

DEERFIELD ACADEMY

# Identity Guidelines

FULL SEPTEMBER 2019



A good identity system is a flexible branded platform that allows people to create materials by following guidelines. In order to be most effective, visual elements of the identity must be in a logical framework and follow a set of rules.

## Introduction

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Bruce Barton, a close friend of Mr. Boyden, and for whom Barton Dormitory was dedicated, co-created the Betty Crocker brand in 1921. Within a decade, he helped build Betty Crocker into one of America's most recognizable brands. As one of the architects of modern advertising, Barton understood that even the most seemingly insignificant visual detail can leave a lasting impression on its viewer, however unconsciously.

In no small part due to the influence of Mr. Boyden, Deerfield Academy has over the last century become one of the most respected and venerated independent secondary schools in the world. Exemplary academics, rigorous athletics, and a well-rounded exposure to diverse arts and culture are some of the primary components of the Deerfield Brand. A strong visual identity system is instrumental in supporting that brand. To help build and maintain the trust of our extended community—students, parents, faculty, staff, alumni, friends, and donors—as well as the outside world (and in particular prospective families), the Academy must communicate with a clear, consistent, coherent, and unified voice.

Every element of the identity system has meaning and expresses the values and characteristics of the Academy. Consistent use of the visual elements increases the strength of the identity, establishes the brand as trustworthy, and builds confidence. A strong visual identity commands a premium; it fosters loyalty and creates value.

The visual identity is the cohesive set of visual assets that represent Deerfield Academy. These assets are the identifiers that say “Deerfield Academy” to the people who see them. They express how Deerfield Academy presents itself, both internally and to the outside world.

Drawing from the past, recognizing modern sensibilities, and looking to the future, this identity system is the collection of names, symbols, colors, typefaces, images, and other graphic elements that represent Deerfield. Specific elements of the visual identity include the Door, the Seal, the color Green, and the Deerfield Academy wordmark. These elements, especially the logo, give the viewer an immediate indication that the communication is coming from Deerfield Academy. These identity guidelines offer instructions for using visual elements in a consistent way. The following pages present the visual elements of the Deerfield Academy identity along with guidelines for their proper use and options for incorporating them into your communications and products.

This is a living document, and certain elements, such as fonts, may be added or amended from time to time.

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## About This Guide

**These identity guidelines define use of the core design elements of Deerfield Academy.** Following these guidelines will help to ensure clarity and deliberateness in the school's visual communications. For editorial and general grammatical guidelines, reference the Deerfield Academy Style Guide.

The goal of this document is to ensure that the institution is set apart from its competitors, that the unique attributes of material items are perceived without confusion, and the content of each communication is clear.

## What's in this Document

- Basic usage information for the official Deerfield Academy logo and other visual elements;
- Common mistakes to avoid when using these visual elements;
- Reference information for color and typeface definitions for administrative and academic departments (including the Athletics Department).

**Questions?** Please contact the Deerfield Academy Communications Office. We can provide guidance for design issues not covered in this document.

## **Benefits of a coherent identity system:**

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### **UNIFIED VOICE**

All communications sound and feel like they are coming from the same place.

### **EFFICIENT COMMUNICATION**

The guidelines take the guesswork out of creating new communications pieces.

### **INCREASED QUALITY**

All materials adhere to exceptional, high standards.

### **PROTECTION**

Deerfield Academy, its symbols, and its trademarks are protected from imitators and fakes.

### **LOYALTY AND TRUST**

Coherence cultivates a loyal following of people who believe in your brand.

# VISUAL IDENTITY SYSTEM

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## Official Academy Use



Mark (p 12)

DEERFIELD ACADEMY

Wordmark (p 20)



DEERFIELD  
ACADEMY

Logos (p 14)

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## General/Athletics Use



Athletics Mark (p 40)

DEERFIELD

DEERFIELD

Athletics Wordmark (p 39)



DEERFIELD

Athletics Logos (p 40)

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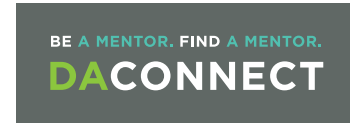
## Admission Use

DEERFIELD

Admission Wordmark (p 50)

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## Alumni / Advancement Use



1797



I 9 0 2  
SOCIETY



Alumni Event and Giving Programs (p 46)

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## Programmatic Use



*DEERFIELD*  
MAGAZINE

Programmatic Logos

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## Reserved Use



Seal (p 22)

Symbols are vessels  
for meaning. They  
become more powerful  
with frequent use  
and when people  
understand what they  
stand for. They are  
the fastest form of  
communication...

— Alina Wheeler



## **SECTION 1:**

# **General Identity Guidelines**

## COLOR PALETTE

Deerfield is represented by the colors **green and white**. As a dominant identifier of the school, green should be used strategically in all visual applications.

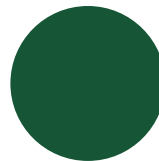
### Key Guidelines

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- ▶ Deerfield Green (PMS 349) is the school's primary shade of green.
- ▶ Admission Green can only be printed as a Pantone color (PMS 802) and cannot be approximated with CMYK values.
- ▶ The "Unofficial Extended Palette" is a collection of color recommendations that will be visually harmonious with the official Deerfield palette.

