DEER CREEK SCHOOL DISTRICT

BRAND GUIDELINES

UPDATED MAY 2023

ABOUT DEER CREEK

OUR PREFERRED NAME...

Deer Creek School District

ADDITIONAL NAMES

Deer Creek Schools (suitable on second reference)

Deer Creek (suitable on second reference)

Deer Creek Public Schools

MISSION

We are committed to learning and personal growth for every Antler.

VISION

We are a collaborative learning community that inspires, engages, and challenges all Antlers to excel in an ever-changing environment.

THE ANTLER WAY

Be Safe.

Be Respectful.

Be Responsible.

OFFICIAL SCHOOL NAMES & ABBREVIATIONS

Deer Creek Elementary School (DCES)

Grove Valley Elementary School (DCGV)

Prairie Vale Elementary School (DCPV)

Rose Union Elementary School (DCRU)

Spring Creek Elementary (DCSC)

Deer Creek 4th & 5th Grade Center (DC45)

Deer Creek Intermediate School (DCIS)

Deer Creek Middle School (DCMS)

Deer Creek High School (DCHS)

Deer Creek Academy (DCA)

WEBSITE

www.deercreekschools.org

SOCIAL MEDIA CHANNELS

Facebook | Twitter | Instagram | LinkedIn

HOW TO USE THESE GUIDELINES

This document serves as the source of truth for Deer Creek branding. However, it is important to distinguish what materials need to be in official Deer Creek branding, and what does not.

SHOULD BE BRANDED...

As a general rule of thumb, the primary materials that need to be created with official Deer Creek branding are items that represent Deer Creek School District as a whole. Examples include:

- Signage & Printed Materials
  - Banners
  - District-Focused Flyers
  - District-Level Merchandise
- External Communication
  - Presentations (when representing Deer Creek)
  - Community Partnership Letters / Recognitions
  - Newsletters (District-Level)
  - Social Media (District-Level)
  - School and District Websites
- Formal Communication:
  - Official Memos and Letters
  - Awards & Certificates
  - District- Announcements

BRANDING NOT REQUIRED...

School-site level materials that are targeted to those within the school community only (teachers, parents, staff, students, volunteers) do not need to follow official branding in all circumstances.

If a school is designing a t-shirt with a Deer Creek logo, it is important to ensure the correct version is used and that the logo is applied correctly. Logos should not be stretched, altered, or mis-configured in any way. However, shirts do not have to stay within the official DC color palette. Logos should only be recreated in a different color in rare occasions.

If you have questions regarding whether materials should be district-branded or not, please contact Maggie Leftwich at maggieleftwich@dcsok.org.

THE ANTLER CREED

I am a Deer Creek Antler.

I am safe.

I am respectful.

I am responsible,

In all areas of my life.

I am a Deer Creek Antler,

And this is the Antler Way.

PRIMARY LOGO

The Deer Creek logos are the cornerstone of our visual identity and serve to symbolize our brand wherever they appear. Consistent, standardized use of our logos will build our brand reputation and recognition in all manners of communication. It is best practice to use Deer Creek branding in all external communication and/or when representing the district.

CREST

This is the main Deer Creek Schools logo. This version should be used when designing print, formal communication or social media materials.

When in doubt, use this logo.
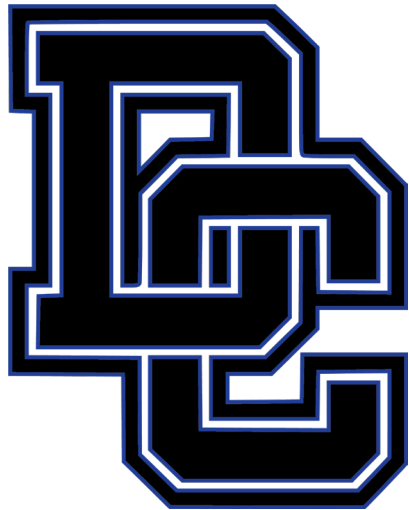
ALTERNATE VERSION

WHITE

SECONDARY LOGO

INTERLOCKING

This is the secondary logo, which should be used in instances when a less-detailed logo is more suitable.
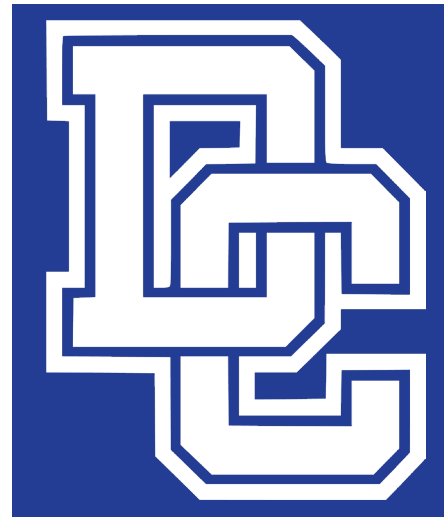
This is the recommended logo for Deer Creek merchandise.

