



DELANO
PUBLIC SCHOOLS

DELANO, MINNESOTA

Brand Guidelines 2026

For a brand to be meaningful, it must be consistent.

This brand guide was created to ensure that every media, whether it's a classroom presentation, athletic communication, district publication, or social post reflects the same clarity, pride, and purpose. Together, these standards help us present a unified voice and visual identity that represents the Delano experience.

Because when something represents Delano Public Schools, it should feel unmistakably Delano.

To access and download these logos for use, please visit
<https://www.delano.k12.mn.us/our-district/communication>

Logo Usage and File Formats

CURRENT LOGO AND ACCEPTABLE USE

The Delano Public Schools tiger logo should always appear on approved brand color backgrounds to maintain strong visibility, consistency, and brand recognition across all communications. Preferred background colors include the official Delano orange, black, and white palette shown in these guidelines. When placing the logo on darker backgrounds, the version with the white outline should be used to preserve visibility and separation from the background. The logo should never be placed on unapproved colors, busy patterns, low-contrast imagery, or altered in any way that compromises its integrity.



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FILE FORMATS

EPS FILES are vector-based and can be scaled to any size without losing quality, making them the preferred format for professional printing, signage, apparel, vehicle graphics, and promotional products.

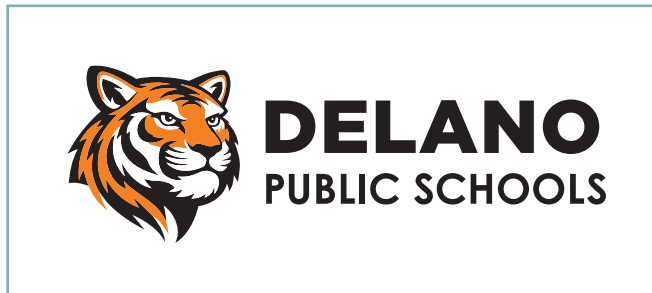
JPEG FILES are best suited for digital and office applications where a solid white background is acceptable, such as Word documents, PowerPoint presentations, and email signatures.

PNG FILES support transparent backgrounds, making them ideal for websites, social media graphics, presentations, and digital communications where the logo must appear cleanly over colored or photographic backgrounds.

PDF FILES preserve the logo's quality and are recommended for sharing artwork with vendors, including logos in print-ready documents, or when a high-resolution version is needed that can be viewed across multiple devices and platforms.

CLEAR SPACE

To preserve the integrity and visibility of the Delano Public Schools tiger logo, a consistent area of clear space must surround the logo at all times. No text, graphics, photographs, borders, or other visual elements should enter this protected area. The minimum clear space helps maintain legibility, visual impact, and brand recognition across all applications. As a general rule, the clear space should equal the height of the letter D in Delano applied uniformly on all sides of the logo. Maintaining adequate clear space ensures the logo remains prominent, uncluttered, and visually balanced in both print and digital environments.



UNACCEPTABLE LOGO USAGE

Avoid altering, stretching, rotating, recoloring, adding effects, or placing the logo on low-contrast backgrounds, as improper use can weaken brand recognition and compromise the integrity of the visual identity.



DIVISION LOGOS

In addition to the main Delano Public School logo, there are additional versions for the other divisions of the school. The same rules apply to these logos as do to the main logo.



DELANO
ACTIVITIES



DELANO
HIGH SCHOOL



DELANO
ATHLETICS



DELANO
INTERMEDIATE
SCHOOL



DELANO
COMMUNITY
EDUCATION



DELANO
PUBLIC SCHOOLS



DELANO
ELEMENTARY
SCHOOL



DELANO
PUBLIC SCHOOLS
PRESCHOOL

Color Palette

Primary Palette

The Delano Public Schools color palette is built around a bold combination of orange, black, and white to create a strong, recognizable, and spirited visual identity. These official brand colors should be used consistently across all print, digital, environmental, and apparel applications.

Delano Orange

Pantone: #158C
Hex: #FF8200
CMYK: 0 / 61 / 97 / 0
RGB: 255 / 130 / 0

Black

Hex: #000000
CMYK: 0 / 0 / 0 / 100
RGB: 0 / 0 / 0

White

Hex: #FFFFFF
CMYK: 0 / 0 / 0 / 0
RGB: 255 / 255 / 255

Honey Bronze

Hex: #EAB45D
CMYK: 0 / 26 / 70 / 8
RGB: 234 / 180 / 93

Reflecting Pool

Hex: #7EB1B5
CMYK: 52 / 16 / 27 / 0
RGB: 126 / 177 / 181

Charcoal

Hex: #595A5C
CMYK: 0 / 0 / 0 / 70
RGB: 89 / 90 / 92

Cool Gray

Hex: #D2D3D4
CMYK: 0 / 0 / 0 / 20
RGB: 210 / 211 / 212

Accent Palette

The secondary color palette is designed to complement the primary Delano Public Schools colors, providing additional flexibility for layouts, graphics, and supporting brand materials while maintaining a cohesive and recognizable visual identity.

