THE
DOON
SCHOOL

Identity Guide Book

Memorabilia Handbook

March 2014

Contents

Preamble 5

Visual voice 6

Suitability 6

Signatures 7

- Black and white version 8
- Colour version 9
- Primary and secondary variations 10
- Wordmarks 12

Which version should you use? 13

Batch gatherings 14

Use and misuse 15

- Colouring the signature 16
- Isolation 17
- Alignment 18
- Signature on backgrounds 20
- Consistency 22

House events 24

Examples 24

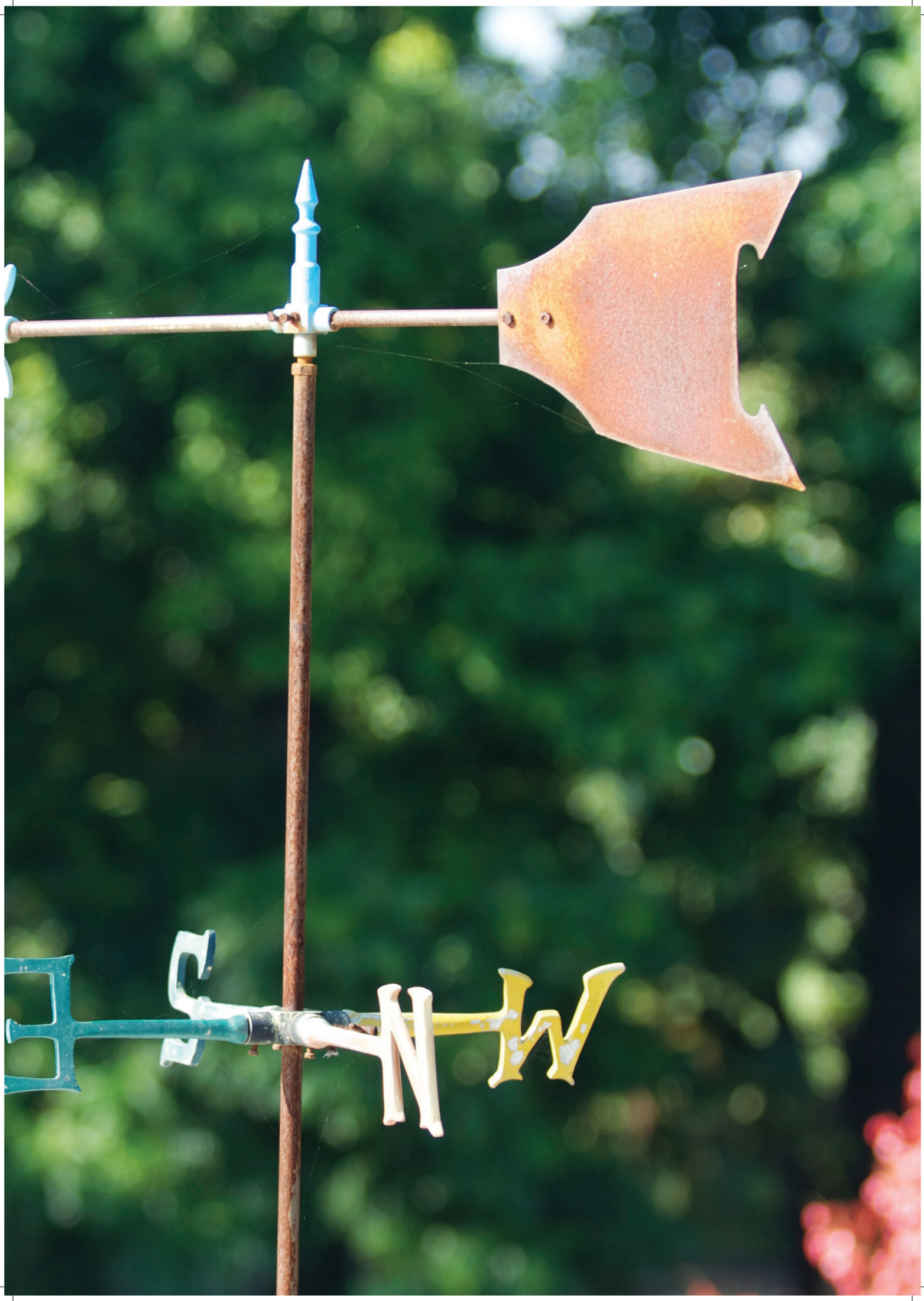
Typefaces 25

Colours 27

Other considerations 31

- Photography 32
- Design thoughts 33

Houses 35


E
S
N
W

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 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.

