



THE
DOON
SCHOOL

Identity Guide Book



Events Handbook

March 2014

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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 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.

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

For guidance in all matters pertaining to the school's visual identity, both in internal and external communication, the single point of contact is the Communications Office.

Feel free to contact us by phone at
+91 135 2526 400 or email at
hmdosco@doonschool.com.

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'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.

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.

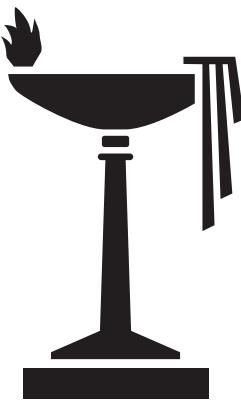
The Doon School's voice is clear, crisp and unambiguous; it is simple and easy to understand, not superfluous or extravagant; it is quietly confident, not loud or pushy.

Signatures

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.

Black and white version

*Shown here are the **black and white versions** of the lamp and signature.*



Colour version

Shown here are the *colour versions* of the lamp and signature.



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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.

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.

Colour primary signature



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Colour secondary signature



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Black and white primary
signature



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Black and white secondary
signature



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Which version should you use?

Which version of the signature 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.

For roadshows and exhibitions held at locations outside the School, the colour versions *must* be used. For events held at School, where external guests will be visiting, the colour versions should be used as far as budget allows, but the black and white versions may also be used.

Printed material / posters

Please adhere to the guidelines for use as described in the *Identity Guide Book*.

Electronic media

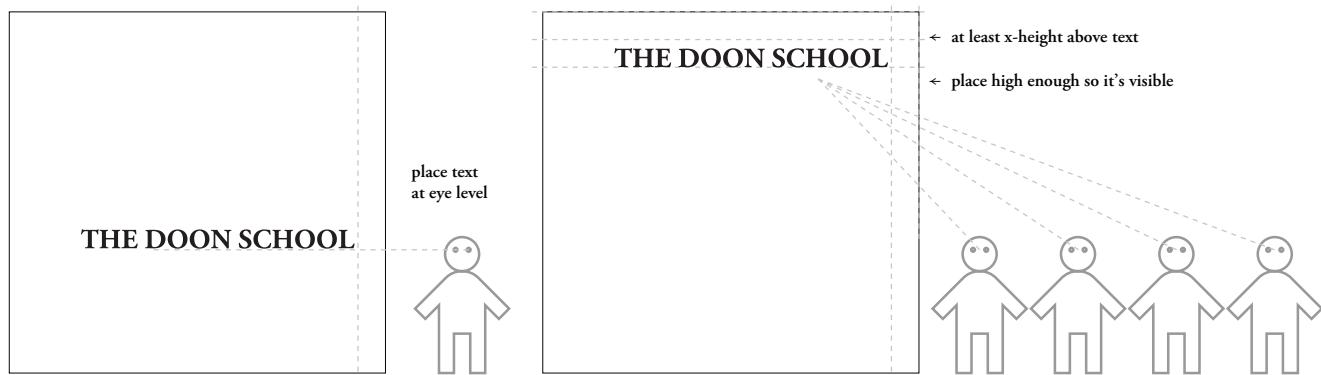
Please adhere to the guidelines for use as described in the relevant section of the *Identity Guide Book*.

Stalls at exhibitions and roadshows

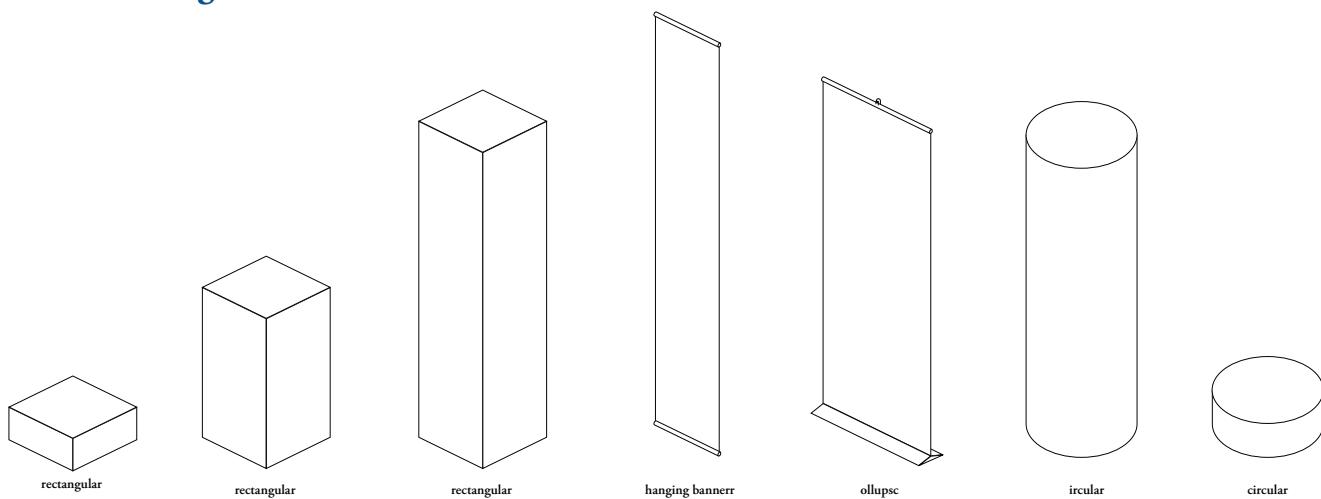
Use School colours (as defined on page 18) to enhance the brand. Combinations of blue and white are strong vessels for The Doon School's brand.