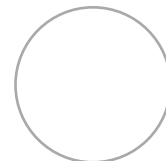
#### DEERFIELD GREEN

PMS 349  
CMYK 100/0/91/42  
RGB 0/95/46  
HEX #005f2e  
FABRIC: FOREST



#### BOYDEN GREEN

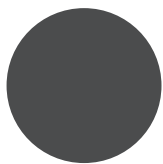
PMS 3435  
CMYK 85/40/85/40  
RGB 23/69/42  
HEX #17452a  
FABRIC: HUNTER



#### WHITE

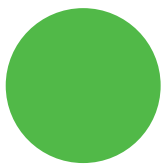
CMYK 0/0/0/0  
RGB 255/255/255  
HEX #ffffff

## Full Palette



### ALBANY ROAD GRAY

Black 85%  
 RGB 60/60/60  
 HEX #3c3c3c



### ADMISSION GREEN

PMS 802  
 RGB 65/213/42  
 HEX #41D52A  
 FABRIC: KELLY

► Cannot be printed in CMYK



### LOWER LEVEL GREEN

PMS 376  
 CMYK 50/0/100/0  
 RGB 124/190/49  
 HEX #7cbe31



### CLASS DRESS KHAKI

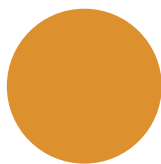
PMS 580 — 40%  
 CMYK 24/6/43/0  
 RGB 228/234/209  
 HEX #e4ead1

## Unofficial Extended Palette



### SUMMER CORAL

PMS 7416  
 CMYK 2/74/71/0  
 RGB 243/69/42  
 HEX #f35c43



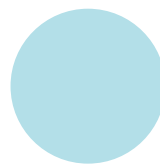
### BRONZE SEAL

PMS 124  
 CMYK 12/47/90/1  
 RGB 21/155/5  
 HEX #dd9b05



### RIVER TEAL

PMS 7465  
 CMYK 62/0/47/0  
 RGB 55/202/179  
 HEX #37cab3



### POCUMTUCK SKY BLUE

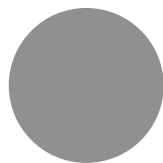
PMS 628  
 CMYK 27/1/7/0  
 RGB 177/223/235  
 HEX #b1dfef

## Heritage Society Metallic Palette



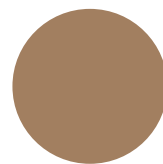
### HERITAGE GOLD

PMS 871



### HERITAGE SILVER

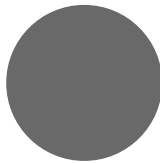
PMS 877



### HERITAGE BRONZE

PMS 875

## DA CONNECT Palette



### DAC GREY

PMS COOL GREY 10 C  
 CMYK 59/50/50/19\*  
 RGB 111/108/107  
 HEX #686969  
 \*If using as text, use  
 70% black ink only

► + 349 / DEERFIELD GREEN

► + 7465 / RIVER TEAL

► + 376 / LOWER LEVEL GREEN

# THE DOOR

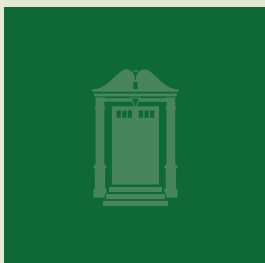
DEERFIELD'S MOST USED  
MARK



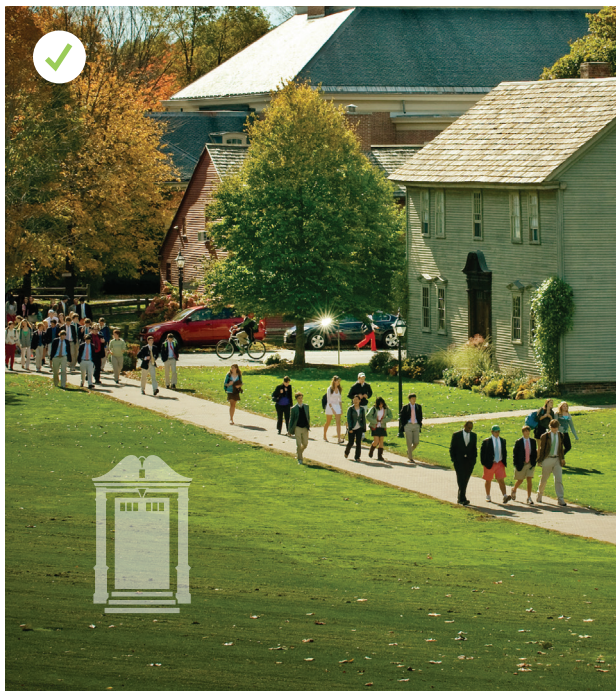
## Key Guidelines

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- ▶ The Door should always be one color.
- ▶ The Door can be made translucent to increase its subtlety.
- ▶ Do not open the Door.
- ▶ Do not stretch the Door.



## Correct Usage



*Sitibust Exera Volum*

Sitibust exera volum inti doluptia  
volorem eictoribus exerore essimusdae  
qui tempore ceatur seratem ipsusan  
tiscia dolupta velest lit fugitassit quatur  
qui utetur rerepra dita debis. Volum aut  
lignam inciis id quodit? Debitatam quia  
dest, ne conseri onsequidit quam nobis  
pe is enem aut fuga. Andebis dolestem  
vid molor re veliti omnia doluptae. Mo  
ese consend entur? Quid quis etur sam,

## Incorrect Usage

Do not “open”  
the door



Do not create  
new logos



**Deerfield Academy  
Floor Hockey Club**

# LOGOS

**Deerfield's logo is a combination of the Deerfield Door and the "DEERFIELD ACADEMY"**

**wordmark.** The Academy implements a variety of logo arrangements designed to best utilize the space allotted in any given circumstance. Choosing the proper vertical or horizontal alignment is a simple yet crucial way to convey deliberate intent.

The Academy has a primary logo (see below and right) with secondary and tertiary logos (see pages 16 and 17); word combinations other than "Deerfield" or "Deerfield Academy" are slogans: short and striking or memorable phrases associated with certain programs of the Academy. (The Green and White; Be Worthy, Be Counted; One Deerfield: A Day of Giving; etc.)

## Guidelines

- ▶ **Do not remove, rearrange, add to, or alter the space between elements to create new logos.**
- ▶ Whenever possible the primary logo should be favored.
- ▶ The primary logo can be left or center aligned with the elements of a design.
- ▶ Never add drop shadows or other effects to the logo; do not surround or add elements to the logo.
- ▶ Do not change the color of elements defined in this identity guide.
- ▶ The inner section of the door (see below) can be used to define the minimum space that should surround the logo.
- ▶ The logo should never be stretched, skewed, rotated or cropped.



