



DANVILLE

INDEPENDENT SCHOOLS

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VISUAL IDENTITY STANDARDS

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LOGO STANDARDS

Danville Independent Schools

The Danville Independent Schools logo combines the anchor and stars graphic mark with a word mark constructed with the Gotham font. The Danville Independent Schools logo has been carefully letterspaced and should only be reproduced from high resolution or vector-based digital files that are available upon request. Do not use computer fonts to recreate the logo.

Stacked Logo Color



Horizontal Logo Color



Stacked Logo Black



Horizontal Logo Black



Stacked Logo Dropout

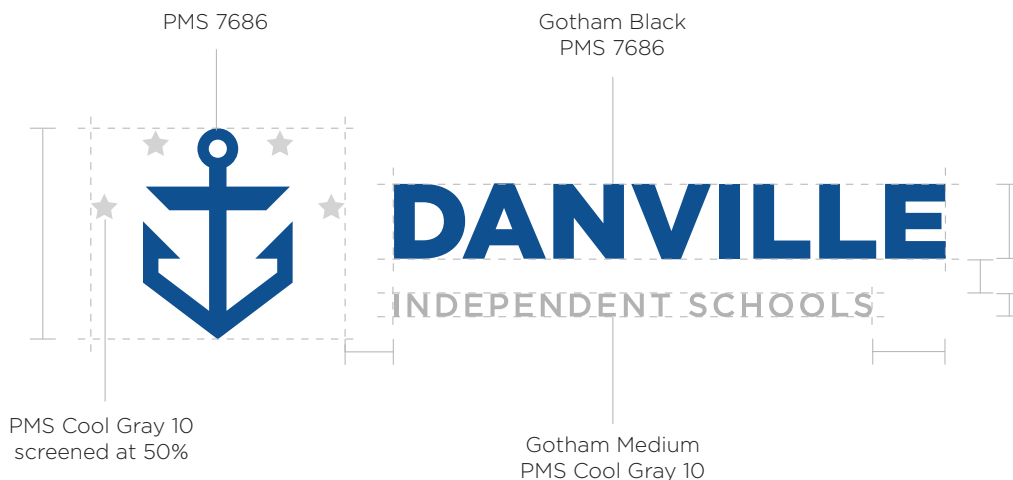
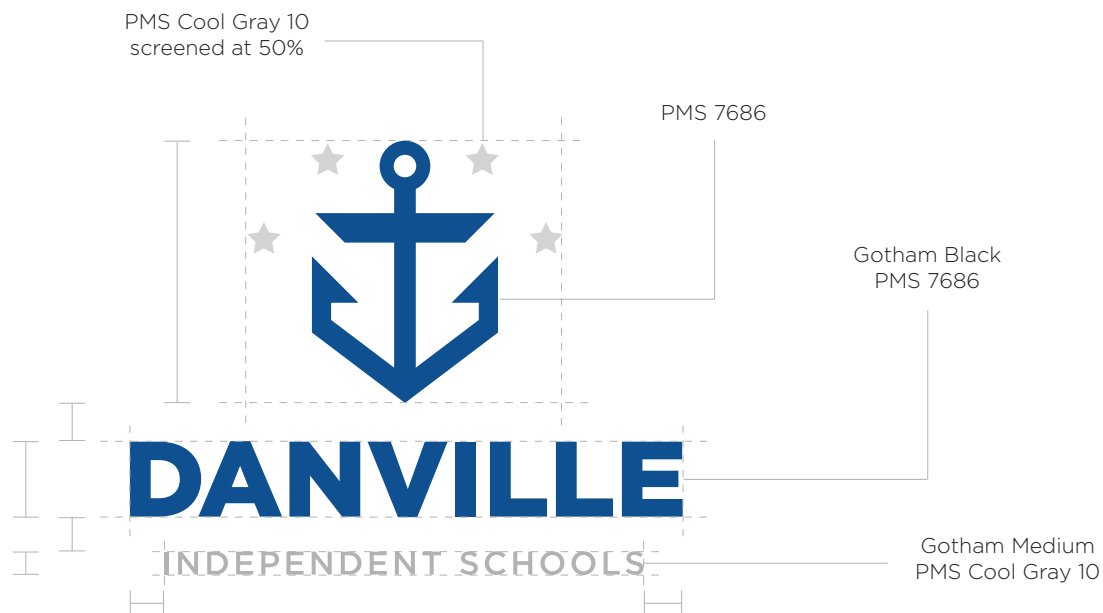


Horizontal Logo Dropout



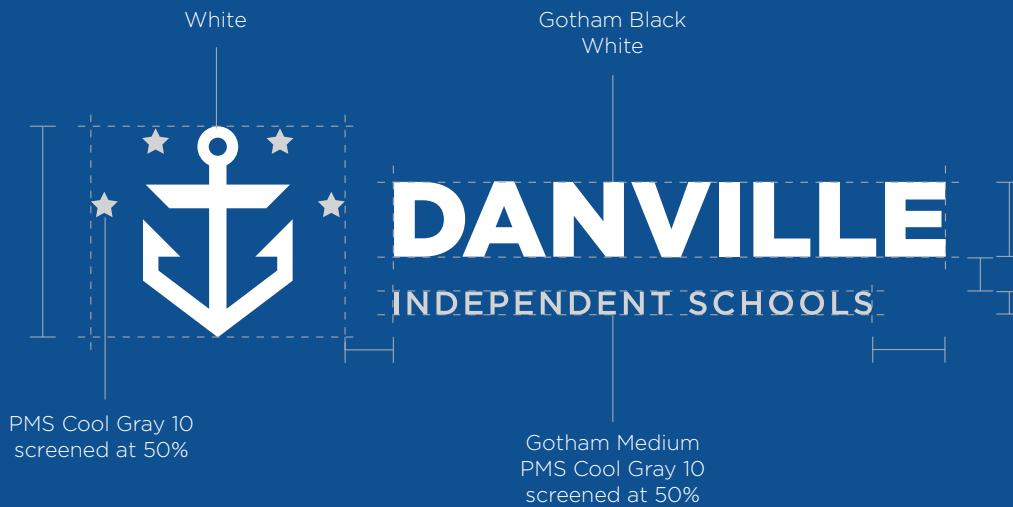
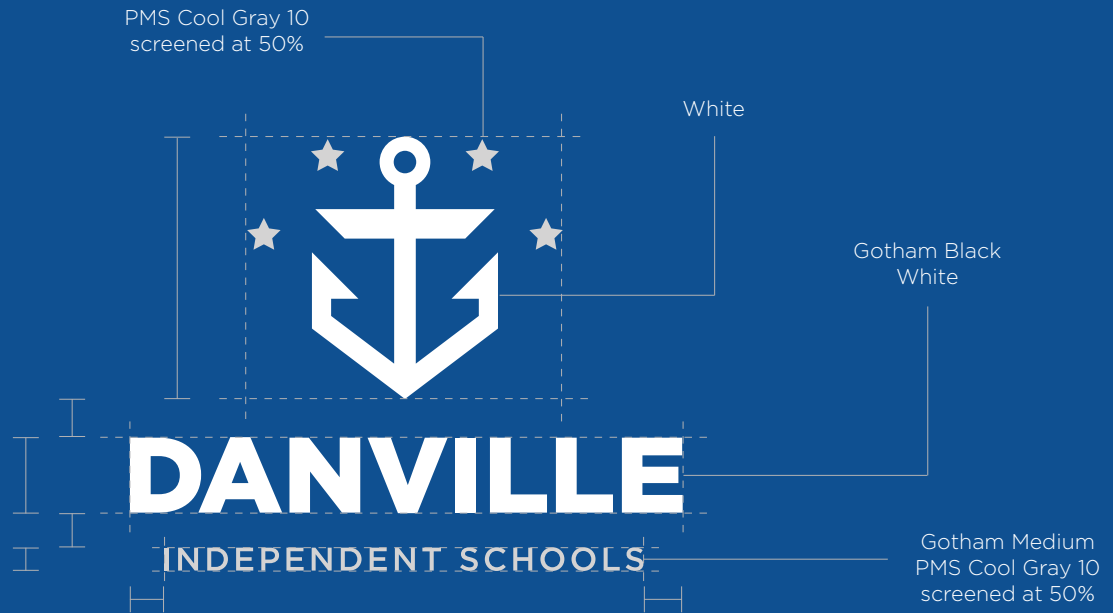
LOGO STANDARDS