BLACK & BLUE

GREY & BLUE

WHITE

HORIZONTAL LOGO

Although the Crest and Interlocking logos are the preferred logos to use when representing the Deer Creek brand, there will be the need for a horizontal logo from time to time. When this arises, one of the following versions should be used.

MASCOT LOGO

ANTLER LOGO

This is the mascot logo, which should primarily be used as a supporting element on Deer Creek-branded materials.

When the Antler Logo is used as the primarily logo, "Deer Creek" should also be included somewhere on those materials.

HISTORICAL DEER

As the Deer Creek brand has changed over time, there are multiple versions of a deer we have used in the past. Moving forward, the primary Antler that should be used this the official Antler logo.

However, for historical purposes, this Deer may be used on rare occasions.

SCHOOL LOGOS

SITE-SPECIFIC

Each school has their own official Deer Creek logo, which are to be used on school materials only.

Schools can choose to use the district-official logos if they choose. However, they should not create their own school logo utilizing the Deer Creek marks.

School logos do not need to be placed on every piece of site-level communication (i.e. graphics in newsletters, school site social media posts, flyers for events). However, any communication that represents the district as a whole should be branded according to these guidelines.

DEER CREEK
HIGH SCHOOL

DEER CREEK
4TH & 5TH GRADE CENTER

DEER CREEK
INTERMEDIATE SCHOOL

DEER CREEK
ELEMENTARY SCHOOL

DEER CREEK
SPRING CREEK ELEMENTARY

ATHLETIC LOGO

ATHLETIC LOGOS

Athletic teams and organizations should use the interlocking DC logos, the Mascot logo and the Antler in Oklahoma logo. Each sport has access to a sport-specific Deer Creek logo, which they can use if they so choose.
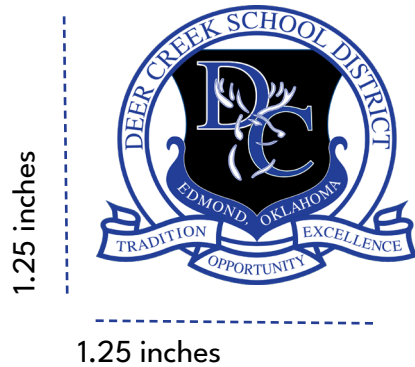
No other schools or organizations should use the Antler in Oklahoma logo.

SIZING & SPACING

SIZE

To ensure the integrity and legibility of the logo in various media, it should be applied at the proper size. The minimum size for Deer Creek logos is 1.25 inches wide and 1.25 inches high.

1.25 inches

1.25 inches

SPACE

Adequate space ensures prominence of the logo. The clear space around the logo is central to the design and ensures that the logo can be seen and recognized quickly. All logos should have at least 1/4 inch of clear space around all sides.

1/4 inch

1/4 inch

1/4 inch

1/4 inch
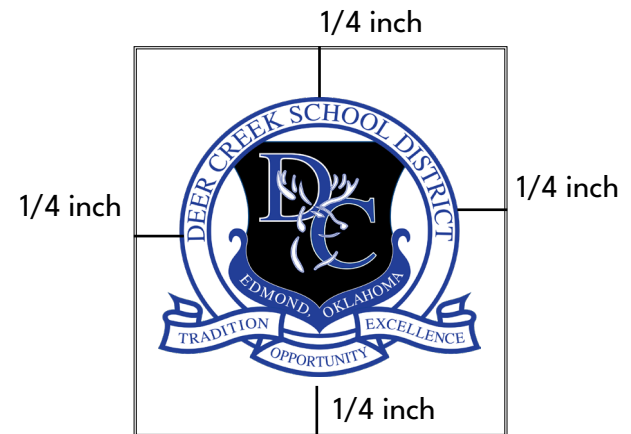
POSITIONING

Do not place a logo with a white
background on top of a color background.
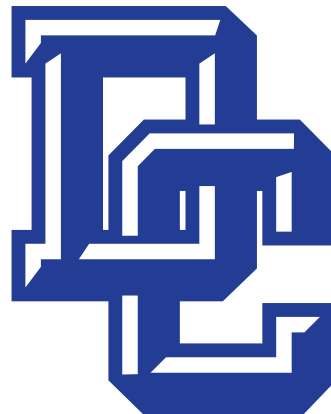

RECOMMENDED

NOT RECOMMENDED

Logos should be placed in the following areas only: corners, centered
on the top and centered on the bottom.

RETIRED LOGOS

The following logos should no longer be used. It is important all digital versions of these logos be updated during the 2023-2024 school year, starting with public facing communications.