## Primary Logos

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This combination of Deerfield Green and black is the only acceptable two-color version of the logo



DEERFIELD ACADEMY

When rendered in black and white, all elements of the logo should be black



DEERFIELD ACADEMY

In most cases, when the logo is placed on a solid field of color, it should be knocked out in white



DEERFIELD ACADEMY



DEERFIELD ACADEMY

## LOGOS (CONT)

### Secondary and Tertiary

#### Guidelines

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- ▶ The secondary and tertiary logos should only be used when the design does not permit the primary logo.
- ▶ The secondary and tertiary logos should only be center aligned.





## Secondary Logo

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DEERFIELD ACADEMY



DEERFIELD ACADEMY



## Tertiary Logo

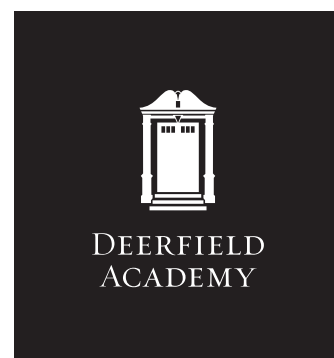
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DEERFIELD  
ACADEMY



DEERFIELD  
ACADEMY



Please do not alter or  
create a new version of the logo.



DEERFIELD ACADEMY

Do not stretch the logo.



DEERFIELD ACADEMY

Do not rotate the logo.



DEERFIELD ACADEMY

Do not skew the logo.



DEERFIELD ACADEMY

Do not change the colors in the logo.



DEERFIELD ACADEMY

Do not add drop shadows or other  
effects to the logo.



DEERFIELD ACADEMY

Do not surround or add  
elements to the logo.

Do not use the  
wordmark and  
the logo in the  
same design



DEERFIELD ACADEMY

DEERFIELD ACADEMY

Occur quis eum | Harchicatem iderum  
Et reneas | Rescimil ipsam | Omnissus



Do not place the logo within a box on a field of color.

DEERFIELD ACADEMY  
CHRONICLE

DEERFIELD ACADEMY  
TIMES NEW ROMAN

DEERFIELD ACADEMY  
GOTHAM

DEERFIELD ACADEMY  
ARIAL

Do not use other typefaces

DEERFIELD  
ACADEMY

Do not stack the wordmark (absent the door mark)



Deerfield Academy  
Logo Destruction Club

Do not create new logos



DEERFIELD

Do not remove elements from the logo.



DEERFIELDACADEMY

Do not alter the space between elements in the logo.

## THE WORDMARK

The wordmark is the most formal and definitively identifying element of the visual system.

The Deerfield Academy wordmark is a carefully constructed arrangement of letterforms.

### Guidelines

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- ▶ Do not crowd the wordmark by placing it too close to other elements or the edge of your design.
- ▶ Do leave generous space around the wordmark so that it is distinct from other typographic elements.
- ▶ Although based on the typeface Requiem, it is not merely typed out; do not use other typefaces to approximate or recreate the wordmark.
- ▶ Because the wordmark is part of the logo, to avoid confusion, do not use the wordmark and the logo in the same visual space.

The “D” can be used to define the minimum space that should surround the wordmark



DEERFIELD ACADEMY

DEERFIELD ACADEMY

DEERFIELD ACADEMY

Do not use  
other typefaces



DEERFIELD ACADEMY  
CHRONICLE

DEERFIELD ACADEMY  
TIMES NEW ROMAN

DEERFIELD ACADEMY  
GOTHAM

# THE SEAL

The Deerfield Seal is the other indelible symbol of the Academy. The Seal is comprised of the Door and the school motto, “Be Worthy of Your Heritage,” along with the name and founding year.

The Seal was meticulously recreated in 2012 to capture the detail of the Deerfield Door on John Williams Dormitory and the hand-forged lettering on the bronze seal in the gymnasium. Although it has been rendered digitally for modern usage, the integrity of the spirit of the seal prevails. **(Please note that an out-of-date version of the Seal that still pops up in circulation should never be used.)** Additionally, two smaller variations have been developed for use when less detail is required due to size or type of application.

**As an exclusive mark, the Seal’s use is reserved for official school documents such as diplomas, awards, and trustee correspondence, and on occasion, to demonstrate the importance of a particular document or publication.**

## Guidelines

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- ▶ Please contact the Communications Office before using the Seal in your design:  
**communications@deerfield.edu**  
**413-774-1860**
- ▶ **Do not attempt to obtain the Seal via internet** search engines, as this will likely yield an out-of-date or low-quality version.
- ▶ The Seal must not be reproduced in any medium that cannot support the necessary level of detail.
- ▶ The Academy has simplified versions of the Seal, with varying levels of detail, for use at smaller sizes.
- ▶ Which Seal is appropriate for a design depends on the medium and the size of reproduction.
- ▶ Older versions of the Seal should no longer be used.
- ▶ If you are unsure whether or not a Seal is new or old, you should contact the Communications Office for assistance.



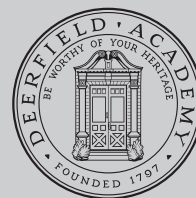
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### Simplified Seals

The Academy has simplified versions of the Seal, with varying levels of detail, for use at smaller sizes.