Danville Independent Schools



LOGO STANDARDS

Danville Independent Schools



LOGO STANDARDS

Danville High School

The Danville High School logo combines the anchor and stars graphic mark with a word mark constructed with the Gotham font. The Danville High School logo has been carefully letterspaced and should only be reproduced from high resolution or vector-based digital files that are available upon request. Do not use computer fonts to recreate the logo.

Stacked Logo Color



Horizontal Logo Color



Stacked Logo Black



Horizontal Logo Black



Stacked Logo Dropout

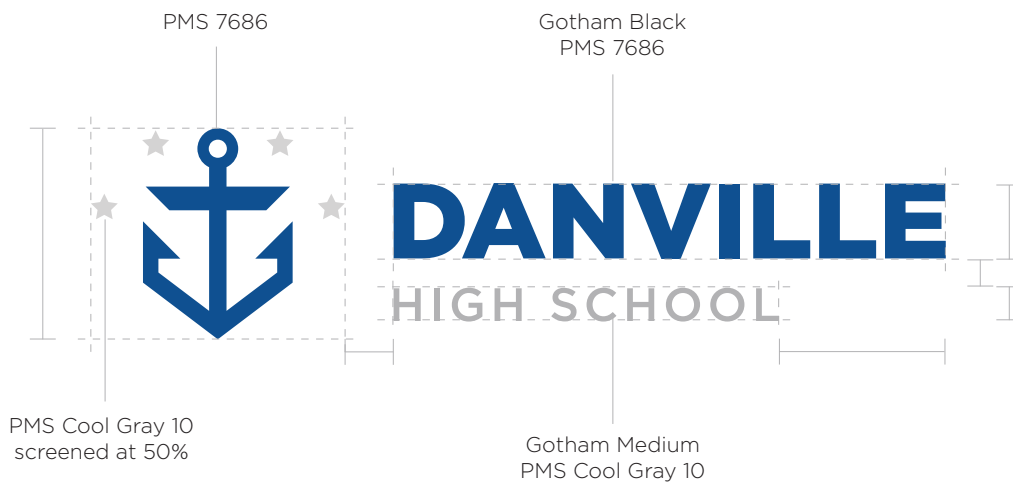
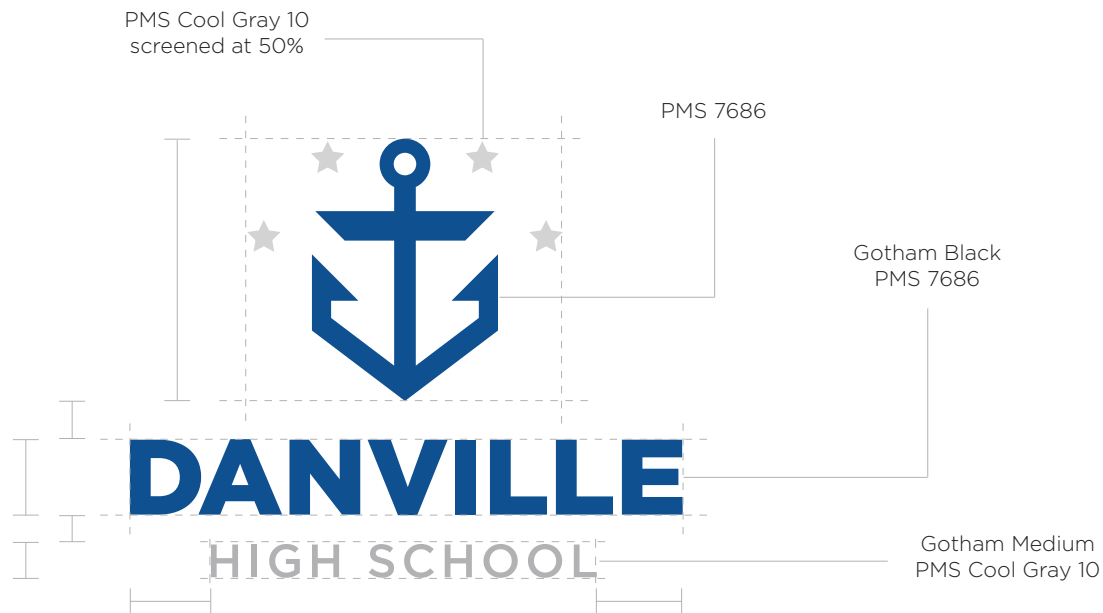


Horizontal Logo Dropout



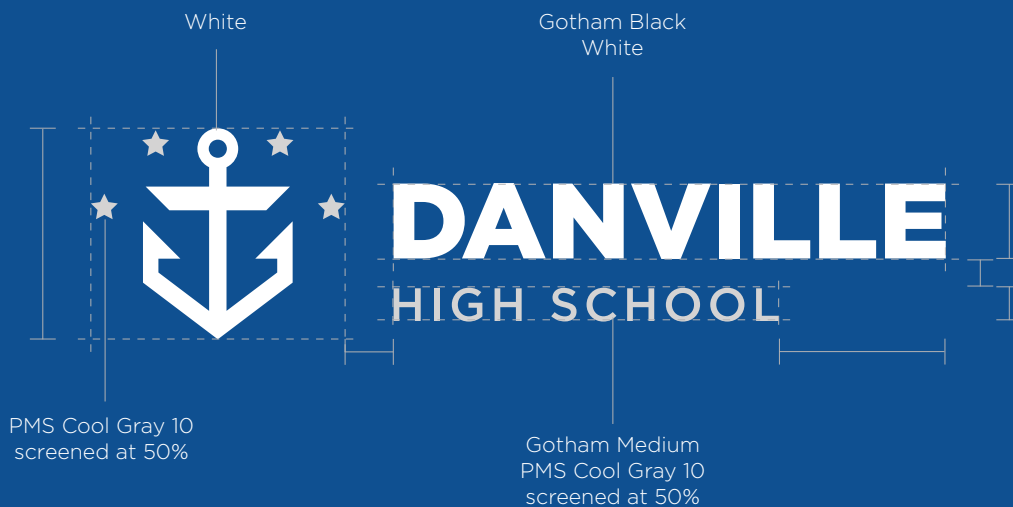
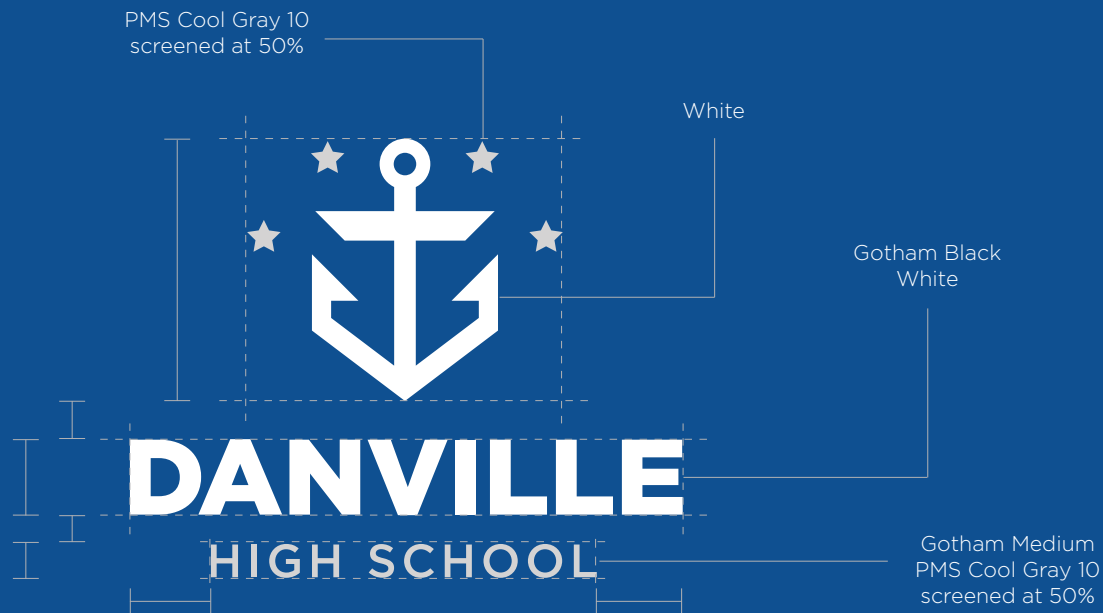
LOGO STANDARDS

