Brand Standards Guide

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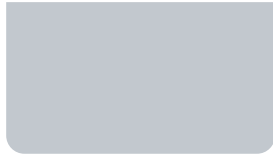
PRIMARY PALETTE

LDA 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

LDA 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

LDA RED

(in lieu of use *Pantone® 200 C)
Process Equivalent: 3c 100m 70y 12k
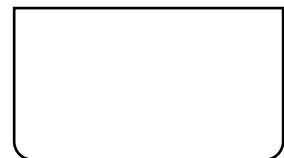RGB Equivalent: 205r 22g 63b
Madeira Thread: 1839
Hex Code: BA0C2F

LDA YELLOW

(in lieu of use *Pantone® 123 C)
Process Equivalent: 0c 23m 91y 0k
RGB Equivalent: 255r 198g 47b
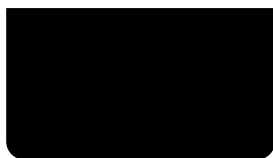Madeira Thread: 1624
Hex Code: FCC917

LDA BRIGHT GREEN

FOR SECONDARY LOGO USE ONLY
(in lieu of use *Pantone® 7488 C)
Process Equivalent: 56c 0m 94y 0k
RGB Equivalent: 124r 194g 77b
Madeira Thread: 1649
Hex Code: 78D64B

WHITE

BLACK

PRIMARY PALETTE

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

SUPPORT COLORS

In addition to the primary palette, the Little Dutch Academy marks utilize LDA Red, LDA Yellow, white and black as important support colors. LDA Bright Green is for secondary logo use ONLY.
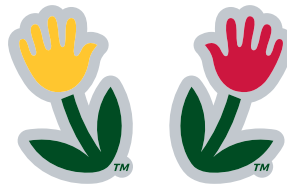
PRIMARY MARKS

SUPPORTING MARKS

SECONDARY MARKS

The Little Dutch Academy marks were designed to create a consistent visual identity for Little Dutch Academy. 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 Little Dutch Academy marks are shown in full color on the left.

PRIMARY MARKS

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

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

SECONDARY MARKS

PRIMARY MARKS

SUPPORTING MARKS

SECONDARY MARKS

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

PRIMARY MARKS

SUPPORTING MARKS

SECONDARY MARKS

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

PRIMARY MARKS

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

SUPPORTING MARKS

SECONDARY MARKS

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

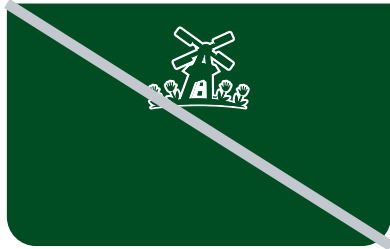ON BLACK

ON COMPLEX BACKGROUND

Frequently it may be desirable to place the full color Little Dutch Academy primary and supporting marks on alternate backgrounds. This page shows examples of the full color Little Dutch Academy marks on LDA Green, LDA Gray, white, LDA Yellow and black. Also shown is the technique for using the marks on a complex background. On photographic or complex backgrounds, the Little Dutch Academy 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.

GREEN & WHITE MARKS
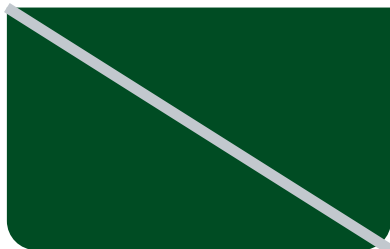

ON PELLA GREEN

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 LDA Green and white Little Dutch Academy primary and supporting marks, as well as the wordmarks, on alternate backgrounds. This page shows examples of the LDA Green and white Little Dutch Academy marks on LDA Green, Pella Gray, white, LDA Yellow and black. Also shown is the technique for using the marks on a complex background. On photographic or complex backgrounds, the Little Dutch Academy 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.

BLACK & WHITE MARKS
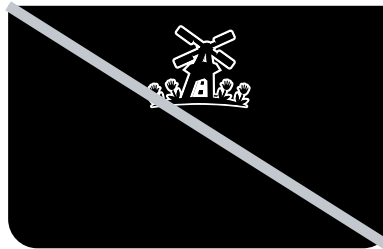

ON PELLA GREEN

ON PELLA GRAY
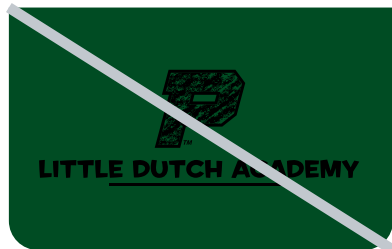

ON WHITE

ON LIGHT COLOR

ON BLACK

ON COMPLEX BACKGROUND
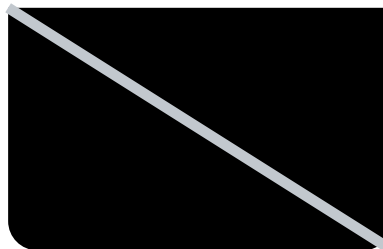

ON PELLA GREEN

ON PELLA GRAY

ON WHITE

ON LIGHT COLOR

ON BLACK

ON COMPLEX BACKGROUND

Frequently it may be desirable to place the black and white Little Dutch Academy primary and supporting marks on alternate backgrounds. This page shows examples of the black and white Little Dutch Academy marks on LDA Green, Pella Gray, white, LDA Yellow and black. Also shown is the technique for using the marks on a complex background. On photographic or complex backgrounds, the Little Dutch Academy 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.
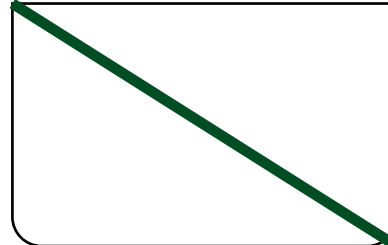
ALL WHITE MARKS

