

DRYDEN CENTRAL SCHOOL DISTRICT



BRANDING STYLE GUIDE

INTRODUCTION

MISSION: Educate and empower each learner to achieve excellence and build a better world.

VISION: We aspire to be the school district others strive to become.

CORE BELIEFS:

- Students come first.
- Everyone can learn.
- We have high expectations for all.
- A safe, joyful and nurturing environment promotes learning and growth.
- We encourage creativity, problem solving and innovation.
- We act with integrity and accountability.
- We cultivate resilience and build strength of character.
- We value diversity and treat everyone with respect, compassion and dignity.
- Positive relationships and partnerships are essential.

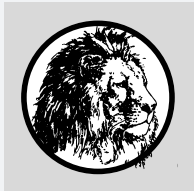
LOGO

The Dryden Central School District logo is the Purple Lion. The Purple Lion is the primary visual identifier for the organization and should be used in all informational and institutional materials. The logo should not be redrawn, stretched or modified for official documents/graphics.



DRYDEN
CENTRAL SCHOOL DISTRICT

LOGO ACCEPTABLE USE



Full Color Logo

2 Color Logo

Greyscale Logo

LOGO UNACCEPTABLE USE



Stretched



Too small



Incorrect colors



Portion is missing

COLORS

Primary colors for the Dryden Central School District are purple and gray. These colors create the dominant color scheme for all print and web communication.



CMYK: 76|92|30|17
RGB: 85|50|104
HEX: 553268



CMYK: 45|36|35|1
RGB: 147|149|152
HEX: 939598

FONTS

The following fonts are recommended.

Consistent use of these typefaces enhance the integrated family look across all materials. 'American Captain' is to be used for titles. 'Chaparral Pro' is used for the body of publications. 'Myriad Pro' is used as an accent font. These fonts are available for download via Google.

AMERICAN CAPTAIN

ABCDEFGHABCDEFGH1234567!@#\$\$%^&

CHAPARRAL PRO

ABCDEFGHabcdefgh1234567!@#\$\$%^&x

MYRIAD PRO

ABCDEFGHabcdefgh1234567!@#\$\$%^&

CORPORATE BRAND

Dryden Central School District utilizes consistent letterhead and business cards that can be requested. All staff utilize the same email signature and phone voice message.



EMAIL SIGNATURE

Name Here

Title

Dryden Central School District

P: 607-000-0000

jdoe@dryden.k12.ny.us

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VOICEMAIL

“Hello. You have reached the voice mailbox of [insert name] at Dryden Central School District. Please leave a message at the tone, or, for immediate assistance, press 0.
Thank you.”

BUSINESS CARD

