THE
DOON
SCHOOL

Identity Guide Book

March 2014

Contents

Legal notice 4
Preamble 5
Visual voice 6
Signatures 7
- Primary and secondary variations 10
- Straplines 12
- Web signature 13
- Wordmarks 14

Which version should you use? 15
Batch gatherings 16

Use and misuse 17

Guidelines for use 18

Colouring the signature, isolation, alignment of text blocks, alignment on a page, signatures on backgrounds, consistency, websites, electronic media, house events

Typefaces 29

Colours 31

Other considerations 35

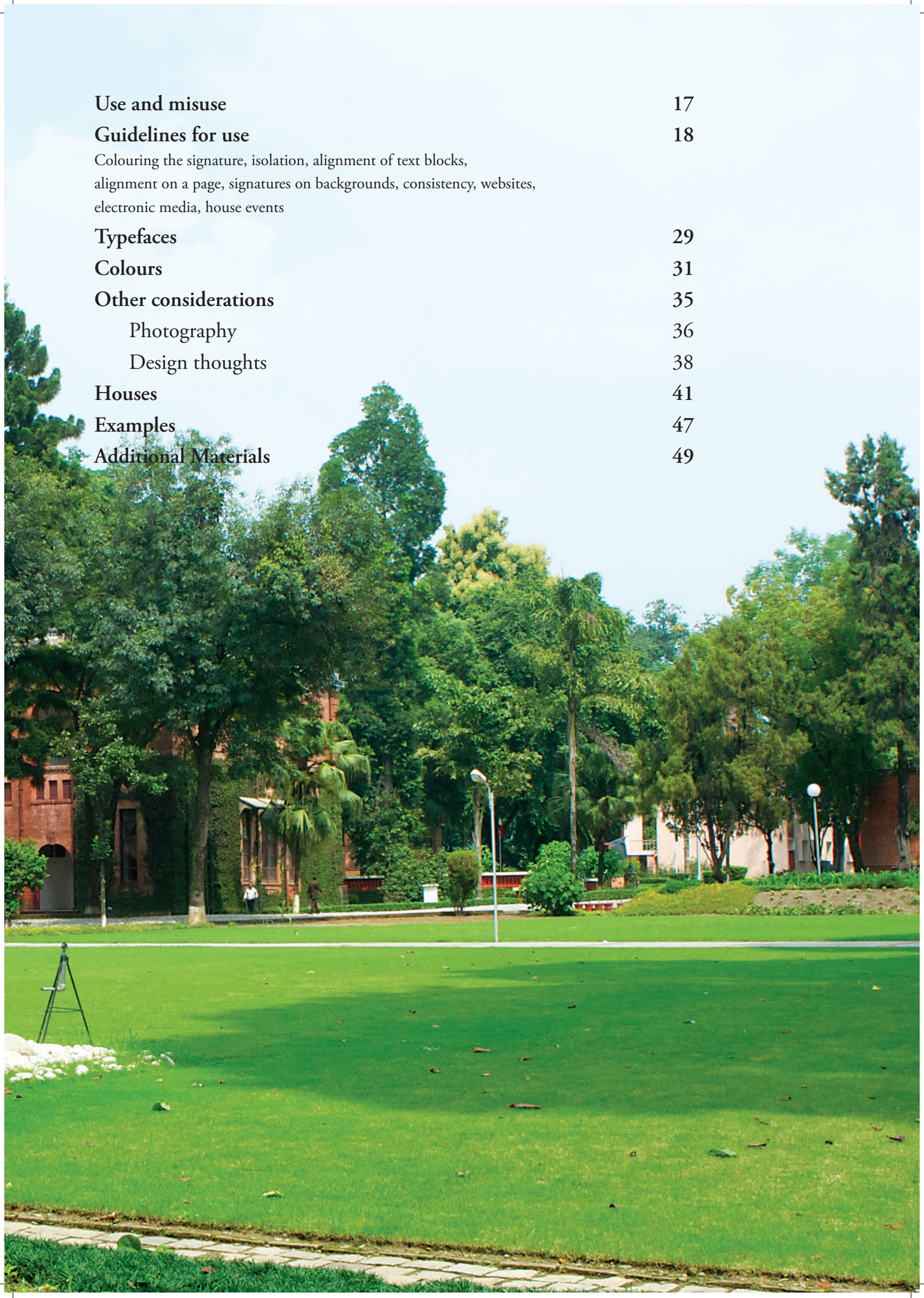
Photography 36

Design thoughts 38

Houses 41

Examples 47

Additional Materials 49



Legal Notice

All rights in and/or to the Intellectual Property (IP) used and/or adopted by The Doon School, Dehradun (School) or the IP of the School reproduced in this Visual Identity Exercise (VIE) is the exclusive property of the School. Any reproduction of the IP in any form and/or medium for commercial purposes by third parties without prior consent from the School is unlawful and is not permissible. Any queries and/or concerns regarding the VIE should be addressed to the Communication Office of the School and the Head Master shall be the final adjudicating authority regarding the same.

Preamble

The Doon School has a history of academic and co-curricular excellence that spans eight decades. It is known around the world as India's finest boarding school for boys and has an accomplished and illustrious Old Boys roster that exemplifies leadership in every sphere of Indian life.

When communications materials identify themselves clearly and consistently with the School, they reinforce and perpetuate The Doon School's pre-eminence.

When communications materials identify themselves clearly and consistently with the School, they reinforce and perpetuate The Doon School's pre-eminence.

Using a consistent visual identity is an investment, a value addition to our school. To maximize the return on this investment, it is important to remember that the implementation is most effective in totality, rather than in parts.

Inconsistency gives rise to doubt, and thus our visual identity must be used without variation throughout our communication and other PR materials.

Having a terrific logo is not enough, if the application of the logo is inconsistent. Our design and communication efforts should be consistent across the entire range of interaction we have with our parents, students, old boys, partners, and the world at large.

Just as 'the clothes make the man', our visual identity defines us and influences how the world sees us, perceives of us and ultimately compares us with other schools in India and the world.

