



**BRAND GUIDELINES**

# Visual Identity System



## Due West Icon

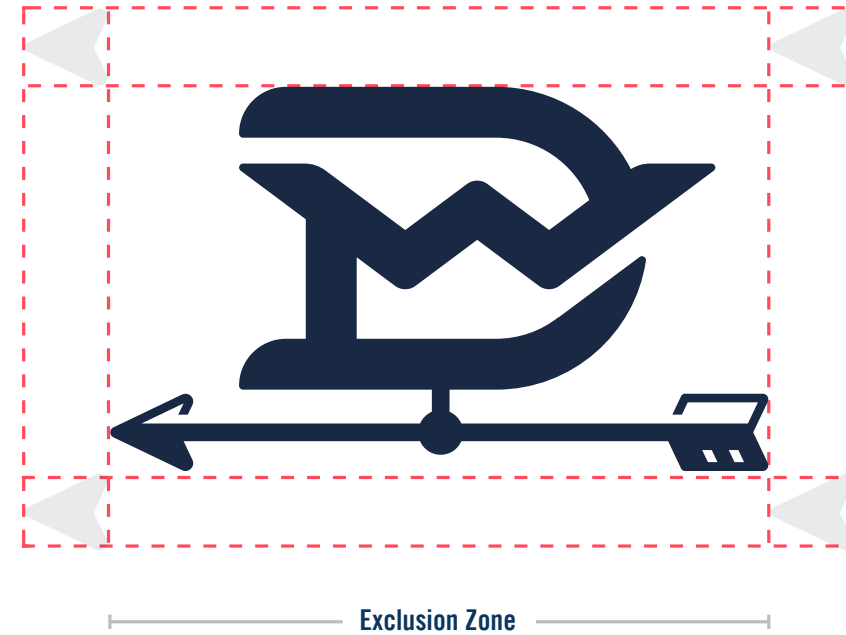
Featuring letters D & W and a directional arrow pointing to a compass left.



## Exclusion Zone

To make sure our logo can be read clearly, no other graphic elements should be placed in the exclusion zone.

The exclusion zone of our logo is equal to the width (on the left and right) and the height (on the top and bottom) of the arrowhead in the logo.



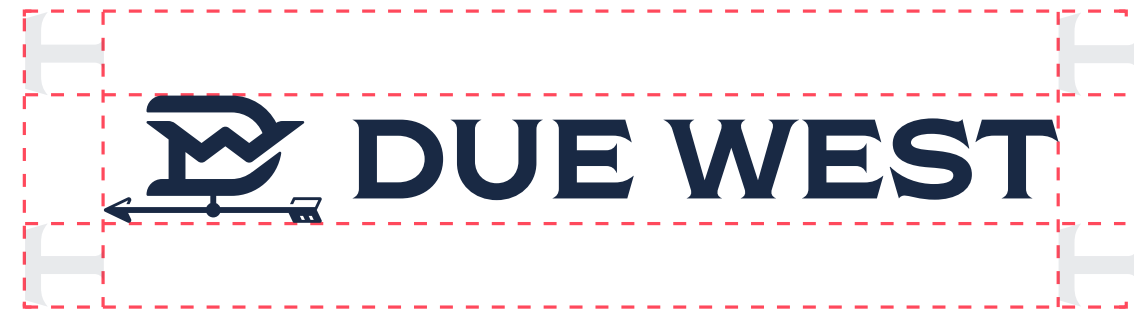
## Secondary Logo

The horizontal version of the logo should only be used on landscape formats or at smaller sizes when the primary logo cannot fit or be read comfortably.

## Exclusion Zone

To make sure our logo can be read clearly, no other graphic elements should be placed in the exclusion zone.

As this version of the logo is, typically, used in more restricted areas, the exclusion zone is equal to the width of the letter “T” rotated at ninety degrees.



Exclusion Zone

### Various Lock-ups

These lock-ups help reinforce our brand. They may be used any time there is a need for variety.

Badge with the oval shape should only be used when it's being applied on a busy background such as the pattern backgrounds or a picture.