When building expo stalls, keep the following in mind.

Text placement on backdrops



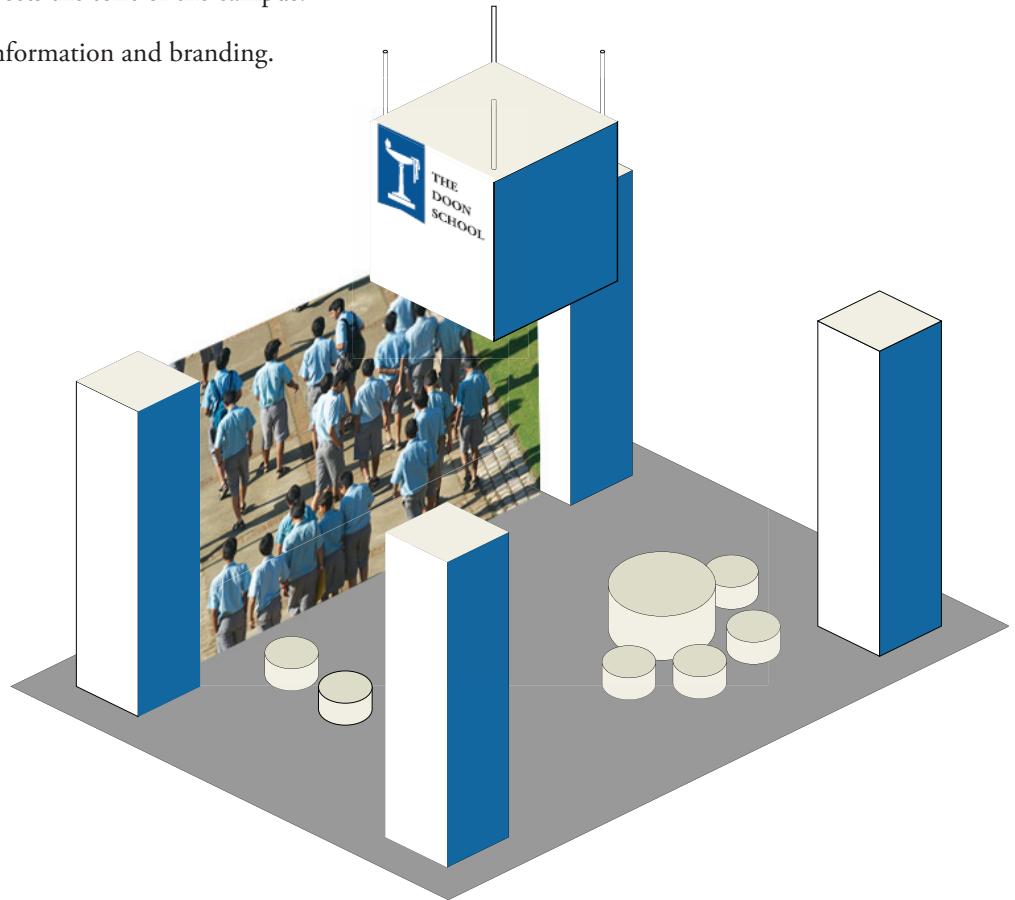
Use of rectangular and circular elements



A sample exhibition stall

Note the following key features:

- Stall identification element hanging from the ceiling, therefore visible from a distance.
- Open, airy feel, reflective of the Chsandbagh campus.
- Seating places for discussion.
- Large picture / av / movie that sets the tone of the campus.
- Use of rectangular pillars for information and branding.



