The Del Lago Academy Brand is much more than a logo. Our brand is our image. Our brand is the representation of the future. It’s one of the most valuable assets we have and should be managed carefully. What’s in a brand? Power. Power to separate our High School from all others. By following these guidelines — consistently — you will help us build a strong and unified image for Del Lago Academy. We have one face and speak with one voice. Adopting a branded “look” is about setting high standards. It helps us ensure that all communications are polished and professional — a true reflection of an outstanding institution.

**The Keepers of Our Brand** The outstanding work delivered daily makes our brand flourish, but there is still more to be done. By following the guidelines in this document, you’ll be doing your part to protect and strengthen Del Lago Academy. Here you’ll find simple directions on how to use our visual identity correctly.

**The Importance of Branding** Inconsistent use of a brand is the number one factor that reduces its strength. By consistently putting forth a unified image to the public, we are bringing value, prominence, and awareness to our School. This increased visibility helps with admissions/recruiting, fundraising, and other areas of growth.

**Access to Artwork** To help develop effective marketing materials, we made the process of accessing all the Del Lago branding materials simple. Requests should be sent to smemarzadeh@euhsd.net. Once a request is received it will be reviewed and replied to promptly.

**When In Doubt, Call** Principal Keith Nuthall and the Del Lago Team carefully developed the standards. Should any questions arise, please do not improvise solutions without first consulting the Principal’s Office at 760.291.2501.

**The Logo** is the primary brand of Del Lago Academy. The Del Lago Academy logo must appear on all communications (printed, broadcasted or electronic). If necessary, for cost saving, the logo can be printed in black and white. Grayscale printing should be avoided, if possible.

The Athletic Logo may only be used for promotion of Del Lago Academy’s Athletic Department and its licensed suppliers. Additional information regarding this symbol may be obtained by calling the Athletic Department.
Approved Color Usage. Del Lago Academy’s brand allows for these options in print production. The brands should always appear in the color configurations shown.

Firebird Colors. The Firebird Colors are Black, Teal (7474CP) and Gray (Cool Gray 3 CP) single color and 2 color logos are available per your request.

Creating the Maximum Impact. The logo requires specific clear space around all sides. This clear space should be free of imagery, graphics, folds or any other element that may interfere with the clarity of the brand. Allow at least 3/5 of white space 4 side.

Never surround the logo with a shape, such as a box or outline.

Never distort or alter any element of the logo.

Never use key-line or shading around the logos.

Never reproduce any logo on textures or backgrounds that may impair legibility.

Never alter any logo, or combine individual elements of a mark.

Never isolate any character of the brand. This applies to both school and athletics logo.

The Typeface of Our Brand. The font for School is Futura, regular, or bold. Please do not use the condensed version. For the secondary font, however, Arno Pro may be used. The font for athletics is “Skia”, bold or regular.

The Stripe Element

The stripe element, which was derived from the logo colors, is designed to bring commonality to Del Lago Academy’s communications. Sometimes the stripes are big and sometimes they are very subtle. Flexibility is the beauty of the unifying stripe element.

The Power of White Space. Never be afraid of the white space. White space will give readers room to rest and will enhance the power of our brand. Always avoid clutter.

The Power of Positive High Quality Imagery. Always use high power bright imagery; never use dark and negative imagery. Always ask a second opinion on the effectiveness of the imagery.

Business Cards. Business Cards should only be considered a contact reference. In order to project the branded image, take care to include only necessary information. To apply for a business card a business card order form must be completed and submitted.
Letterhead and Envelopes are available at the Principal’s Office; we encourage the use of official letterhead for official communications.

Del Lago Academy would like to thank you for safeguarding our brand. The positive and consistent branding will help us achieve our goal to help our scholars’ succeed in their education.