



PELLA SCHOOLS DUTCH

Brand Standards Guide

THE IMPORTANCE OF GRAPHIC STANDARDS

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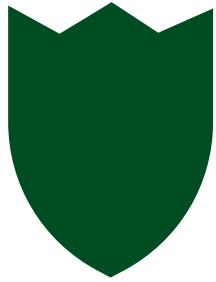
The Pella Schools Branding Guide is designed to provide clear information on the proper use of approved graphics, colors and fonts for any application of the Pella brand. Our purpose is to guarantee, as best as possible, a clear and consistent brand image wherever and whenever the Pella brand is represented in any print, digital or apparel format. Any attempt to utilize Pella graphics or wordmarks outside the standards represented in this guide are strictly prohibited. Requests for exceptions or interpretations should be submitted directly to

Go Dutch!



OFFICIAL COLORS OF PELLA DUTCH

PRIMARY PALETTE



PELLA GREEN

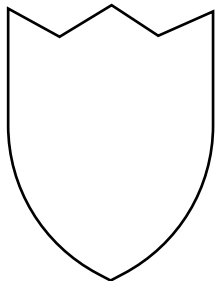
(in lieu of use *Pantone® 357 C)
Process Equivalent: 92c 18m 94y 61k
RGB Equivalent: 30r 77g 43b
Madeira Thread: 1904
Hex Code: 1E4D2B



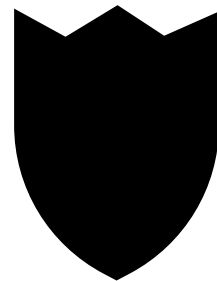
PELLA GRAY

(in lieu of use *Pantone® 428 C)
Process Equivalent: 4c 1m 0y 22k
RGB Equivalent: 193r 198g 200b
Madeira Thread: 1811
Hex Code: C1C6C8

SUPPORT COLORS



WHITE



BLACK

PRIMARY PALETTE

Pella Green and Pella Gray are the official colors for Pella Schools and are shown on the left. It is very important to match these colors faithfully when reproducing the Pella marks. It is greatly preferred that all Pella marks be used in full color whenever possible.

SUPPORT COLORS

In addition to the primary palette, the Pella marks utilize white and black as important support colors.

PELLA FULL COLOR MARKS

PRIMARY MARKS



The Pella marks were designed to create a consistent visual identity for Pella Schools. These marks should not be changed or altered in any way and their use must adhere to the standards in this guide. At the same time, there are many logo variations to choose from so there should be a design compatible to any desired application.

All of the Pella marks are shown in full color on the left.

SUPPORTING MARKS



PELLA FULL COLOR MARKS ON DARK

PRIMARY MARKS



When used on an Pella Green or dark backgrounds, the full color Pella marks WITH typography will need to be altered.

All of the these marks are shown in full color on Pella Green on the left. The supporting marks WITHOUT typography can be used on any background without being altered.

SUPPORTING MARKS



PELLA GREEN & WHITE MARKS

SUPPORTING MARKS



When Pella Gray is not available, the Pella marks may also be used in Pella Green and white. All of the Pella marks are shown in Pella Green and white on the left. Again, it is preferred that the marks are presented in full color (Pella Green, Pella Gray and white) when possible.

PELLA BLACK & WHITE MARKS

PRIMARY MARKS



When Pella Green and Pella Gray are not available, then the Pella marks may also be used in black and white. All of the Pella marks are shown in black and white on the left. Again, it is preferred that the marks are presented in full color (Pella Green, Pella Gray and white) when possible.

SUPPORTING MARKS



PELLA ALL WHITE MARKS

PRIMARY MARKS



When Pella Green and Pella Gray are not available, then the Pella marks may also be used in all white (on darker backgrounds only). All of the Pella marks are shown in all white on the left. Again, it is preferred that the marks are presented in full color (Pella Green, Pella Gray and white) when possible.

