BRAND MARKS MINIMUM SIZE



MINIMUM LOGO SIZES

Each of the DCG district marks has a minimum allowable size for printing or other reproduction. To ensure clarity and legibility, the logos must NOT be used any smaller than the sizes shown on this page. It is preferred that, when possible, the logos be used larger than their minimum size.

EMBROIDERY

Contact DCG's Office of Communications for information about embroidering district marks. Minimum sizes are considerably larger for embroidery.

DCG DISTRICT BRAND "LIVE TEXT" MARKS

LIVE TEXT MARKS



LIVE TEXT

The three logo configurations shown on this page are capable of presenting custom text in the secondary type. All wording must be approved by DCG administration.

COMPATIBLE TYPOGRAPHY

STEILE FUTURA BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 - = ! @ # $ % & ™

¢ * ( ) _ © ® { } [ ] ? ; : , . “ ” ‘ ’ /

ALEO BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 - = ! @ # $ % & ™

¢ * ( ) _ © ® { } [ ] ? ; : , . “ ” ‘ ’ /

ALEO BOLD ITALIC

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 - = ! @ # $ % & ™

*¢ * ( ) _ © ® { } [ ] ? ; : , . “ ” ‘ ’ /*

ALEO REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 - = ! @ # $ % & ™

¢ * ( ) _ © ® { } [ ] ? ; : , . “ ” ‘ ’ /

Compatible fonts for the DCG district brand are Steile Futura Bold and Aleo Bold. Steile Futura Bold is the font used as the secondary text of the DCG district marks. Aleo Bold is the primary font in the new district marks.

RETAIL APPLICATIONS

FULL COLOR ART



Each of these shirts would require two color printing to reproduce.

ONE COLOR ART



Each of these shirts would require one color printing to reproduce.

FULL COLOR RETAIL GRAPHICS

In a retail design, if the fabric color matches one of the official colors exactly (DCG Red, DCG Gray or white), the fabric can show through in place of printing that color. If the fabric color does not match any official colors, both official colors (and white) must be used to print the mark.

ALTERNATIVES TO FULL COLOR RETAIL GRAPHICS

When using marks on apparel, the art may print in all red, all black or all white as long the application follows the specifications in this guide. This is a great cost saving alternative to the full color marks.

Note: When selecting fabrics for DCG merchandise please try to stay as close to DCG Red and DCG Gray as possible.

ARTWORK USE VIOLATIONS



Never use the mark in other colors



Never change the typeface in any part of the mark



Never use unapproved wording in any mark



Never re-size any element in any mark



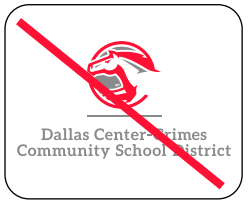
Never reproportion any mark



Never add any element to any mark



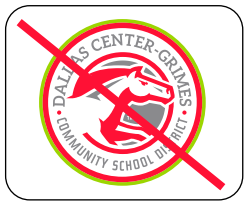
Never distort any mark



Never reposition or realign in any mark



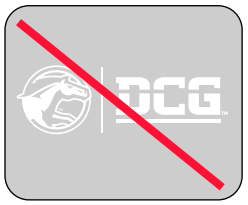
Never re-space any elements in any mark



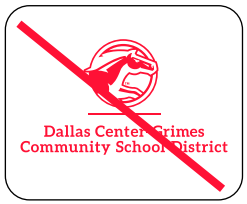
Never change the outline shape to an unapproved color



Never allow any color, pattern or photograph to show through any mark



Never use any mark on a background that provides insufficient contrast



Never use the inverse of any mark

So that DCG schools can maintain the design integrity of its district brand, it is mandatory that all marks be applied as indicated in this manual without modification. The marks are not to be altered in any way. Shown on this page are unacceptable uses of the DCG district marks.



DCG SPIRIT BRAND MARKS

DCG FULL COLOR SPIRIT BRAND MARKS

FULL COLOR SPIRIT MARKS



The DCG spirit marks were designed to create a consistent visual identity for DCG. These marks should not be changed or altered in any way and their use must adhere to the standards in this guide. At the same time, there are many logo variations to choose from so there should be a design compatible to any desired application.

All of the DCG spirit marks are shown in full color on the left.

These logos are intended for use only by DCG. Permission is required for use by any other entity.

