DeKalb County
School District

BRAND IDENTITY STYLE GUIDE

www.dekalbschoolsga.org

OUR MISSION

Inspire | Achieve | Excel

Vision: To inspire our community of learners to achieve educational excellence.

Mission: Our mission is to ensure student success, leading to higher education, work and life-long learning.

DeKalb County
School District

DEKALB COUNTY SCHOOL DISTRICT

Board of Education

DeKalb County
School District

OUR PURPOSE

One Team, One Voice, One DeKalb

DeKalb County School District's (DCSD) Brand Identity Style Guide is a comprehensive tool for staff and stakeholders designing, printing or producing marketing materials. As we communicate about our work both internally and externally, it is crucial that we are consistent and effective. With your help, we can ensure the standards and specifications of our district's brand are appropriately being used across a wide variety of media. DCSD logos should be prominently displayed on all visual communications and may not be incorporated into or combined with any other mark, symbol or graphic to create a new mark. These guidelines may be adapted when necessary due to the context of the publication or media only upon approval by the Communications Team.

WHO WE IMPACT

28th Largest School District in the Nation

3rd Largest School District in the State of Georgia

Most Diverse Student Population in the State of Georgia

139 Schools & Centers

163 Spoken Languages

15,500 Employees

101,482 Students

15.7K

13.3K

5.9K

DeKalb County
School District

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DeKalb County
School District

Section 1:
DeKalb County School District Logo

To request the DCSD logo file(s), email: communications@dekalbschoolsga.org

DISTRICT LOGO

Color Palette

DCSD Grey

CMYK   : C:0 M:0 Y:0 K:29
RGB   : R:190 G:192 B:194
Pantone® : Cool Grey 5 M
Hex (Web) : #BFC0C2

DCSD Orange

CMYK   : C:0 M:54 Y:95 K:0
RGB   : R:255 G:144 B:8
Pantone® : 1495 C
Hex (Web) : #FC963C

DCSD Blue

CMYK   : C:69 M:0 Y:0 K:0
RGB   : R:19 G:181 B:234
Pantone® : 298 M
Hex (Web): #50B5E5
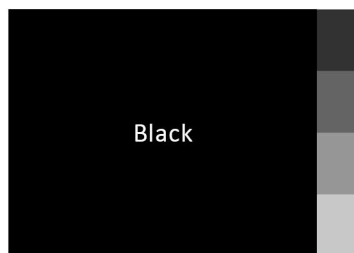
Black

CMYK   : C:75 M:68 Y:67 K:90
RGB   : R:0 G:0 B:0
Pantone® : Black
Hex (Web): #000000

DISTRICT LOGO

Logomark & Logotype

1. Logomark

™

2. Logotype

Logo Font: Calibri Bold/Calibri Light

1. Logomark

2. Logotype

Logo Font: Calibri Bold/Calibri Light

The DeKalb County School District (DCSD) logo consists of the logomark and logotype.
The three figures can be used separately, but only through the approval of the Division of Communications & Community Relations.

1. Logomark
The figures that create the logomark symbolize our 100,000+ students and the network of nurturing adults in their lives.
The figures also convey interaction, protections, and vitality.

2. Logotype
The logotype consists of DCSD. In some instances the logotype can be used separately but only through the approval of the Division of Communications & Community Relations.

DISTRICT LOGO

Clear Space Rule & Size
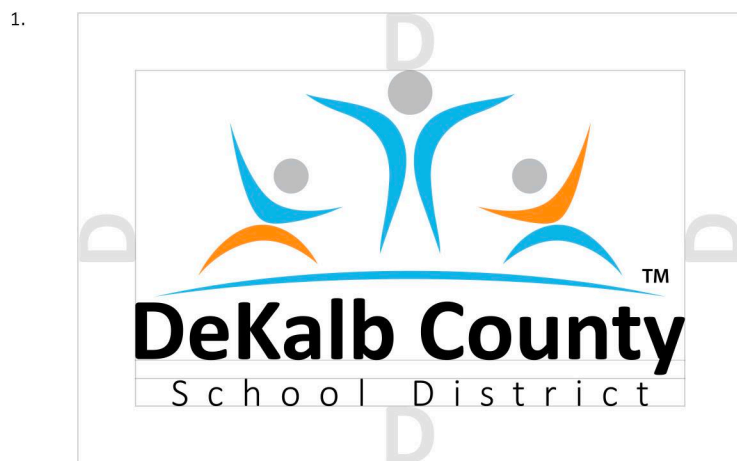
1. Protected Area

This is the area around the logo where nothing else should appear, helping to increase the logo's impact. To create the protected space, use the letter "D" in DeKalb as a guide.