Danville High School



LOGO STANDARDS

Danville High School



LOGO STANDARDS

Edna L. Toliver Intermediate

The Edna L. Toliver Intermediate logo combines the anchor and stars graphic mark with a word mark constructed with the Gotham font. The Edna L. Toliver Intermediate logo has been carefully letterspaced and should only be reproduced from high resolution or vector-based digital files that are available upon request. Do not use computer fonts to recreate the logo.

Stacked Logo Color



Horizontal Logo Color



Stacked Logo Black



Horizontal Logo Black



Stacked Logo Dropout

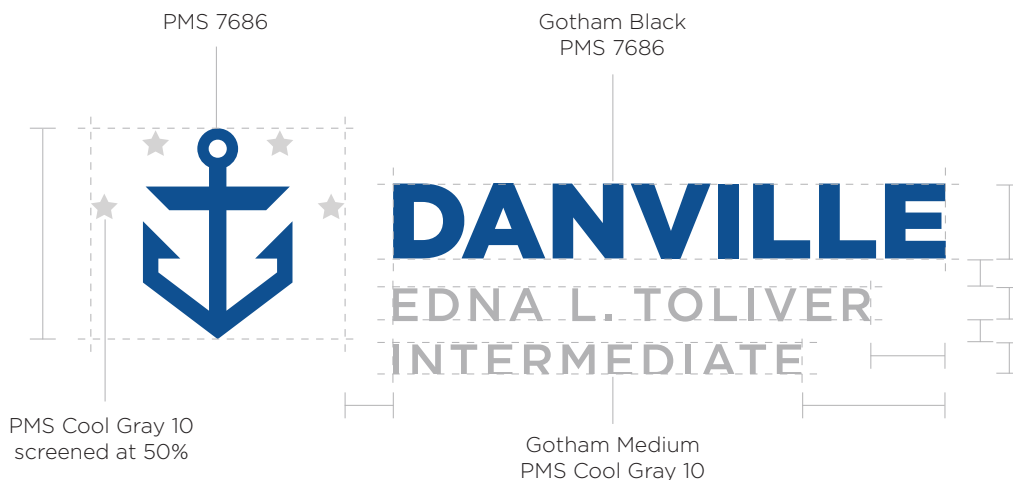
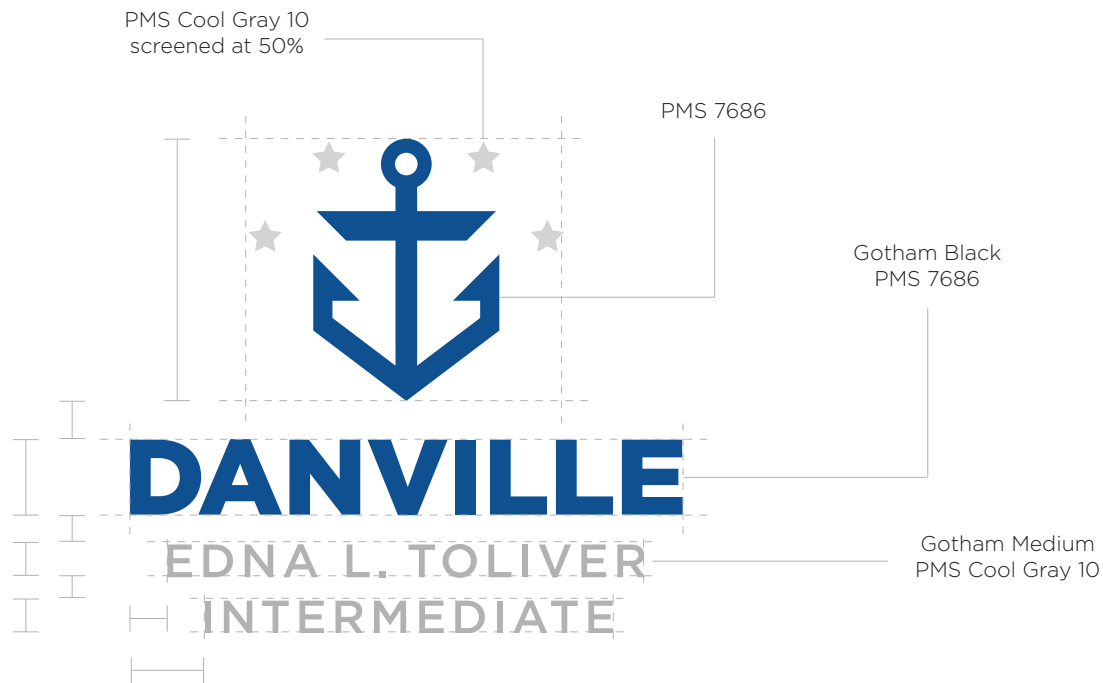


