



CENTRAL DEWITT
COMMUNITY SCHOOL DISTRICT

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Please contact Laura Miers, Central DeWitt School District Marketing Coordinator with any questions.
Email: laura.miers@cd-csd.org

Central DeWitt School District Brand Colors:

PRIMARY BRAND COLORS



PMS 267



PMS 109

SECONDARY ACCENT COLORS



PMS 265



PMS 2617



PMS 127



4 Color Process

C 76.28
M 96.82
Y 0
K 0.05



Web

#59118e



4 Color Process

C 0
M 16
Y 100
K 0



Web

#f9d616

Logo Components:



CENTRAL DEWITT
COMMUNITY SCHOOL DISTRICT

LOGO FONTS:

Futura BT Bold

Futura BT Medium

PANTONE LOGO COLORS



PMS 267




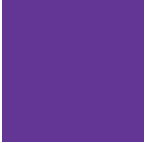




PMS 109



Acceptable Logo Color Treatments:

2 Color Treatment



 PMS 267	 4 Color Process C 76.28 M 96.82 Y 0 K 0.05	 Web #59118e
 PMS 109	 4 Color Process C 0 M 16 Y 100 K 0	 Web #f9d616

1 Color Treatments



Logo on purple background



PMS 267



Black



Grayscale

Logo on Acceptable Color Backgrounds:



Logo on purple background



Logo on gold background



Logo on white background

Unacceptable Logo Color Examples:

Do not deviate from colors in provided logo versions.

Please contact Laura Miers, Central DeWitt School District Marketing Coordinator with any questions. Email: laura.miers@cd-csd.org



Do not use logo on any other colored background except white or gold - PMS #109.



Logo Formats

Two formats have been provided for the district logo, school logos and mascot versions.



Vertical logo format



Horizontal logo format

Central DeWitt District Level Logo

The District level logo is to be used on all school district level business. This includes signage, apparel, business cards, envelopes and stationary.



District Level Logo - Horizontal Format



District Level Logo - Vertical Format



District Level Logo - Horizontal Format



District Level Logo - Vertical Format

Central DeWitt School Level Logos

Each specific school logo is to be used at all school levels. This includes signage, apparel, merchandise, business cards, envelopes and stationary.

Horizontal Format



Vertical Format



Saber Crest & Saber Art

The Saber crest and Saber art have been provided for use at all levels of the district. It is intended for use on apparel, banners, merchandise and also can be used in the background as a screened image on documents. While the Saber crest is the official logo art, the Saber art gives added flexibility to the identity, because it is not contained by the crest shape, it allows the Saber cat to be used larger in certain situations.

Saber Art



Banner Example



Apparel Example



Saber Crest



Example as screened image - 15% screen



Mascot Example



Unacceptable Logo Examples

The Central DeWitt Logo is a visual representation of the School District's approved brand identity. To keep the identity consistent, do not alter the logo in any way from the provided versions. Please contact Laura Miers, Central DeWitt School District Marketing Coordinator with any questions. Email: laura.miers@cd-csd.org



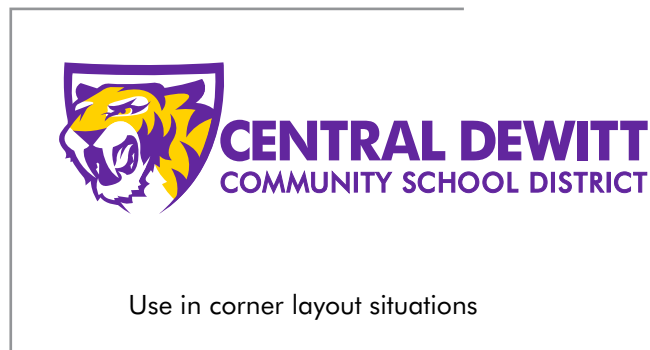
Logo Format Usage Examples

Horizontal logo examples



The horizontal logo is made to fit in horizontal spaces.