Doon School's visual identity has, since a logo design competition in 1937, been associated with its name, the colour blue, and its logo, the Lamp of Knowledge.

The School's core typeface, Garamond, is named after the punch-cutter Claude Garamond, and conveys a sense of fluidity and consistency. It is regarded to be one of the most legible typefaces in the world, and is one of the most eco-friendly fonts when it comes to ink usage.

The School's logo is a distinctive mark, rooted in tradition yet at the same time remaining contemporary and fresh.

Consistent use of these graphic identifiers will ensure that our communication materials reinforce The Doon School's reputation for excellence.

Visual voice

Just as every individual has a recognizable voice, with inflections, accents, and tones, so too should every great institution. In the case of the latter, we call this a *visual* voice. By defining it carefully—leaving nothing to chance—we ensure that The Doon School's brand is recognizable, memorable and consistent.

The Doon School has a history of educational excellence that spans more than 80 years. It is recognised as the finest boys' school in India and one of the best in the world.

It embraces this heritage and embodies all the good things about being old – wise, confident, having perspective, and shuns the bad.

The Doon School's voice is clear, crisp and unambiguous; it is simple and easy to understand, not superfluous or extravagant; it is quietly confident, not loud or pushy.

Signatures

Signatures

The School's signature is a unique way of writing the School's name that reinforces connection to the School, and therefore, to all the positive things it stands for.

The signature comprises the words "The Doon School" and the Lamp.

The signature is provided as a *lock-up* —a combination of lamp and text— that cannot be modified or used in ways that are inconsistent with these guidelines.

A signature is to be used in all situations that call for the School's "logo".

Black and white primary signature

THE
DOON
SCHOOL

Colour primary signature

THE
DOON
SCHOOL

Primary and secondary variations

Sometimes, where space is constrained, it is useful to have a version of the signature that has longer dimensions, so as to make it fit comfortably.

Colour primary signature

Colour secondary signature

Primary signature

The 3-line versions of the signatures are called *primary versions*. These are the School's main identification marks and should be used whenever possible.

Secondary signature

The one-line versions of the signature are called *secondary versions*. They should be used only in cases where the primary signature does not fit well, such as on a long and narrow banner.

Black and white primary signature

THE
DOON
SCHOOL

Black and white secondary signature

THE DOON SCHOOL

Straplines

Sometimes we want to use the logo with the school's name as well as some additional text. We call such text a *strapline*.

These have been created in primary and secondary variations, as shown. Again, as far as possible, use the primary version for all your communication materials.

If you need to use a signature with a strapline, please contact the school's Communications Department and they will provide the appropriate lock-up to you.

Do not, *under any circumstances,* attempt to make the strapline by yourself. Please do not use a strapline *without clearance* from the Communications Department.

Colour primary signature with strapline

THE
DOON
SCHOOL
ESTABLISHED 1935

Colour secondary signature with strapline

THE DOON SCHOOL
ESTABLISHED 1935

Black and white primary signature with strapline

THE
DOON
SCHOOL
DEHRADUN

Black and white secondary signature with strapline

THE DOON SCHOOL
ESTABLISHED 1935

Web signature

There is a special version of the colour signature designed for use on the School's main website.

The text in this web version is not vertically centred with the lamp, but instead aligned with the top of the lamp. This is to allow the text to be prominent on the School's main website, with the ribbon bleeding off the top of the page and the bottom edge overlapping the main photograph as shown. For guidelines on affiliated websites, see page 27.

Web signature

Wordmarks

In some situations, we may use text alone, without the lamp. Typically this is needed when there are space constraints, in display settings, on merchandise, or in less formal situations.

We call this a *wordmark*, and have created several variations for use in these unique situations.

THE DOON SCHOOL

THE DOON SCHOOL INDIA

DOSCO

— Knowledge our light —

Please note that the wordmark 'Knowledge our light' has been associated with The Doon School since the School's inception and is included in this manual primarily for trademark purposes. Please do not use it in your communication materials without *specific* permission from the Communications Office.

Which version should you use?

Which graphic device you use depends on the use/visibility of the material you are producing, as well as your budget.

The colour signature is the School's most formal device and is to be used on *external and other formal applications*. Its colours may not be modified in any way.

The black and white signature *may be used in all applications but must be used in all internal applications*. It may be used in black on light backgrounds, or in white on dark backgrounds.

External applications

External applications (materials that will be viewed predominantly outside the School, like brochures, annual reports, prospectus etc) may be printed in full colour. Budget allowing, please print a special (or 'spot') colour for the school's blue.

In external communications, use of the colour versions of the signature is preferred.

Please note that the blue ribbon *must* bleed off the top of the page. While this imposes creative limitations on your designs, it serves the important function of strengthening the School's brand.

Internal applications

For financial considerations, all internal applications (forms, memos and other communications that will be distributed and viewed within School) are to be printed using black ink only.

The black and white versions of the signature are to be used for all internal material, and may be used for external material if desired.

Special applications

Some leeway is allowed for creation of memorabilia and merchandise. For example, the word DOSCO across a tshirt, or the lamp as a set of cufflinks.

All such applications, *must* be cleared by the Communications Office *prior* to production.

Batch gatherings

An integral part of being a DOSCO is the rekindling of friendships, networks and cameraderie at batch reunions and gatherings. At milestone and other/any reunions, batches often create memorabilia (mugs, ties, etc) for internal distribution. The following graphical devices have been created for such use.

They may be customised by replacing the batch year and reunion milestone number.

Soft copies of these marks are available in editable Illustrator format from the Communications Office.

CLASS
of 1988
25
YEARS
THE DOON SCHOOL

CLASS
of 1988
25
YEARS

THE
DOON
SCHOOL

Class of 1988
DOSCO25

Use and misuse

Guidelines for use

The Doon School signature should be included on all official publications. It does not need to be large —but must be prominent— to signal a publication's relationship to The Doon School. The signature should be used in all situations that call for the School's "logo".

Ensure the signature/wordmark is visible, legible, and not fighting for attention on a page. As far as possible, keep the device on a plain white or flat coloured background.