### Custom Type Lock-up



### Horizontal Lock-up



### Stacked Lock-up



### Vertical Lock-up

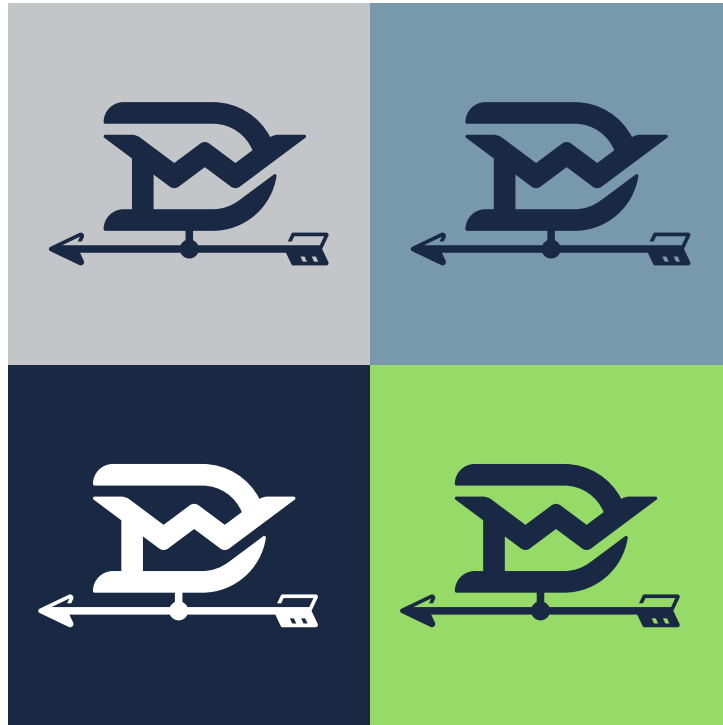


### Badge Lock-up



### Different Background Colors

Each of our logos are available in a different color variation based on the background color the logo will be placed on.



## Core Colors

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### Blue

HEX	#202A44	CMYK	94 73 5 69
RGB	32 42 68	PANTONE	533 C

### Green

HEX	#8EDD65	CMYK	44 0 74 0
RGB	142 221 101	PANTONE	7487 C

### White

HEX	#FFFFFF	CMYK	0 0 0 0
RGB	255 255 255		



## Secondary Colors

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### Pale Blue

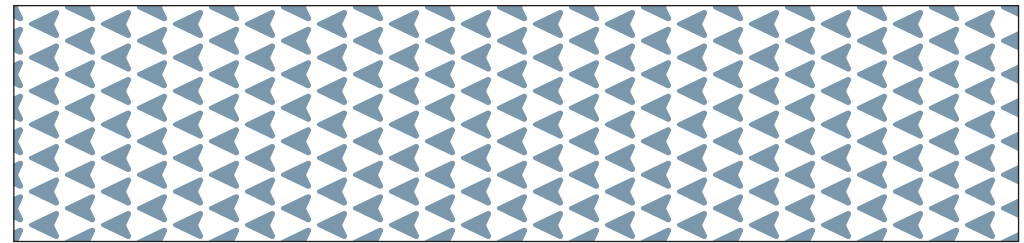
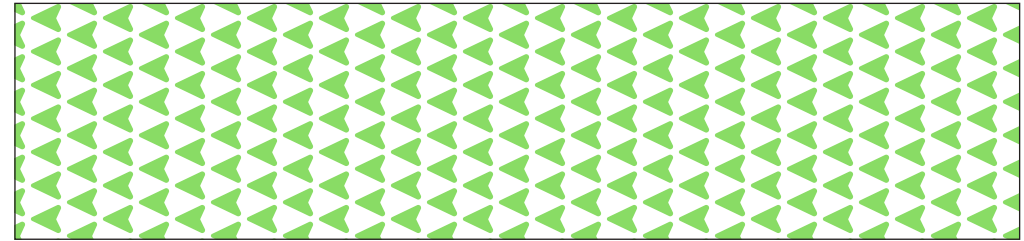
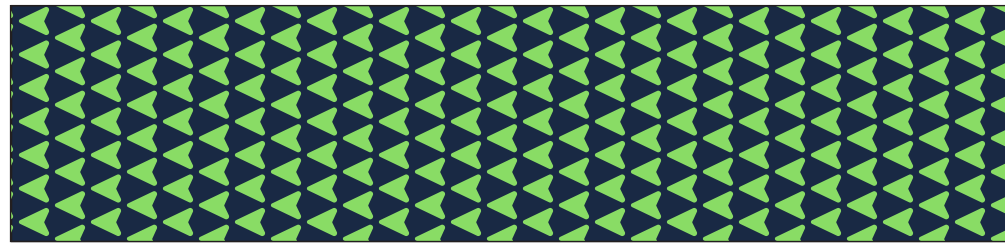
HEX	#7A99AC	CMYK	52 25 13 4
RGB	122 153 172	PANTONE	5425 C

### Grey

HEX	#C1C6C8	CMYK	21 13 8 0
RGB	193 198 200	PANTONE	428 C

## Arrowhead Pattern

To make sure our logo can be read clearly, no other graphic elements should be placed in the exclusion zone.



## Neue Haas Grotesk Text Pro 75 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

## Shackleton Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

## Shackleton Wide

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789



**DUE WEST**







ESTD

1957

# DUE WEST

MARIETTA  
GA

ELEMENTARY SCHOOL



**DUE WEST**



**DUE WEST**

**ELEMENTARY SCHOOL**





ESTD

1957

# DUE WEST

MARIETTA  
GA

ELEMENTARY SCHOOL

*Due West*  
ELEMENTARY

# Product Mockups





**DUE WEST**



**NAME  
HERE**

**JOB TITLE HERE**

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555-555-555

name.name@cobbk12.org

cobbk12.org/DueWest







Inspire • Challenge • Achieve



Inspire • Challenge • Achieve



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