



Downey Unified
SCHOOL DISTRICT

Brand Identity Guideline

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BRAND FOUNDATION

Introduction

What is 'Brand'?

Brand is the perceived emotion someone gets when referring to a business, product, or in this case, a school district. It is everything Downey Unified stands for, reflects, and tells. It is Downey Unified's personality and how it communicates with its audience.

A brand is much more than a logo. It is a promise made and kept.

We have developed this Brand Identity Guideline to help maintain a cohesive approach when producing materials for print and web platforms.

This guideline is divided into three sections; **Brand Foundation**, **Expression**, and **Application**. Please explore them, use them, and enjoy them.

Welcome to Downey Unified.

BRAND FOUNDATION

Vision, Mission & Shared Values

Vision

All students graduate with a 21st Century education that ensures they are college and career ready, globally competitive, and citizens of strong character.

Mission

Downey Unified School District is committed to developing all students to be self-motivated learners and productive, responsible and compassionate members of an ever-changing global society. Our highly qualified staff foster meaningful relationships with students, parents, and the community while providing a relevant and rigorous curriculum in facilities that advance teaching and learning.

Shared Values

<p>STUDENT ACHIEVEMENT</p> <p>We believe that all students must have access to a positive and challenging learning environment to guide and inspire them in realizing their individual potential and to ensure they graduate college and career ready.</p>	<p>TEACHING AND LEARNING</p> <p>We believe that teachers must engage and motivate all students in learning, using a rigorous and relevant curriculum based on principles of 21st Century Learning.</p>	<p>BEST STAFF AND HIGH STANDARDS</p> <p>We believe that highly qualified employees who reflect high moral and ethical character and consistently model a passion for education must be recruited, trained and retained.</p>	<p>POSITIVE SCHOOL CULTURE</p> <p>We believe that a culture of understanding and mutual respect among all members of the learning community must be promoted in schools so that students grow academically and socially and develop as responsible citizens.</p>
<p>CLEAN AND SAFE SCHOOLS</p> <p>We believe that learning environments must be clean and safe to promote high performance within the school community.</p>	<p>RELATIONSHIPS AND PARTNERSHIPS</p> <p>We believe that partnerships and communication with parents and the community must be nurtured to optimize opportunities for learning and personal growth for students.</p>	<p>CONTINUOUS IMPROVEMENT</p> <p>We believe that improvements and enhancements to all aspects of our program must be implemented based on performance data.</p>	<p>FISCAL AND OPERATIONAL STEWARDSHIP</p> <p>We believe that efficiency, transparency and cost-effective practices must characterize District and school operations to ensure that resources are aligned and applied to achieve established goals.</p>

BRAND FOUNDATION

Identity & Description



The strength of the logo derives from its simple design and clear messaging. It is easily identifiable, and clearly narrates the essence of Downey Unified. In order to be college and career ready, students must follow the path of Downey Unified in order to attain a bright and promising future. This is the overarching message that the logo conveys, and it does so with several components.

The orange path leading to the sun represents the path of Downey Unified and the bright future ahead. The path is surrounded by earth, sea, sky, and fire (sun), making a subtle reference to the 4 earthly elements. This represents the importance of being globally competitive in the 21st century. Holding the symbols together, is the circle that wraps around the perimeter, which blends into the path. This represents the unity of Downey's community, to ensure that all students receive the best education possible. The circle also represents Downey Unified's goal of creating a well rounded, whole child. There are 5 colors in all, and 6 individual shapes, making a subtle reference to the 5 C's and the 6 shared values of DUSD's Strategic Master Plan, respectively.

The typeface used for Downey Unified School District is Source Sans Pro Bold.

This brand identity is minimalist in design, yet full of symbolism. Its flat, modern approach allows for easy implementation across print, digital, merchandise, and infrastructure.

EXPRESSION

Introduction

In order to properly implement Downey Unified's new brand identity, guidelines must be set in place in order to keep a cohesive 'look & feel' across various platforms. The following pages specify colors, design elements, and typefaces that will be used across print, digital, merchandising, and infrastructure applications.

BRAND FOUNDATION

Style Guide



Downey Unified
SCHOOL DISTRICT

The Downey Unified logotype is the single most important element of the entire brand identity. It embodies everything that Downey Unified stands for. With time, it will become the “visual cue” that people instantly associate with Downey Unified.