Colouring the signature

Black and white version

As the name suggests, you may reverse the colour of this version of the signature, i.e. make it white, for use on dark backgrounds. You may not apply any other colour to it.

THE
DOON
SCHOOL

THE
DOON
SCHOOL

Wordmarks

You may reverse the colours of a wordmark, i.e. make it white, for use on dark backgrounds. You may also colour the wordmark Doon School Blue (Pantone 301C) if a signature is not also used in the document.

THE DOON SCHOOL

THE DOON SCHOOL

THE DOON SCHOOL

Colour version

You may NOT change the colours of the colour version of the signature in any way. It is designed to be prominently displayed on a white background.

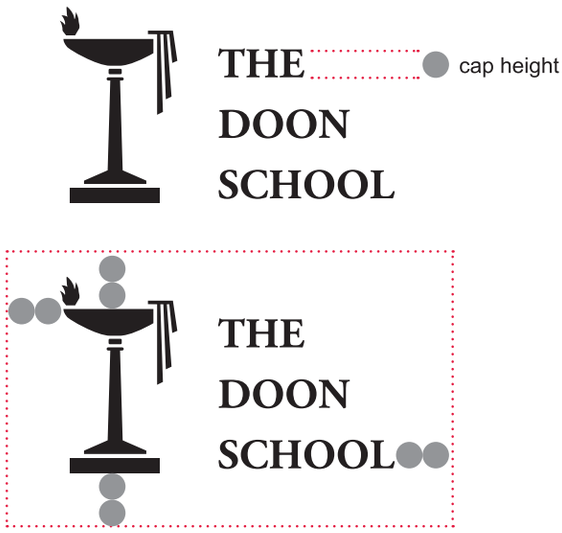
THE
DOON
SCHOOL

Isolation

To ensure visibility and prominence on a page, please ensure that the signature and wordmark are provided ample breathing room.

Black and white version

Allow for at least twice the cap height on all sides.

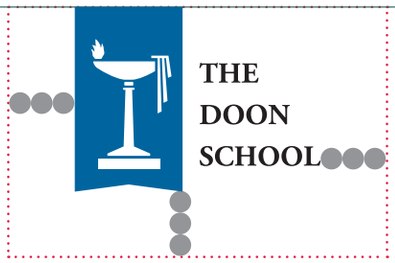


Wordmark

Allow for at least the cap height on all sides.

Colour version

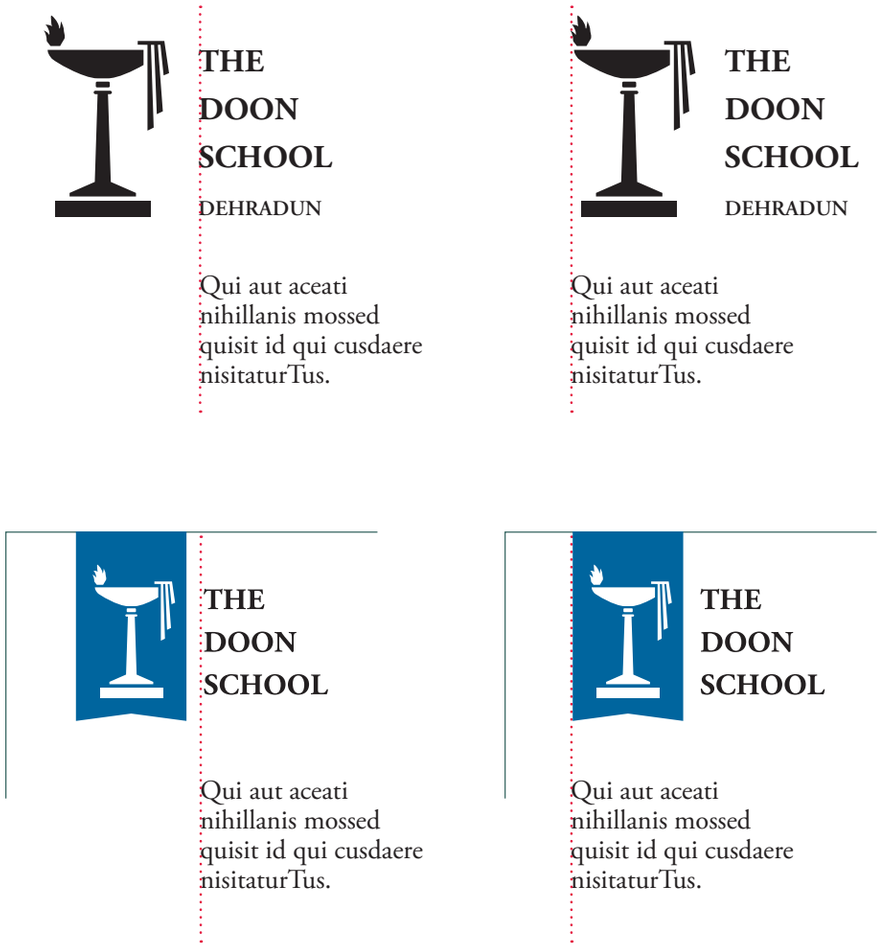
Allow for at least thrice the cap height on the left, right and bottom. The top *must* bleed off the page.



Alignment with text blocks

Left alignment

The signature is designed to work best left aligned. Text may either left align with the text in the lock-up (preferred), leaving the lamp to "hang" on the left, or align left with the lamp.



Centred / right alignment

When centring text with the signature, it may look off-centre even when mathematically on centre. This is because the signature is inherently an uncentered form.

Similarly, because the signature is inherently left aligned, it looks awkward when right aligned with text on a page.

Therefore, centred or right aligned solutions should be avoided.

Alignment on a page

Colour signature

The colour signature *must* always bleed off the top of a page.

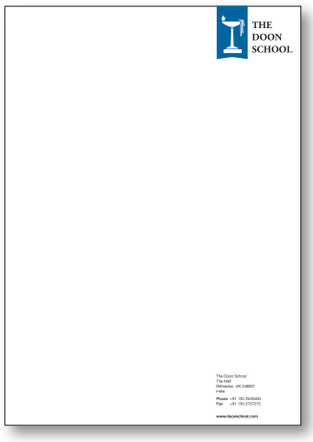
While this imposes creative limitations on your designs, it serves the important function of strengthening the School's brand.