Logotype Space

The spaces between the logotype and logomark should never be changed.

2. Minimum Production Size

Primary Logo: The primary district logo may not reproduced any smaller than 1.5" in width.

Horizontal Logo: The horizontal logo may not be reproduced any smaller than 2.5" in width.

Note: The logomark and logotype should never be used separately.

DISTRICT LOGO

Logo Usage

1. Color

In most instances, the district logo is to be used in full color. Use this logo on backgrounds that provide contrast and clear visibility.

2. Color (Dark Backgrounds)

In some instances, the district logo is to be used in full color with altered text color for visibility on a dark or black background. Use this logo on backgrounds that provide contrast for all elements to have clear visibility.

3. Single Color - Black

In some instances, the district logo will need to appear in black. Use this logo on backgrounds that provide contrast for all elements to have clear visibility.

4. Single Color - White

In some instances, the district logo will need to appear in white. Use this logo on backgrounds that provide contrast for all elements to have clear visibility.

DISTRICT LOGO

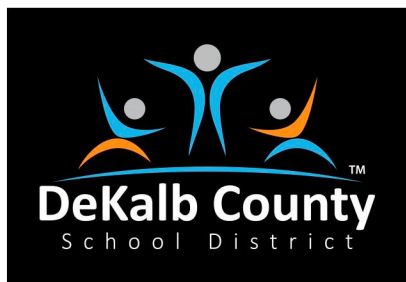## Alternate Logo Usage

1.

1. Color
In most instances, the horizontal district logo is to be used in full color. Use this logo on backgrounds that provide contrast and clear visibility.

2.

2. Color (Dark Backgrounds)
In some instances, the horizontal district logo is to be used in full color with altered text color for visibility on a dark or black background. Use this logo on backgrounds that provide contrast for all elements to have clear visibility.
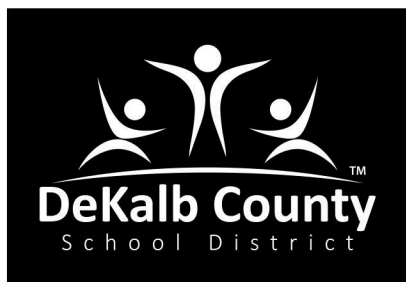
3.

3. Single Color - Black
In some instances, the horizontal district logo will need to appear in black. Use this logo on backgrounds that provide contrast for all elements to have clear visibility.

4.

4. Single Color - White
In some instances, the horizontal district logo will need to appear in white. Use this logo on backgrounds that provide contrast for all elements to have clear visibility.

DISTRICT LOGO

Incorrect Logo Usage

1.

2.

3.

4.

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7.

8.

9.

10.

Incorrect use of the DCSD logo not only compromises its integrity, but reduces it's effectiveness. To ensure accurate and consistent reproduction of the logo, always use the approved digital artwork provided. Never alter the logo or attempt to recreate it.

1. <u>Do not</u> use previous DCSD logos.

2. <u>Do not</u> stretch or distort the logo.

3. <u>Do not</u> add previous URL's under the logo.

4. <u>Do not</u> change the logotype

5. <u>Do not</u> change the colors of the logo elements

6. <u>Do not</u> add shadows to the logo.

7. <u>Do not</u> add the logo to distracting backgrounds.

8. <u>Do not</u> emboss the logo.

9. <u>Do not</u> tilt the logo.

10. <u>Do not</u> use a blurry file of the logo.

Section 2:
I Love DeKalb Schools Logo

To request the I Love DeKalb Schools logo file(s), email: communications@dekalbschoolsga.org

I LOVE DEKALB SCHOOLS LOGO

Color Palette

DCSD Cardinal Red

CMYK	: C:21 M:100 Y:95 K:12
RGB	: R:178 G:30 B:40
Pantone®	: 7621 C
Hex (Web)	: #B21E28