DCG "SPECIAL" FULL COLOR SPIRIT BRAND MARKS

"SPECIAL" FULL COLOR SPIRIT MARKS



"Special" full color spirit marks were created for use when a DCG Gray background is desired. These marks are shown on the left. All of the these marks should ONLY be used on DCG Gray.

Note: The spirit marks without typography (mustang head, full body mustang, etc.) can be used on any background without being altered.



DCG ALL RED SPIRIT BRAND MARKS

ALL RED SPIRIT MARKS



When DCG Gray is not available, then the DCG spirit marks may also be used in all DCG Red. All of the DCG spirit marks are shown in all DCG Red on the left. Again, it is preferred that the marks are presented in full color (DCG Red, DCG Gray and white) when possible.

DCG ALL BLACK SPIRIT BRAND MARKS

ALL BLACK SPIRIT MARKS

When DCG Red and DCG Gray are not available, then the DCG spirit marks may also be used in all black. All of the DCG spirit marks are shown in all black on the left. Again, it is preferred that the marks are presented in full color (DCG Red, DCG Gray and white) when possible.

Note: The all black logos are preferred for use on a light background



DCG ALL WHITE SPIRIT BRAND MARKS

ALL WHITE SPIRIT MARKS

When DCG Red and DCG Gray are not available, then the DCG spirit marks may also be used in all white. All of the DCG spirit marks are shown in all white on the left. Again, it is preferred that the marks are presented in full color (DCG Red, DCG Gray and white) when possible.

Note: The all white logos are also preferred for use on a dark backgrounds.



DCG FULL COLOR SPIRIT BRAND MARKS ON BACKGROUNDS

SPIRIT MARKS



ON DCG RED



ON DCG GRAY



ON WHITE



ON LIGHT COLOR



ON DARK COLOR



ON COMPLEX BACKGROUND



ON DCG RED



ON DCG GRAY



ON WHITE



ON LIGHT COLOR



ON DARK COLOR



ON COMPLEX BACKGROUND

Frequently it may be desirable to place the full color DCG spirit marks on alternate backgrounds. This page shows examples of the full color DCG spirit marks on DCG Red, DCG Gray, white, light gray (similar to the color of practice sweat pants and shirt) and black. Also shown is the technique for using the mark on a complex background. On photographic or complex backgrounds, the DCG full color marks with typography should be placed within a white shape, so the mark is not lost.

All artwork and variations are available in Macintosh and PC digital file formats.

Note: The spirit marks without typography (such as the mustang head alone) can be used on any background without being altered.



DCG "SPECIAL" FULL COLOR SPIRIT BRAND MARKS ON BACKGROUNDS

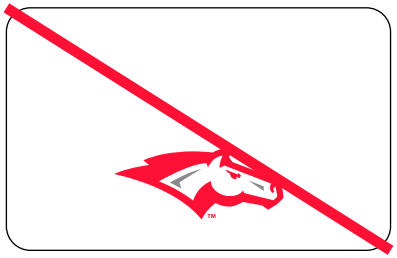
SPIRIT MARKS



ON DCG RED



ON DCG GRAY



ON WHITE



ON LIGHT COLOR



ON DARK COLOR



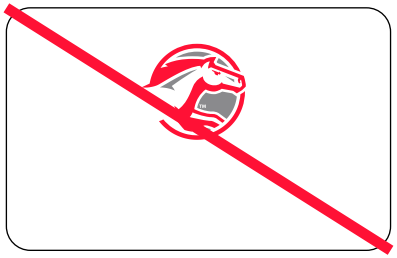
ON COMPLEX BACKGROUND



ON DCG RED



ON DCG GRAY



ON WHITE



ON LIGHT COLOR



ON DARK COLOR



ON COMPLEX BACKGROUND

This page shows examples of the "special" full color DCG spirit marks that were created for easy readability on a DCG Gray background ONLY.

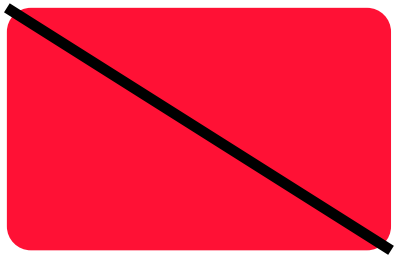
All artwork and variations are available in Macintosh and PC digital file formats.

Note: The spirit marks without typography (such as the mustang head alone) can be used on any background without being altered.