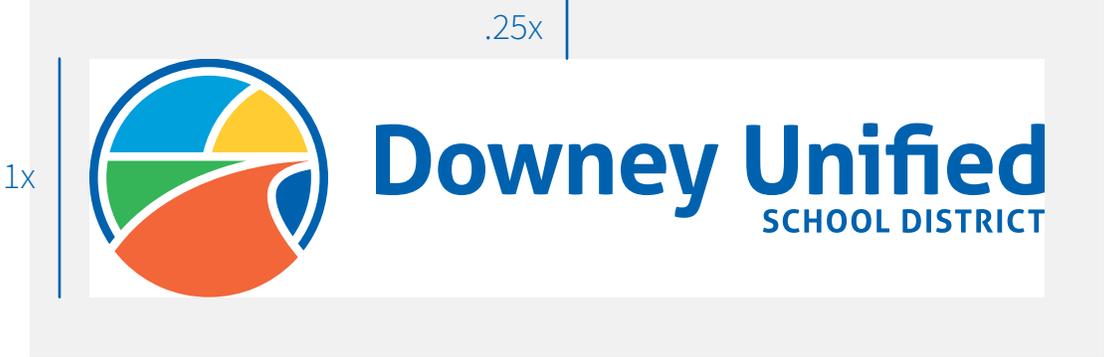
Variations



There are various ways in which the logotype can be used. For dark backgrounds, the colored logo with white lettering looks best. The one-color variation is an option when there is no color available. If the space in which it is being placed is vertical or is limited, ensure that you use the vertical version of the logotype. If there is no space for the “Downey Unified” text, use the logo with the DUSD letters on the path. This should be your last resort, as it will take time for people to recognize the logo as Downey Unified’s own.

BRAND FOUNDATION

Style Guide (cont'd)

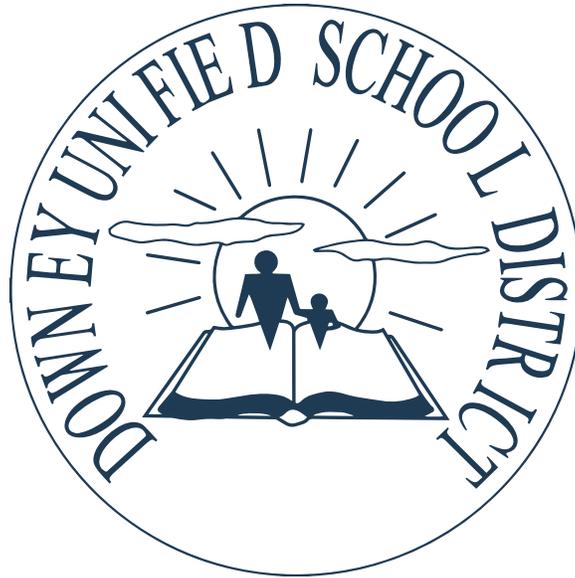


As a general rule of thumb, spacing around the Downey Unified logotype should be at least 25% of the total height on all sides. This allows for the Downey Unified logotype to be the prominent element in whichever platform it is being used, and allows for it to “breathe”.

This diagram is precise, but approximation is fine.

BRAND FOUNDATION

Elements: Seal



An important thing to know is that the new brand identity is **not** intended to replace the seal, instead it is meant to work in unison with it. The seal will continue to be used for official transcripts within Downey Unified, and can also be used as a watermark on document backgrounds.

The new brand identity for Downey Unified will be used when speaking to its general audience (students, parents, teachers, etc.).

BRAND FOUNDATION

Elements: Colors



Deep Blue

RGB **31 / 59 / 84**
CMYK **90 / 70 / 0 / 0**
HEX **#1F3A54**



Medium Blue

RGB **0 / 97 / 175**
CMYK **95 / 65 / 0 / 0**
HEX **#0061AE**



Light Blue

RGB **0 / 160 / 220**
CMYK **75 / 20 / 0 / 0**
HEX **#00A0DB**



Orange

RGB **242 / 101 / 57**
CMYK **0 / 75 / 85 / 0**
HEX **#F16539**



Yellow

RGB **255 / 204 / 50**
CMYK **0 / 20 / 90 / 0**
HEX **#FFCB31**



Green

RGB **53 / 181 / 88**
CMYK **75 / 0 / 90 / 0**
HEX **#34B458**

The colors for the brand identity are a reference from the logotype. Please use the corresponding RGB, CMYK, and HEX (web) color codes for appropriate color matching. If the exact colors are not available, use your best judgment.

BRAND FOUNDATION

Elements: Typography

Typography is a very important factor to consider for a Brand Identity. When used consistently, it becomes recognizable. It joins communication efforts and strengthens the brand.

AaBbCcDdEe

AaBbCcDdEe

AaBbCcDdEe

SOURCE SANS PRO

Source Sans Pro is the typeface that is used for the logotype, and can be used across all print, digital, and web platforms. It has various weights (Extra Light, Light, Regular, SemiBold, Bold, Black) and they can be used for headings, paragraphs and captions. Utilizing one typeface for the entire brand identity simplifies the overall design.

