QUICK REFERENCE STYLE SHEET

Davenport Elementary   **863-866-4939 | des.polkschoolsfl.com**

DAVENPORT ELEMENTARY LOGOS

Minimum Width: 1"

CORRECT   **INCORRECT**

See footnote on page 2 for information on properly producing the Davenport Elementary logo in white.

SIMPLIFIED LOGOS

Simplified logos should be used in situations where the primary logos will not fit the designated space or would be reproduced at too small of a size to be legible, for example when printing the logo on a pen or pencil.
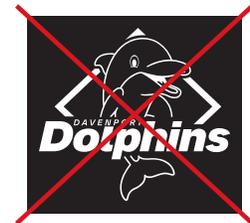

DAVENPORT DOLPHINS LOGOS

Minimum Width: 1"

CORRECT   **INCORRECT**

See footnote on page 2 for information on properly producing the Davenport Dolphins logo in white.

SIMPLIFIED LOGOS

Simplified logos should be used in situations where the primary logos will not fit the designated space or would be reproduced at too small of a size to be legible, for example when printing the logo on a pen or pencil.

Rev. 200803

PRIMARY

PANTONE: 2012c
CMYK: C 0 | **M** 43 | **Y** 100 | **K** 0
RGB: R 239 | **G** 150 | **B** 0
HEX: EF9600

PANTONE: 2391c
CMYK: C 85 | **M** 21 | **Y** 11 | **K** 13
RGB: R 0 | **G** 129 | **B** 166
HEX: 0081A6

SECONDARY

PANTONE: 2346c
CMYK: C 0 | **M** 75 | **Y** 48 | **K** 0
RGB: R 255 | **G** 88 | **B** 105
HEX: FF5869

PANTONE: 4248c
CMYK: C 12 | **M** 18 | **Y** 29 | **K** 0
RGB: R 213 | **G** 194 | **B** 165
HEX: D5C2A5

PANTONE: 2422c
CMYK: C 80 | **M** 0 | **Y** 100 | **K** 0
RGB: R 0 | **G** 168 | **B** 45
HEX: 00A82D

BLACK
CMYK: C 0 | **M** 0 | **Y** 0 | **K** 100
RGB: R 0 | **G** 0 | **B** 0
HEX: 000000

Additional colors may be used in marketing materials, documents and electronic media/communications, however logos may only appear in their official palette colors, black/gray (if not already an official palette color) or white. White versions of the logos are available upon request. In cases of 1-color printing where the logo has to appear in a specific ink color (other than an official palette color, black or white), please contact Davenport Elementary at 863-866-4939 or the school district's Public Relations and Strategic Partnerships department at 863-457-4708 for review and approval.

FONTS

Stilu

Stilu Light
Stilu Light Italic

Stilu Regular
Stilu Italic

Stilu SemiBold
Stilu SemiBold Italic

Stilu Bold
Stilu Bold Italic

It is preferred that Stilu font family be used for marketing materials, documents and/or electronic media/communications, but it is not a requirement. If you have questions or need additional guidance, please contact Davenport Elementary at 863-866-4939 or the school district's Public Relations and Strategic Partnerships department at 863-457-4708.

Davenport Elementary logos may not be manipulated or edited in any way other than proportional resizing. This includes, but is not limited to, substitution of colors or fonts, stretching/distorting, cropping, outlining, separating logo elements, adding additional elements or resizing individual logo elements separate from the whole logo (even if done so proportionally). There may be special situations where logos need to be utilized in a way outside of our standard acceptable use guidelines, for cases such as this, or if you have questions regarding proper logo use, please contact Davenport Elementary at 863-866-4939 or the school district's Public Relations and Strategic Partnerships department at 863-457-4708.

PRODUCING IN WHITE
There are specific print production vector files for properly producing the Davenport Elementary and Davenport Dolphins logo in white, which include "WHT-Only" in the file names. The black (K) versions of the logos must not be converted to white, or printed in white ink, as it will result in the incorrect examples shown on page 1. The only exception to this guideline is the black (K) versions of the simplified logos may be converted to or printed in white.

Davenport Elementary is part of Polk County Public Schools in Polk County, Florida. For additional information about the district, please visit **polkschoolsfl.com**.

POLK COUNTY
PUBLIC SCHOOLS

STUDENTS FIRST