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 **91-135-2526400** 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.

Suitability

When creating memorabilia be sure to take some time to reflect on the appropriateness of the item for The Doon School's image. Ask yourself whether the item inspires or reinforces the School's values. Do not make items that the School would not be proud of.

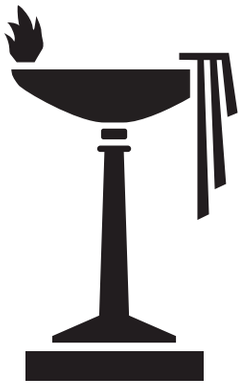
The decision of whether an item is appropriate or not rests entirely with the School, and the School's decision on such matters is final and binding.

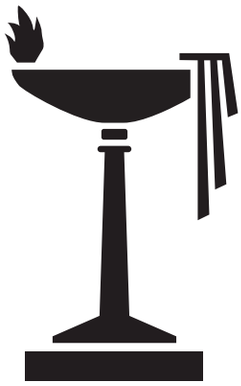
Signatures

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.*





THE
DOON
SCHOOL

Colour version

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

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

Colour secondary signature

Black and white primary signature

THE
DOON
SCHOOL

Black and white secondary signature

THE DOON SCHOOL

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

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.

In certain situations, primarily such as *on memorabalia or merchandise*, you may wish to use a wordmark, without the lamp, or in rarest of rare cases, the lamp, without the text. Please restrict the latter as far as possible.

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 branding of memorabilia and merchandise. You may wish to, for example, emblazon DOSCO across a tshirt, or fashion the lamp into 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 the reunion milestone number.

Soft copies of these marks are available in editable Adobe 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

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 light, uncomplicated backgrounds, preferably white.

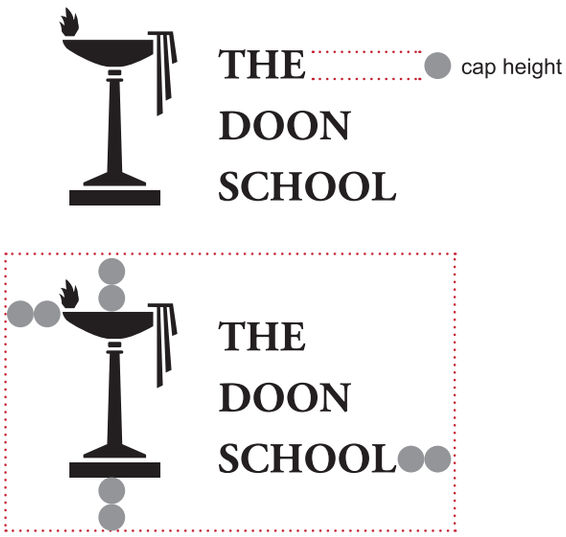
THE
DOON
SCHOOL

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.

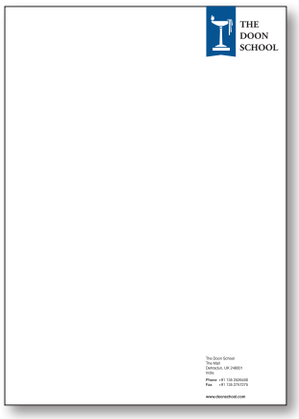
While this imposes creative limitations on your designs, it serves the important function of strengthening the School's brand.

