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DESIGN AND BRAND GUIDELINES

WE BELIEVE NOTHING IS MORE IMPORTANT THAN EDUCATION.



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DELTA HIGH SCHOOL

DESIGN AND BRAND GUIDELINES



Brand Guidelines

Version: v1 // 2017

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VISION AND KEY WORDS FOR THE DESIGN

THE DESIGN GUIDELINES

These guidelines describe the visual and verbal elements that represent **Delta High School's** identity. This includes the name, logo and other elements such as color, type and graphics.

Sending a consistent and controlled message of who they are is essential to presenting a strong, unified image of their educational system.

These guidelines reflect **Delta High School's** commitment to quality, consistency and style.

Delta High School brand, including the logo, name, colors and identifying elements, are valuable assets.

This guide is responsible for protecting the school's interests by preventing unauthorized or incorrect use of the **Delta High School** name and marks.

The Logo Introduction
Logo Construction
The Logo Application
The Logo Size

SECTION 1 SCHOOL LOGO

LOGO INTRODUCTION

The Delta High School logo is the key building block of its identity, the primary visual element that identifies the school.

The logo must be used on all forms of communication and whenever the school is being represented.

THE FULL LOGOTYPE

The Delta High School logo comprises two elements, the logo symbol and logo type. The logo symbol is a powerful image of an eagle with its keen eyes symbolizing perspicacity, courage, and strength.

The logo type has been carefully chosen for its modern and yet refined, highly legible style, which has been further enhanced by the use of upper case letters. The typeface is Dogma OT Bold and has also been chosen to compliment and balance perfectly with the logo symbol.

The logo is presented through the use of colour as well as shape and form. The palette color is found on page 16. It is a fresh and appealing blend of colours chosen for their strong combination - modern - classic - timeless.

THE LOGOTYPE



1) The Logo Symbol

Consists of a powerful element - the eagle - who became a symbol of power and strength in Ancient Rome.

2) The Logo Title

Carefully chosen for its modern and yet refined, highly legible style, which has been further enhanced by the use of upper case letters in dark blue tone of the chosen color. The font that is used here is Dogma OT Bold.

LOGO DARK VERSION



3

LOGO LIGHT VERSION



4

3) The Logo Dark Version

will be used when the background color is light blue colored.

4) The Logo Light Version

will be used when the background color is dark blue colored.

Recommended formats are:

.eps | .ai | .png | .jpg | .tiff

LOGO CONSTRUCTION

It is important to keep the logo clear of any other graphic elements. To regulate this, an exclusion zone has been established around it. This exclusion zone indicates the closest any other graphic element or message can be positioned in

relation to the mark of the the symbol itself and the school name – they have a fixed relationship that should never be changed in any way.



Symbol and Logo Name



Full Logo

APPLICATION ON A BACKGROUND



MINIMUM LOGO SIZES

Logo Name
Minimum Size: 1.16in x 0.13 in



Full Logo
Minimum Size: 0.39 in x 0.39 in



The main logo is the logo with the eagle symbol used on white or colored background.

SECTION 2 TYPOGRAPHY

THE FONTS AND TYPOGRAPHY

THE TYPOGRAPHY

Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces the personality and ensures clarity and harmony in all Delta High School communications. I have selected Montserrat and Open

Sans, which helps inject energy and enthusiasm into the entire Delta High School app, as the primary and secondary typefaces.

PRIMARY SCHOOL FONT

PRIMARY FONT MONTSERRAT

DESIGNER :
JULIETA ULANOVSKY

THE FONT

Montserrat is a new libre sans text typeface for the web, inspired by the signage found in a historical neighborhood of Buenos Aires! The goal is to rescue what is in Montserrat and set it free, under a free, libre and open source license, the SIL Open Font License.

TYPE EXAMPLES MONTSERRAT

MONTSERRAT

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

Light

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

Figures

0 1 2 3 4 5 6 7 8 9 0

Special
Characters

! " § \$ % & / () = ? ` ; :
i " ¶ ç [] | { } ≠ ¿ ‘
« Σ € ® † Ω ¨ / ø π · ± ‘
æ œ @ Δ ° ª © f ð , å ¥ ~ ç
√ ~ μ ∞ ... - ≤ < > ≥ ~ > < ♦

SECONDARY SCHOOL FONT

PRIMARY FONT OPEN SANS

DESIGNER :
STEVE MATTESON

THE FONT

Open Sans is a sans-serif typeface designed by Steve Matteson and commissioned by Google. According to Google, it was developed with an “upright stress, open forms and a neutral, yet friendly appearance” and is “optimized for legibility across print, web, and mobile interfaces.