SUPPORTING MARKS



PELLA FULL COLOR MARKS ON BACKGROUNDS

FULL COLOR MARKS



ON PELLA GREEN



ON PELLA GRAY



ON WHITE



ON LIGHT COLOR



ON BLACK



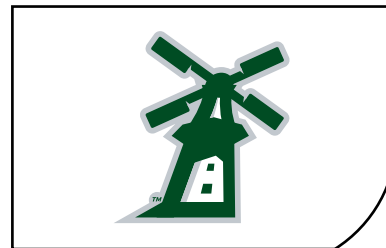
ON COMPLEX BACKGROUND



ON PELLA GREEN



ON PELLA GRAY



ON WHITE



ON LIGHT COLOR



ON BLACK



ON COMPLEX BACKGROUND

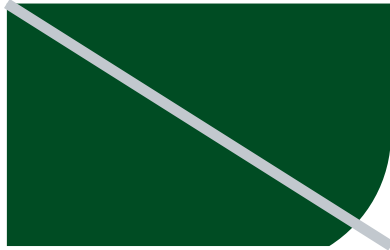
Frequently it may be desirable to place the full color Pella primary and supporting marks on alternate backgrounds. This page shows examples of the full color Pella marks on Pella Green, Pella Gray, white, light tan and black. Also shown is the technique for using the marks on a complex background. On photographic or complex backgrounds, the Pella supporting marks with typography should be placed within a containing shape, so the mark is not lost.

The supporting marks without typography (such as the windmill) can be used on any background without being altered.

All artwork and variations are available in Macintosh and PC digital file formats.

PELLA GREEN & WHITE MARKS ON BACKGROUNDS

GREEN & WHITE MARKS



ON PELLA GREEN



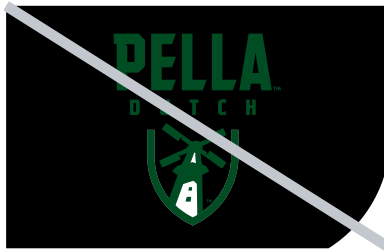
ON PELLA GRAY



ON WHITE



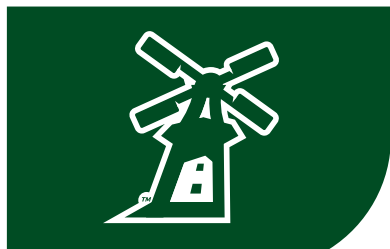
ON LIGHT COLOR



ON BLACK



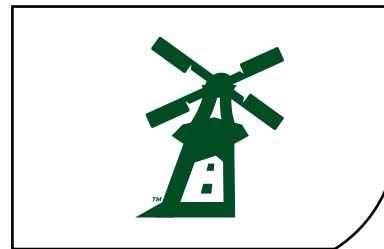
ON COMPLEX BACKGROUND



ON PELLA GREEN



ON PELLA GRAY



ON WHITE



ON LIGHT COLOR



ON BLACK



ON COMPLEX BACKGROUND

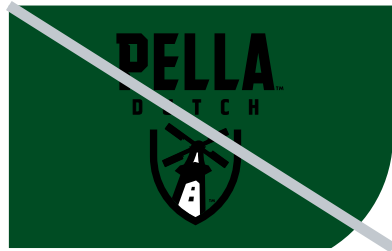
Frequently it may be desirable to place the Pella Green and white Pella primary and supporting marks, as well as the wordmarks, on alternate backgrounds. This page shows examples of the Pella Green and white Pella marks on on Pella Green, Pella Gray, white, light tan and black. Also shown is the technique for using the marks on a complex background. On photographic or complex backgrounds, the Pella supporting marks with typography should be placed within a containing shape, so the mark is not lost.

The supporting marks without typography (such as the windmill) can be used on any background without being altered.

All artwork and variations are available in Macintosh and PC digital file formats.

PELLA BLACK & WHITE MARKS ON BACKGROUNDS

BLACK & WHITE MARKS



ON PELLA GREEN



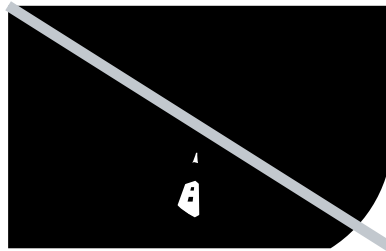
ON PELLA GRAY



ON WHITE



ON LIGHT COLOR



ON BLACK



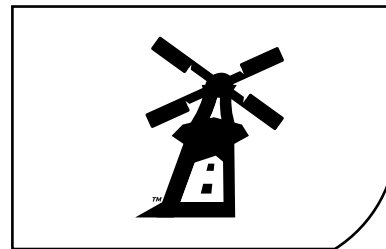
ON COMPLEX BACKGROUND



ON PELLA GREEN



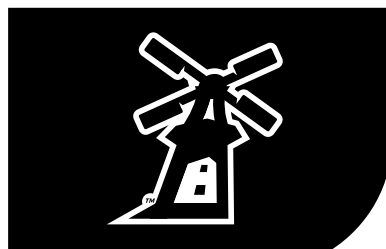
ON PELLA GRAY



ON WHITE



ON LIGHT COLOR



ON BLACK



ON COMPLEX BACKGROUND

Frequently it may be desirable to place the black and white Pella primary and supporting marks on alternate backgrounds. This page shows examples of the black and white Pella marks on Pella Green, Pella Gray, white, light tan and black. Also shown is the technique for using the marks on a complex background. On photographic or complex backgrounds, the Pella marks with typography should be placed within a containing shape, so the mark is not lost.