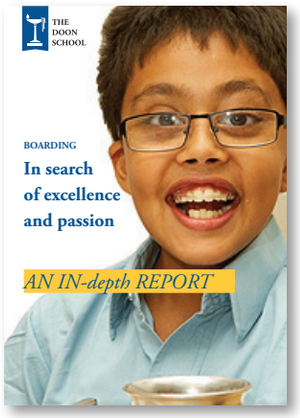
As far as possible, the colour signature should be aligned with the left margin of the page. The next best option is right alignment.

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.

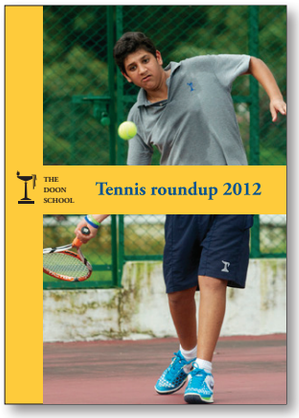




Black and white signature

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 17 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

THE
DOON
SCHOOL

THE
DOON
SCHOOL

THE
DOON
SCHOOL

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

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 communication materials for your event.

Examples

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	Hyderabad	Kashmir	Tata	Oberoi
Pantone 356C C95 M8 Y93 K27 R0 G121 B52 HEX #007934	**Pantone 540C** C100 M57 Y12 K61 R0 G51 B89 HEX #003359	**Pantone 116C** C0 M12 Y100 K0 R254 G203 B0 HEX #FECB00	**Pantone 186C** C0 M100 Y75 K4 R198 G12 B48 HEX #C60C30	**Pantone 312C** C94 M0 Y11 K0 R0 G173 B208 HEX #00ADD0

Tertiary palette

Foot	Martyn	
Pantone 5483C C62 M9 Y20 K27 R88 G145 B153 HEX #589199	**Pantone 5545C** C60 M17 Y38 K48 R73 G108 B96 HEX #496C60	**Black** C0 M0 Y0 K100 R30 G30 B30 HEX #1E1E1E

Tints

Jaipur	Hyderabad	Kashmir	Tata	Oberoi
Pantone 359C C42 M0 Y48 K0 R161 G218 B139 HEX #A1DA8B	**Pantone 536C** C34 M18 Y2 K7 R164 G179 B201 HEX #A4B3C9	**Pantone 1215C** C0 M8 Y48 K0 R250 G221 B128 HEX #FADD80	**Pantone 1777C** C0 M68 Y28 K0 R250 G99 B128 HEX #FA6380	**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.

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.

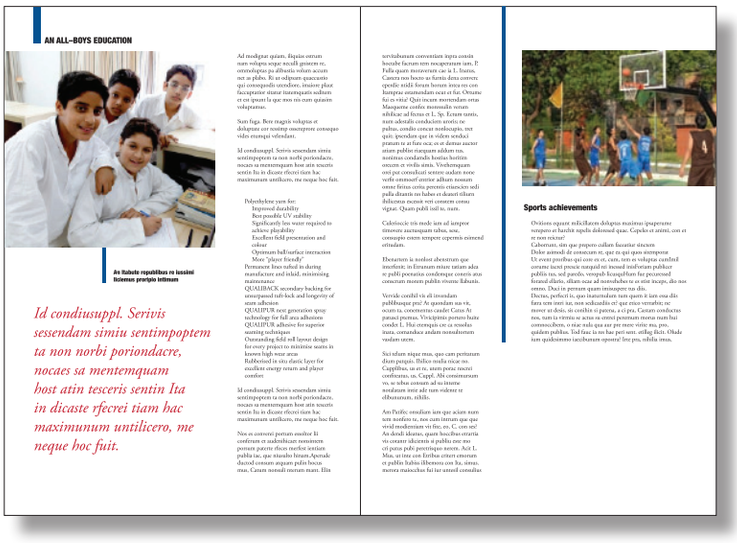
Avoid filling space with line drawings or faded pictures (as in the backgrounds of pages). They can interfere with readability and distract from the clean presentation of information.

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.

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



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.

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. *See page 24*.

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

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.

Communications Department
The Doon School
Mall Road
Dehradun, UK 248001
India

+91 135 2526 400
hmdosco@doonschool.com