DELANO PUBLIC SCHOOL TYPEFACES

Century Gothic is the primary brand typeface for Delano Public Schools and should be used consistently across print, digital, presentation, and environmental materials. Its clean, modern sans serif design helps create a professional, approachable, and highly legible visual identity that reflects the district's forward-thinking and unified brand presence.

Century Gothic Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Century Gothic Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Other Uses

Headlines in Century Gothic Bold

Body copy in the font Century Gothic regular shown here, but Arial or Helvetica can also be substituted if you do not have access to that font.

ACCEPTABLE COLOR / FONT COMBINATIONS

Black: #000000 White: #FFFFFF	Orange: #FF8200 White: #FFFFFF	Black: #000000 Grey: #595A9C Orange: #FF8200 Blue: #7EB1B5	
Black: #000000	Black: #000000	Black: #000000 White: #FFFFFF	Black: #000000

DELANO LETTERMARK

The Delano “D” lettermark with the integrated tiger graphic is reserved exclusively for athletic applications and spirit wear. This mark is intended to represent school pride, energy, and competitive spirit, and should only appear on approved athletic uniforms, fan apparel, and sports-related materials to maintain consistency within the Delano brand system.

Individual athletic teams may choose to use either the orange-accented “D” lettermark or the grey-accented “D” lettermark based on team preference, apparel application, or production needs. Both versions are approved and considered official extensions of the Delano athletic identity system.



Orange Delano lettermark on acceptable backgrounds.



Grey Delano lettermark on acceptable backgrounds.

DELANO LETTERHEAD, BUSINESS CARDS & ENVELOPE

The Delano identity system files are provided as editable source files intended for use by professional printers, designers, and staff working within Adobe Creative Suite applications. These files ensure that business cards, letterhead, envelopes, and other branded materials can be consistently updated while maintaining the integrity of the Delano visual identity. By using the approved templates, fonts, color palettes, logo assets, and layout structures included in the source files, future edits and reprints can remain aligned with the established brand standards.



Social Media / Email Signatures

SOCIAL MEDIA TEMPLATES IN CANVA

The Canva social media templates were created to provide an easy-to-use, consistent system for creating branded Delano Public Schools social content while maintaining proper typography, color usage, logo placement, and overall visual identity standards.

Template Links:

<https://canva.link/h1cqzbma73qj96b>

<https://canva.link/v7gz68aj93cla38>

<https://canva.link/tsisaxrwjxhordor>

<https://canva.link/nh9bsvfcymc4mwy>

<https://canva.link/idal624vat1b2no>



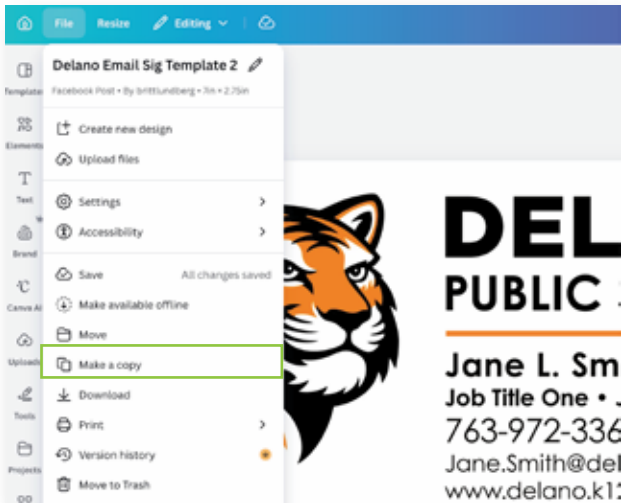
EMAIL SIGNATURE IN CANVA

The Canva email signature template was developed to ensure a clean, professional, and consistent appearance across all Delano Public Schools staff communications.

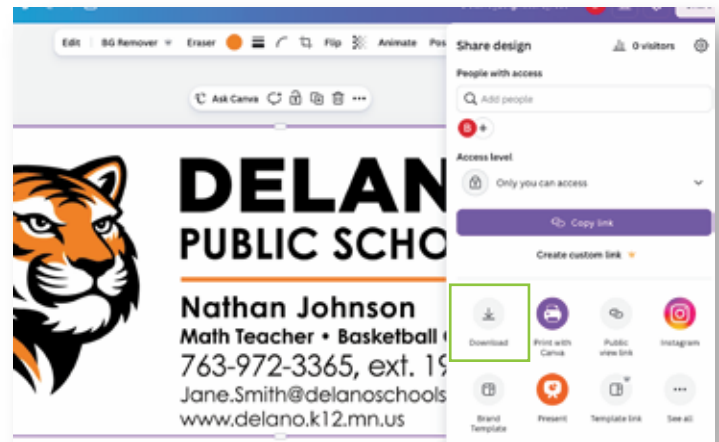
Template Link: <https://canva.link/r10a1chtoblm5kp>