ON PELLA GREEN

ON PELLA GRAY
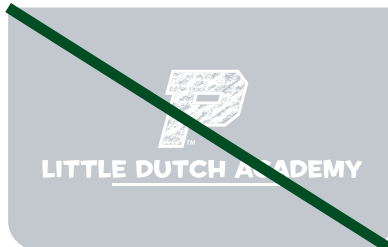

ON WHITE

ON LIGHT COLOR
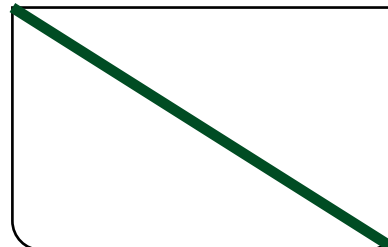

ON BLACK

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 Little Dutch Academy primary and supporting marks on alternate backgrounds. This page shows examples of the all white Little Dutch Academy marks on LDA Green, LDA Gray, white, LDA Yellow and black. Also shown is the technique for using the marks on a complex background.
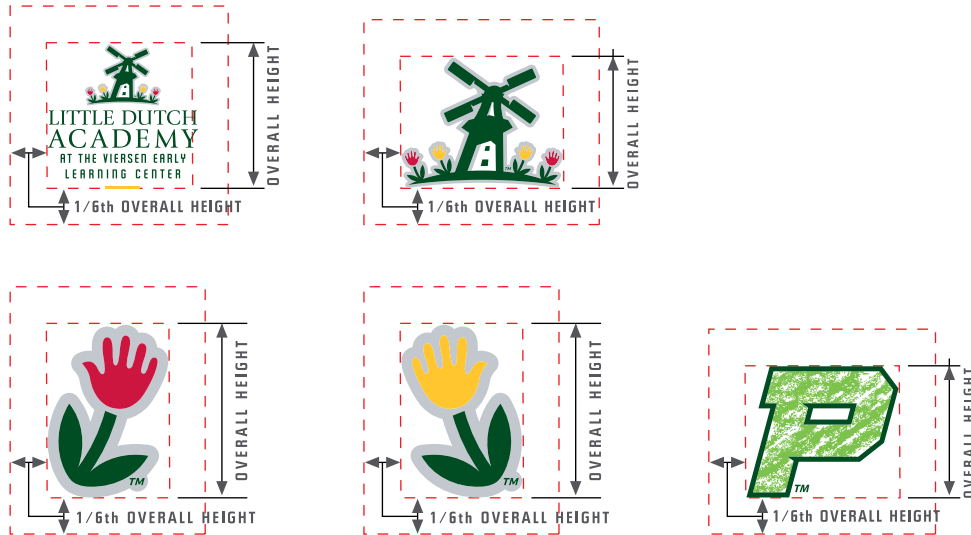
The supporting marks without typography (such as the windmill) can be used on any background without being altered.

All artwork and variations are available in Macintosh and PC digital file formats.
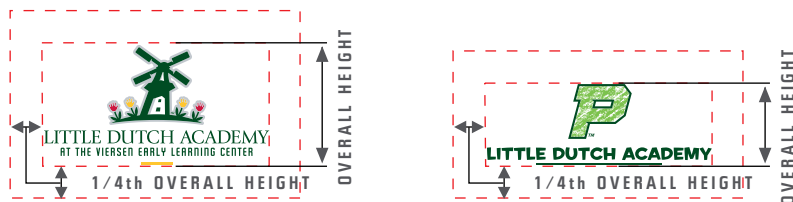
EQUALS ONE SIXTH THE OVERALL HEIGHT OF THE MARK

OVERALL HEIGHT

1/6th OVERALL HEIGHT

OVERALL HEIGHT

1/6th OVERALL HEIGHT

OVERALL HEIGHT

1/6th OVERALL HEIGHT

OVERALL HEIGHT

1/6th OVERALL HEIGHT

OVERALL HEIGHT

1/6th OVERALL HEIGHT

EQUALS ONE FOURTH THE OVERALL HEIGHT OF THE MARK

OVERALL HEIGHT

1/4th OVERALL HEIGHT

OVERALL HEIGHT

1/4th OVERALL HEIGHT

Each of the Little Dutch Academy 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 Little Dutch Academy vertical marks is equal to one sixth the height of the mark (shown on the left at the top). The safe zone for the Little Dutch Academy 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.

|← 1 1/4" →| |← 1" →| |← 3/4" →| |← 1/4" →|

MINIMUM LOGO SIZES

Each of the Little Dutch Academy 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 School District's administrative offices for information about embroidering Little Dutch Academy marks. Minimum sizes are considerably larger for embroidery.

ITC GIOVANNI BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Fonts used for the Little Dutch Academy identity are ITC Giovanni Book (primary text) and Featured Item (subtext). House-A-Rama Kingoin is the font used in the secondary mark.

FEATURED ITEM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

HOUSE-A-RAMA KINGPIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

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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 reproportion any mark

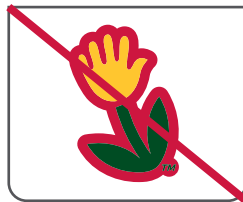**Never add any element to any mark**

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 Little Dutch Academy 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 Little Dutch Academy marks.

FULL COLOR ART

This shirt would require
five color printing to reproduce.

These shirts would require four color printing to reproduce.

TWO COLOR ART

Each of 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 (LDA Green, LDA Gray, LDA Yellow, 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 Little Dutch Academy merchandise please try to stay as close to LDA Green, LDA Gray and LDA Yellow as possible.

CONTACT INFORMATION

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Manual and marks designed by Rickabaugh Graphics.