Source Sans Pro was designed by Paul D. Hunt under the guidance of Robert Slimbach. It is Adobe's first open source typeface family, conceived primarily as a typeface for user interfaces. Source Sans Pro draws inspiration from the clarity and legibility of twentieth-century American gothic typeface designs. Distilling the best archetypical qualities of these models, Paul followed a rational design approach by simplifying glyph shapes by paring them to their essential form. However, in order to more easily differentiate similar letter shapes (such as uppercase I and lowercase L), some additional details have been added. Besides providing such explicitly clarity in short text strings, another fundamental design consideration was to create a typeface that reads well in extended settings. This can be seen in the general proportions: Source Sans Pro has been designed with a more generous width than many other comparable gothics, and its shorter majuscule letters, combined with minuscule letters with longer extenders, create a more pleasant reading texture in longer text passages.

APPLICATION

Introduction

The following pages show examples of how the new Brand Identity can be used across various platforms. This is where the strength of the new identity really shines.

APPLICATION

Print



*Example only.



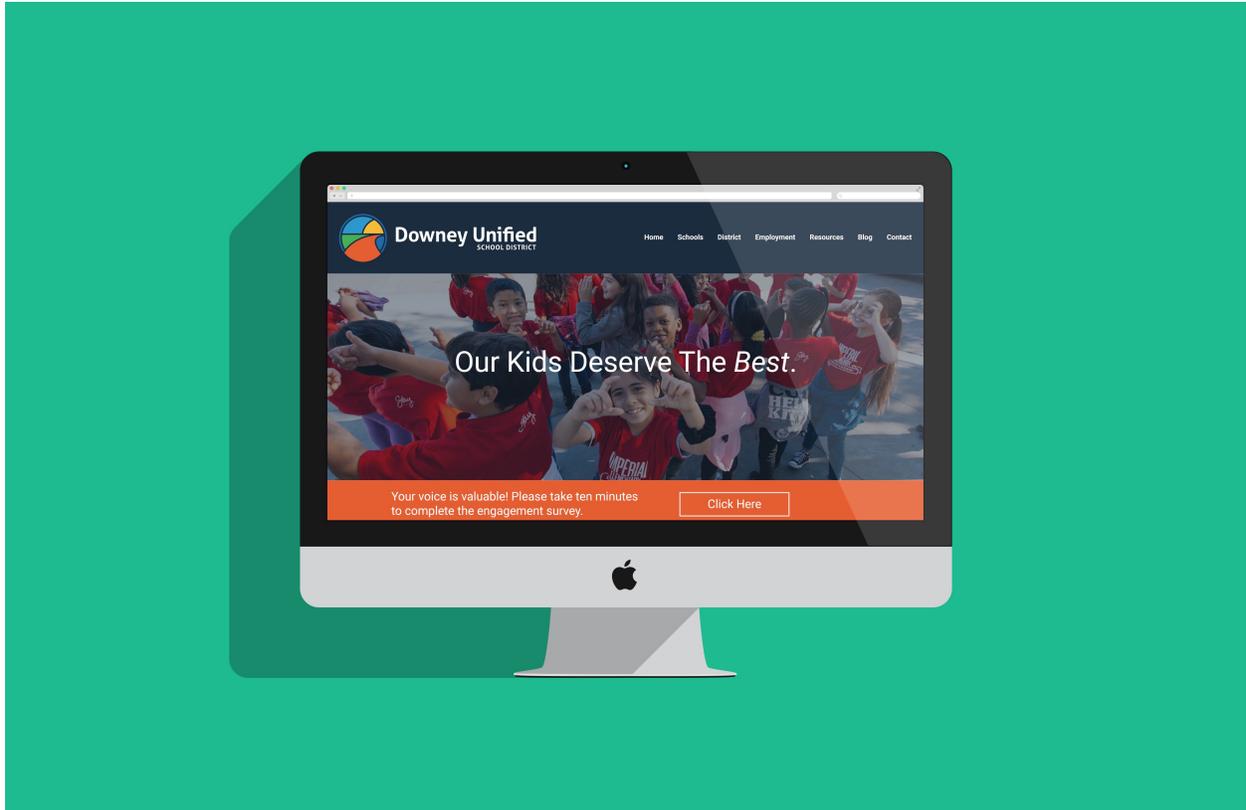
APPLICATION

Print



APPLICATION

Digital



APPLICATION

Merchandise



APPLICATION

Infrastructure