Horizontal Logo Dropout



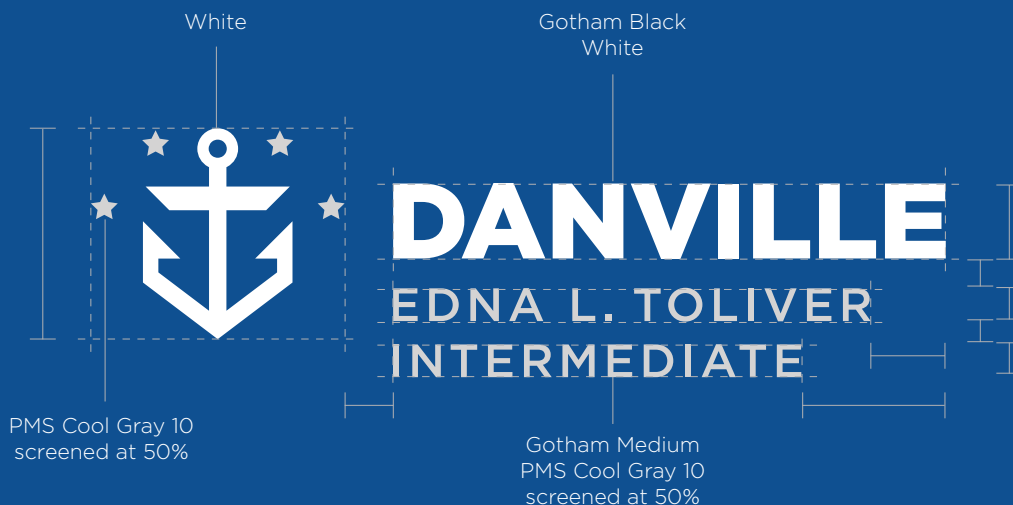
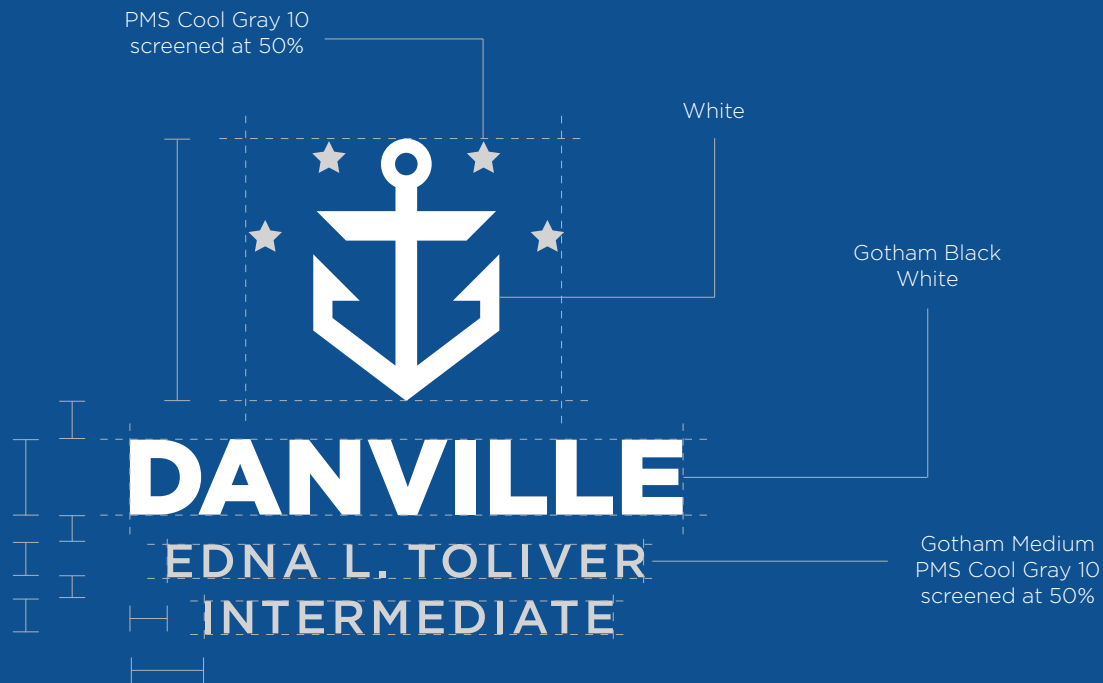
LOGO STANDARDS

Edna L. Toliver Intermediate



LOGO STANDARDS

Edna L. Toliver Intermediate



LOGO STANDARDS

John W. Bate Middle School

The John W. Bate Middle School logo combines a bulldog head graphic mark with a word mark constructed with the Gotham font. The John W. Bate Middle School logo has been carefully letterspaced and should only be reproduced from high resolution or vector-based digital files that are available upon request. Do not use computer fonts to recreate the logo.

Stacked Logo Color



Horizontal Logo Color



Stacked Logo Black



Horizontal Logo Black



Stacked Logo Dropout

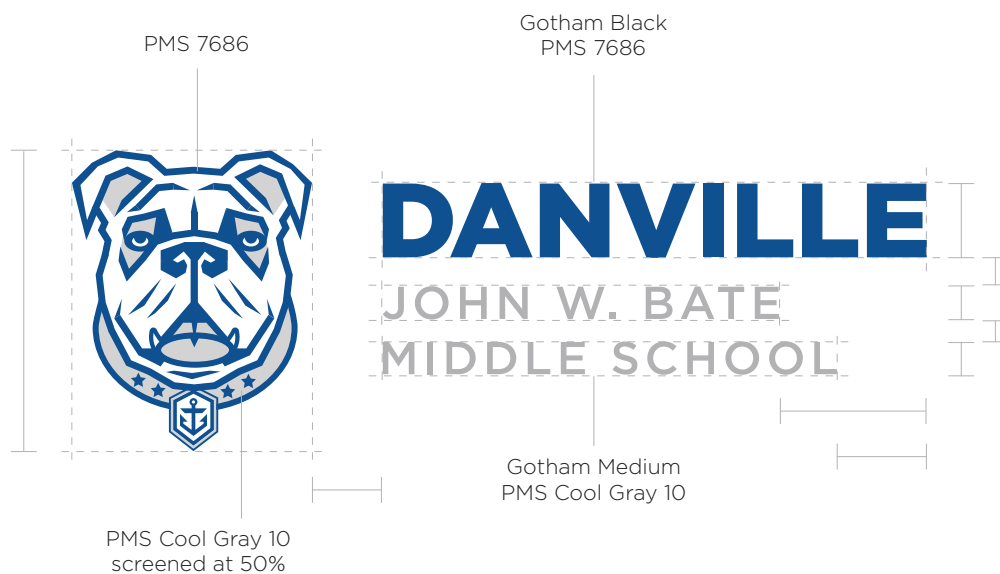
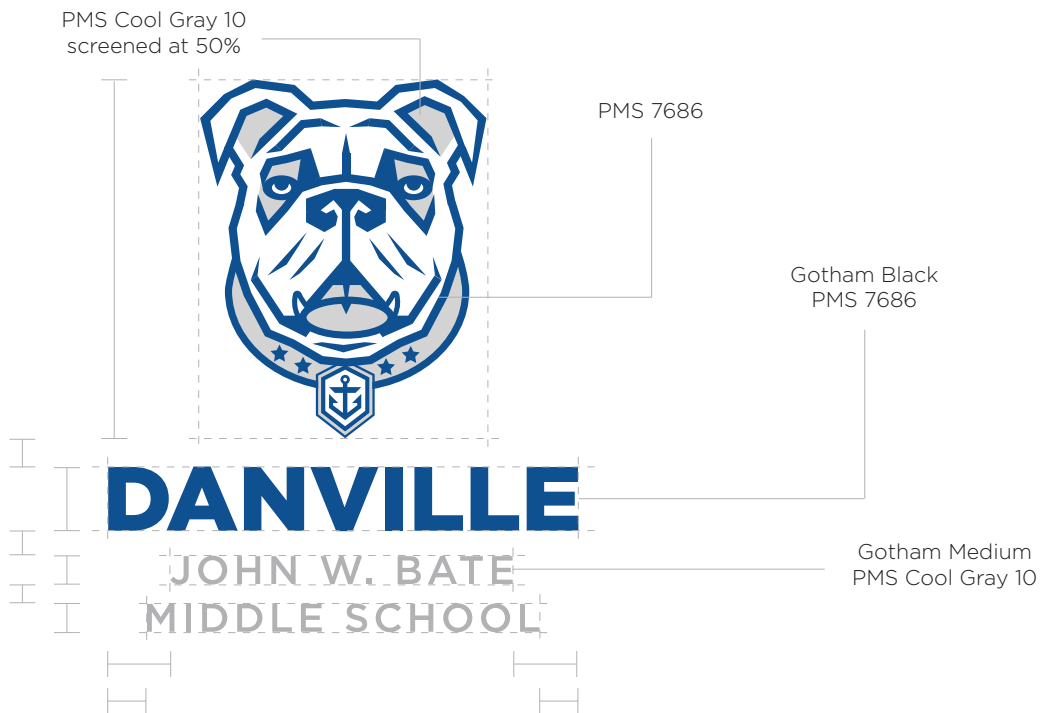