DCSD Charcoal Grey

CMYK	: C:57 M:47 Y:48 K:14
RGB	: R:113 G:114 B:113
Pantone®	: 424 C
Hex (Web)	: #717271
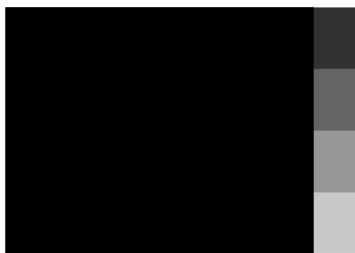
CMYK	: C:75 M:68 Y:67 K:90
RGB	: R: 0 G: 0 B: 0
Pantone®	: Black
Hex (Web)	: #000000

I LOVE DEKALB SCHOOLS LOGO

Logomark & Logotype

2. Logotype

1. Logomark

2. Logotype

Logo Font: Roboto Slab

1. Logomark

2. Logotype

Logo Font: Roboto Slab
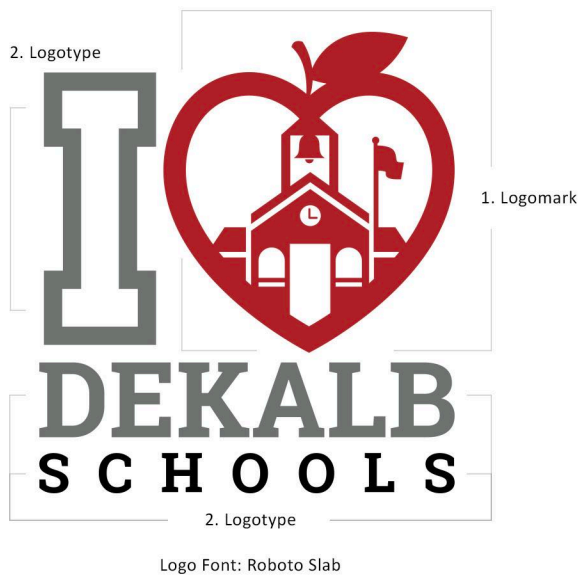
The I Love DeKalb Schools logo consists of the logomark and logotype. The two elements can be used separately, but only through the approval of the Division of Communications & Community Relations.

1. Logomark
The figure that creates the logomark symbolizes the heartbeat of DeKalb County schools.

2. Logotype
The logotype consists of "I," "DeKalb," and "Schools."

Note: The logomark and logotype should never be used separately.

I LOVE DEKALB SCHOOLS LOGO

Clear Space & Size

1.

1. Protected Area
This is the area around the logo where nothing else should appear, helping to increase the logo's impact. To create the protected space, use the letter "D" in DeKalb as a guide.

2. Logotype Space
The spaces between the logotype and logomark should never be changed.

3. Minimum Production Size
Primary Logo: The ILDS may not be reproduced any smaller than 1 inch in width.

Horizontal Logo: The horizontal logo may not be reproduced any smaller than 1.75 inches in width.

2.

3.

I LOVE DEKALB SCHOOLS LOGO

Logo Usage

1.

1. Color
In most instances, the ILDS logo is to be used in full color. Use this logo on backgrounds that provide contrast and clear visibility.

2.

2. Color (Dark Backgrounds)
In some instances, the ILDS logo is to be used in full color with altered text color for visibility on a dark or black background. Use this logo on backgrounds that provide contrast for all elements to have clear visibility.

3.

3. Single Color - DCSD Cardinal Red
In some instances, the ILDS logo will need to appear in DCSD Cardinal Red. Use this logo on backgrounds that provide contrast for all elements to have clear visibility.

4.

4. Single Color - DCSD Charcoal Grey
In some instances, the ILDS logo will need to appear in DCSD Charcoal Grey. Use this logo on backgrounds that provide contrast for all elements to have clear visibility.

I LOVE DEKALB SCHOOLS LOGO

Logo Usage

5.

5. Single Color - Black
In some instances, the ILDS logo will need to appear in black. Use this logo on backgrounds that provide contrast for all elements to have clear visibility.

6.

6. Single Color - White
In some instances, the ILDS logo will need to appear in white. Use this logo on backgrounds that provide contrast for all elements to have clear visibility.

I LOVE DEKALB SCHOOLS LOGO

Logo Usage

1.

1. Color
In most instances, the horizontal I Love DeKalb (ILDS) Schools logo is to be used in full color. Use this logo on backgrounds that provide contrast and clear visibility.

2.

2. Color (Dark Backgrounds)
In some instances, the horizontal ILDS logo is to be used in full color with altered text color for visibility on a dark or black background. Use this logo on backgrounds that provide contrast for all elements to have clear visibility.

3.