DCG ALL RED SPIRIT BRAND MARKS ON BACKGROUNDS

SPIRIT MARKS



ON DCG RED



ON DCG GRAY



ON WHITE



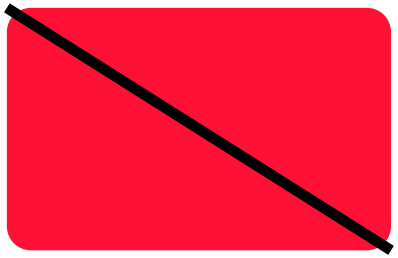
ON LIGHT COLOR



ON DARK COLOR



ON COMPLEX BACKGROUND



ON DCG RED



ON DCG GRAY



ON WHITE



ON LIGHT COLOR



ON DARK COLOR



ON COMPLEX BACKGROUND

This page shows examples of the all red DCG spirit marks, which should ONLY be used on white backgrounds. On photographic or complex backgrounds, the DCG all red marks should be placed within a white shape, so the mark is not lost.

All artwork and variations are available in Macintosh and PC digital file formats.

DCG ALL BLACK SPIRIT BRAND MARKS ON BACKGROUNDS

SPIRIT MARKS



ON DCG RED



ON DCG GRAY



ON WHITE



ON LIGHT COLOR



ON DARK COLOR



ON COMPLEX BACKGROUND



ON DCG RED



ON DCG GRAY



ON WHITE



ON LIGHT COLOR



ON DARK COLOR



ON COMPLEX BACKGROUND

This page shows examples of the all black DCG spirit marks, which should ONLY be used on white and light backgrounds. On photographic or complex backgrounds, the DCG all black marks should be placed within a white shape, so the mark is not lost.

All artwork and variations are available in Macintosh and PC digital file formats.