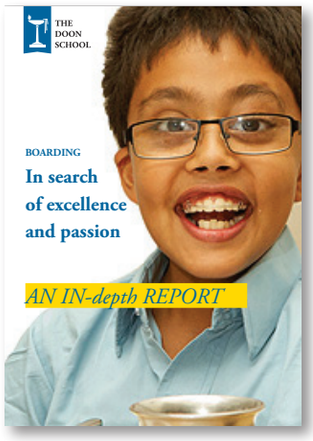
As far as possible, the colour signature should be aligned with the left margin of the page. The next best option is right alignment.

As discussed on the preceding page, the signature is inherently an uncentered form. It therefore looks off-centre even when mathematically on centre.

As such, unless there are compelling reasons, please do not centre align the colour signature on a page.

If you have no option but to centre-align, remember that isolating the signature from other elements with white space will help minimise alignment issues.

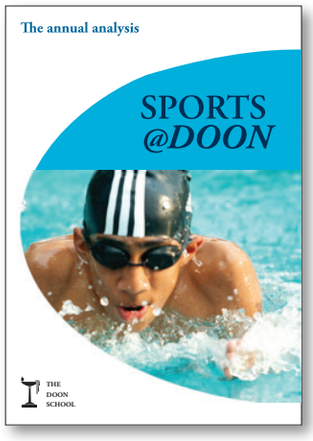




Black and white signature

While the colour version must always bleed off the top of the page, if you are using the black and white version, it may be placed in a different position on the page or product as may suit the design.

Be careful to follow the guidelines for isolation of the signature. See page 19 for details.



Signature on backgrounds

The **colour signature** is designed to be used on a white background and should be used accordingly. You may place it on a *very* light background colour if there are compelling reasons to do so, but *this is to be avoided as far as possible*. Do not place the colour signature over a photograph.

The only exception to this rule is for web use on the School's main website (www.doonschool.com). This is explained specifically on page 13. Other websites must follow the web use guidelines on page 26.

When you want to place the school's **black and white signature** on a background —a colour or an image— be careful to ensure that it is clear, legible and prominent. Busy, high contrast or richly coloured backgrounds can dilute the signature's prominence and should be avoided.

The black and white signature can only appear on a background in a manner that leaves it legible, clear and prominent.

If the background is light, use the black and white signature in black, if it is dark, use the signature in white.

If the background image is rich in detail or of high contrast, do not place the signature over it, because the signature will not be legible.

THE
DOON
SCHOOL
DEHRADUN

THE
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SCHOOL
DEHRADUN

THE
DOON
SCHOOL
DEHRADUN

Consistency

The signature and wordmark should be used exactly as they appear in the supplied lock-ups.

It is critical to use the wordmark and signature consistently and without alteration. This maintains a cohesive and effective visual identity for the School.

If the signature and wordmark appear in a variety of altered or modified forms, they become less reliable as symbols of the School.

DO NOT apply colour or gradients to any part of the signature or wordmark. The lamp and accompanying text of the lock-up must be as provided in the lock-ups. DO NOT outline them either.

DO NOT rotate the signature or wordmark in whole or part.

DO NOT change the fonts

DO NOT change the spacing between elements or rearrange them.

DO NOT use an old version of the lamp.

DO NOT stretch the signature or wordmark, in whole or part.

DO NOT place the signature or wordmark on top of complicated backgrounds where it does not read well.

THE DOON SCHOOL DEHRADUN
THE DOON SCHOOL
THE DOON SCHOOL
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THE DOON SCHOOL

Websites

The School's main website, located at *www.doonschool.com* uses a special version of the colour signature as described on page 13.

Affiliated websites

Doon School affiliated websites can vary in design, but should incorporate the black and white signature and the School's colours to demonstrate their affiliation with the school. The signature may be displayed in either the header or the footer.

Note: The colour signature may be used on a website *only* with specific permission of the Communications Office. It is the School's most formal mark and its use is carefully controlled.

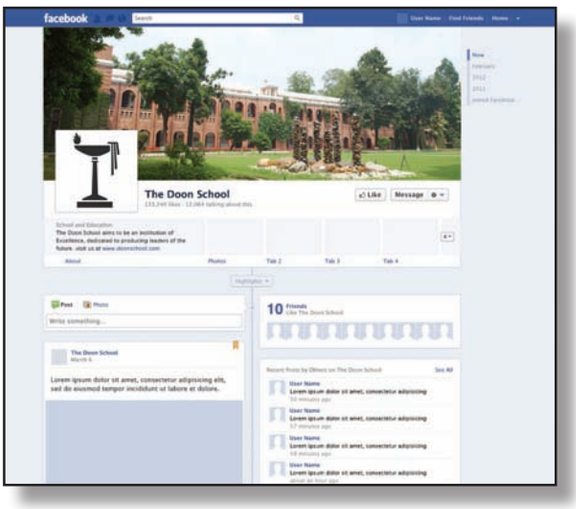
These guidelines are applicable to all websites associated with The Doon School, including Pagal Gymkhanas, event-based sites like MUN and any other websites that are connected to The Doon School.

Doon School colours *(see page 33)* should be used on websites to signify affiliation with the school. While colour can vary widely from monitor to monitor, use of the hexadecimal values specified on page 33, will control variation and contribute to a sense of consistency across our sites, and therefore of our brand.

In addition, a pair of web-safe typefaces are also suggested *(see page 30)* to establish a consistent typographic standard for all school sites.

On some third-party websites (like Facebook and LinkedIn) customisation is limited. In such cases implement the guidelines as best possible.

As with all things related to the School's visual identity, the single point of contact is the School's Communication Office.



Electronic media

Communication materials in electronic media are to follow the guidelines as outlined in the rest of this manual.

The Communications office has templates you can use for presentations to ensure that they adhere to the School's identity guidelines. These are in both Powerpoint and Keynote formats.

Note that sans-serif fonts tend to be more legible than serif fonts when displayed on computer monitors and television screens. This is because the resolution of a screen is not as high as that of the printed word, so details tend to get lost at small sizes.