Sports and other outdoor events

When building outdoor sets, follow the expo guidelines; Incorporate artwork and installations to mimic the campus; if hanging coloured flags to create a festive atmosphere, use the secondary colour palette.

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	<i>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</i>
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	<i>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</i>
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	<i>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</i>
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	<i>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</i>

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

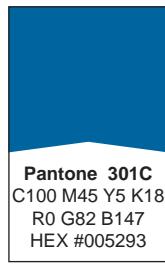
CMYK, RGB, and hexadecimal (web) definitions are provided in the graphic on the facing page.

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.

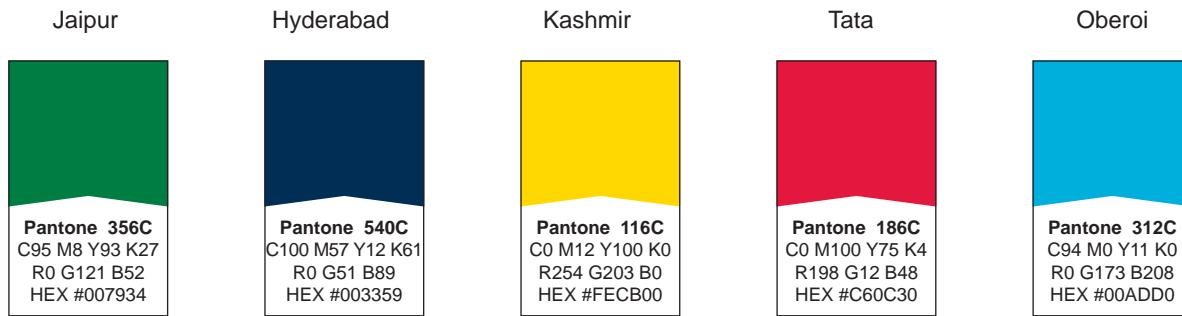
The School's colour palette is available from the Communications Office in both CMYK and RGB specifications as a .ase file that can be imported into Adobe Illustrator and InDesign. Customised swatch books are also available from the Communications Office.

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.

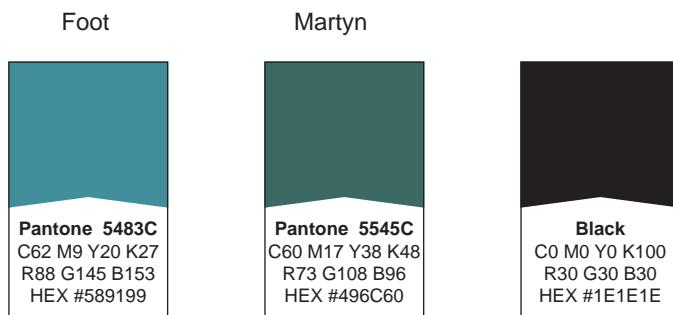
Doon School blue



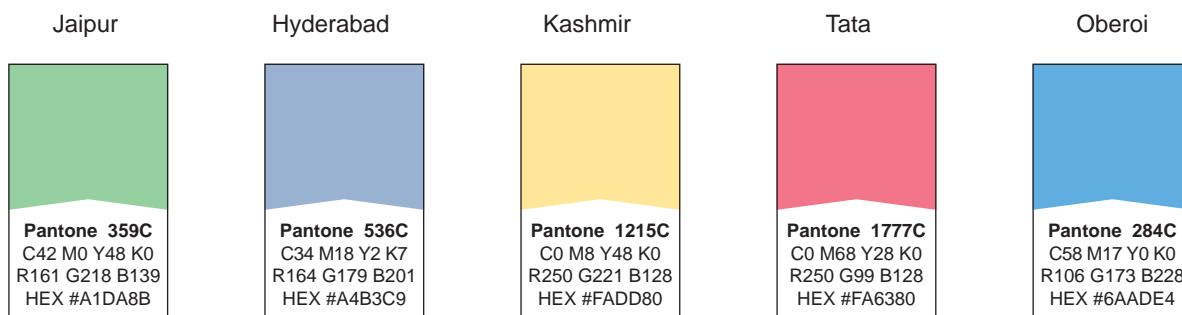
Secondary palette



Tertiary palette



Tints



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 not explicitly or implicitly address, we ask that you bring it to the attention of the School's Communications Office.

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

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