Horizontal Logo Dropout



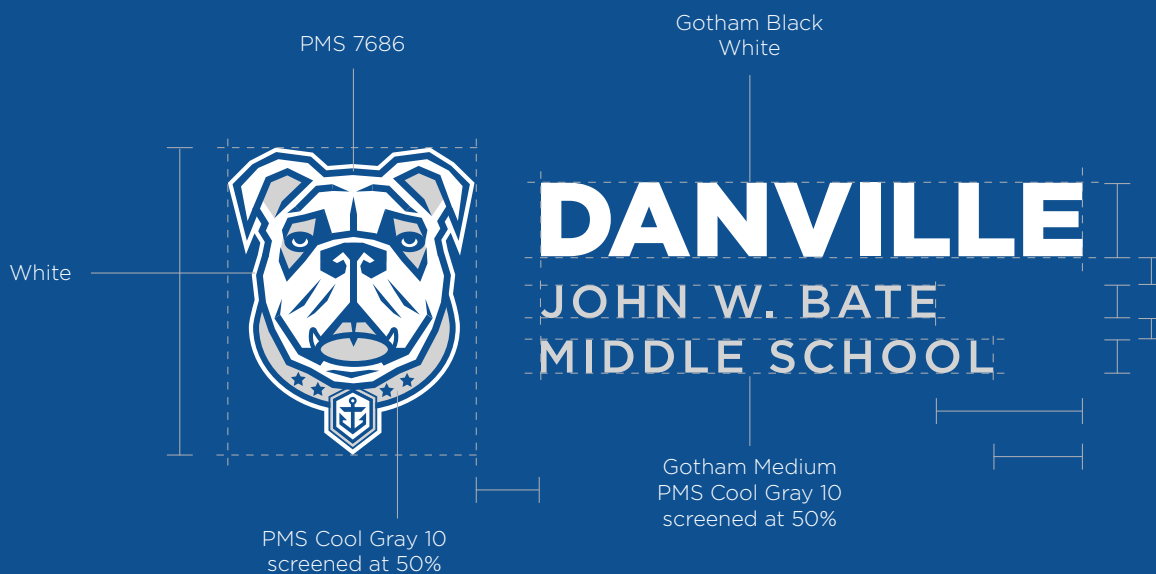
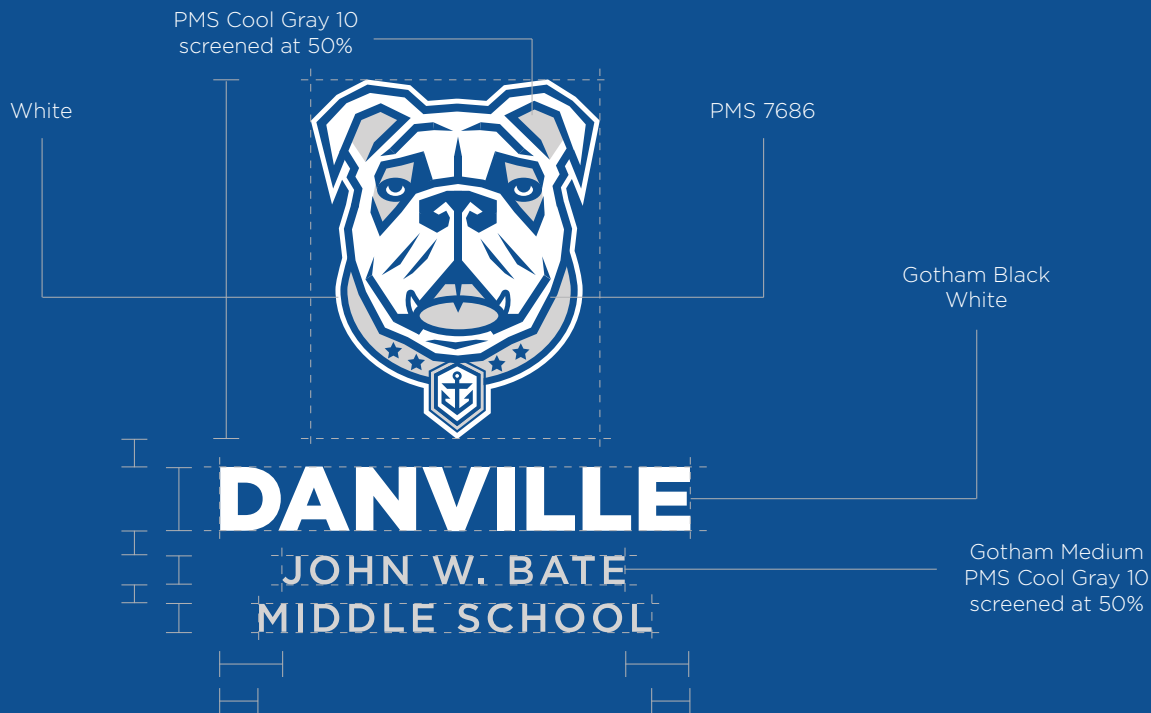
LOGO STANDARDS

John W. Bate Middle School



LOGO STANDARDS

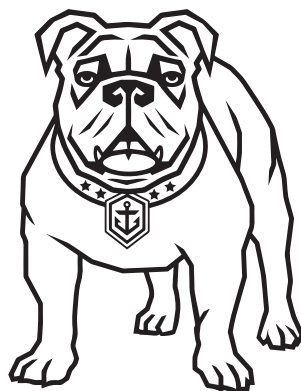
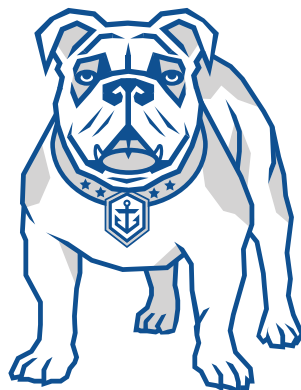
John W. Bate Middle School



LOGO STANDARDS

John W. Bate Middle School

The John W. Bate Middle School bulldog mark can be used in head only or full body applications in special circumstances. Please contact Danville Independent Schools administration officials for permission.



LOGO STANDARDS

Mary G. Hogsett Primary

The Mary G. Hogsett Primary logo combines the anchor and stars graphic mark with a word mark constructed with the Gotham font. The Mary G. Hogsett Primary Intermediate logo has been carefully letterspaced and should only be reproduced from high resolution or vector-based digital files that are available upon request. Do not use computer fonts to recreate the logo.