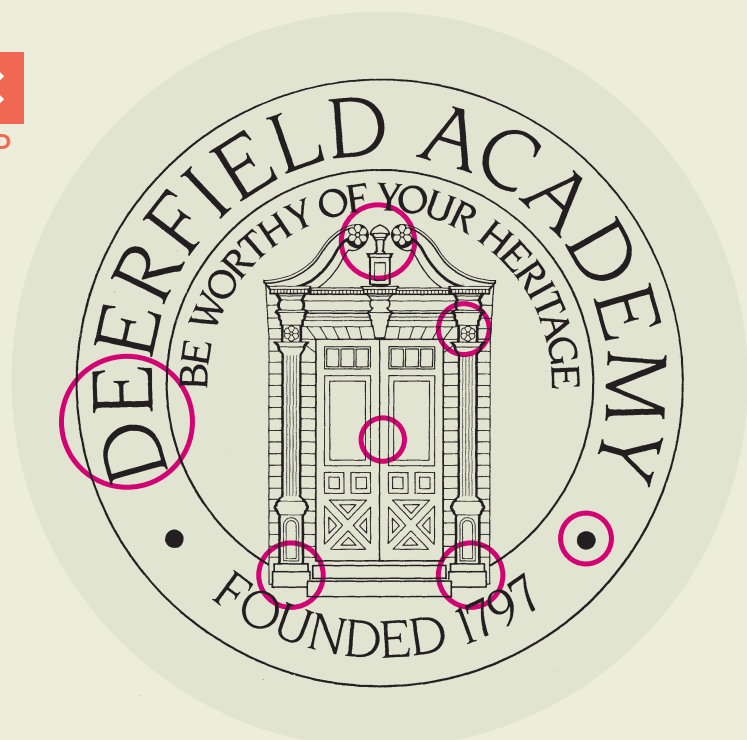
Use the Medium Seal for applications 1.5" to 3".  
(shown at 2")



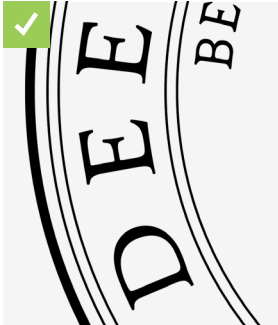
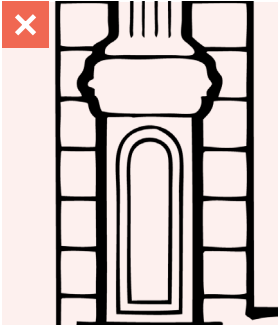
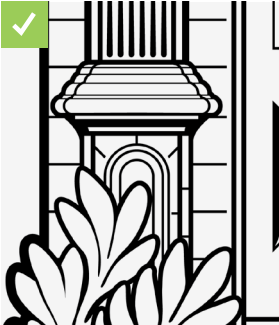
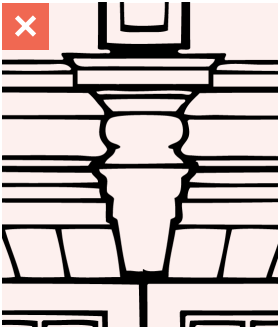
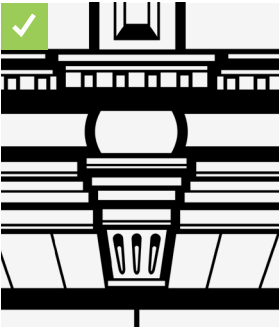
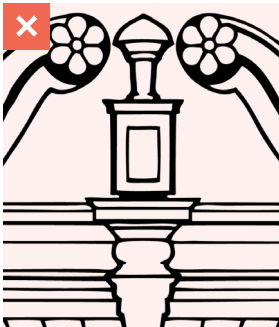
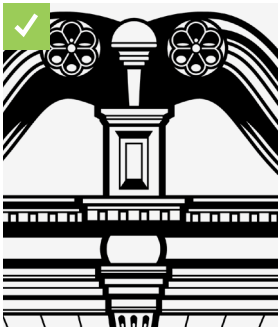
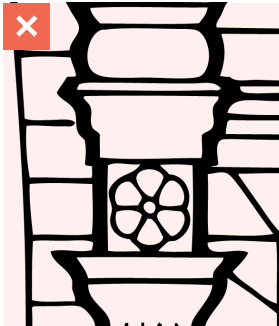
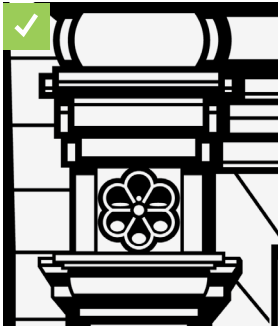
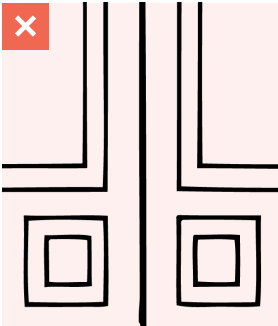
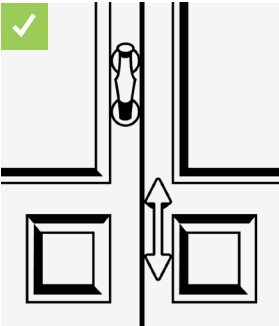
Use the Small Seal for applications smaller than 1.5".  
(shown at 1")

**Older versions of the Seal should no longer be used.**

- The Seal was recreated in 2012, but out-of-date and low-quality versions continue to occasionally appear (often in search engine results). If you are unsure whether or not a seal is new or old, please contact the Communications Office for assistance. The following page details the differences between the new and old seals.







# FONTS

Deerfield Academy utilizes two primary fonts in its communications—**Gotham and Chronicle**.

## **GOTHAM (SANS SERIF)**

Simple, clean, and distinctly American—Gotham serves as the Academy’s primary sans serif typeface. Since its introduction in 2000, Gotham has become ubiquitous in the type landscape, mainly due to its functionality and ability to not draw attention to itself. Gotham allows the message to come through to the reader.

## **CHRONICLE (SERIF)**

Classic and highly readable, Chronicle is the Academy’s primary serif typeface. Chronicle is based on transitional serif typefaces that first appeared in the mid-18<sup>th</sup> century. It is not too traditional, not too modern. Most body copy is set in Chronicle for the Academy’s printed publications.

### **Guidelines**

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- ▶ Gotham is perfect for headlines and small amounts of text, such as callouts, sidebars, and footnotes.
- ▶ Chronicle is best for paragraphs of text.
- ▶ When Gotham is not available, please substitute it with Arial (the recommended sans serif system font).
- ▶ When Chronicle is not available, please substitute it with Georgia (the recommended serif system font).

