SOUTH DEARBORN COMMUNITY CORPORATION BRAND KIT

SCHOOL CORPORATION LOGO

Color	Black	White

The ability to convert colors across a number of different color spaces will be necessary for the SDCSC brand, since its brand identity elements traverse a wide array of both print and on-screen applications. To ensure the unified look that is so vital to a strong brand identity, it is important to reproduce the colors in the SDCSC palette as accurately as possible in all print and electronic applications. All the relevant color-matching formulas are provided here.

TAGLINES

Color	Black	White
Success Driven. Grow. Excel. Achieve. **A Community Commitment**	Success Driven. Grow. Excel. Achieve. **A Community Commitment**	Success Driven. Grow. Excel. Achieve. **A Community Commitment**

School with tagline

Success Driven. Grow. Excel. Achieve.
A Community Commitment

Do not warp or stretch the Signature Mark.	Do not change the Signature Mark's orientation.	Do not crop the Signature Mark in any way.

Do not remove or alter the text of the wordmark.	Do not apply shadows, glow effects, or outlines to the Signature Mark.	Do not use the Signature Mark on busy photographs or patterns.

PRIMARY COLORS

Blue
Pantone 281 C
C100 **M**90 **Y**31 **K**35
R35 **G**45 **B**87
HEX 232D57

Red
Pantone 484 C
C25 **M**92 **Y**99 **K**20
R138 **G**53 **B**40
HEX 8A3528

CMYK stands for cyan, magenta, yellow, and black, and is the standard color model used in four- color process printing. PANTONE® is the proprietary color matching system that uses specific spot color inks during printing to maintain color integrity. RGB stands for red, green, and blue, and is the color space used to display colors in light-based media such as screens. HEX, or Hexadecimal, is a color code based on RGB values used in HTML documents to specify the color display in web environments.

FONTS

GOTHAM GOTHIC BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
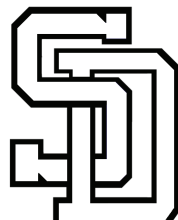
Trade Gothic Condensed No. 18
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

INTERLOCKED SD

LETTERHEAD LOGO

MOORES HILL ELEMENTARY
A South Dearborn Community School

AURORA ELEMENTARY
A South Dearborn Community School

DILLSBORO ELEMENTARY
A South Dearborn Community School

MANCHESTER ELEMENTARY
A South Dearborn Community School

SOUTH DEARBORN MIDDLE SCHOOL
A South Dearborn Community School

SOUTH DEARBORN HIGH SCHOOL
A South Dearborn Community School

MASCOT LOGO

Aurora Elementary School

South Dearborn Middle School

Mancehester Elementary School

Moores Hill Elementary School

Dillsboro Elementary School

South Dearborn High School