

Dripping Springs

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.

Primary Logo (Color Variations)

Dripping Springs

INDEPENDENT SCHOOL DISTRICT

Dripping Springs

INDEPENDENT SCHOOL DISTRICT

Dripping Springs

INDEPENDENT SCHOOL DISTRICT

Dripping Springs

INDEPENDENT SCHOOL DISTRICT

Dripping Springs

INDEPENDENT SCHOOL DISTRICT

Secondary Icon (Color Variations)





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.

Athletic Logo



Logo Typeface - Rockwell Bold

Rockwell 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 ! @ # \$ % & * ()

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.

Colors

Dripping Springs

INDEPENDENT SCHOOL DISTRICT



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, G0, B0

HEX - #471211

Pantone - 7421 U

Colors should not be altered in any way without prior approval.

Fonts

Logo Typeface - Quickpen

Quickpen

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!@#%&*()*

Dripping Springs

INDEPENDENT SCHOOL DISTRICT

Copy Typeface - Omnes

Omnes Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!@#%&*()

Omnes Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!@#%&*()

Omnes Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
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



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.

Collateral





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.