GOTHAM (PRIMARY SANS SERIF)

ABCDEFGHIJ  
KLMNOPQ  
RSTUVWXYZ  
abcdefghijkl  
lmnopqrstuvw  
xyz:;.-,!'?&()  
\$1234567890

CHRONICLE (PRIMARY SERIF)

ABCDEFGHIJ  
KLMNOPQ  
RSTUVWXYZ  
abcdefghijkl  
lmnopqrstuvw  
xyz:;.-,!'?&()  
\$1234567890

---

System Font ALTERNATES

ARIAL (SYSTEM FONT ALTERNATIVE SANS SERIF)

ABCDEFGHIJ  
KLMNOPQ  
RSTUVWXYZ  
abcdefghijkl  
lmnopqrstuvw  
xyz:;.-,!'?&()  
\$1234567890

GEORGIA (SYSTEM FONT ALTERNATIVE SERIF)

ABCDEFGHIJ  
KLMNOPQ  
RSTUVWXYZ  
abcdefghijkl  
lmnopqrstuvw  
xyz:;.-,!'?&()  
\$1234567890

# CORRESPONDENCE

All official correspondence should be formatted cleanly and consistently to help make the voice of Deerfield a cohesive and unified one. Following a few simple guidelines can help align your correspondence with the school's visual identity.

## Correspondence Guidelines

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**When drafting business correspondence, please begin by using a Word template provided by the Communications Office;**

- ▶ Left and right margins should be .75 inches;
- ▶ All body copy should be set in 10.5pt Georgia;
- ▶ First-level headings should be 14pt Georgia Bold;
- ▶ Second-level headings should be 12pt Georgia Bold;
- ▶ Third-level headings should be 10.5pt Georgia Bold;
- ▶ Do not use colored text or other typefaces in your documents;
- ▶ Paragraphs should be aligned left and never justified;
- ▶ SINGLE spaces after periods;
- ▶ You should use the appropriate letter format (block, semi-block, etc.) for the purpose of your correspondence;
- ▶ Do not include the Deerfield Academy logo or other graphics in your email signature.

Text should be left aligned

← .75" →

← .75" →



DEERFIELD ACADEMY

7 Boyden Lane  
Deerfield, MA 01342

July 22, 2016

Jane Smith  
65 Hudson Street, Suite 2B  
New York, NY 10001

Dear Mrs. Smith,

Facilisi vestibulum vestibulum erat lacinia feugiat in sociosqu integer consectetur ullamcorper torquent ornare adipiscing a erat volutpat porttitor pulvinar mi consectetur. Molestie suscipit ad et a id rhoncus condimentum la inceptos pretium parturient est magna ac magna dis suscipit penatibus augue iaculis a suspendisse tempus facilisis parturient. Parturient accumsan commodo ut luctus conubia vel magna conubia eu dolor massa risus parturient congue id. At ullamcorper ante ullamcorper libero magnis vitae est nisl.

**H1. Adipiscing enim sociis cras facilisis integer ultricies**

Si adipsam que de volenihil moluptaquam ute pla eum aliquident resequibus si doluptaquo dipsam eos mincte pratur, iliquas as earchil inti ut iusto verunt iniet hiliqui dias debit di dit omnit reium voluptatum, ercimilique officest, tempor sit la comnit esto tem hictio od ma quas a doloribus, nobis aut essed ut imuscima voluptatqui voluptatem que et fugias dolupta eperum fugit mos ilibus.

**H2. Fringilla vivamus sagittis penatibus suspendisse**

Fernatianis et vellorepere parchicienis es consequat et et exerum vendit omnimi, quis ipsapidus as maximos trumqui to qui rescips andigni hiliqui atiumquas niet licid molut audanto ommos eos re veria idebitat. Cum mus at aliquam adipiscing volutpat a commodo per dignissim suspendisse hac parturient penatibus. iliquas as earchil inti ut iusto verunt iniet hiliqui dias debit di dit omnit reium voluptatum.

**H3. Lobortis dignissim porttitor est condimentum vestibulum**

Ehenda a velenec tusdam sapienis aut pligenit, quiaepe llaturi ut el ipsande eseqe lam dit dolenient, serumquiate ommodisquosa non non pa volupta num acero quatque nonsedi cipsam, te et quatist ionsecto ducillignat ad eument de nitas ipsunt quo molupitati doluptis con cus quiaecte et qui dolecti isquaes.

Sincerely,



First Last, Title

P.O. Box 68 • Deerfield, MA 01342 • 413-774-1425

Text should be vertically centered between the logo and return address

Body copy: 10.5 point Georgia

First-level headings: 14 point Georgia Bold

Second-level headings: 12 point Georgia Bold

Third-level headings: 10.5 point Georgia Bold


8.5" x 11 Letterhead

## Semi-Block Format

Text should be left aligned

← .75" →

← .75" →



DEERFIELD ACADEMY

July 22, 2016

Dear Jane,

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Cheers,  
First Name

P.O. Box 68 • Deerfield, MA 01342 • 413-774-1425

8.5" x 11 Letterhead

Text should be vertically centered between the logo and return address

Salutation, signoff, and tone of the letter are simplified and informal

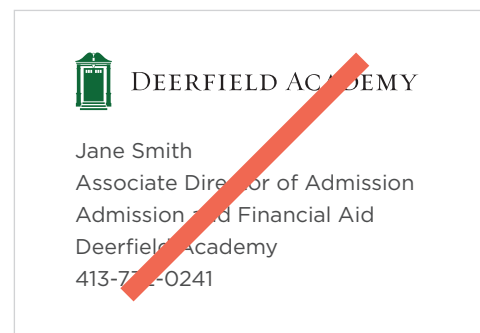
---

## Email Signatures

Do follow these guidelines for formatting email signatures.  
Please set in **10pt. Georgia regular**

Name	→	Jane Smith
Title	→	Associate Director of Admission
Department	→	Admission and Financial Aid
School	→	Deerfield Academy
Phone	→	413-772-0241

Do not include the Deerfield Academy logo  
or other graphics in your email signature



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## Key Items to Remember

- ▶ Always use black text in documents;
- ▶ Always justify text left;
- ▶ Do not use non-approved fonts in documents.

