



2019 Brand Manual  
Asante Preparatory Academy

# INTRODUCTION AND EXPLANATION

The Dysart Unified School District Brand Manual, which includes guidelines regarding our visual identity, name, logo, and other visual representations of the school district, serves to unify district communicators under a single, unified theme. As the Dysart Unified School District pursues innovative and personalized opportunities for student career and college readiness, consistency in our communications will pave the way for greater recognition of Dysart's strengths both locally and nationally. This manual continues the evolution of Dysart's visual identity standards in print, digital, and other forms of media.

A brand is the sum total of all the associations people have about the Dysart Unified School District: what a parent thinks when they decide to enroll their student, what a teacher thinks when he or she decides to apply for a position in the district, or how policymakers view education. These perceptions are important and can have real implications.

The standards included in this document represent the approved elements of the district's visual identity, including guidelines for proper use. As new forms of media emerge and established ones change, use cases may arise that are not explicitly covered by this manual.

If you are responsible for the creation or implementation of marketing and communications materials - brochures, print ads, signage, websites, electronic messages or others - you should be familiar with our brand messages, visual identity, and style guidelines. They will help you create materials that complement and strengthen the district's message.

All logos and artwork in this guide are copyright of the Dysart Unified School District. Reproduction without expressed written consent is strictly prohibited. For questions, additional guidance, or assistance with any element of this guide, please contact the Communications and Public Relations Department at [publicrelations@dysart.org](mailto:publicrelations@dysart.org).

**Communications and Public Relations Department**  
**Dysart Unified School District**  
**15802 N Parkview Place, Surprise, AZ 85374**  
**623-876-7195**  
**[publicrelations@dysart.org](mailto:publicrelations@dysart.org)**

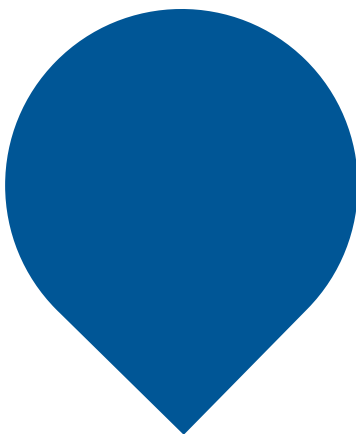
# DYSART UNIFIED SCHOOL DISTRICT LOGO

The Dysart Unified School District logo acts as the official symbol of the district on all marketing materials and communications pieces. It must be displayed in whole unless express permission is given otherwise. The logo can be used in full color, greyscale, or black and white depending on background and context of use. Colors cannot be altered in any other way. When using the Dysart Unified School District logo, it can be used in conjunction with, but not as part of another company or organization logo.

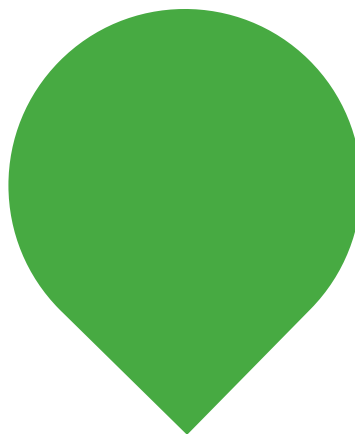


## DYSART SCHOOL DISTRICT COLORS

Beyond the logo, color is the most recognizable aspect of the Dysart Unified School District identity. The Dysart District has TWO (2) primary colors. These colors cannot be altered in any way.



Dysart Blue  
Pantone 294 C  
RGB: 1, 86, 150  
CMYK: 98, 72, 13, 1  
Hex Code: #005696



Dysart Green  
Pantone 362 C  
RGB: 72, 170, 72  
CMYK: 74, 8, 100, 0  
Hex Code: #48AA48

# ASANTE LOGO

The Asante Preparatory Academy logo acts as the signature identifier of the school. It should always serve as the most consistent component of the school's communications. There are two versions of the logo, a vertical and horizontal logo. In order to maintain this visual identity, there are several guidelines that should be followed.

- Never alter the logo in any way. (See next page for more information)
- To maintain full legibility, never reproduce the logo at widths smaller than 2 inches (for print) or 250 pixels (for screen). There is no maximum size limit, but use discretion when sizing the logo.
- The logo can be used in full color or greyscale depending on background and context of use. The full color version should be used against light backgrounds whenever possible. **The logo does not work well with dark backgrounds and they should be avoided when possible.**
- When using the Asante logo, it can be used in conjunction with, but not as part of another company or organization logo.



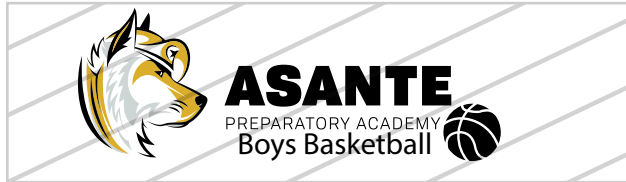
**ASANTE**  
PREPARATORY ACADEMY



**ASANTE**  
PREPARATORY ACADEMY

# IMPROPER LOGO USAGE

School and district logos have been designed with care and meticulous attention to detail. Altering the logo in any way provides an inconsistent visual identity that hinders the very fundamental purpose behind a logo. It must be displayed in whole unless express permission is given otherwise.