It is available in five weights (Regular, Light, Semibold, Bold, and Extra Bold) in upright and true italic styles.

TYPE EXAMPLES OPEN SANS

OPEN SANS

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
Regular	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
Figures	0 1 2 3 4 5 6 7 8 9 0
Special Characters	! " § \$ % & / () = ? ` ; : i " ¶ ¢ [] { } ≠ ¿ ' « ∑ € ® † Ω ¨ / ø π • ± ' æ œ @ Δ ° ª © f ð , å ¥ ≈ ç √ ~ μ ∞ ... - ≤ < > ≥ ~ > < ♦

TYPOGRAPHY AND TEXT HIERARCHY

Typographic hierarchy is another form of visual hierarchy, a sub-hierarchy per se in an overall design project. Typographic hierarchy presents lettering so that the most important words are displayed with the most impact so users can scan text for key

information. Typographic hierarchy creates contrast between elements. There are a variety of ways you can create a sense of hierarchy. Here are some of the most common techniques for Delta High School layouts.

CONTEXT TEXT AND INNER HEADLINES

Caption Text

Delta High School

Open Sans Regular
6 pt Type / 9 pt Leading

Copy Text

Delta High School

Open Sans Regular
8 pt Type / 11 pt Leading

Headlines
Copytext

DELTA HIGH SCHOOL

Montserrat Regular - Capital Letters
10pt Type / 10pt Leading

HEADLINES AND TYPOBREAKS

Sublines
Sections

DELTA HIGH SCHOOL

Montserrat Bold - Capital Letters
16pt Type / 16pt Leading

Big Headlines
and Title

DELTA HS

Montserrat Bold - Capital Letters
34pt Type / 30 pt Leading

Colors
Primary Color System
Secondary Color System

SECTION 3 COLOR SYSTEM

THE PRIMARY COLOR SYSTEM AND COLOR CODES

THE COLOR SYSTEM

Color plays an important role in the Delta High School educational identity program. The colors below are recommendations for various media. A palette of primary colors has been developed, which comprise the “One Voice”

color scheme. Consistent use of these colors will contribute to the cohesive and harmonious look of the school brand identity across all relevant media.

PRIMARY COLOR SYSTEM

-
Explanation:

Delta High School has three official colors: Light Blue, Yellow, and Dark Blue. These colors have become a recognizable identifier for the school.

Usage:

Use them as the dominant color palette for all internal and external visual presentations of the school.

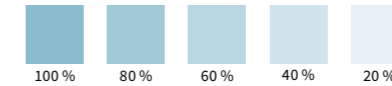


PRIMARY COLOR LIGHT BLUE

-

COLOR CODES

CMYK : C045 M013 Y0140 K000
Pantone : 550C
RGB : R137 G188 B206
Web : #89bcce



COLOR TONES

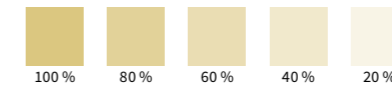


PRIMARY COLOR GOLD

-

COLOR CODES

CMYK : C015 M018 Y060 K000
Pantone : 616C
RGB : R219 G198 B127
Web : #dbc67f



COLOR TONES

THE SECONDARY COLOR SYSTEM AND COLOR CODES

SECONDARY COLOR SYSTEM

-

Explanation:

The Secondary colors are complementary to the official colors, but are not recognizable identifiers for Delta High School. Secondary colors should be used sparingly, that is, in less than 10 percent of the palette in one piece, except for the logo.

Usage:

Use them to accent and support the primary color palette.