3. Single Color - DCSD Cardinal Red
In some instances, the horizontal ILDS logo will need to appear in DCSD Cardinal Red. Use this logo on backgrounds that provide contrast for all elements to have clear visibility.

4.

4. Single Color - DCSD Charcoal Grey
In some instances, the horizontal ILDS logo will need to appear in DCSD Charcoal Grey. Use this logo on backgrounds that provide contrast for all elements to have clear visibility.

I LOVE DEKALB SCHOOLS LOGO

Logo Usage

5.

I ❤ DEKALB
S C H O O L S

5. Single Color - Black
In some instances, the horizontal ILDS logo will need to appear in black. Use this logo on backgrounds that provide contrast for all elements to have clear visibility.

6.

I ❤ DEKALB
S C H O O L S

6. Single Color - White
In some instances, the horizontal ILDS logo will need to appear in white. Use this logo on backgrounds that provide contrast for all elements to have clear visibility.

I LOVE DEKALB SCHOOLS LOGO

Incorrect Logo Usage

1.

2.

3.

4.

5.

6.

7.

8.

Incorrect use of the I Love DeKalb Schools logo not only compromises its integrity but reduces its effectiveness. To ensure accurate and consistent reproduction of the logo always use the approved digital artwork provided. Never alter the logo or attempt to recreate it.

1. <u>Do not</u> distort or stretch the logo.

2. <u>Do not</u> change the colors of the logo elements.

3. <u>Do not</u> add shadows to the logo.

4. <u>Do not</u> add the logo to distracting backgrounds.

5. <u>Do not</u> emboss the logo.

6. <u>Do not</u> tilt the logo.

7. <u>Do not</u> use a blurry file of the logo.

8. <u>Do not</u> change the logotype

Section 3:
District Stationery

To request district stationery files, email: communications@dekalbschoolsga.org

To order printed district stationery, email: ricky_hammond@dekalbschoolsga.org

DISTRICT STATIONERY

Business Card

The front of the standard district business card template will have employee contact information along with the DCSD logo. The template should be printed in four colors: PMS Cool Grey 5 M, PMS 1495 C, PMS 298 M and Black.

The back of the business card will display distict social media and broadcast platforms.

Dimensions: 3.5"W x 2"H

DCSD Logo ——————

DeKalb County
School District

First Name, Last Name ——————
Job Title ——————

First Name, Last Name
Job Title

Building Name ——————
Address Line 1 - Street Address ——————
Address Line 2 - City, State, Zip Code ——————

Robert R. Freeman Administrative Complex
1701 Mountain Industrial Boulevard
Stone Mountain, GA 30083

District Email ——————
Office Number / Fax or Cell Phone Number ——————

districtemail@dekalbschoolsga.org
Office: 678.000.0000   Cell: 404.000.0000

Facebook, Twitter, Instagram, PDS-TV-24 Logos ——————

District Website ——————

www.dekalbschoolsga.org

Note: The inclusion of prefixes are prohibited. Please limit the number of suffixes to two or three. Under no circumstances should the district business cards be personalized.

