DOBYNS-BENNETT
HIGH SCHOOL BAND

STYLE GUIDE

DEVELOPED BY ARO CREATIVE

Professional, Dedicated, United.

THE DOBYNS-BENNETT BAND PROGRAM

The Dobyns-Bennett band program is a beloved part of our community. The strength, tenacity, and talent that all students and staff bring to the program are unparalleled. A new logo has been developed to showcase the program's professionalism and unity. Utilizing musical iconography with a modern flair, this logo will proudly showcase the band and their exceptional work not only to our hometown community but the rest of the nation as well.

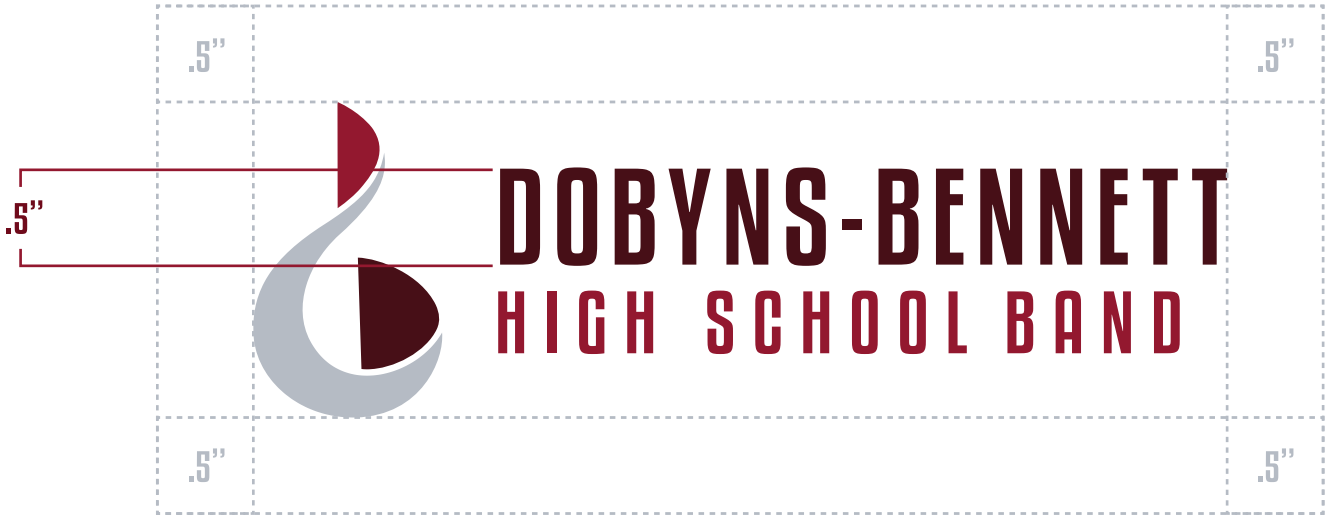
The Logo

DOBYNS-BENNETT

HIGH SCHOOL BAND

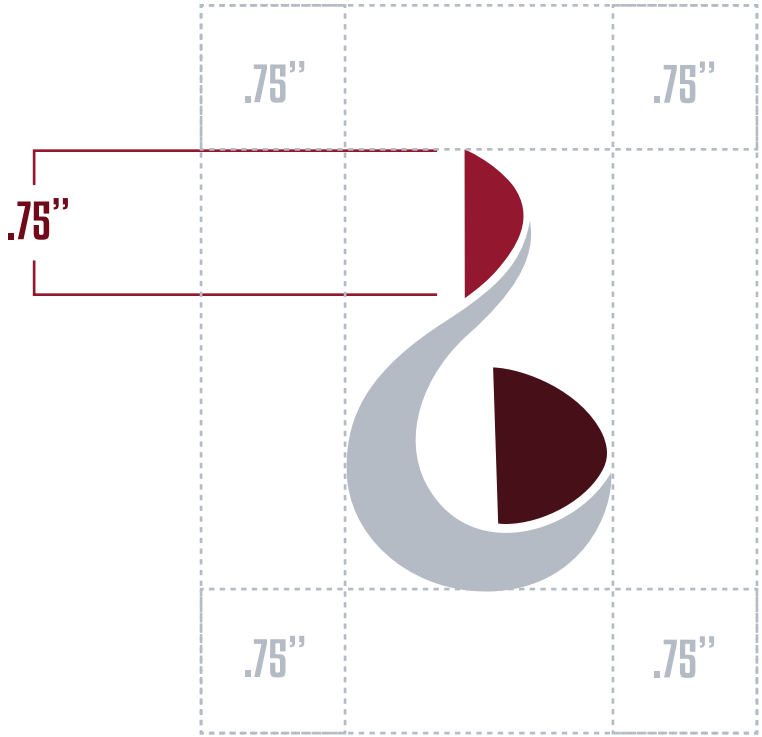
The Icon

Spacing



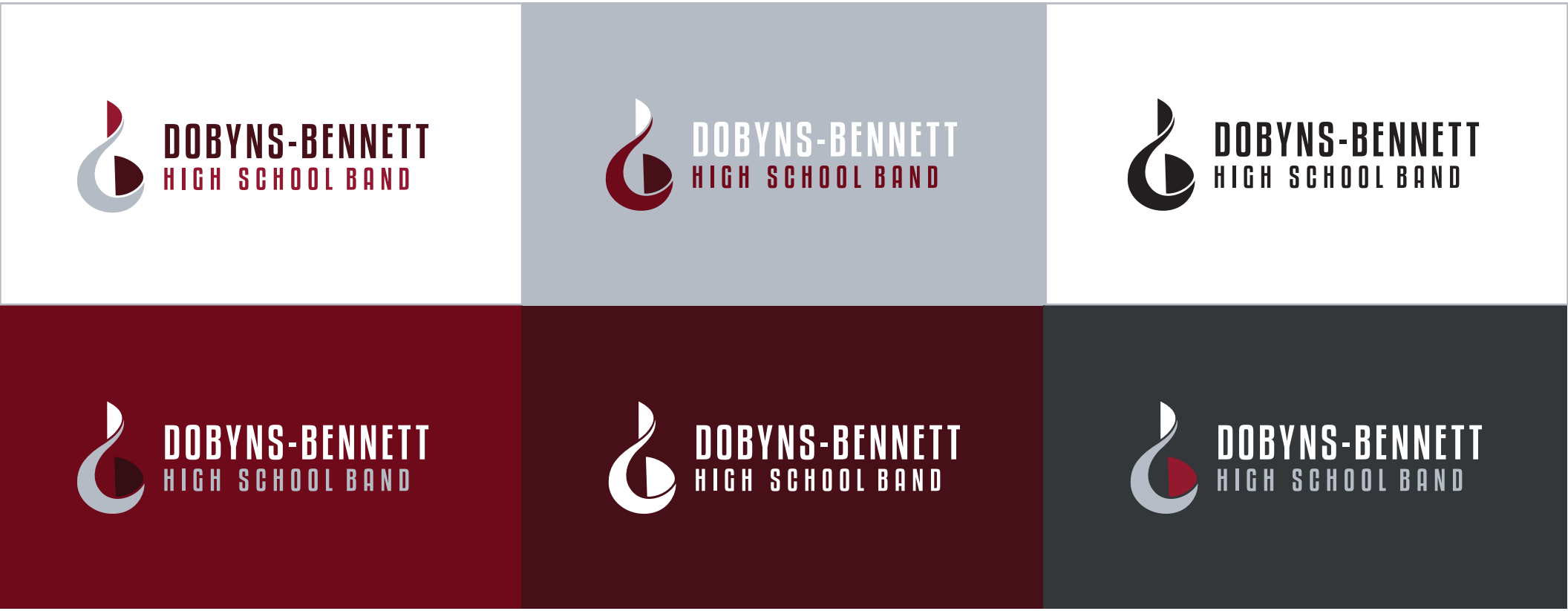
The height of the letter D in Dobyns-Bennett will determine the amount of clear space that should be applied to all sides of the logo. No other graphics or elements should be placed within this area.