The supporting marks without typography (such as the windmill) can be used on any background without being altered.

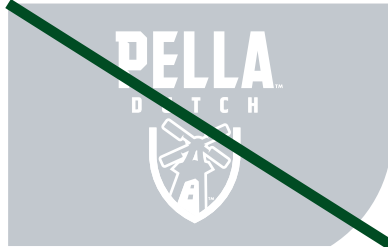
All artwork and variations are available in Macintosh and PC digital file formats.

PELLA ALL WHITE MARKS ON BACKGROUNDS

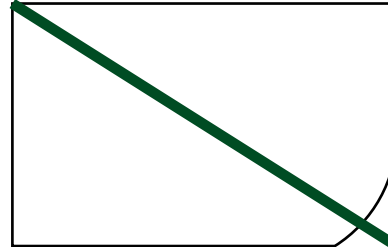
ALL WHITE MARKS



ON PELLA GREEN



ON PELLA GRAY



ON WHITE



ON LIGHT COLOR



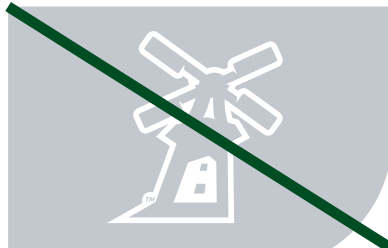
ON BLACK



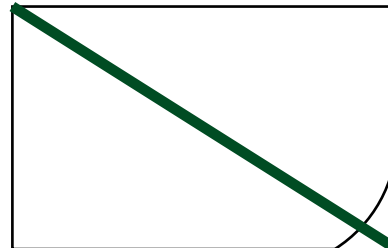
ON COMPLEX BACKGROUND



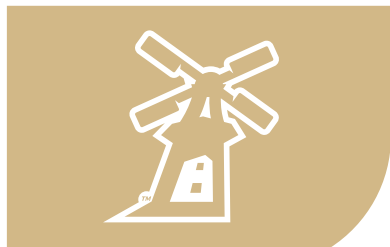
ON PELLA GREEN



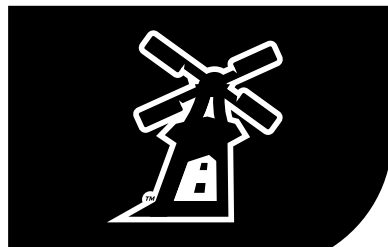
ON PELLA GRAY



ON WHITE



ON LIGHT COLOR



ON BLACK



ON COMPLEX BACKGROUND

Frequently it may be desirable to place the all white Pella primary and supporting marks on alternate backgrounds. This page shows examples of the all white Pella marks on Pella Green, Pella Gray, white, light tan and black. Also shown is the technique for using the marks on a complex background.

The supporting marks without typography (such as the windmill) can be used on any background without being altered.

All artwork and variations are available in Macintosh and PC digital file formats.