DCG ALL WHITE SPIRIT BRAND MARKS ON BACKGROUNDS

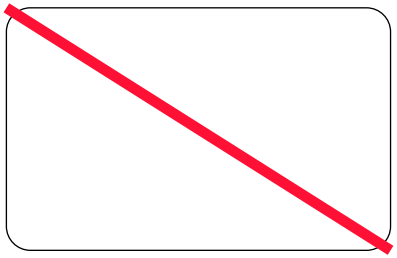
SPIRIT MARKS



ON DCG RED



ON DCG GRAY



ON WHITE



ON LIGHT COLOR



ON DARK COLOR



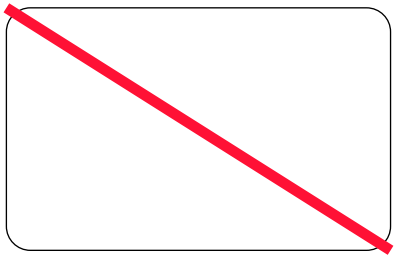
ON COMPLEX BACKGROUND



ON DCG RED



ON DCG GRAY



ON WHITE



ON LIGHT COLOR



ON DARK COLOR



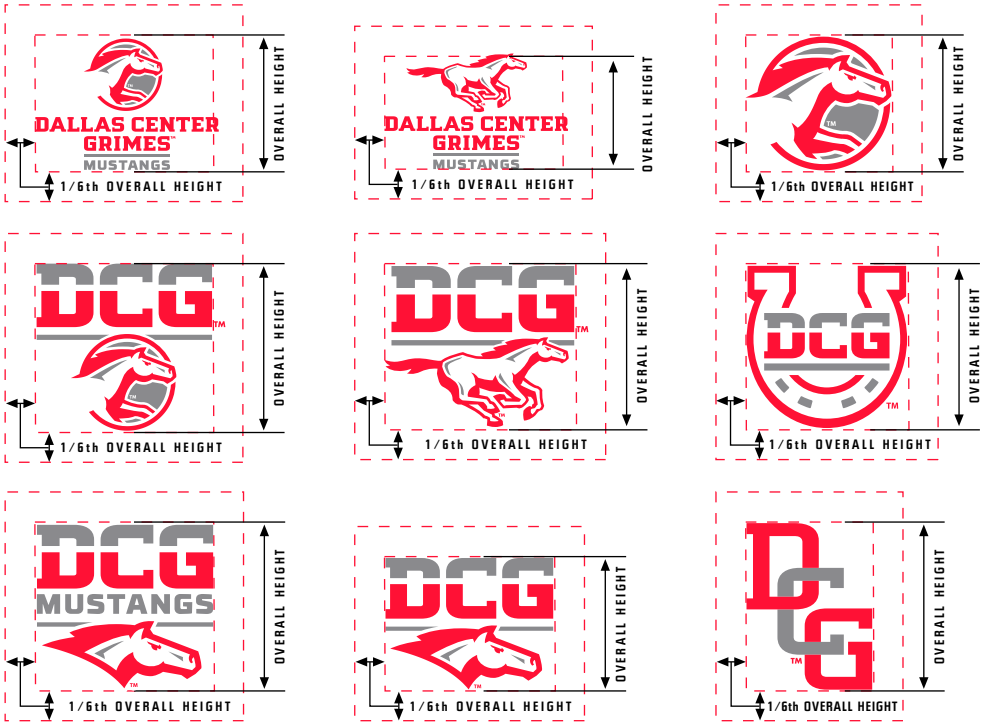
ON COMPLEX BACKGROUND

This page shows examples of the all white DCG spirit marks, which should ONLY be used on DCG Red, DCG Gray and dark backgrounds. On photographic or complex backgrounds, the DCG all white marks should be placed within a dark shape, so the mark is not lost.

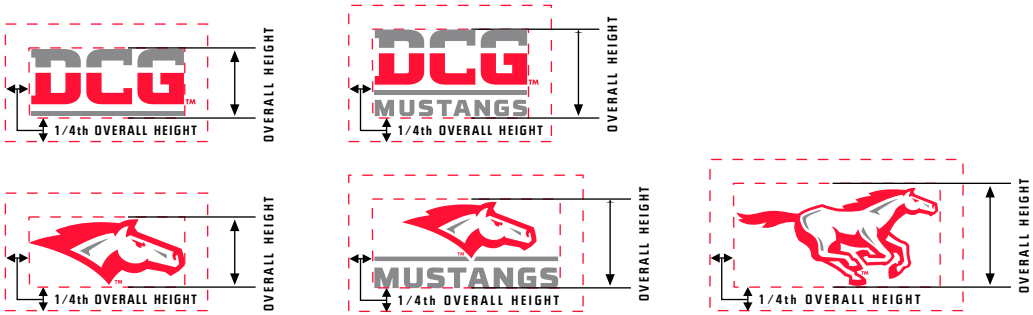
All artwork and variations are available in Macintosh and PC digital file formats.