DISTRICT STATIONERY

Letterhead
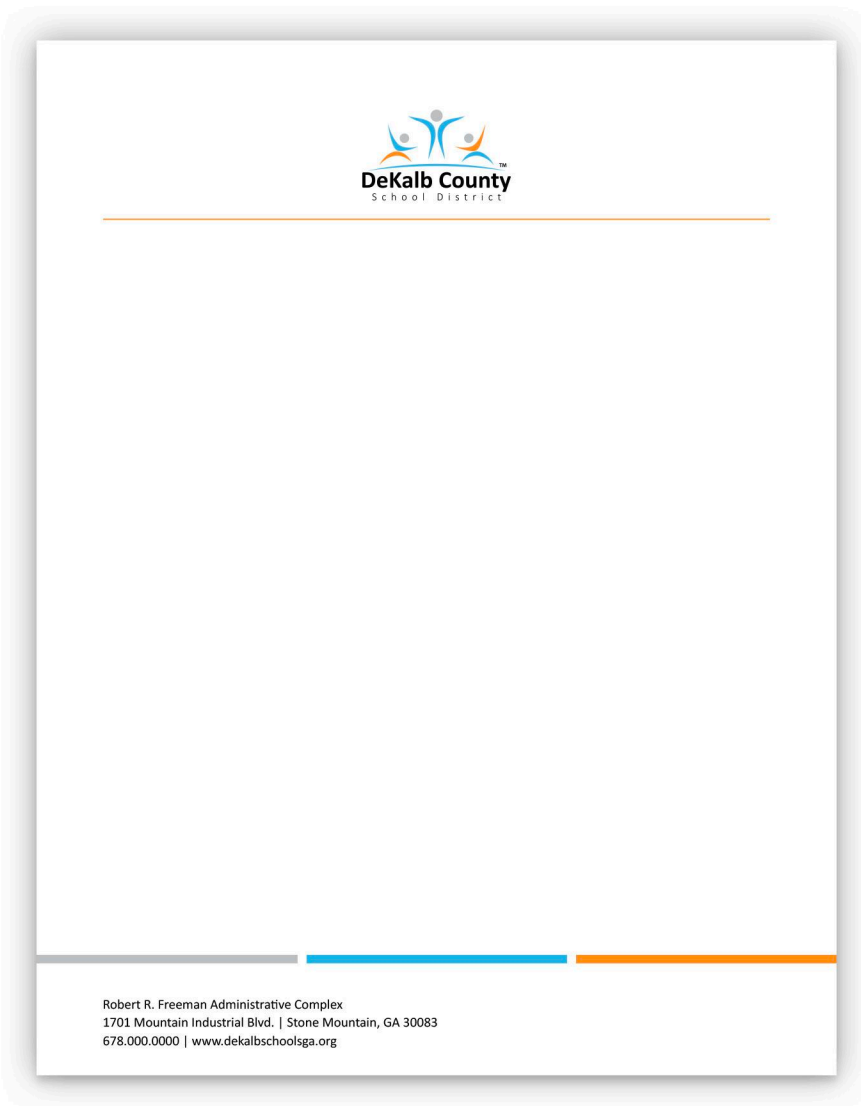
The DCSD logo is to be positioned as shown and printed in four colors: PMS Cool Grey 5 M, PMS 1495 C, PMS 298 M and Black.

Dimensions: 8.5" x 11"

Under no circumstances should the district letterhead be personalized.

DeKalb County
School District

Robert R. Freeman Administrative Complex
1701 Mountain Industrial Blvd. | Stone Mountain, GA 30083
678.000.0000 | www.dekalbschoolsga.org