Technology is advancing quickly so this is increasingly less of an issue, but it merits consideration: in electronic applications, you may want to consider using Arial as your body text and Garamond for headings. See the next section for details.

House events

Materials for House events are subject to the guidelines of the School's visual identity. Please consult with the School's Communications Office before producing memorabilia or other communication materials for your event.

Typefaces

Typefaces

Our core typeface is Garamond. Our complementary typeface is Arial.

These have been chosen for legibility, versatility, and ease of procurement. Both are distributed free of cost with Windows and Macintosh computers so your computer should already have them installed. If not, please speak with the school's Communications Department.

Garamond is recommended for use as a text and display face in all Doon School publications.

If you are a designer/typesetter or printer doing work for the school please use *Adobe Garamond Pro* and be aware of the following.

Typesetting basics

Please follow these rules of thumb when setting type in Adobe Garamond Pro:

- Do not stretch the typeface.
- Do not track the type more than +5 or -5 units when copyfitting.
- When setting type in small caps, it is rarely advisable to use initial caps.
- Use only one character space between sentences, not two.
- Old style and tabular numerals
  - The old style (non-aligning) numerals that are part of Adobe Garamond Pro should be used for the stationery and body text.
  - Tabular (aligning) numerals are available for setting charts and tables.

Garamond regular	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890
Garamond italics	*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890*
Garamond semibold	**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890**
Garamond bold	**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890**
Garamond bold italics	***Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890***
Arial regular	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890
Arial italics	*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890*
Arial bold	**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890**
Arial bold italics	***Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890***

Colours

Colour palette

The school's colour palette is designed to be of high contrast yet homogeneous. The primary colour, Doon School blue, is Pantone 301C.

Secondary colours are based on the house colours; the tertiary colours are those of the holding houses, and black.

Colour considerations

Colour looks different on different papers and you will need to be careful to match your colours with a shade card to ensure consistency.

You need to be aware of the Pantone colour defining system: Any Pantone shade is followed by some letters. 'C' means the colour is defined as a spot color on coated paper; a 'U' means the color is defined as a spot colour on uncoated paper; 'PC' means process colour and signifies the closest possible CMYK equivalent to the Pantone colour.

So it follows that Doon School blue is Pantone 301C for coated paper, and 301U for uncoated paper if you are printing a spot colour (recommended) or 301PC if printing 4-colour offset.

If you do a lot of colour printing for the School, we recommend you purchase the following Pantone products for reference:

- Formula Guide: solid coated and solid uncoated
- Pantone GP4102 Color Bridge Set

CMYK, RGB, and hexadecimal (web) definitions are provided in the graphic on the facing page.

Tints inspired from the secondary colours as defined here may be used in your designs as 'washes' or 'grounds' to accentuate or differentiate some parts of your design.

The School's colour palette is available from the Communications Office in both CMYK and RGB specifications as a .ase file that can be imported into Adobe Illustrator and InDesign. Customised swatch books are also available from the Communications Office.

Note: this manual has been printed on an inkjet printer and the colours shown on the facing page are indicative only. For true shades, consult a shade card.

Doon School blue

Pantone 301C
C100 M45 Y5 K18
R0 G82 B147
HEX #005293

Secondary palette

Jaipur

Pantone 356C
C95 M8 Y93 K27
R0 G121 B52
HEX #007934

Hyderabad

Pantone 540C
C100 M57 Y12 K61
R0 G51 B89
HEX #003359

Kashmir

Pantone 116C
C0 M12 Y100 K0
R254 G203 B0
HEX #FECB00

Tata

Pantone 186C
C0 M100 Y75 K4
R198 G12 B48
HEX #C60C30

Oberoi

Pantone 312C
C94 M0 Y11 K0
R0 G173 B208
HEX #00ADD0

Tertiary palette

Foot

Pantone 5483C
C62 M9 Y20 K27
R88 G145 B153
HEX #589199

Martyn

Pantone 5545C
C60 M17 Y38 K48
R73 G108 B96
HEX #496C60

Black
C0 M0 Y0 K100
R30 G30 B30
HEX #1E1E1E

Tints

Jaipur

Pantone 359C
C42 M0 Y48 K0
R161 G218 B139
HEX #A1DA8B

Hyderabad

Pantone 536C
C34 M18 Y2 K7
R164 G179 B201
HEX #A4B3C9

Kashmir

Pantone 1215C
C0 M8 Y48 K0
R250 G221 B128
HEX #FADD80

Tata

Pantone 1777C
C0 M68 Y28 K0
R250 G99 B128
HEX #FA6380

Oberoi

Pantone 284C
C58 M17 Y0 K0
R106 G173 B228
HEX #6AADE4

Other considerations

Photography

The Doon School's photographic style is grounded in people, its incredible campus, and the synergy that comes from interaction between the inhabitants of the campus among themselves and with the campus.

As far as possible try to ensure human presence, either directly or through the effects of human presence, in your photography. For example, consider a picture of a boy's backpack sitting on a desk inside a classroom – a picture of just the classroom doesn't convey the same message.

When taking scenic shots, try keep the horizon low in your composition to communicate the immensity of natural beauty that is so integral to life at The Doon School.

Tight, expressive portraits and interesting perspectives are desireable.

Use of photography in communication materials

Stock photography should be avoided.

The Doon School has a library of professional, high-quality photos available for use in appropriate marketing materials. Contact the Communications Office to source imagery.

One large and compelling photo is preferable to several less inspiring ones.

Use images that show interaction and engagement – between students, between students and masters, between masters, and between humans and the environment.

Full-color images are always preferred. You may use crisp, black and white images.

Avoid fading out the edges of photos or otherwise adding "fuzzy" borders between pictures and text.

Do not use imagery that is unclear or blurry. The Doon School's brand is crisp, clean and unambiguous.

Images with shallow depth of field, i.e. a central figure or figures are in focus while the background is unfocused and secondary to the subjects of the photo, can be used.

Design thoughts

Color bars, blocks and outlines in Doon School blue and palette colours should be used as unifying design elements and a way to highlight information or images.

