Standards for Printed Publications

Individual schools and departments may produce their own printed publications. It is advised that any full-color publications be coordinated with the Office of Public Affairs. Following are standards for DPS publications:

1. The official logo should appear on all publications produced by departments within DPS. Schools should use the official DPS logo on official brochures, video presentations and other key communications tools.
2. The DPS Web address, www.dpsnc.net, should appear on all publications.
3. The date (year and/or month and year) is needed for reference purposes on all publications. This can be done on the front or back and in small type size.

DPS Logos

The Durham Public Schools logo is the identifying symbol for this school district. When parents, staff members and others see our new "One Vision. One Durham." logo, we want them to understand that DPS is a progressive leader in public education with a diverse student body and teachers who are committed to preparing students for bright futures.

Official DPS Logo

The official DPS logo should appear on all publications and documents produced by DPS Central Services. It also will appear on individual school materials produced by or in conjunction with the DPS Office of Public Information and Community Engagement.

The official DPS logo should appear as follows:

- The words Durham Public Schools are an official part of the logo. The typeface used in the design is Rotis San Serif. Please do not attempt to recreate the logo.
- The official logo has finely drawn narrow lines so if it is produced smaller than one inch, some of the detail is lost. **To size the logo without distorting the proportions, hold down the "shift" button.** (Logos are included below.)
- The logo has been designed using two colors, blue and red. The two PMS colors are 280 Blue and 186 Red. <u>When using the logo, it may only appear in the blue and red color combination, in black and white, and in grayscale</u>. (The grayscale version may be used when printing directly from the file. It does not photocopy well).

Miscellaneous Uses of the Logos

In PowerPoint and in video presentations, the logo should appear at either the beginning or the end of the presentation. *The logo should not be distorted or animated in any way*. Promotional materials for DPS should use the official logo. Individual schools may use their mascot or other logo instead of the DPS logo. Central Services departments that would like to use another logo should contact Public Affairs.

If you have specific questions about the proper use of the logo, please contact Robin McCoy at 560-9112 or robin.mccoy@dpsnc.net .

Logo Materials

- Color Logo jpg
  If you need a logo to use on a CMYK printed document, contact Office of Public Information and Community Engagement
- B&W Logo
- Greyscale Logo
- PowerPoint template
- Style Guide

This information is also available on the website at: http://www.dpsnc.net/about-dps/dps-logo-and-style-guide/dps-logo-and-style-guide