PELLA LIVE TEXT MARKS

LIVE TEXT

PELLATM
MARCHING BAND



DUTCHTM
ATHLETICS



PELLATM
GOLF

DUTCHTM
FOOTBALL



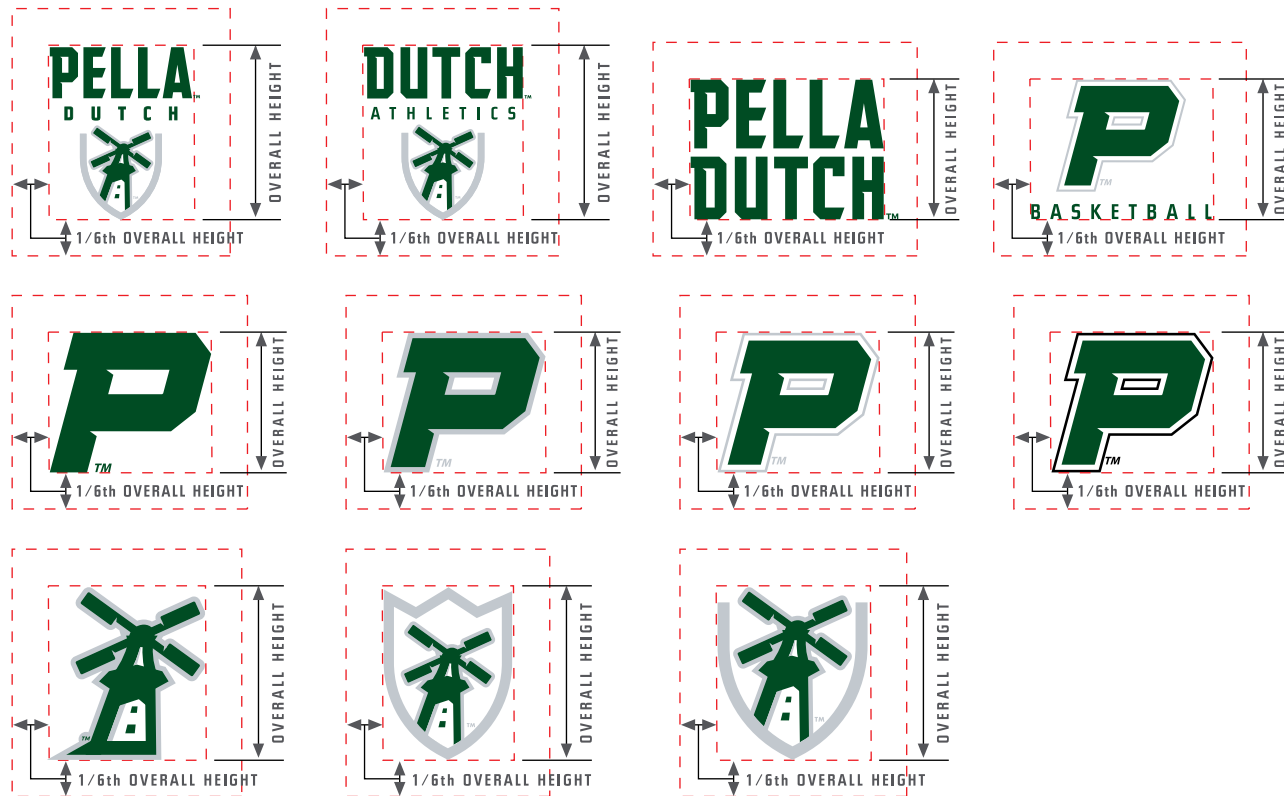
LIVE TEXT

The seven logo configurations shown on this page are capable of presenting custom text in the banners. All wording must be approved by the Pella Administration Office. Banner text must represent varsity sports and activities at Pella.