DISTRICT STATIONERY

Fax Cover Sheet
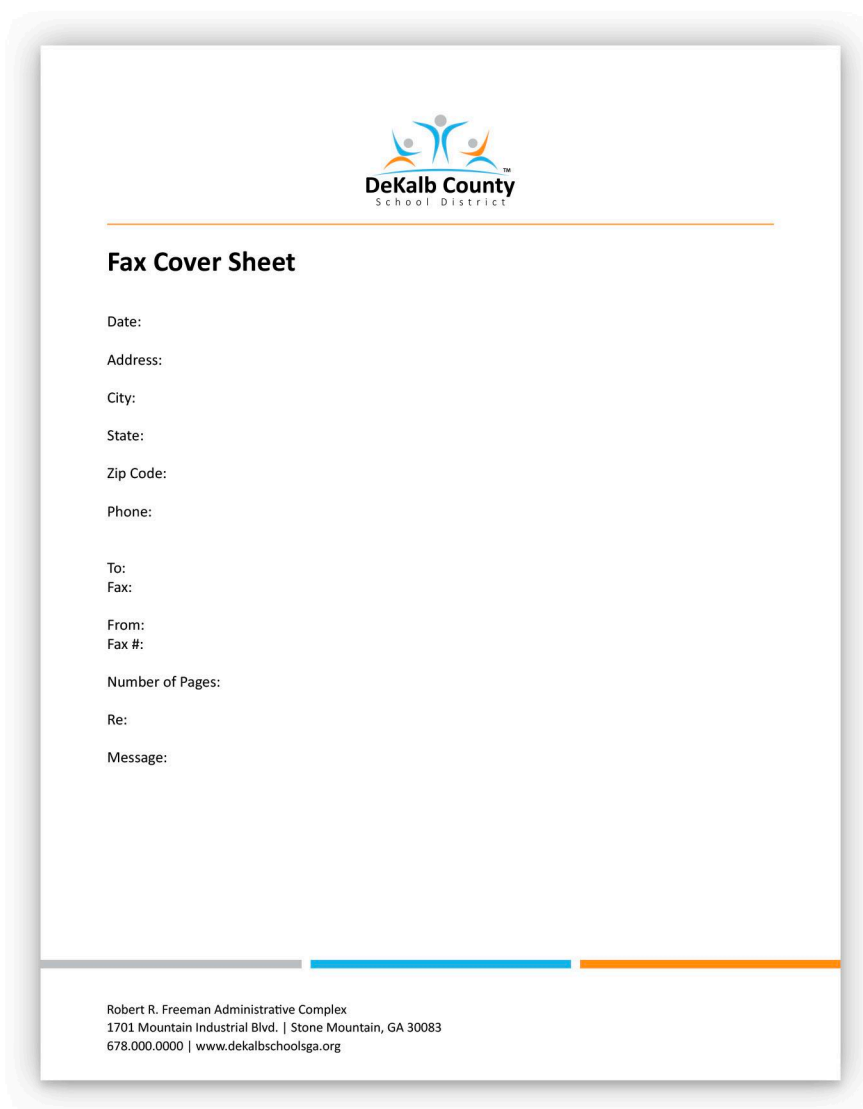
Fax Cover Sheet

DeKalb County
School District

Date:

Address:

City:

State:

Zip Code:

Phone:

To:
Fax:

From:
Fax #:

Number of Pages:

Re:

Message:

Robert R. Freeman Administrative Complex
1701 Mountain Industrial Blvd. | Stone Mountain, GA 30083
678.000.0000 | www.dekalbschoolsga.org

The DCSD logo is to be positioned as shown and printed in four colors: PMS Cool Grey 5 M, PMS 1495 C, PMS 298 M and Black.

Dimensions: 8.5" x 11"

Under no circumstances should the district fax cover sheet be personalized.

DISTRICT STATIONERY

#10 Envelope

The DCSD logo is to be positioned as shown and printed in four colors: PMS Cool Grey 5 M, PMS 1495 C, PMS 298 M and Black.

Dimensions: 9" x 4.125" (#10 Envelope)

DeKalb County
School District

Robert R. Freeman Administrative Complex
1701 Mountain Industrial Blvd.
Stone Mountain, GA 30083

[Recipient Name]
[Street Address]
[City, State, Zip Code]

DeKalb County
School District

Section 4:
Co-Branding

To request co-branded stationery or logo files for your school or department,
email: communications@dekalbschoolsga.org