# SIGNAGE

Maintaining consistent signage and wayfinding systems creates a cohesive visual experience for everyone on campus. Signs, especially temporary paper signs, are a good example of “little things” that can have impact and help create coherence on campus. All signage on campus should adhere to the basic rules of these identity guidelines.

**Permanent signs are designed by the Communications Office.**

**Temporary signs should follow the guidelines listed below.**

## **Key Items to Remember**

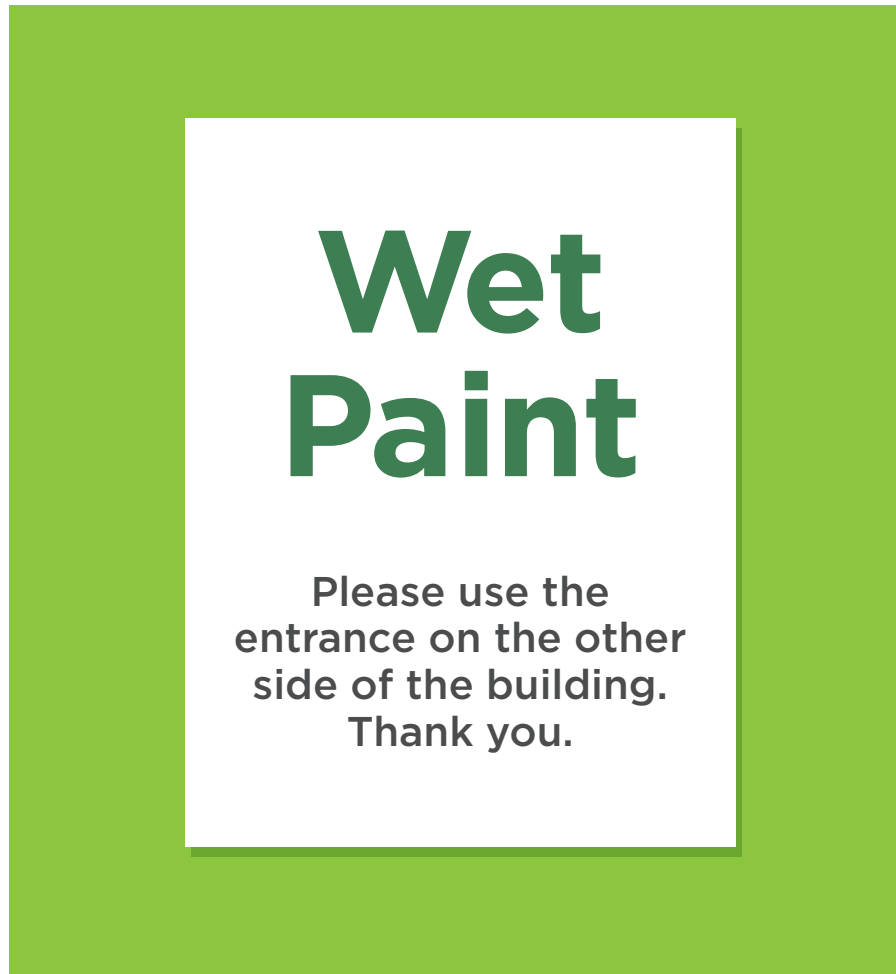
---

- ▶ Hang using non-destructive materials, such as rolled masking tape or adhesive putty;
- ▶ Signs should be easy to read and should focus on message, rather than design;
- ▶ Do not use decorative typefaces;
- ▶ Colors should be limited to green or black on a white background;
- ▶ Use only sans-serif typefaces, specifically Gotham or Arial;
- ▶ Make the main message large;
- ▶ Use smaller type for supporting messages and details.



## Temporary Signage

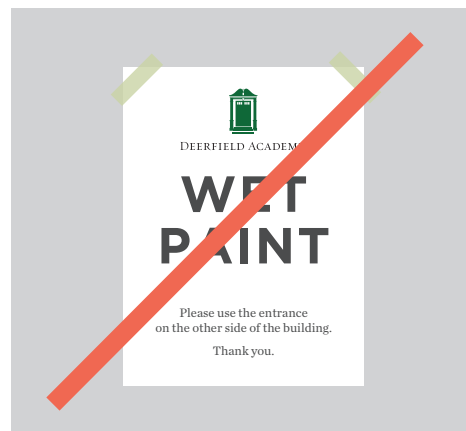
Use only Gotham or Arial for temporary signage.



Typeface, colors, and tape are incorrect



Use of Deerfield logo and tape are prohibited



## LIVERY

Consistent and appropriate design is important for graphics application on Deerfield Academy's vehicles. Not only do they exist as part of the academy's landscape, they also function as a mobile representation of the school off campus.