Stacked Logo Color



Horizontal Logo Color



Stacked Logo Black



Horizontal Logo Black



Stacked Logo Dropout

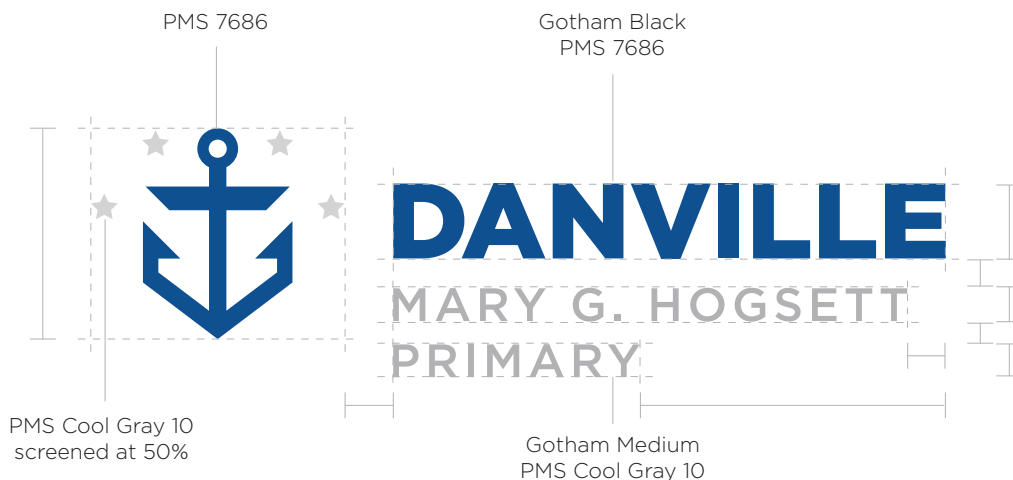
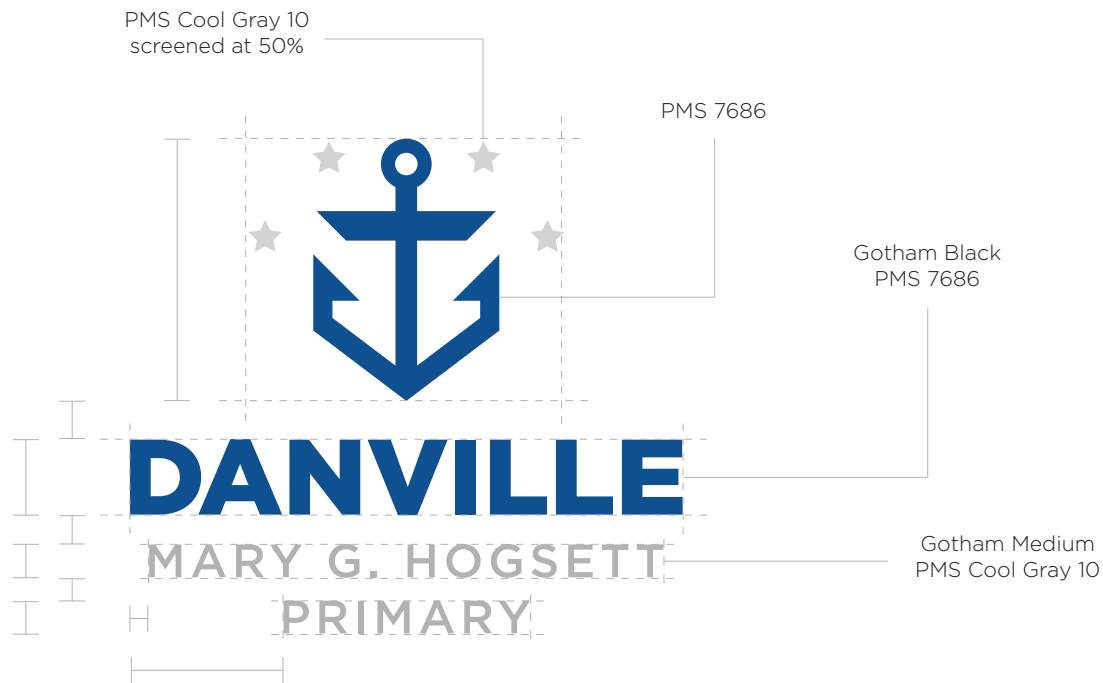


Horizontal Logo Dropout



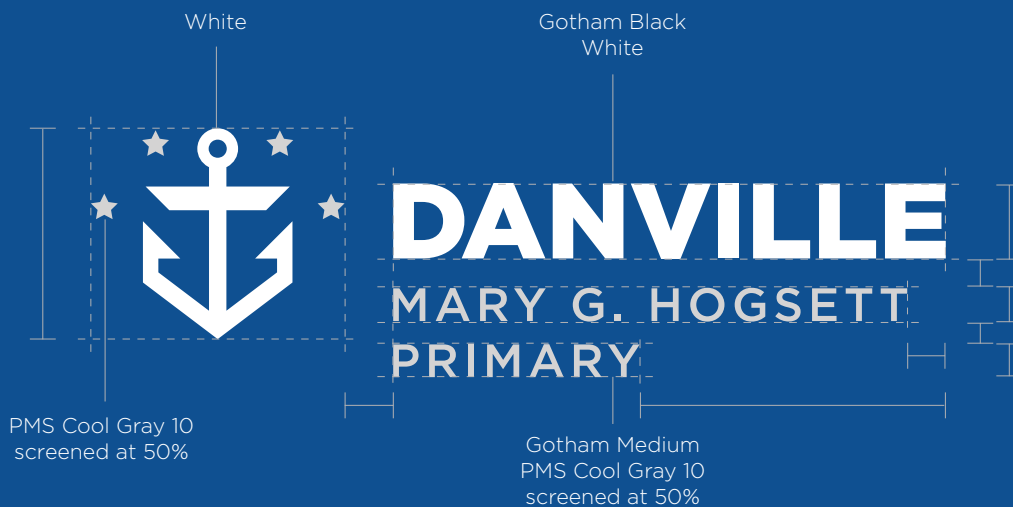
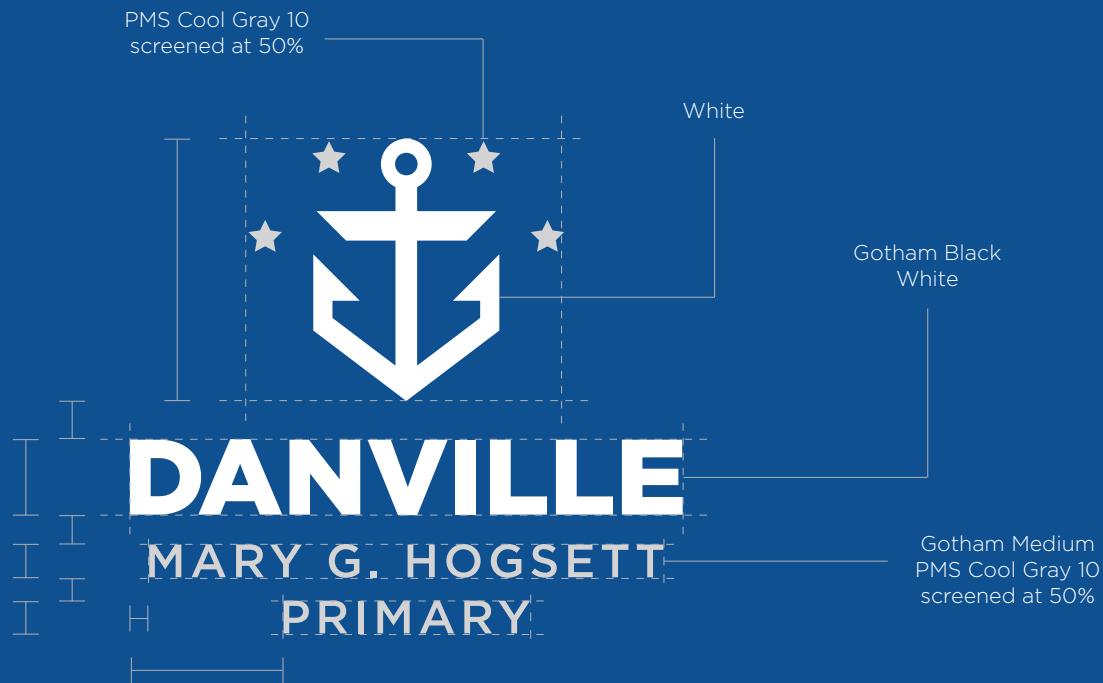
LOGO STANDARDS

Mary G. Hogsett Primary



LOGO STANDARDS

Mary G. Hogsett Primary



IMPROPER LOGO USAGE

Danville Independent Schools

To protect the integrity of the brand, the Danville Independent Schools logo may only be used in the manner illustrated in the “Logo Standards” section on page 3 of this document. Below you will find examples of improper use. These are shown for the purpose of example only. Please contact the Danville Independent Schools administration for all questions related to proper usage.