Type and text can be used as sculptural, graphical elements. Think of paragraphs and stretches of text as “blocks” that you can use creatively in the layout.

White space is crucial. White space can be used to separate different groups of related items and also to establish a vertical or horizontal flow when users are scanning the page. White space has a way of funneling the reader’s attention. Equally importantly, white space gives your design ‘breathing room’ and lends greater legibility to your design.

When attempting to draw attention to particular content, a typographical solution is always preferred (i.e. increase font size, add colour, make text bolder, etc.) over introducing a new design element. Keep your designs minimalistic and easy to read.

Avoid filling space with line drawings or faded pictures (as in the backgrounds of pages). They can interfere with readability and distract from the clean presentation of information.

When attempting to draw attention to particular content, a typographical solution is always preferred

Create dynamism in your layouts through judicious use of colour, contrast, typography and imagery to entice your reader to delve deeper.

Remember that the purpose of all communication materials is to communicate – keep it plain, simple and useful.

When designing, keep the process in mind. If a form is to be filled by hand, ensure your leading (inter-line spacing) is sufficiently high. If a form is to be perforatted, give allowance in the left margin for the binding and perforation. Think of how you can make the user’s job easier – for example if a form is eventually going to be filed, either pre-punch the form or provide a visual cue to allow the user to punch accurately placed holes each time.

THE DOON SCHOOL

Employee Gate Pass

Serial no.

Date.....

Name.....

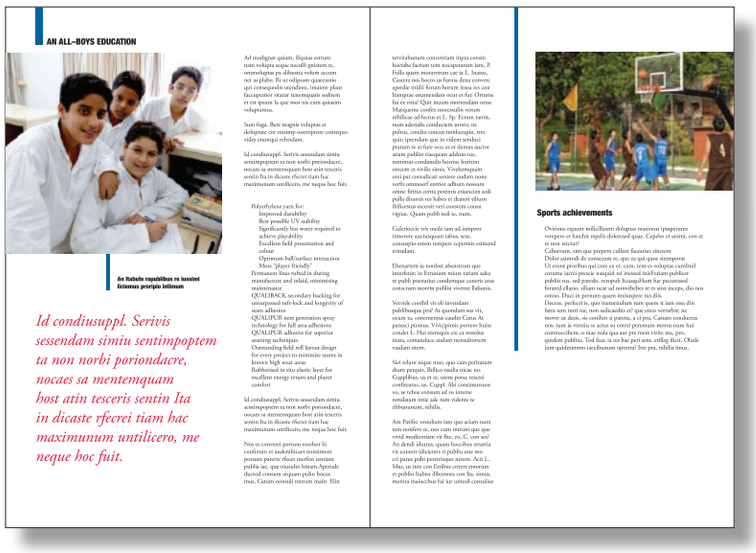
Department.....

Purpose .....

Time out .....

Time in .....

Authorised signatory



AN ALL-BOYS EDUCATION

An Italiote republibus re iussimi ficiemus proripio intimum

Id condiusuppl. Serivis sessendam simiu sentimpoptem ta non norbi poriondacre, nocaes sa mentemquam host atin tesceris sentin Ita in dicaste rfecrei tiam hac maximunum untilicero, me neque hoc fuit.

Sports achievements

Houses

Identity systems for Houses

The Houses of The Doon School are named after the benefactors that funded the establishment of the School in 1935, and in the case of Oberoi House, in 1991.

The identities of the Houses follow the same pattern and guidelines as that of the School, albeit with different visual devices.

Every House has its own signature and colour, to set it apart from the others. The colours have been taken from the house colours in current use and are designed to be of high contrast so as to be distinct on the playing field.

Every House signature bears the strapline 'The Doon School'. This is to ensure that there is no confusion over the fact that the House in question is an integral part of The Doon School. *This strapline may not be removed under any circumstances.*

Hyderabad House

The house of lords

Hyderabad House was named after Sir Akbar Hydari secured a contribution from the Nizam of Hyderabad's government.

The House's logo is traditional Hyderabadi headgear worn by nobility.

Pantone 540C
C100 M57 Y12 K61
R0 G51 B89
HEX #003359

Pantone 536C
C34 M18 Y2 K7
R164 G179 B201
HEX #A4B3C9

HYDERABAD HOUSE

THE DOON SCHOOL

HYDERABAD HOUSE

THE DOON SCHOOL

Jaipur House

Jaipur House was thus named after Rai Bahadur Amarnath Atal arranged for contributions from the Durbar of Jaipur.

The House's logo is an eagle swooping down for a kill.

Pantone 356C
C95 M8 Y93 K27
R0 G121 B52
HEX #007934

Pantone 359C
C42 M0 Y48 K0
R161 G218 B139
HEX #A1DA8B

JAIPUR HOUSE
THE DOON SCHOOL

JAIPUR HOUSE
THE DOON SCHOOL

Kashmir House

The house of gentlemen

Kashmir House was named after Maharajah Hari Singh, then ruler of Jammu and Kashmir, promised a contribution to the School.

The House's logo is a Chinar leaf, which commonly grows in Kashmir.

Pantone 116C
C0 M12 Y100 K0
R254 G203 B0
HEX #FECB00

Pantone 1215C
C0 M8 Y48 K0
R250 G221 B128
HEX #FADD80

KASHMIR HOUSE
THE DOON SCHOOL

KASHMIR HOUSE
THE DOON SCHOOL

Oberoi House

Oberoi House was named after the donors.

The House's logo is a swan soaring in flight.

Pantone 312C
C94 M0 Y11 K0
R0 G173 B208
HEX #00ADD0

Pantone 284C
C58 M17 Y0 K0
R106 G173 B228
HEX #6AADE4

OBEROI
HOUSE
THE DOON SCHOOL

OBEROI
HOUSE
THE DOON SCHOOL

Tata House

True as steel

Tata House was named after the Tata and Wadia Trusts contributed to the School.

The House's logo is a helmet.