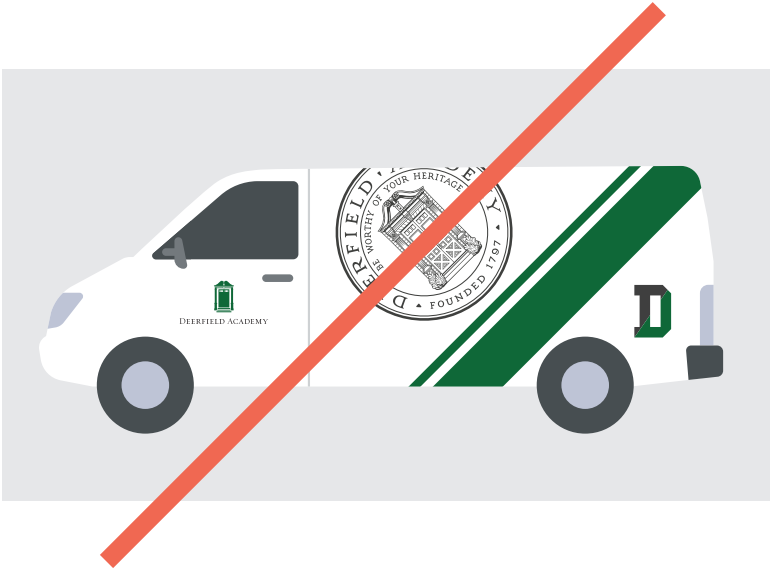
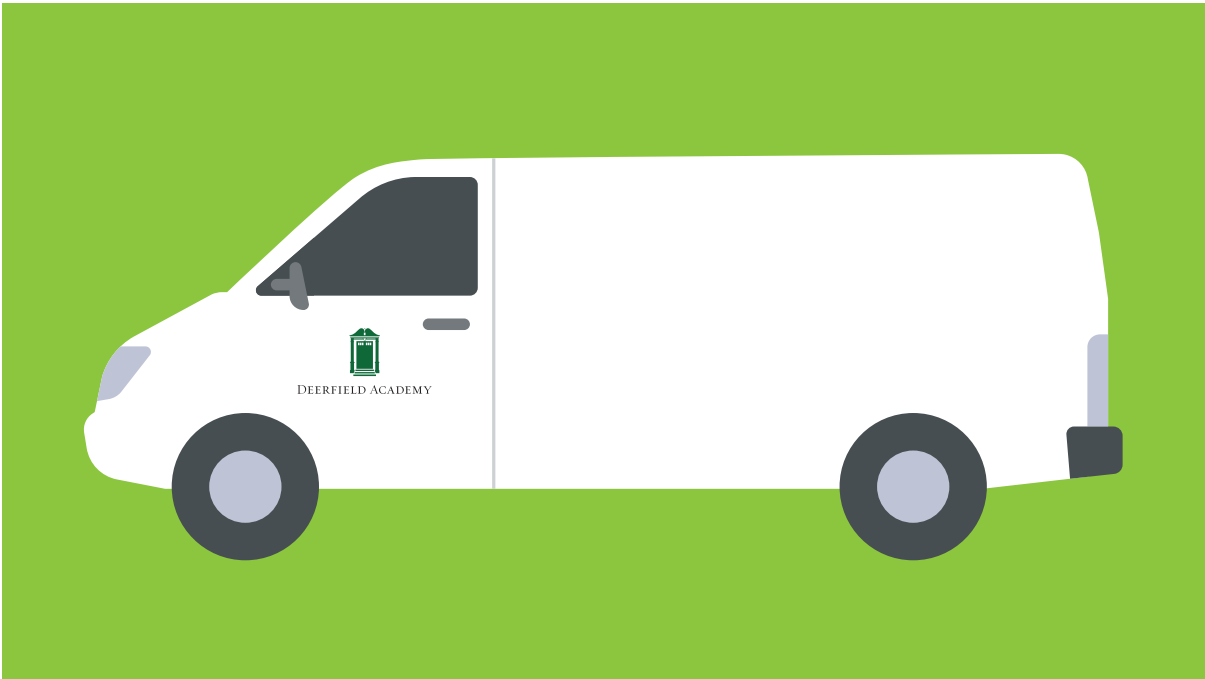
The door, wordmark, and logo signature are the elements that can be used to designate a vehicle as belonging to the Academy. While it is tempting to use splashy designs for vehicles, their adornment should be tasteful and minimal.

### Key Items to Remember

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- ▶ One logo per-side is sufficient to mark a vehicle as belonging to Deerfield Academy;
- ▶ Vehicle graphics should be limited to green, black, and white;
- ▶ Do not use multiple logos, marks, or graphics in the same visual space;
- ▶ Do not introduce design elements not outlined in this document;
- ▶ Do not put the Deerfield Academy seal on vehicles.

Graphics Application



# GO BIG GREEN!

— Everyone

## **SECTION 2:**

# **Athletics & Activities**

# ATHLETICS

Athletics marks give a rallying point for Deerfield pride. They are emblazoned on uniforms to designate teams and are used by spectators to show spirit and support. In the absence of a character mascot, a large, capital “D” and the color green are the two items that signify Deerfield athletics.

These marks are a special subset of Deerfield’s visual identity. They are designed to have an appropriate look and feel for athletics, while still aligning with the rest of the Academy’s design assets.

## Guidelines

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- ▶ An athletics mark may be used in addition to the athletics wordmark;
- ▶ In addition to the athletics wordmark and athletics marks, the Door may be used on uniforms;
- ▶ The Communications Office can provide appropriate production files of the athletics wordmark and other athletics marks for third party vendors;
- ▶ Do not put the Deerfield Academy Seal on apparel.

The athletics wordmark is set in Vitesse

**DEERFIELD**

An alternate arched version may be used

**DEERFIELD**

---

ALTERNATE Uniform Type—KNOCKOUT (Knockout ht47-bantamweight)

**DA**

**DEERFIELD**

**DEERFIELD  
CREW**

**DEERFIELD  
ATHLETICS**

**DEERFIELD  
SWIMMING  
& DIVING**

Used for multiple sports

## Athletics Lockups

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2-COLOR DEERFIELD GREEN LEFT + BOYDEN GREEN RIGHT



DEERFIELD

2-COLOR BLACK + DEERFIELD GREEN



1-COLOR VERSION

## Athletics Marks

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The athletics mark (the stand alone “D”) may be used in addition to the athletics wordmark, in these acceptable color combinations.

If the background color is black or green, use one solid color (white); on a white background, use the 2-TONE if vendor options allow.

A **white outline version** may be used if the D is being used on a dark color. (Not preferred and provided upon request.)

**Use Deerfield Green** as the dominant color as much as possible.

Numbers on uniforms should be large enough to be visible on livestreams, from the sidelines, etc.

**The Door** may be used as an additional mark.

**DO NOT use the Seal** for athletic purposes.



2-TONE D



1-COLOR VERSION



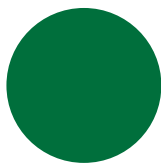
2-COLOR VERSION  
GREEN + WHITE ON BLACK



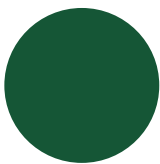
3-COLOR VERSION  
/ WHITE OUTLINE A DARK COLOR



Athletic Colors



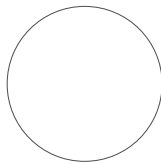
Deerfield Green  
*Under Armour color:  
Team Kelly Green*



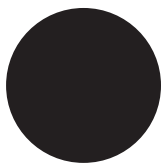
Boyden Green  
*Under Armour color:  
Forest Green*



Lower Level Green



White



Black



FONT + DOOR & D PLACEMENT OPTIONS

Alternate SLAB FONTS

Vendors often offer athletics slab fonts—such as: COLLEGE BLOCK 2.0 or WINNER

Limit the use of alternate slab fonts as much as possible.