Tones

COLOR CODES

CMYK : C100 M076 Y036 K022
Pantone : 7694C
RGB : R002 G065 B104
Web : #024168



Tones

COLOR CODES

CMYK : C076 M035 Y013 K080
Pantone : 7689C
RGB : R057 G139 B183
Web : #398bb7



Tones

COLOR CODES

CMYK : C045 M013 Y0140 K000
Pantone : 550C
RGB : R137 G188 B206
Web : #89bcce



Tones

COLOR CODES

CMYK : C015 M018 Y060 K000
Pantone : 616C
RGB : R219 G198 B127
Web : #dbc67f



Tones

COLOR CODES

CMYK : C019 M077 Y100 K008
Pantone : 718C
RGB : R191 G084 B000
Web : #bf5400

COLOR IS THE
MOST POWERFUL
WEAPON IN THE
DESIGNER'S
ARSENAL.

LINDA HOLTZSCHUE

Input Controls
Navigational Components
Informational Components
Containers

SECTION 4 USER INTERFACE

HOW THE APP'S SURFACE WILL LOOK AND A SERIES OF SNAPSHOTS IN TIME

DESIGN BASICS

User Interface (UI) Design focuses on anticipating what users might need to do and ensuring that the interface has elements that are easy to access, understand, and use to facilitate those actions. UI brings together concepts from interaction design, visual design, and information architecture.

PROTOTYPE XD

'SKETCH-LIKE' USER INTERFACE DESIGN APP

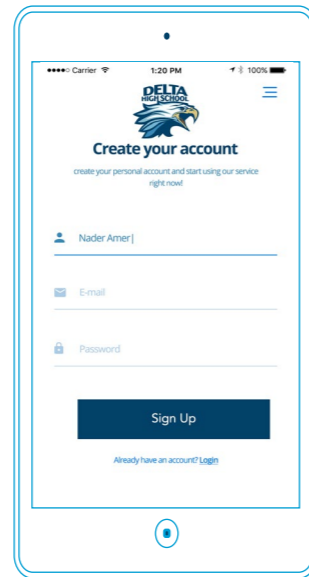
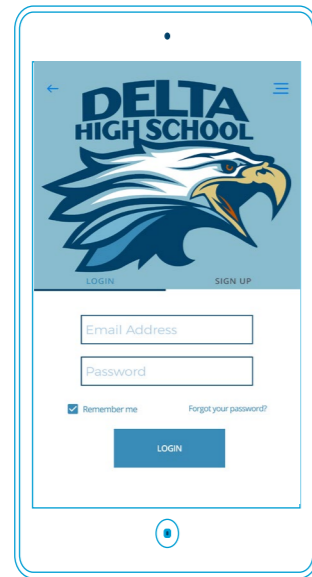
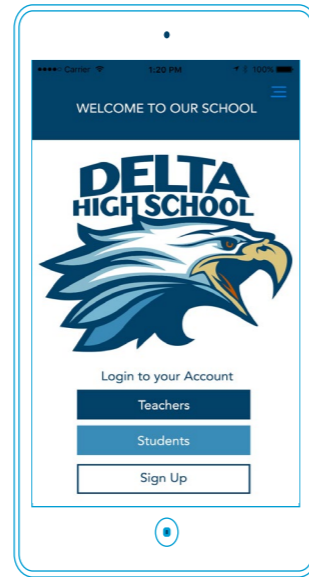
Adobe Experience Design CC or Adobe XD for short, brings the opportunity of having a 'Sketch-like' user interface design app easy to use and share. We can create engaging user experiences for web, mobile apps, and more. Please, click on the image

(or copy this address and paste on your browser: <HTTPS://XD.ADOBE.COM/VIEW/658E3957-AA8A-45B9-BF55-6B1543B35FF7>) to see how the design will look and perform after coded.

CLICK THE ICON BELOW



INTERFACE



INTERFACE ELEMENTS



Forgot your password?

NAVIGATION (LOGGED IN/OUT STATES)



CODING GUIDELINES

- **CSS class naming conventions**

Use `.words-with-dashes`

- **JavaScript integration**

jQuery.

- **Form styling**

Include the code, error states and more so that they understand what style conventions you expect.

- **Doc type and validation requirements**

Do not allow invalid items.

- **Directory structure**

Root > CSS > fonts > images > js > libraries > html.

- **Accessibility standards**

People should include alt tags. Do not use image as replacement for non-standard fonts.

- **Testing methods**

Functionality Testing > Usability testing > Interface testing > Compatibility testing > Performance testing > Security testing

- **Version control**

Git - <https://git-scm.com/> by GitHub <https://github.com/>

THANKS FOR WATCHING!



Claudia Lindsay