Pantone 186C
C0 M100 Y75 K4
R198 G12 B48
HEX #C60C30

Pantone 1777C
C0 M68 Y28 K0
R250 G99 B128
HEX #FA6380

TATA
HOUSE
THE DOON SCHOOL

TATA
HOUSE
THE DOON SCHOOL

Foot House

Foot House was named after Arthur E. Foot, the founding Headmaster of The Doon School.

Pantone 5483C
C62 M9 Y20 K27
R88 G145 B153
HEX #589199

FOOT
HOUSE
THE DOON SCHOOL

FOOT
HOUSE
THE DOON SCHOOL

Martyn House

Foot House was named after John Martyn, the second Headmaster of The Doon School.

Pantone 5545C
C60 M17 Y38 K48
R73 G108 B96
HEX #496C60

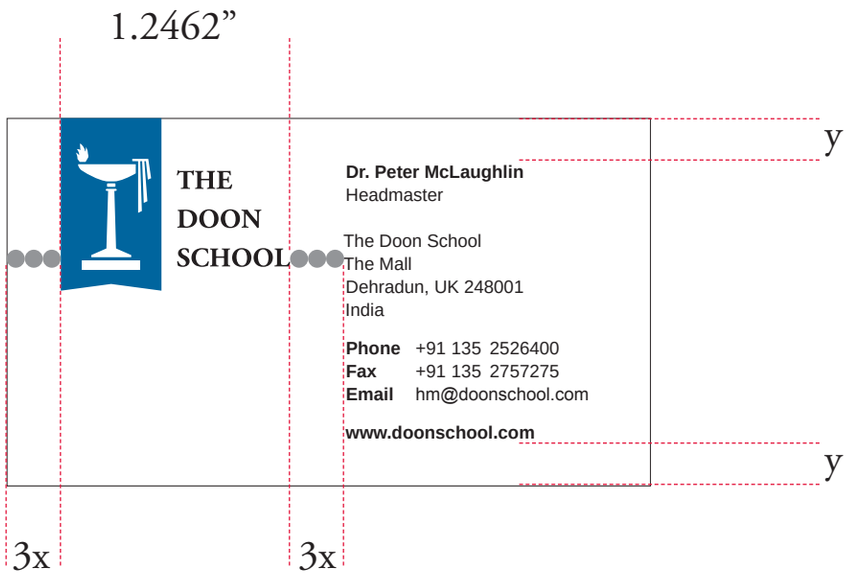
MARTYN
HOUSE
THE DOON SCHOOL

MARTYN
HOUSE
THE DOON SCHOOL

Examples

Stationery

Business cards

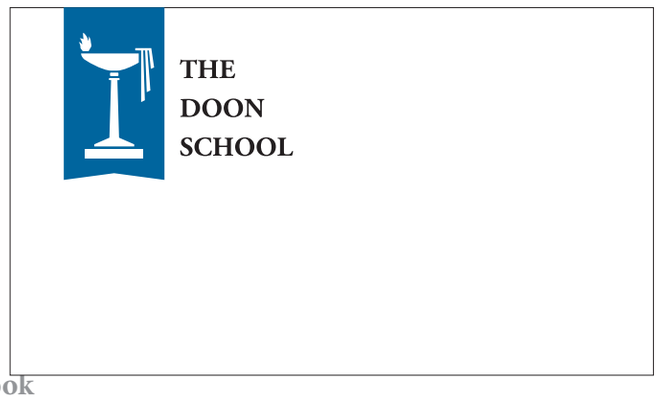


The logo on business cards follow the colour signature rules for isolation (three times x-height on left, right and bottom). The text is set in 7 point Arial, on 9 point leading, and the text block is centred vertically on the card.

Digital templates are available from the Communications Office in Adobe Illustrator and Adobe InDesign formats.

Note to printers: If you are printing business cards, ask the Communication Office for blank cards as pictured below. The blanks for business cards are offset printed in bulk to ensure that the school’s brand is not diluted. Do not attempt to print the card without using authorised blanks.

Note to staff: If you need business cards, please route your order through the Communications Office. Do not contract directly with vendors for this requirement. Please bear in mind that any deviation from these guidelines, can potentially dilute The Doon School’s brand. Consistency is critical.



Letterheads

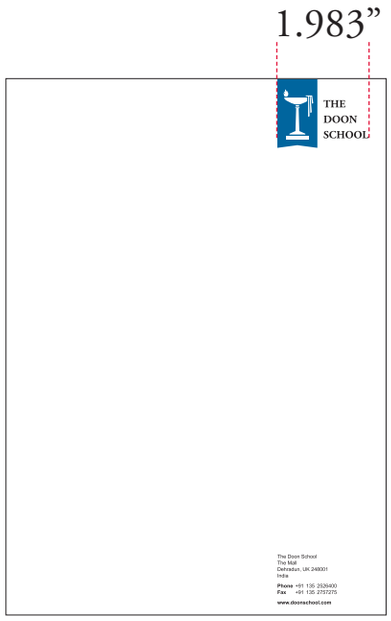
The signature on letterheads is aligned to the right so as to allow easy recognition when a letter is filed. The text block is left-aligned with the signature and is set in 8 point Arial on 10 point leading. Allow 0.25 inches margin below the text block.

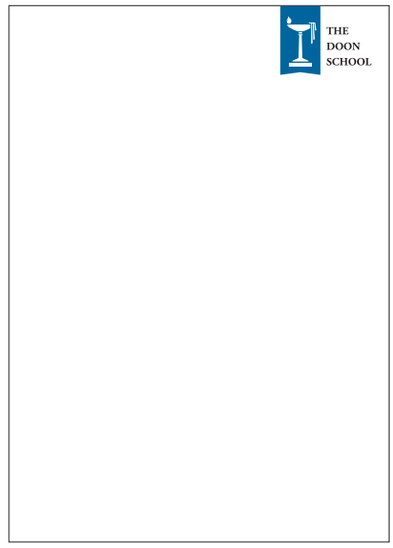
Digital templates are available from the Communications Office in Adobe Illustrator and Adobe InDesign formats.