DCG SPIRIT BRAND MARKS SAFE ZONES

EQUALS ONE SIXTH THE OVERALL HEIGHT OF THE MARK

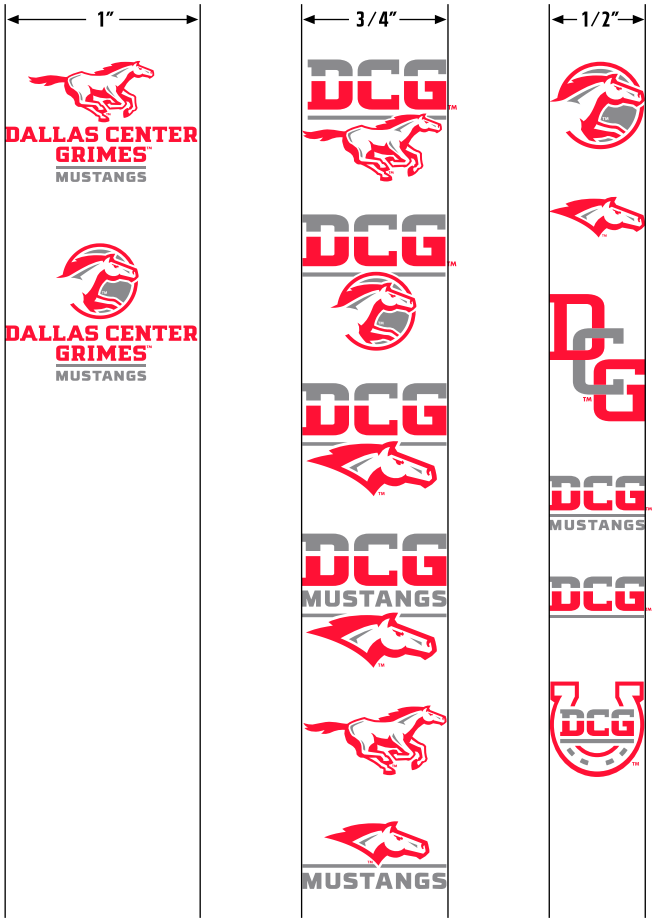


EQUALS ONE FOURTH THE OVERALL HEIGHT OF THE MARK



Each of the DCG spirit marks has an established "safe zone". This safe zone is intended to maintain the mark's integrity and to avoid visual confusion. No other type or graphic element (including folds, trims or edges) should fall within the safe zone shown. The safe zone for the DCG vertical spirit marks is equal to one sixth the height of the mark (shown on the left at the top). The safe zone for the DCG horizontal marks is equal to one fourth the height of the mark (shown on the left at the bottom). The safe zone spacing is uniform on all sides of the marks.

DCG SPIRIT BRAND MARKS MINIMUM SIZE



MINIMUM LOGO SIZES

Each of the DCG spirit marks has a minimum allowable size for printing or other reproduction. To ensure clarity and legibility, the logos must NOT be used any smaller than the sizes shown on this page. It is preferred that, when possible, the logos be used larger than their minimum size.

EMBROIDERY

Contact DCG's Office of Communications for information about embroidering spirit marks. Minimum sizes are considerably larger for embroidery.

ACTIVITY SPECIFIC MARKS









LIVE TEXT

The four logo configurations shown on this page are capable of presenting custom text in the secondary type. All wording must be approved by DCG schools. Banner text must represent varsity sports and athletics activities at DCG.

DCG SPIRIT BRAND SCRIPT MARKS

1-COLOR SCRIPT MARKS



2-COLOR SCRIPT MARKS



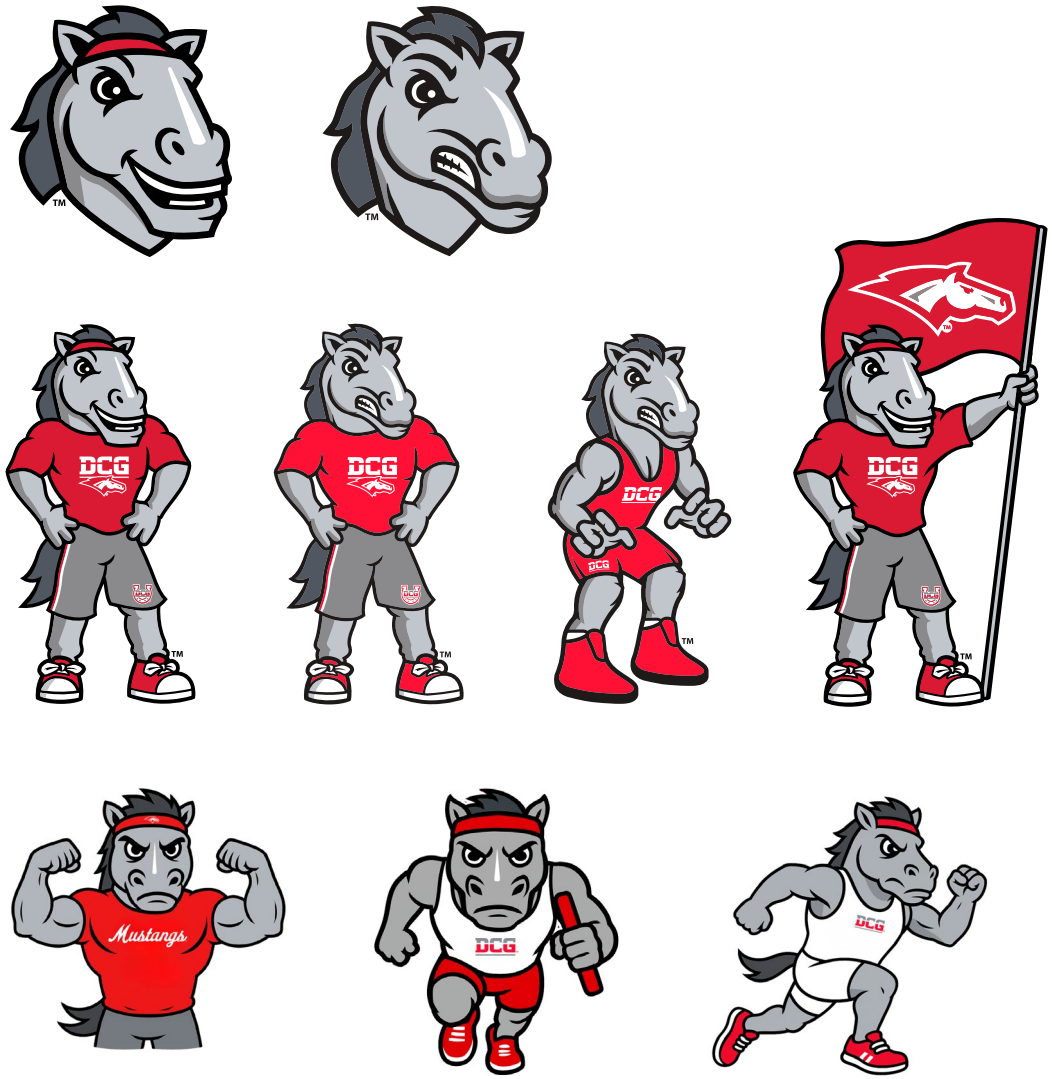
Special script marks have been designed to create a consistent visual identity for DCG schools. These speacial marks should not be changed or altered in any way and their use must adhere to the standards in this guide. At the same time, there are many color variations to choose from so there should be a design compatible to any desired application.