DO NOT DISTORT ANY PORTION OF THE LOGO



DO NOT CROP ANY PORTION OF THE LOGO



DO NOT CHANGE THE FONT OF THE LOGO



DO NOT ROTATE THE LOGO



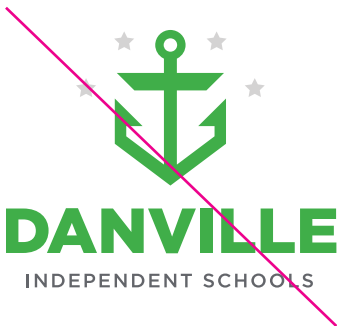
DO NOT REARRANGE THE COMPONENTS OF THE LOGO



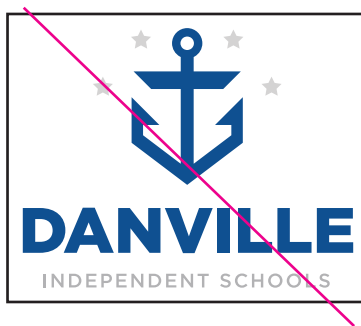
DO NOT ADD UNAPPROVED GRAPHICS TO THE LOGO



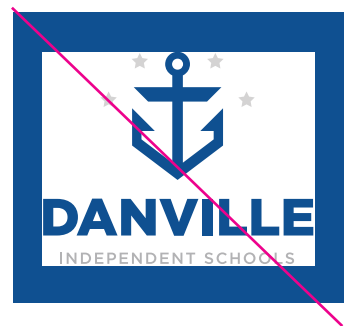
DO NOT CHANGE THE LOGO TO UNAPPROVED COLORS



DO NOT PLACE THE LOGO IN SHAPES OR BOXES



DO NOT USE COLOR VERSION IN DROPOUT APPLICATIONS



IMPROPER LOGO USAGE

Danville High School

To protect the integrity of the brand, the Danville High School logo may only be used in the manner illustrated in the “Logo Standards” section on page 6 of this document. Below you will find examples of improper use. These are shown for the purpose of example only. Please contact the Danville Independent Schools administration for all questions related to proper usage.

DO NOT DISTORT ANY PORTION OF THE LOGO



DO NOT CROP ANY PORTION OF THE LOGO



DO NOT CHANGE THE FONT OF THE LOGO



DO NOT ROTATE THE LOGO



DO NOT REARRANGE THE COMPONENTS OF THE LOGO



DO NOT ADD UNAPPROVED GRAPHICS TO THE LOGO



DO NOT CHANGE THE LOGO TO UNAPPROVED COLORS



DO NOT PLACE THE LOGO IN SHAPES OR BOXES



DO NOT USE COLOR VERSION IN DROPOUT APPLICATIONS



IMPROPER LOGO USAGE

Edna L. Toliver Intermediate

To protect the integrity of the brand, the Edna L. Toliver Intermediate logo may only be used in the manner illustrated in the “Logo Standards” section on page 9 of this document. Below you will find examples of improper use. These are shown for the purpose of example only. Please contact the Danville Independent Schools administration for all questions related to proper usage.

DO NOT DISTORT ANY PORTION OF THE LOGO



DO NOT CROP ANY PORTION OF THE LOGO



DO NOT CHANGE THE FONT OF THE LOGO



DO NOT ROTATE THE LOGO



DO NOT REARRANGE THE COMPONENTS OF THE LOGO



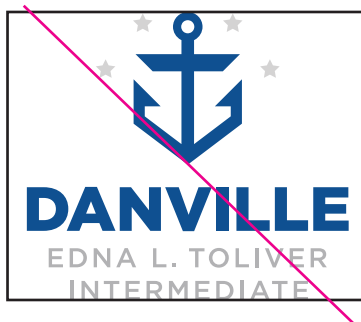
DO NOT ADD UNAPPROVED GRAPHICS TO THE LOGO



DO NOT CHANGE THE LOGO TO UNAPPROVED COLORS



DO NOT PLACE THE LOGO IN SHAPES OR BOXES



DO NOT USE COLOR VERSION IN DROPOUT APPLICATIONS



IMPROPER LOGO USAGE

John W. Bate Middle School

To protect the integrity of the brand, the John W. Bate Middle School logo may only be used in the manner illustrated in the “Logo Standards” section on page 12 of this document. Below you will find examples of improper use. These are shown for the purpose of example only. Please contact the Danville Independent Schools administration for all questions related to proper usage.

DO NOT DISTORT ANY PORTION OF THE LOGO



DO NOT CROP ANY PORTION OF THE LOGO



DO NOT CHANGE THE FONT OF THE LOGO



DO NOT ROTATE THE LOGO



DO NOT REARRANGE THE COMPONENTS OF THE LOGO



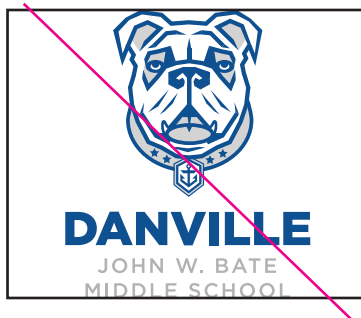
DO NOT ADD UNAPPROVED GRAPHICS TO THE LOGO



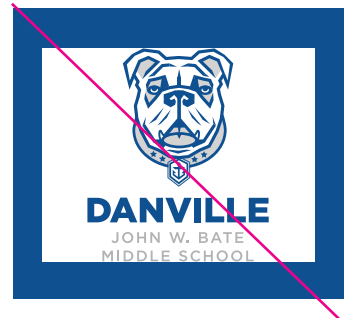
DO NOT CHANGE THE LOGO TO UNAPPROVED COLORS



DO NOT PLACE THE LOGO IN SHAPES OR BOXES



DO NOT USE COLOR VERSION IN DROPOUT APPLICATIONS



IMPROPER LOGO USAGE

Mary G. Hogsett Primary

To protect the integrity of the brand, the Mary G. Hogsett Primary logo may only be used in the manner illustrated in the “Logo Standards” section on page 16 of this document. Below you will find examples of improper use. These are shown for the purpose of example only. Please contact the Danville Independent Schools administration for all questions related to proper usage.

