

JAMESVILLE-DEWITT CENTRAL SCHOOL DISTRICT BRAND GUIDELINES



Vaysen Studio

Brand guide and logo design by Vaysen Studio.
This brand guide was updated by Capital Region
BOCES Engagement & Development Services and
the Jamesville-DeWitt Central School District in
September 2025.

BRAND OVERVIEW

GUIDELINE USE

The following guide outlines how Jamesville-DeWitt Central School District brand elements are to be used to ensure visual and image consistency across print and web communications.

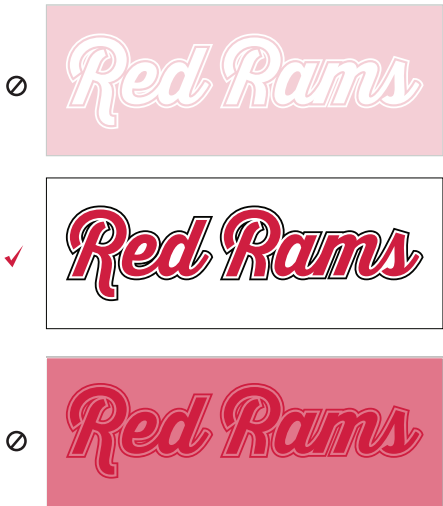
Please direct requests from outside organizations for logo artwork to the district office.

PROPER LOGO USAGE

LOGO INTEGRATION GUIDELINES

- These guidelines are the basis for unicolor backgrounds, images or video.
- ⊘ Please avoid the white version of any logo on light / white / cream backgrounds.
- ⊘ Please do not use the full color version of any logo on its analog color.
- ⊘ Please avoid using the black version of any logo on dark backgrounds up to black.
- ✓ In contexts of incorporating backgrounds of shifting colors or videos, the priority is the legibility of the logo.
- ✓ For watermarks, the logo can be used in a clear hue over white, as its function is not highlighted.

- ⊘ Don't stretch, condense or change the dimensions of the identity.
- ⊘ Don't crop the image or wordmark.
- ⊘ Don't alter the placement or scale of the elements.
- ⊘ Don't use colors that aren't specified in this document.
- ⊘ Don't rotate the image or wordmark.
- ⊘ Don't combine or add elements to the identity.
- ⊘ Don't use fonts that aren't specified in this document.
- ⊘ Don't use shadows.
- ⊘ Don't mirror or flip.



BRAND HISTORY

TIMELINE OF DEVELOPMENT

The Jamesville-DeWitt Central School District partnered with Vaysen Studio to develop and implement a comprehensive brand identity that reflects the district's values, legacy, and future-focused mission. The brand rollout was designed to be strategic, phased, and deeply collaborative, ensuring alignment with community expectations and institutional priorities.



COLOR STANDARDS

PRIMARY PALETTE

PMS 200 CP CMYK: 3/100/7/12 RGB: 205/22/63 HEX: cd163f	PMS COOL GRAY 9 CP CMYK: 30/22/17/57 RGB: 95/99/105 HEX: 5f6369	WHITE CMYK: 0/0/0/0 RGB: 255/255/255 HEX: ffffff	BLACK CMYK: 0/0/0/100 RGB: 0/0/0 HEX: 000000

The district's color palette is an agreed upon group of colors that is part of and helps to maintain the district brand and ensures content accessibility for all

SECONDARY PALETTE

PMS 187 CP CMYK: 7/100/82/26 RGB: 174/19/42 HEX: ae132a	PMS 429 CP CMYK: 21/11/9/23 RGB: 161/171/178 HEX: a1abb2	PMS 186 CP CMYK: 2/100/85/6 RGB: 218/26/50 HEX: da1a32	PMS 430 CP CMYK: 33/18/13/40 RGB: 114/128/138 HEX: 72808a

PANTONE or PMS (CP): for commercial printers
CMYK: full-color printing
RGB: for digital (Microsoft Suite, online applications)
HEX: for digital (Google Suite, Canva, Adobe)

TYPOGRAPHY

TYPEFACES USED IN LOGO ASSETS

The district wordmark uses Plantagenet Cherokee (a Mac & PC system font) and Meno Text Regular (Adobe Fonts). The script typeface used in some assets is Thirsty Script (Adobe Fonts). The typeface used in the "Together We Are J-D" logo is Bree Serif (Adobe Fonts/Google Fonts). The collegiate varsity-style lettering used in the seals and the "Red Rams" logo is Freshman (a free font that should not be used for any other purpose).

SUGGESTED TYPEFACES FOR PRINT & DIGITAL MATERIALS

The district's preferred typefaces for headlines and body copy are Acumin (Adobe Fonts) and Meno Text (Adobe Fonts). Bree Serif (Adobe Fonts/Google Fonts) and Thirsty Script (Adobe Fonts) should only be used sparingly for accents and emphasis.

When Acumin is not available, Helvetica or Arial may be used. When Meno Text is not available, Georgia or Garamond may be used.

APPLICATIONS

Acumin
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Meno Text
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz



ADULT MASCOT

Representation of the district's strength and leadership in classic stencil style.



JUNIOR MASCOT

An approachable companion mascot for younger district members, stencil style.

PRIMARY LOGOS



INITIAL

Anchor branding representing key colors, locations, and style.

Jamesville-DeWitt
CENTRAL SCHOOL DISTRICT

DISTRICT NAME

Full school name for official applications. This treatment is also available for schools.



DISTRICT NAME WITH INITIAL

Full school name with the J-D initial for official applications. This treatment is also available for schools.

TOGETHER
WE ARE 

DISTRICT MOTTO

Unifying phrase paired with the logo to inspire community connection.

SECONDARY LOGOS



DISTRICT SEAL

Classic badge-style logo featuring the J-D initial. Seals that feature the adult and junior mascots are also available.



Red Rams

SCRIPT TITLE

Cursive style, vintage inspired mascot name for use across disciplines.

RED RAMS

VARSITY TITLE

Traditional varsity lettering, collegiate type treatment evoking district mascot identity.

NEGATIVE

DARK WASH

Red Rams

Jamesville-DeWitt
TECUMSEH ELEMENTARY

TOGETHER
WE ARE 

JAMESVILLE - DEWITT

Jamesville - DeWitt

RED RAMS



Red Rams

Jamesville-DeWitt
TECUMSEH ELEMENTARY

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JAMESVILLE - DEWITT

Jamesville - DeWitt

RED RAMS



Red Rams

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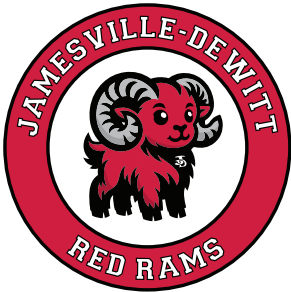
RED RAMS



ADULT

JUNIOR

MASCOT SEAL



MASCOT LOGOMARK



JAMESVILLE - DEWITT
RED RAMS



JAMESVILLE - DEWITT
RED RAMS

MASCOT LOGOMARK



MASCOT LOGOMARK
'SUBTITLE'



Jamesville-DeWitt
HIGH SCHOOL



Jamesville-DeWitt
TECUMSEH ELEMENTARY

MASCOT LOGOMARK
MOTTO



TOGETHER
WE ARE **J**



TOGETHER
WE ARE **J**