All of the DCG special script marks are shown on the left.

These logos are intended for use only by DCG. Permission is required for use by any other entity.

DCG SPIRIT BRAND MASCOT MARKS

MASCOT MARKS



The DCG Spirit Brand mascot marks shown on the left are the mascot marks of DCG schools. The preferred use of the DCG mascot marks are the full color versions shown on the left.

COLOR VARIATIONS

The DCG Spirit Brand mascot marks may be used in red & white, black & white or in all white only when when use of the preferred full color version is not possible.

All artwork and variations are available in Macintosh and PC digital file formats.

COMPATIBLE TYPOGRAPHY

RBNo3.1 BLACK

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 - = ! @ # $ % & ™

¢ * ( ) _ © ® { } [ ] ? ; : , . “ ” ‘ ’ /

The compatible font for the DCG spirit brand is RBNo3.1 BLACK. RBNo3.1 BLACK is the font used in the secondary text of the DCG spirit marks.

RETAIL APPLICATIONS

FULL COLOR ART



Each of these shirts would require two color printing to reproduce.

ONE COLOR ART



Each of these shirts would require one color printing to reproduce.

FULL COLOR RETAIL GRAPHICS

In a retail design, if the fabric color matches one of the official colors exactly (DCG Red, DCG Gray or white), the fabric can show through in place of printing that color. If the fabric color does not match any official colors, both official colors (and white) must be used to print the mark.

ALTERNATIVES TO FULL COLOR RETAIL GRAPHICS

When using marks on apparel, the art may print in all red, all black or all white as long the application follows the specifications in this guide. This is a great cost saving alternative to the full color marks.

Note: When selecting fabrics for DCG merchandise please try to stay as close to DCG Red and DCG Gray as possible.

ARTWORK USE VIOLATIONS



Never use the mark in other colors



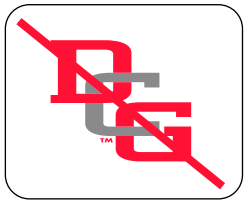
Never change the typeface in any part of the mark



Never use unapproved wording in any mark



Never re-size any element in any mark



Never reproportion any mark



Never add any element to any mark



Never distort any mark



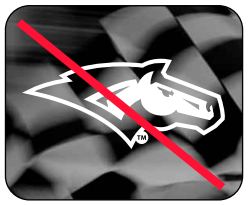
Never reposition or realign in any mark



Never re-space any elements in any mark



Never change the outline shape to an unapproved color



Never allow any color, pattern or photograph to show through any mark



Never use any mark on a background that provides insufficient contrast



Never use the inverse of any mark

So that DCG schools can maintain the design integrity of its athletics brand, it is mandatory that all marks be applied as indicated in this manual without modification. The marks are not to be altered in any way. Shown on this page are unacceptable uses of the DCG spirit marks.



CONTACT INFORMATION

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2555 W 1ST ST.

GRIMES, IA 50111

PHONE: 515.986.9747

www.dcgschools.com

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Manual and marks designed by Rickabaugh Graphics.