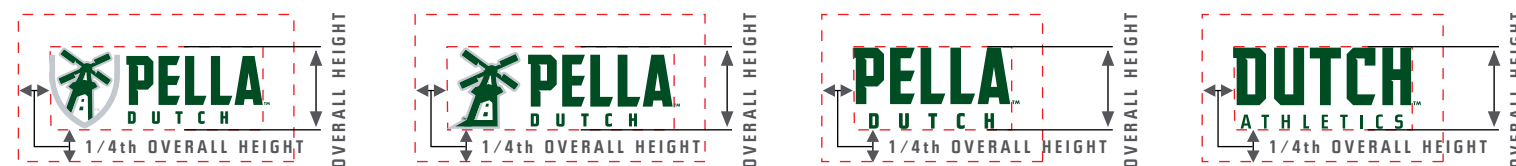
PELLA MARKS SAFE ZONES

EQUALS ONE SIXTH THE OVERALL HEIGHT OF THE MARK

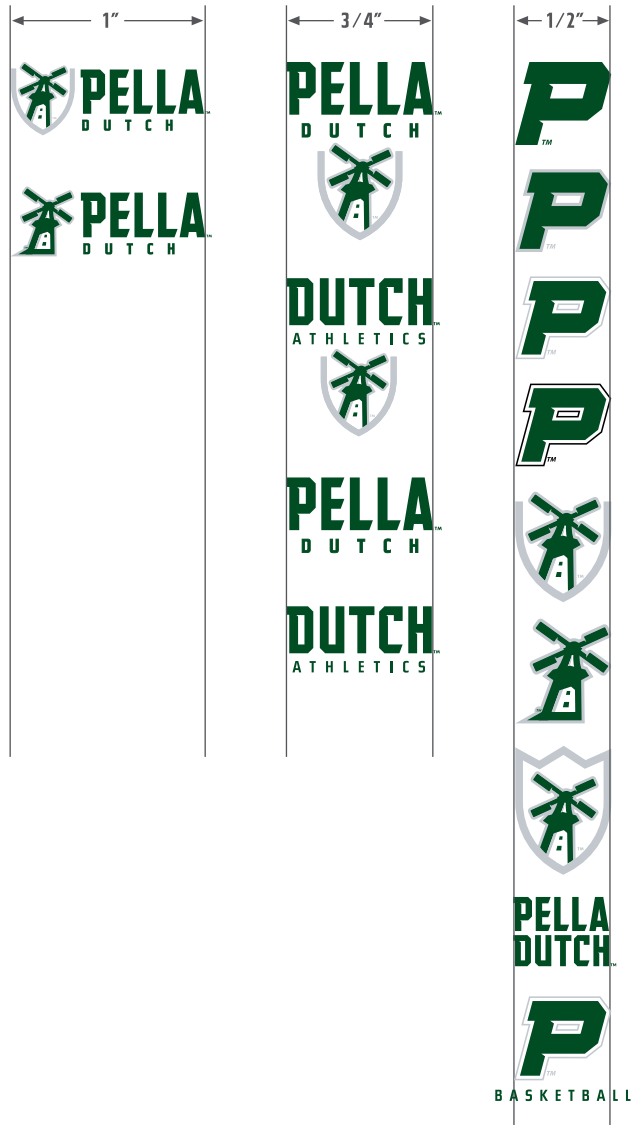


Each of the Pella marks has an established “safe zone”. This safe zone is intended to maintain the mark’s integrity and to avoid visual confusion. No other type or graphic element (including folds, trims or edges) should fall within the safe zone shown. The safe zone for the Pella vertical marks is equal to one sixth the height of the mark (shown on the left at the top). The safe zone for the Pella horizontal marks is equal to one fourth the height of the mark (shown on the left at the bottom). The safe zone spacing is uniform on all sides of the marks.

EQUALS ONE FOURTH THE OVERALL HEIGHT OF THE MARK



PELLA MARKS MINIMUM SIZE



MINIMUM LOGO SIZES

Each of the Pella marks has a minimum allowable size for printing or other reproduction. To ensure clarity and legibility, the logos must NOT be used any smaller than the sizes shown on this page. It is preferred that, when possible, the logos be used larger than their minimum size.

EMBROIDERY

Contact Pella's administrative offices for information about embroidering spirit marks. Minimum sizes are considerably larger for embroidery.

COMPATIBLE TYPOGRAPHY

DUTCH 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

1 2 3 4 5 6 7 8 9 0 % + @ # " ' ' ¢ \$ [] ()

& * ! ? _ - - = . ; : , / ™ ® ©

STEILE FUTURA 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 - = ! @ # \$ % & ™

¢ * () _ + © ® { } [] ? ; : , . " ' ' /

Compatible fonts for the Pella identity are Dutch Bold and Steile Futura Bold. Steile Futura Bold is the font used in the subtext of the Pella marks. Dutch Bold is a custom font designed to match the new marks.

ARTWORK USE VIOLATIONS



Never use the mark in other colors



Never change the typeface in any part of the mark



Never use unapproved wording in any mark



Never re-size any element in any mark



Never re-proportion any mark



Never add any element to any mark



Never distort any mark



Never reposition or realign in any mark



Never re-space any elements in any mark



Never change the outline shape to an unapproved color



Never allow any distracting pattern or photograph to show through any mark



Avoid any background color if it creates insufficient contrast with a mark

So that Pella can maintain the design integrity of its brand, it is mandatory that all marks be applied as indicated in this manual without modification. The marks are not to be altered in any way. Shown on this page are unacceptable uses of the Pella marks.

Exceptions may be made to the guidelines in this manual if approved first by the Pella Administration Office.

RETAIL APPLICATIONS

FULL COLOR ART



TOP ROW:
This shirt would require three color printing to reproduce.

BOTTOM ROW:
These shirts would require two color printing to reproduce.



ONE COLOR ART



Each of these shirts would require one color printing to reproduce.

FULL COLOR RETAIL GRAPHICS

In a retail design, if the fabric color matches one of the official colors exactly (Pella Green, Pella Gray, white and sometimes black), the fabric can show through in place of printing that color. If the fabric color does not match any official colors, all official colors (and white) must be used to print the mark.

ALTERNATIVES TO FULL COLOR RETAIL GRAPHICS

When using marks on apparel, the art may print in all green, all black or all white as long the application follows the specifications in this guide. This is a great cost saving alternative to the full color marks.

Note: When selecting fabrics for Pella merchandise please try to stay as close to Pella Green and Pella Gray as possible.



CONTACT INFORMATION

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PELLA, IA 50219
PHONE: 641.628.3870

www.pellaschools.org

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Manual and marks designed by Rickabaugh Graphics.