Spacing

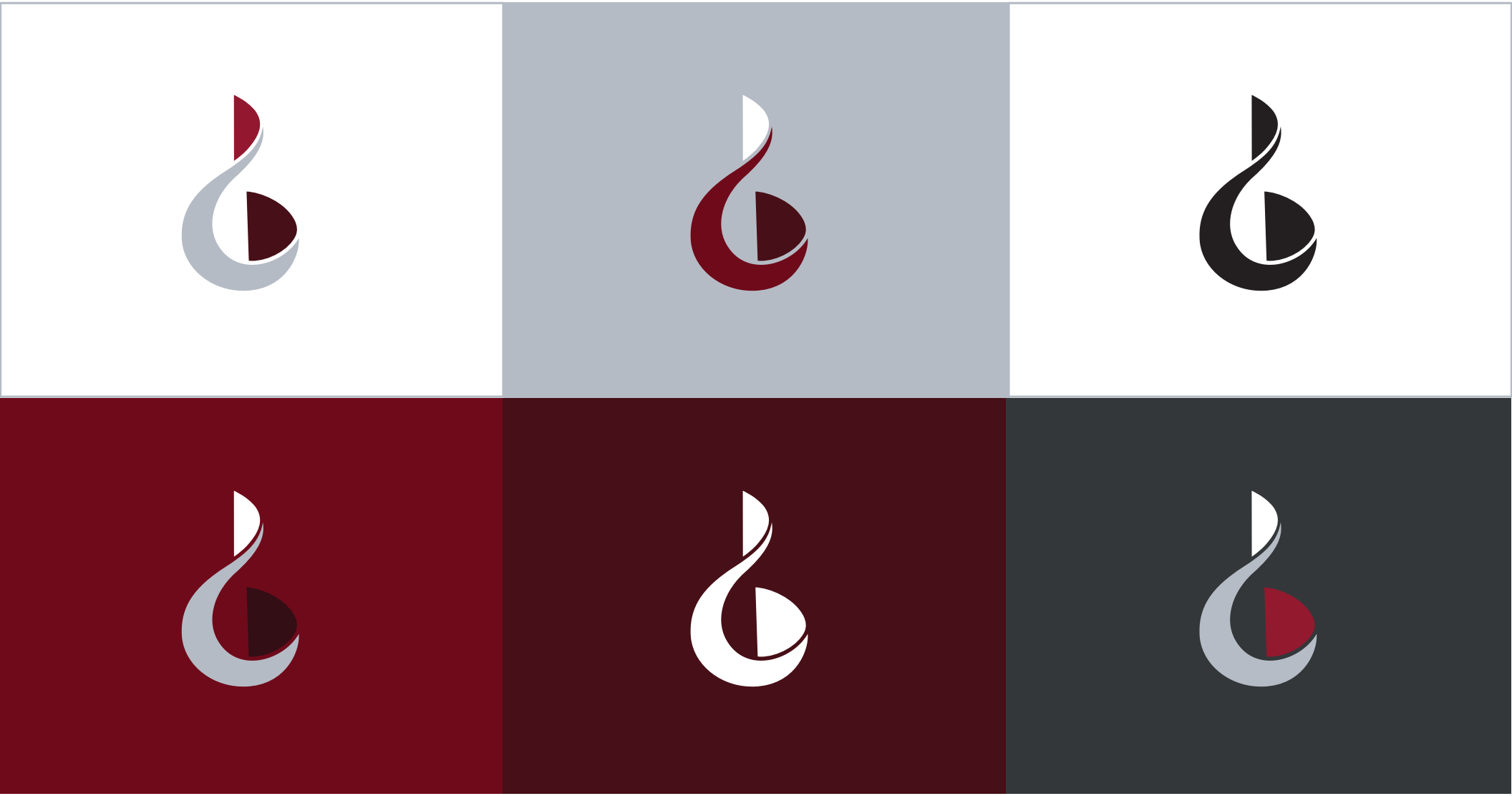


The height of the top curve in the icon will determine the amount of clear space to be applied to all sides of the icon. No other graphics or elements should be placed within this area.

Logo Variations



Icon Variations



Color Palette

GRAY

CMYK
29, 20, 16, 00

RGB
181, 188, 197

HEX
#b5bcc5

PANTONE
7543 U

CRANBERRY

CMYK
27, 100, 80, 26

RGB
145, 12, 48

HEX
#910c30

PANTONE
7427 C

CRIMSON

CMYK
31, 100, 84, 46

RGB
110, 2, 29

HEX
#6e021d

PANTONE
P 56 - 16 C

MAROON

CMYK
43, 89, 73, 66

RGB
71, 13, 24

HEX
#470d18

PANTONE
504 C

MAHOGANY

CMYK
52, 81, 67, 75

RGB
52, 15, 23

HEX
#340f17

PANTONE
4975 C

Typography

Kenyan Coffee

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

01234556789

Regular *Italic*

Bold ***Bold Italic***

Droid Serif

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

01234556789

Regular *Italic*

Bold ***Bold Italic***

There are two fonts in the DB Band branding. Kenyan Coffee is to be used for headlines and eye-catching callouts. Droid Serif is a more traditional style that is to be used for paragraph text and other instances where legibility is key. Examples of both are on the right. Both fonts are free and can be found online at the following links:

Kenyan Coffee: https://www.dafont.com/kenyan-coffee.font
Droid Serif: https://www.fontsquirrel.com/fonts/droid-serif

HEADLINE HERE

SUBHEADLINE HERE

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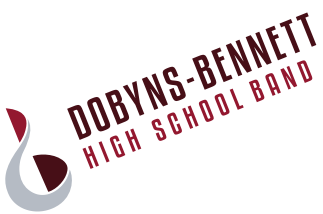
DOBYNS-BENNETT HIGHSCHOOL BAND

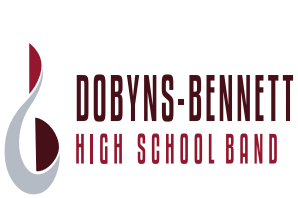
MUSICAL EXCELLENCE AND ACHIEVEMENT

What Not To Do

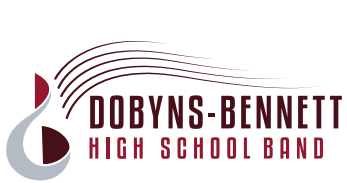
A.



B.



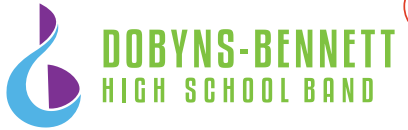
C.



D.

E.

F.



G.

H.

A. Don’t rotate the logo
B. Don’t squash or stretch
C. Don’t add elements
D. Don’t resize parts of logo
E. Don’t rearrange composition
F. Don’t use off-brand colors
G. Don’t add dropshadows
H. Utilize correct spacing guidelines