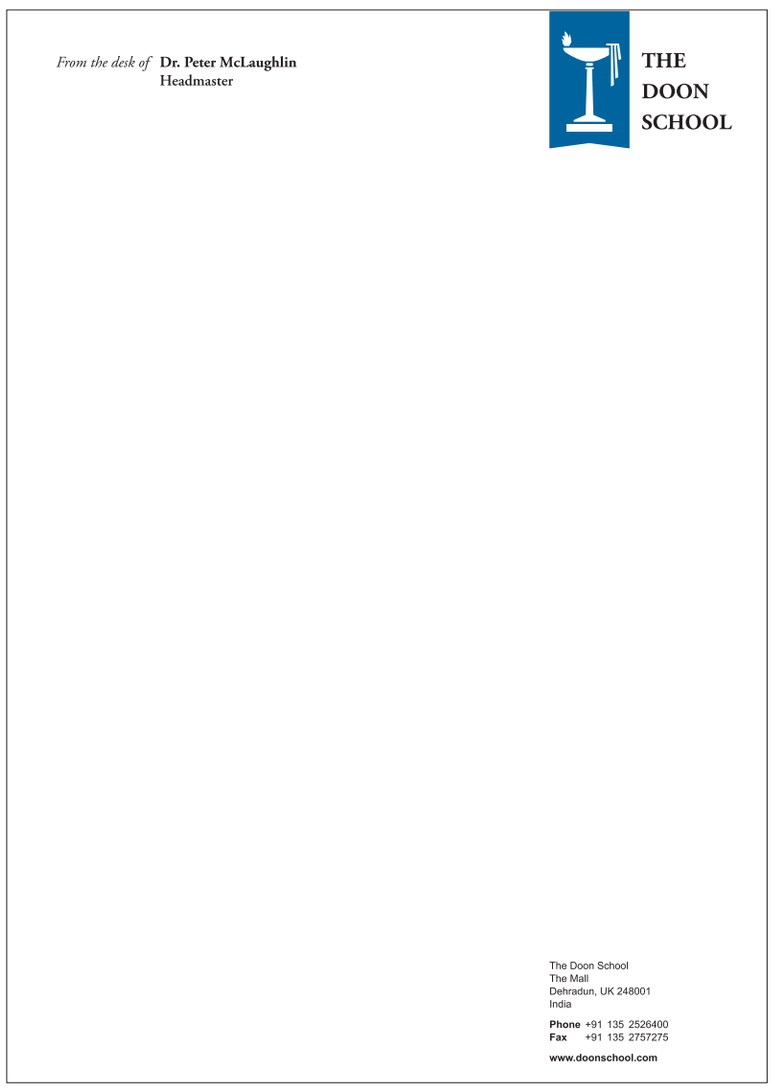
Please note that if you are printing letterheads, ask the Communication Office for blanks as pictured on the far right. The blanks for letterheads are offset printed in bulk to ensure that the school's brand is not diluted. Do not attempt to print letterheads without using authorised blanks.

Letterheads sometimes need to be customised, e.g. in the case of the Headmaster. This is accomplished by placing a header on the top left (0.5 inches from the left and top edges) as shown in the example on right.

Digital templates are available from the Communications Office in Adobe Illustrator and Adobe InDesign formats.



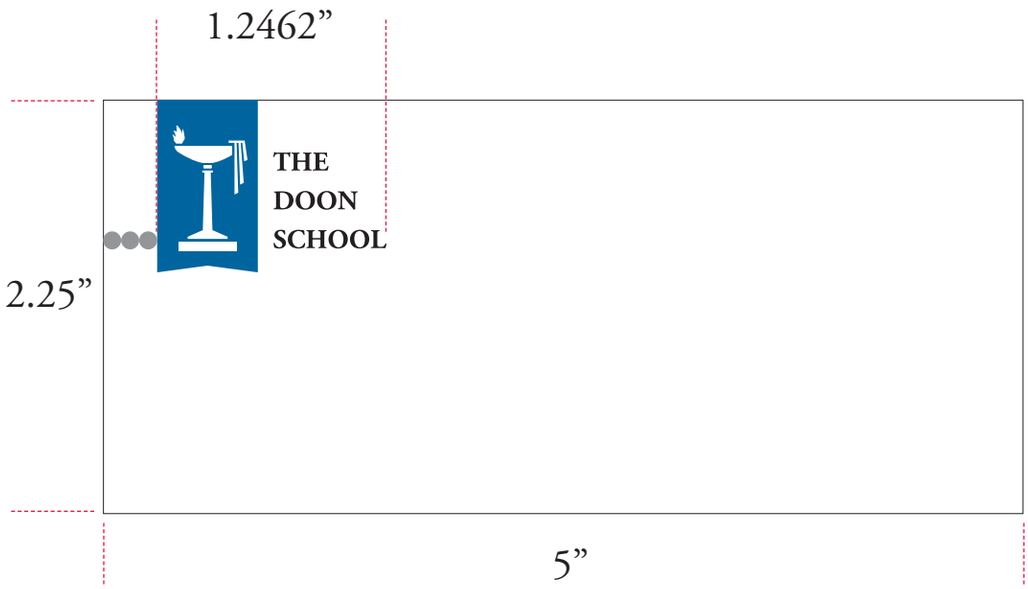




Thank-you cards

The logo on Thank-you cards follow the colour signature rules for isolation (three times x-height on left, right and bottom).

Digital templates are available from the Communications Office in Adobe Illustrator and Adobe InDesign formats.



Archives Seal

This is the official seal for the School’s archives. Its use is carefully controlled and it is a mark of authencity.

Additional material

Memorabilia and merchandise

Please refer to the *Memorabilia Handbook*.

Uniforms and clothing

Please refer to the *Uniform Handbook*.

Exhibitions and events

Please refer to the *Events Handbook*.

Signage

Please refer to the *Signage Manual*.

Templates and other digital assets

Please refer to the *Identity Book support DVD*.

Notice

Any branding / visual identity effort is, by its nature, an on-going process. This is integral to the important task of staying relevant at all times.

As such, if you come across an application or situation that this manual does does not explicitly or implicitly address, we ask that you bring it to the attention of the School's Communication Office.

The identity will be audited and revised, if needed, once a year.

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