DO NOT DISTORT ANY PORTION OF THE LOGO



DO NOT CROP ANY PORTION OF THE LOGO



DO NOT CHANGE THE FONT OF THE LOGO



DO NOT ROTATE THE LOGO



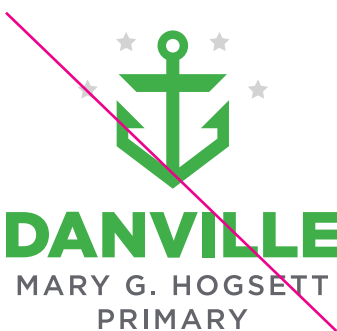
DO NOT REARRANGE THE COMPONENTS OF THE LOGO



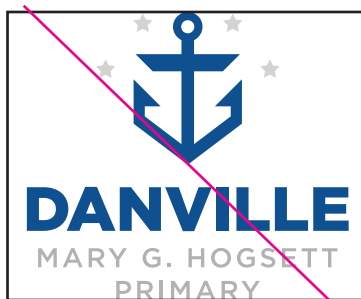
DO NOT ADD UNAPPROVED GRAPHICS TO THE LOGO



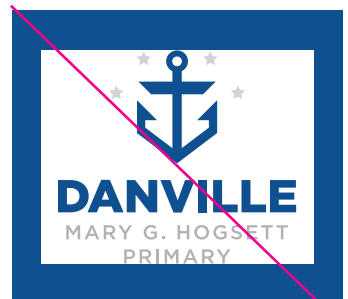
DO NOT CHANGE THE LOGO TO UNAPPROVED COLORS



DO NOT PLACE THE LOGO IN SHAPES OR BOXES



DO NOT USE COLOR VERSION IN DROPOUT APPLICATIONS



COLOR PALETTE

All District Schools

The Danville Independent Schools have four official colors. These are cobalt blue (PMS 7686 C), gray (PMS Cool Gray 10 C), white, and black.

Pantone color formulas are provided to ensure accurate and consistent reproduction of the color palette. The Pantone Matching System (PMS) is designed for use in printing, so using the provided color formulas for other materials may not accurately match the official colors. In these cases, color swatches should be provided to the vendor so that the official colors can be replicated and matched exactly.

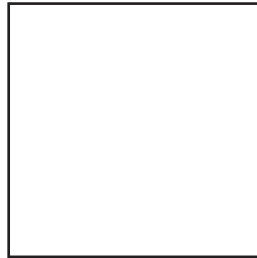
OFFICIAL COLORS



PMS = 7686C
CMYK = C98 M77 Y14 K2
RGB = R20 G80 B145
HEX = 194F90



PMS = COOL GRAY 10 C
CMYK = C62 M53 Y47 K19
RGB = R99 G101 B106
HEX = 63656a



CMYK = C0 M0 Y0 K0
RGB = R255 G255 B255
HEX = FFFFFFFF



CMYK = C75 M68 Y67 K90
RGB = R0 G0 B0
HEX = 000000



PMS = COOL GRAY 10 C
AT 50% SCREEN
CMYK = C38 M32 Y29 K0
RGB = R165 G162 B166
HEX = a5a2a6

TYPOGRAPHY

All District Schools

The Danville Independent Schools have two official font families that should be used in publications. The primary font is the Gotham Font Family and the secondary font is the Garamond Font Family. Gotham may be used for headlines, subheads, pull-out quotes, and body copy. Garamond should only be used for body copy. Consistent use of these fonts will assure that the school system maintains its brand look.

PRIMARY TYPEFACE

GOTHAM LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

GOTHAM LIGHT ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

GOTHAM BOOK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

GOTHAM BOOK ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

GOTHAM MEDIUM
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

GOTHAM MEDIUM ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

GOTHAM BLACK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

GOTHAM BLACK ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SECONDARY TYPEFACE

Garamond Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Garamond Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

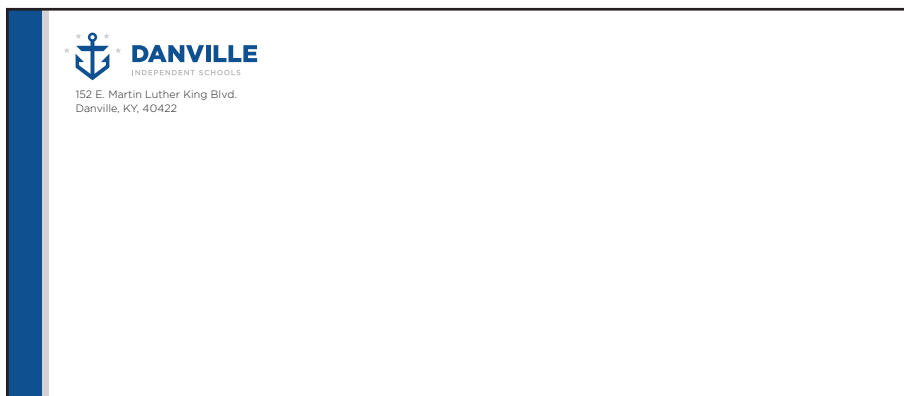
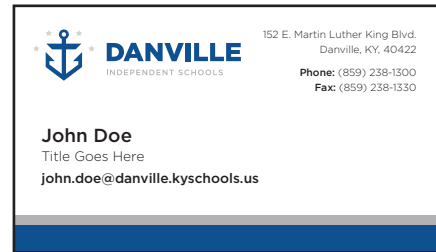
Garamond Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

APPLICATIONS

Danville Independent Schools

Here are some examples of applications of the Danville Independent Schools logo. These examples are not meant to be exhaustive.

STATIONARY



APPLICATIONS

Danville Independent Schools

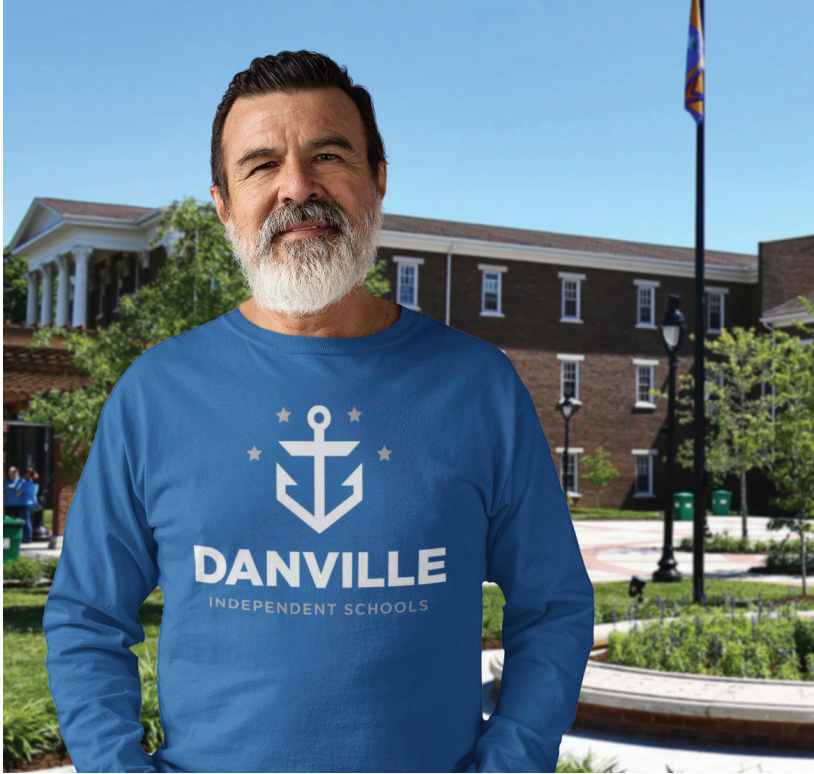
SWAG



APPLICATIONS

Danville Independent Schools

SHIRTS



CONTACTS

Danville Independent Schools

For questions regarding usage of the elements described within this document, please contact the administration of Danville Independent Schools.

DANVILLE INDEPENDENT SCHOOLS

152 E. MARTIN LUTHER KING BLVD.
DANVILLE, KY, 40422

PHONE: (859) 238-1300

FAX: (859) 238-1330

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DANVILLE

INDEPENDENT SCHOOLS