The horizontal logo can be centered in a horizontal layout



Use in corner layout situations

Vertical logo examples



The vertical logo is made to fit in vertical spaces.

Mascot Logo Formats



Vertical logo format

Text Only Logos



Horizontal logo format

Saber Crest



Saber Art



Mascot Logo Format Usage Examples

Horizontal logo examples



The horizontal logo is made to fit in horizontal spaces.

The horizontal logo can be centered in a horizontal layout



Vertical logo examples



The vertical logo is made to fit centered within vertical spaces.

Use of School Program Names:



Futura Bold
Capital Letters

It is ok to adjust the size of
the font accordingly

Mascot Logo Format Usage Examples



Accent Logos

The accent logos are provided to support the brand identity. The accent logos are visual representations of the School District's approved brand identity. To keep the identity consistent, do not alter the logo in any way from the provided versions.

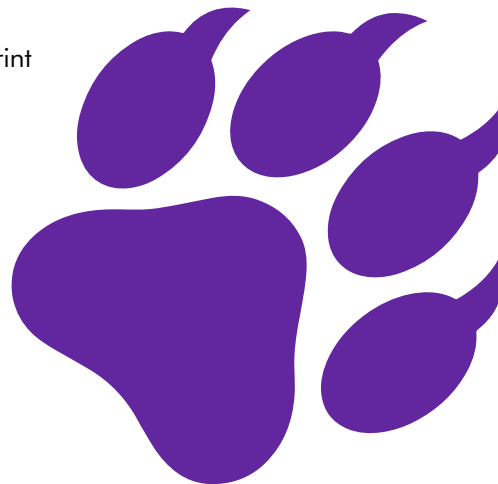
CD Logo



Purple & Gold Paw Print



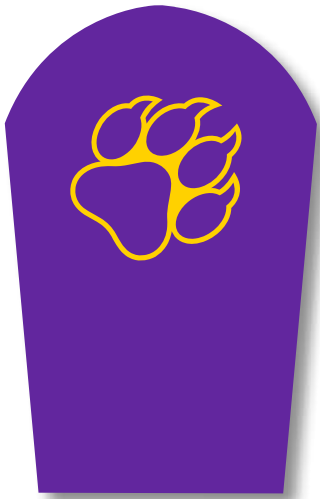
Purple Paw Print



Paw Print is always at an angle.

Accent Format Logo Examples

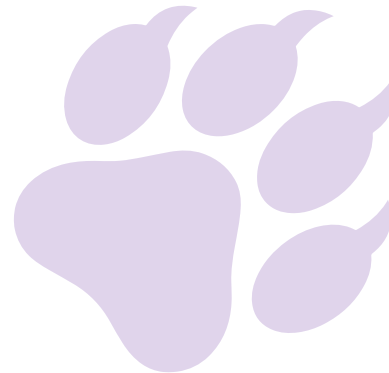
The accent logos are provided to support the brand identity.



Marching Band
Uniform Sleeve



Marching Band
Uniform Sleeve



Example as screened image
in documents - 15% screen



Car Flag Example

District Fonts

The Futura font family is extensive. Please use only the fonts listed.

Futura BT Bold - Use for Headlines & Subheads
ABCDEFGHIJKLMNOPQRSTUVWXYZ 123456789

Futura BT Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ 123456789

Futura BT Medium Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ 12345678910

Futura BT Book - Use for document paragraphs
ABCDEFGHIJKLMNOPQRSTUVWXYZ 123456789

Futura BT Book Italic - Document Callouts
ABCDEFGHIJKLMNOPQRSTUVWXYZ 123456789

Arial Bold - Use for Web & Print Headlines & Subheads
ABCDEFGHIJKLMNOPQRSTUVWXYZ 123456789

Arial Regular - Use for Web & print document paragraphs
ABCDEFGHIJKLMNOPQRSTUVWXYZ 123456789

Arial Regular Italic - Use for Web & Print Document Callouts
ABCDEFGHIJKLMNOPQRSTUVWXYZ 123456789

