INDEPENDENT SCHOOL DISTRICT

Style Guide



The education we provide is tailored to the unique talents of each student. We want to inspire the passions that will drive them toward a productive future. We're proud of this unique educational style we've developed. So proud we're willing to put our signature on it.

INDEPENDENT SCHOOL DISTRICT

Dripping Springs

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Dripping Springs

Dripping Springs

Dripping Springs



The stamp can be used as an independent design element or it can be used in conjunction with the script logo. It is important to note that the stamp does not say "Independent School District" so context will be needed to ensure identification with the district.



Logo Typeface - Rockwell Bold

Rockwell Bold

ABCDEFGHIJKLMNOTQRSTUVWXYZ

 ${\tt abcdefghijklmnopqrstuvwxyz~1234567890!} @ \#\% \& *()$

The DS paw logo should be used for materials, equipment, etc., associated with DSISD athletics programs. In cases that do not pertain to athletics, the signature logo and stamp are recommended for use. Athletic-related communications may use the district brand (signature logo and/or stamp) in conjunction with the paw. The paw logo uses the same colors (maroon and gold) as indicated for the signature logo and stamp.

INDEPENDENT SCHOOL DISTRICT

Dripping Springs

Signature Gold



CMYK - C9, M22, Y72, K0

RGB - R209, G169, B78

HEX - #E9C363

Pantone - 458 U

Signature Maroon



CMYK - C43, M88, Y80, K67

RGB - R128, GO, BO

HEX - #471211

Pantone - 7421 U

Logo Typeface - Quickpen

Quickpen ABCDEFGHIGKZMMOTQRSTUVWXYZ

abcdefghijklmnopgrsturwxyz 1234567890!@#\$%&*()

Dripping Springs

INDEPENDENT SCHOOL DISTRICT

Copy Typeface - Omnes

Omnes Light

ABCDEFGHIJKLMNOTQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%&*()

Omnes Medium

ABCDEFGHIJKLMNOTQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%&*()

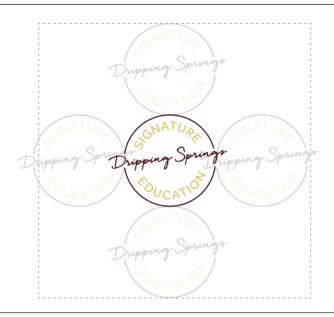
Omnes Bold

ABCDEFGHIJKLMNOTQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%&*()



Guidelines

Spacing



Copy around the logo should maintain a distance equal to the size of the Icon. This keeps the logo from being crowded by other elements and aids readability.

Proportions



Dripping Springs



PERFECT

UNACCEPTABLE

UNACCEPTABLE

Never, never, never, never change the proportions of the logo. If you must scale the logo, always scale horizontally and vertically at 100%. For assistance in scaling a logo properly, please contact Dale Whitaker - dale.whitaker@dsisdtx.us.

Font Substitution

There is flexibility in fonts used on documents featuring the logo, but the fonts used to create the logo must never be changed. Only use officially sanctioned logo files. Do not attempt to recreate the logo.

INDEPENDENT SCHOOL DISTRICT









The Inspiring Tiger was created during the DSISD logo design process but is not part of the official logo. It can, however, be used as a design element for publications or artwork. This may be especially appropriate when the term "INSPIRING" is pertinent to the usage. An example would be placing the graphic on a card that is presented to a student or employee in recognition of exceptional behavior or an inspiring act.

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