Don't add extra elements or language to the logo.



Don't alter the placement or scale of the elements.



Don't add colors to individual elements of the logo.



Don't use colors other than those specified in this document.



Don't alter or change the font of the logo.



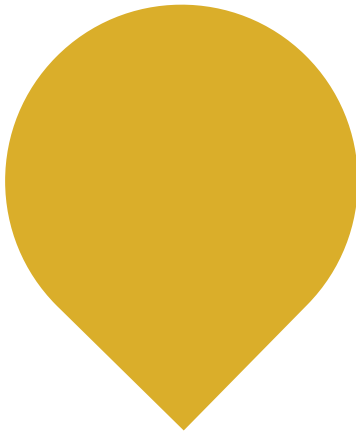
Don't stretch, skew, condense, or bend the logo.



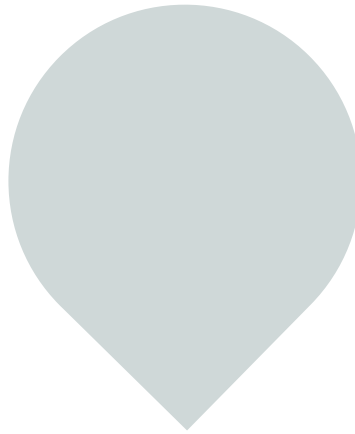
Don't rearrange the placement of the type in the logo.

# ASANTE COLORS

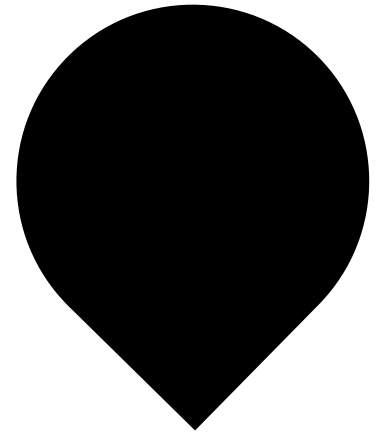
Beyond the logo, color is the most recognizable aspect of the Asante Preparatory Academy identity. Using color appropriately is one of the easiest ways to make sure your materials reflect a cohesive brand or visual story. Asante Preparatory Academy has THREE (3) primary colors. These colors cannot be altered in any way.



**Asante Yellow**  
Pantone 110 C  
RGB: 218, 174, 42  
CMYK: 16, 30, 99, 0  
Hex Code: #DAAE2A



**Asante Grey**  
Pantone 427 C  
RGB: 207, 216, 216  
CMYK: 18, 9, 12, 0  
Hex Code: #CFD8D8



**Asante Black**  
Black  
RGB: 35, 31, 32  
CMYK: 0, 0, 0, 100  
Hex Code: #231F20

The Pantone Color Matching System is a standardized color reproduction system. Pantone colors can be supplied to printers who request it.

The CMYK process is a method of printing color by using four inks—cyan, magenta, yellow, and black. A majority of the world's printed material is produced using this process. Most vendors you use will print using the CMYK process, and you can provide those numbers to ensure accuracy.

The RGB color model is an additive model in which red, green and blue are combined in various ways. The main purpose of the model is for the display in electronic systems. Please use RGB or Hex Codes in all cases except professional printing. This includes websites, documents, etc.

A hexadecimal (or hex) code uses sixteen distinct symbols, 0–9 and A, B, C, D, E, F, to represent color. Hexadecimal numerals are widely used by computer system designers and programmers. When using Google documents and presentations, you will need to input the hex code.

# ASANTE FONT AND TYPEFACE

When used thoughtfully, typography becomes a powerful brand tool that can add visual meaning to what is communicated. The Dysart Unified School District's typography aims to communicate our personality in a clear, concise, and conversational way. The typography is flexible in a wide range of situations, which comes from using one type family that contains all necessary styles. Our district typeface is Open Sans. This font is preloaded in Google and is set as the default font on the provided newsletter, letterhead, and presentation templates. Should you need to create a new document in Google, please use the Open Sans font selection for all communications to outside stakeholders.

Inconsistent or arbitrary implementation of typographic styles creates visual confusion. This undermines our graphic identity and hinders our branding efforts.

The Communications and Public Relations Department may use additional, temporary fonts to support specific campaigns. Those fonts are not permitted outside of those specific marketing campaigns.

Aa

Light

*Aa*

Light Italic

Aa

Regular

*Aa*

Italic

**Aa**

Semibold

***Aa***

Semibold  
Italic

**Aa**

Bold

***Aa***

Bold Italic

**Aa**

Extrabold

***Aa***

Extrabold  
Italic

# ASANTE EDITORIAL STYLE

As an educational institution, it is imperative that written communications from schools and the district adhere to strict guidelines as far as style and grammar. The Dysart Unified School District follows the Associated Press (AP) Stylebook when constructing internal and external communications. Please reference the AP Stylebook at [www.apstylebook.com](http://www.apstylebook.com) for complete guidelines.