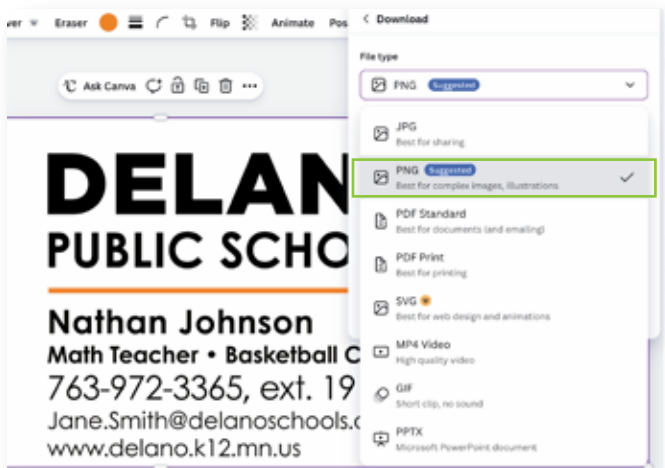
Updating Canva Templates



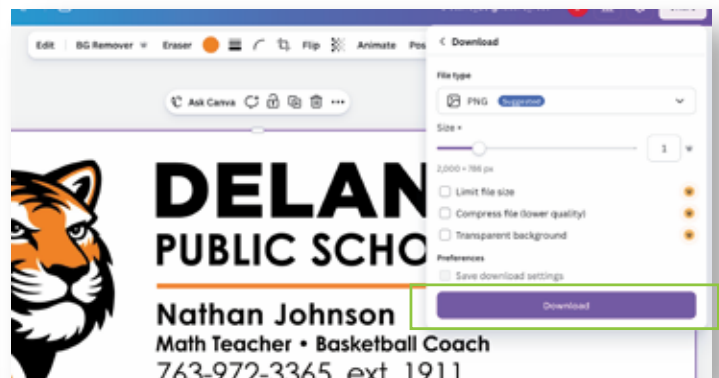
- 1 To update your email signature in Canva, open the signature design file and select **File > Make a Copy** so you can preserve the original template.



- 2 Edit your name, title, contact information, or logo as needed, then review the layout to ensure spacing and alignment remain consistent. When finished, select **Share > Download**



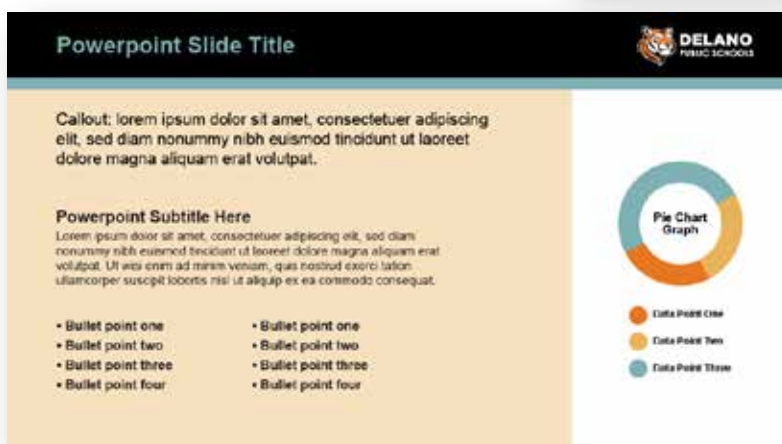
- 3 Choose the files type you want to save this as. A PNG or JPEG should work for your email platform.



- 4 Click "Download" to save the file on your desktop.

DELANO POWERPOINT LAYOUT

The Delano PowerPoint template is designed to maintain a consistent visual identity across all presentations by incorporating the district's core brand colors and supporting accent palette throughout slide layouts, charts, graphic elements, and callout areas. Templates should use the approved color combinations to create clear hierarchy, strong contrast, and visual consistency while allowing flexibility for a variety of content types. Arial has been selected as the standard body copy font to ensure readability, accessibility, and compatibility across devices and presentation platforms.



DELANO PUBLIC SCHOOL WEBSITE

To maintain a consistent and recognizable Delano Public Schools brand experience, future website updates and redesigns should reference the standards outlined in these guidelines, including approved colors, typography, logo usage, and overall visual tone. While web platforms and vendors may change over time, the core identity of the district should remain cohesive across all digital media. These guidelines are intended to serve as a long-term reference for website development decisions, helping ensure the district's online presence continues to reflect the professionalism, pride, and spirit of the Delano brand.



Logo should be updated

Orange Should be updated to #FF8200 and secondary colors can also be used.



Font should be updated to Century Gothic
Innovative and Student-centered