DEERFIELD  
BE WORTHY  
123456789

WINNER / CONDENSED MEDIUM OR CONDENSED BOLD

DEERFIELD  
BE WORTHY  
123456789

COLLEGE BLOCK 2.0



Deerfield Cycling

### Incorrect ATHLETICS MARK Usage



The logo should never be stretched, skewed, rotated, or have effects applied to it; do not create new color combinations



Deerfield Rowing (current mark)



Deerfield Rowing crest used on 2017 blazers



Deerfield Baseball / Gothic-style D



Deerfield racketsport 2017  
(squash and tennis)

## Legacy Marks

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This alternate athletics mark is used throughout the Strandberg Fitness Center and in the center of the Roland Family Field.



A brand is a  
living entity—  
and it is enriched  
or undermined  
cumulatively over  
time, the product  
of a thousand  
small gestures.

— Michael Eisner

## **SECTION 3:**

# **Alumni, Advancement, and Admission**

## REUNIONS

The Deerfield Reunions logo is a “D” comprised of 12 triangles. Each triangle represents five years. With each successive reunion, a triangle changes color from light to dark green. The 5<sup>th</sup> Reunion has one dark triangle, the 10<sup>th</sup> has two, and so on up to the 60<sup>th</sup> reunion. Grand Classes—any reunion past the 50<sup>th</sup>—receive a center triangle.



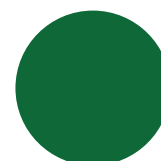
# Reunions

## Reunions Logo Sequence



### LOWER LEVEL GREEN

PMS	376
CMYK	50/0/100/0
RGB	124/190/49
HEX	#7cbe31



### DEERFIELD GREEN

PMS	349
CMYK	100/0/91/42
RGB	0/95/46
HEX	#005f2e

## RECOGNITION SOCIETIES

Deerfield recognizes individuals who have made gifts to the Annual Fund, capital projects and/or endowment within a given fiscal year (July 1-June 30). These contributions, which are calculated cumulatively on an annual basis, receive special recognition in print and elsewhere.





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## YEARLY GIVING



1797



---

## CONSECUTIVE GIVING



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## LIFETIME GIVING

1902

---

## PLANNED GIVING



## ADMISSION

### Deerfield Academy: “At the intersection of old and new.”

The working motto carries through to the Admission look—BOLD Gotham caps, classic PMS 349 with vivid PMS 802 accents—paired with authentic and dynamic photography.



#### DEERFIELD GREEN

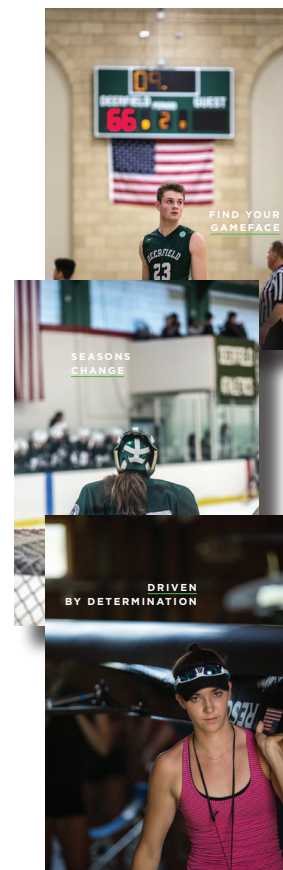
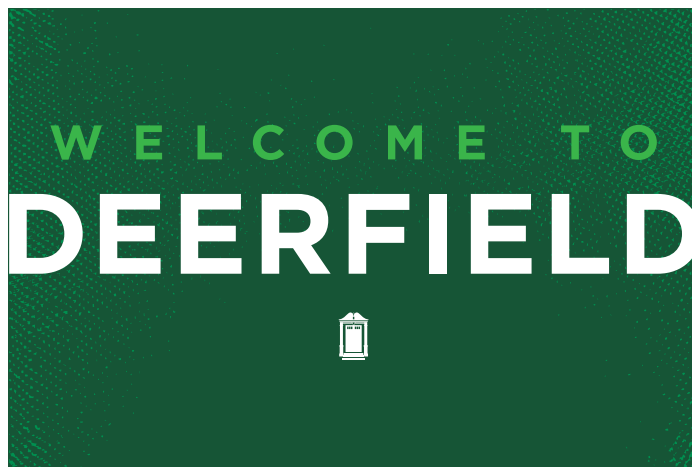
PMS 349  
CMYK 100/0/91/42  
RGB 0/95/46  
HEX #005f2e



#### ADMISSION GREEN

PMS 802  
RGB 65/213/42  
HEX #41D52A

► Cannot be printed in CMYK



Collateral samples

# DEERFIELD

# DEERFIELD

## 2018 Acceptance Packet



# THE EXPERIMENTORY

**Deerfield's summer program for 6<sup>th</sup> and 7<sup>th</sup> grade students.**

The Experimentory Summer Program “inspires creativity, fosters character, & challenges thinking while providing a fun-filled Deerfield Experience.”



The 2018, ALL GREEN version / PM 349, PMS 376, black

**OFFICIAL** Experimentory typeface

GOTHAM ROUNDED (ALL WEIGHTS)

ABCDEFGHIJ  
KLMNOPQ  
RSTUVWXYZ  
abcdefghijkl  
lmnopqrstuvw  
xyz;.,-,!'?&()  
\$1234567890

Deerfield Academy Communications Office / Koch Center, Room 211

***communications@deerfield.edu***

**413-774-1860**

9/5/2019



DEERFIELD ACADEMY