## FIRST REFERENCE

How the district and school name is displayed is equally as important as the use of the correct colors and logo. When referencing the district or school, there is one appropriate format for first reference and multiple formats on subsequent references within the same document. Please adhere to the below examples in all communications to staff, parents, community members, or any other official documents.

### First Reference:

Asante Preparatory Academy or  
Asante Preparatory Academy (APA)

### Subsequent References:

Asante, the elementary school, APA, Asante Prep

*\* APA is an acceptable second reference, but the first reference must provide APA in parenthesis - i.e., Asante Preparatory Academy (APA)*

### First Reference in a Document:

Dysart Unified School District or  
Dysart Unified School District (DUSD)

### Subsequent References:

Dysart, Dysart School District, the district, Dysart District, DUSD

*\* DUSD is an acceptable second reference, but the first reference must provide DUSD in parenthesis - i.e., Dysart Unified School District (DUSD)*



# DYSART DISTRICT DEFINITIONS

## Mission

The Dysart Governing Board worked collaboratively with district stakeholders to develop a Vision, Mission and Strategic Plan that guides the work of the district in support of student success. The mission of Dysart Unified School District is to create a safe, diversified and engaging learning environment where every student attains academic excellence and is empowered to achieve life-long success. Through relevant and challenging curriculum, expanded learning opportunities and collaborative partnerships, our students will be:

- effective communicators
- critical and creative thinkers
- informed problem solvers and decision makers
- responsible leaders
- productive citizens

## Vision

Power in the preparation...Excellence in the journey...Success for a lifetime...

## Awards & Recognitions

The Dysart Unified School District continues to be recognized at a local, state, national, and international level for outstanding programs and staff that are helping students become career and college ready. The following awards and recognitions can be used in marketing materials to help promote the positive achievements of staff and students.

- Arizona Superintendent of the Year (2015)
- 2016, 2017 Rodel Exemplary Principals and 2016 Teacher
- AdvancED Accreditation
- NCA Model School District Award
- Leland E.G. Larson Quality Student Transportation Award
- TLN Technology Spotlight Award
- NAESP National Principal of the Year
- AEF Teacher of the Year (2012 and 2014)
- ASBO Certificate of Excellence in Financial Reporting
- AIA Administrator of the Year

# DISTRICT BOILERPLATE

A boilerplate is the “About Us” language that accompanies district communications and marketing materials. It is a standard description that is used repeatedly but does not change. Please use the below language when communicating general information about the district.

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The Dysart Unified School District is an exciting, vibrant, and growing community of more than 24,000 pre-kindergarten through 12th grade students in the Northwest Phoenix Metropolitan area. The district encompasses 140 square miles, serving parts of El Mirage, Glendale, Surprise, Youngtown, and Maricopa County. The district is home to 19 K-8 schools, four comprehensive high schools, and one alternative program.

The district has been recognized both nationally and internationally with AdvancED Accreditation, the NCA Model School District Award, NSBA Technology Spotlight Award, and is home to a national elementary school principal of the year and two Arizona teachers of the year.

The Dysart School District is dedicated to serving the needs of all children with high quality academic coursework, before-and after-school programs, and services for the entire community.

Ensuring students are equipped with the skills necessary to meet the challenges and opportunities in a 21st Century society are at the heart of the mission and vision. Dysart schools offers one of the largest selections of academic pathways in the state, allowing students a personalized learning experience while meeting Arizona Academic Standards. Opportunities include full day kindergarten, Career and Technical Education, Advanced Placement, International Baccalaureate, middle level academies, and gifted and special education programs.

Boasting a graduation rate that exceeds both the state and national average, the Dysart Unified School District prepares all students to be ready for college and career through excellence and success.

# INFORMATION AND RESOURCES

## Brand Resources

The Dysart Unified School District Brand Toolkit was designed to provide easy accessibility and management of the brand resources. The brand toolkit can be found in your Google Drive and contains the following items:

- School Logos (.jpg, .eps, and .png files)
- District Logos (.jpg, and .png files)
- Style Guide (PDF File)
- School Letterhead Template (Google Presentation File)
- Presentation Template (Google Presentation File)
- Newsletter Template (Google Presentation File)

## Choosing the Right File

Each school is supplied with three different types of files.

- .eps (Encapsulated PostScript File)
- .jpg (JPEG Image)
- .png (Portable Network Graphic)

An .eps file is a vector-based file and will maintain quality at any size. This file format should be used when sending logos to outside vendors for professional printing. Specific software is needed to open these files.

The .jpg file is a raster-based version and will lose quality when enlarged. This file format should be used in Google Docs and Microsoft Office documents when printing with an inkjet or laser printer in your office. Additionally, this version can be used when the logo can appear with a white background. **This file format should NEVER be sent to an outside vendor unless specifically requested.**

The .png file will also lose quality when enlarged. This file format should be used in Google Docs and Microsoft Office documents when printing with an inkjet or laser printer in your office. This format has a transparent background, and should be used when placing a logo overtop of an image or colored background. **This file format should NEVER be sent to an outside vendor unless specifically requested.**



[www.dysart.org](http://www.dysart.org)