LOGO MISUSE

To ensure a strong and cohesive impression across all communications, every logo reproduction should be applied clearly and consistently.

BEST PRACTICES

- Do not switch colors within the logo or use anything other than the approved colors in this guide.
- Do not reposition the elements within the logo.
- Do not use low-resolution versions of the logo. Double check that the logo does not appear blurry when using it.
- Do not pull the logo off of social media. Access the official logo files via the shared Google Drive or the DC website.
- Do not squeeze, stretch or bend the logo.
- Do not use the logo at an angle.
- Do not recreate the logo with unapproved or alternate typefaces.
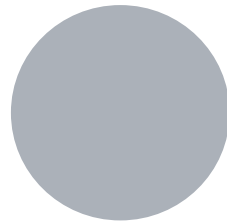- On the school logos, do not change the text underneath "Deer Creek"
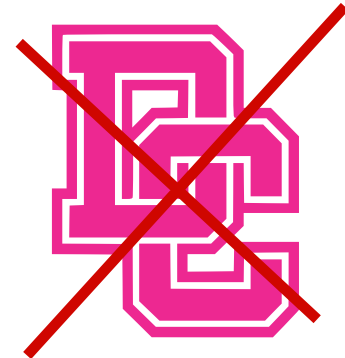
COLOR PALETTE

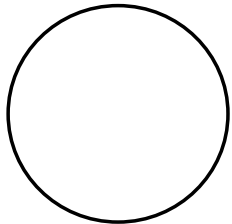Branded materials should incorporate only Deer Creek's official colors.
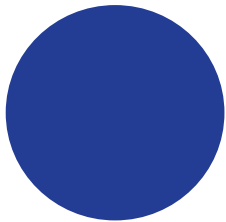
PMS: 286C
CYMK: 100, 91, 2, 1
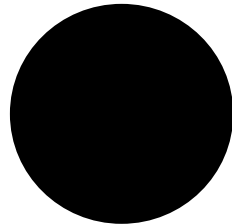RBG: 0, 50, 160
#0032a0

PMS: 429C
CYMK: 6, 2, 0, 32
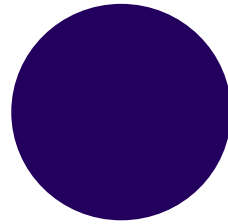RBG: 162, 169, 173
#a2a9ad

SUPPORTING COLORS

WHITE

BLACK

NAVY

When producing designs in our official colors, please use the correct color setting.

- Pantone (PMS) = Used in professional offset, screen printing and manufacturing applications
- CMYK = Used for digital printing (most desktop printers print in CMYK)
- RGB = Used for digital screens (often shown as hex-codes)

THINGS TO REMEMBER:

- If you are using the Deer Creek logo in your materials, the rest of the document (graphic/flyer/other) should be branded in DC colors. If you are NOT using the Deer Creek logo, then your materials do not need to be in DC colors.
- Blue and white should be used most predominately. Black and grey are supporting colors, only.
- Transparent overlays and gradients can be used of white, grey and blue. Black overlays and gradients should be avoided.
- Additional colors can be used on branded social media graphics on special occasions. If additional colors are used, the Deer Creek color palette should still be incorporated as much as possible.

TYPOGRAPHY

Deer Creek uses two primary fonts in its branded materials: League Spartan & Georgia. These fonts can be downloaded through Google Fonts for free. However, if these fonts are not accessible, please use Arial or Times New Roman.

Fonts like Comic Sans and/or cursive style fonts are not recommended for use on official school or district documents. Occasionally, accent fonts will be used on creative materials as is appropriate.

LEAGUE SPARTAN
ALL TYPE FACES

Aa **Aa**

Primary Uses:
- Headlines of Documents
- Graphics & Creative Materials
- Powerpoints / Google Slides

Notes:
- This font should primarily be used in all caps.
- This font is best used for more informal communication materials.

GEORGIA
REGULAR & BOLD

Aa **Aa**

Primary Uses:
- Body copy
- Letters and memos
- Formal communication pieces

PHOTOGRAPHY

SHARE OUR STORY.

Our goal is to visually represent our district on all internal and external communications. Please incorporate photography on your social media, newsletters, flyers, and other pieces of communication when possible.

Photos that are spontaneous, inclusive, vibrant and high-resolution best reflect our brand.

For best results, avoid:
- Low resolution or poor quality images
- Clip art
- Dark lighting

If emailing images from a cell phone, be sure to send as the original size. Small, medium or large are too poor of quality to be used in communications, including the website and newsletter.

Have a noteworthy lesson plan, activity, event, or achievement to share? Email Maggie Leftwich (maggieleftwich@dcsok.org) to get your good news photographed and promoted.