To order printed district stationery, email: ricky_hammond@dekalbschoolsga.org

DISTRICT CO-BRANDING

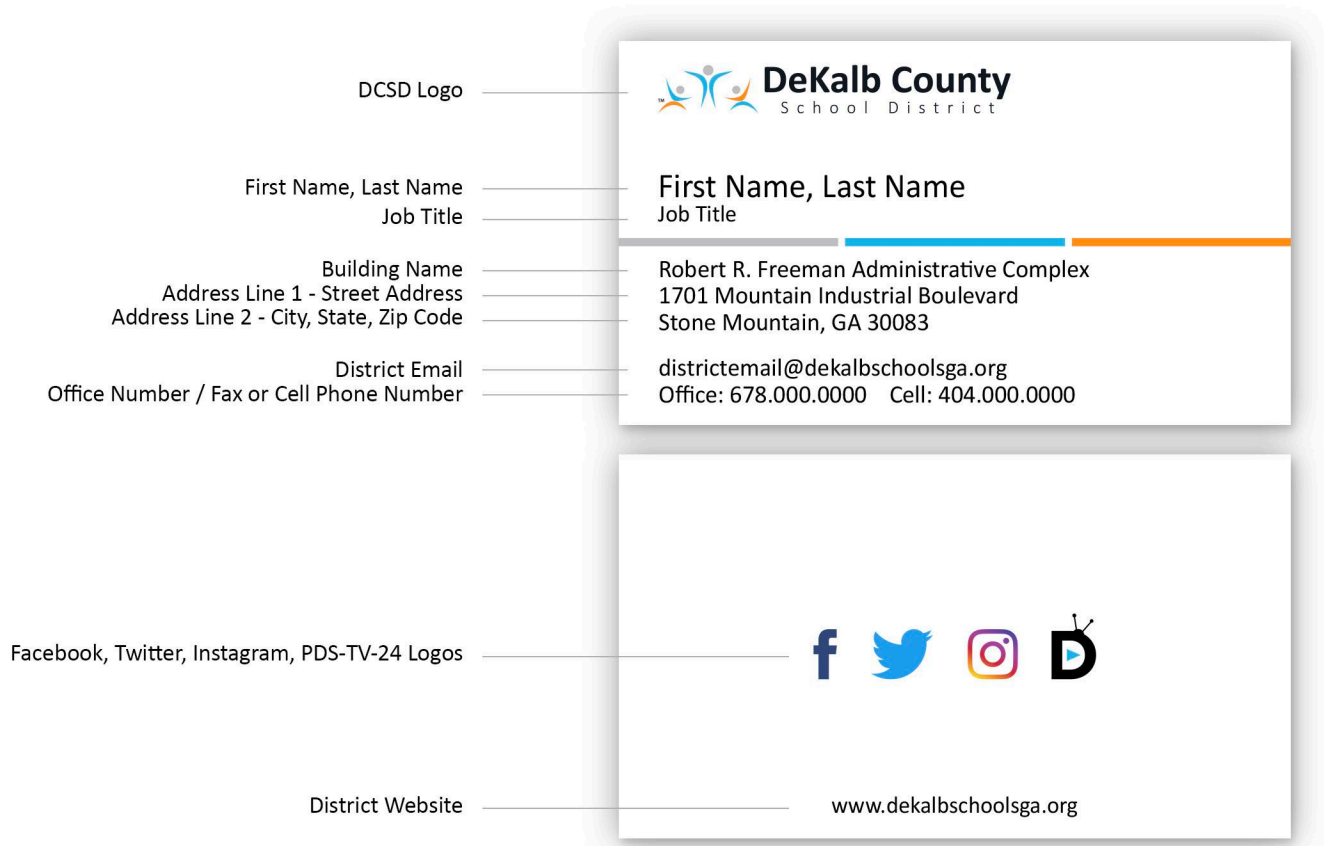## Section 4.1 : Department Logos

To ensure the integrity of department logos, units should not attempt to create their own logo. Department logos include left aligned and centered options. The font style and/or color of the logo copy should never be altered.

By keeping the individual departmental branding so closely related to that of the overall DCSD brand, each department benefits from the recognition of the district and in turn helps with the overall consistency and impact internally and externally.

 Athletics

 Audit & Compliance

 Charter Schools

 Career, Technical & Agricultural Education

 Communications

 Curriculum & Instruction

 Exceptional Education

 Family Engagement

DISTRICT CO-BRANDING

_____

Section 4.1 : Department Logos

 Federal Programs
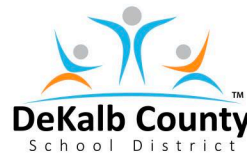
 Finance

 Human Capital Management

 Information Technology

 Leadership Development

 Legal Affairs

 Office of the Superintendent

 Operations

 Public Safety

 Region 1

DISTRICT CO-BRANDING

Section 4.1 : Department Logos

 Region 2

 Region 3

 Region 4

 Region 5

 Region 6

 Region 7

 Special Projects

 Student Support & Intervention

 Transportation

DISTRICT CO-BRANDING

Section 4.1 : Department Business Cards

The front of the department business card template will have employee contact information along with the co-branded DCSD logo as shown. The template should be printed in four colors: PMS Cool Grey 5 M, PMS 1495 C, PMS 298 M and Black.

The back of the business card will display distict social media and broadcast platforms.

Dimensions: 3.5"W x 2"H

Co-Branded Department Logo ————————

First Name, Last Name ————————
Job Title ————————

School/Building Name ————————
Address Line 1 - Street Address ————————
Address Line 2 - City, State, Zip Code ————————

District Email ————————
Office Number & Fax or Cell Phone Number ————————

DeKalb County School District | Communications

First Name, Last Name
Job Title

Robert R. Freeman Administrative Complex
1701 Mountain Industrial Boulevard
Stone Mountain, GA 30083

districtemail@dekalbschoolsga.org
Office: 000.000.0000   Fax/Cell: 000.000.0000

Facebook, Twitter, Instagram, PDS-TV-24 Logos ————————

District Website ————————

www.dekalbschoolsga.org

Note: The inclusion of prefixes are prohibited. Please limit the number of suffixes to two or three. Under no circumstances should the district business cards be personalized.

DISTRICT CO-BRANDING

Section 4.1 : Department Letterhead

DeKalb County School District

Communications

Robert R. Freeman Administrative Complex
1701 Mountain Industrial Blvd. | Stone Mountain, GA 30083
678.000.0000 | www.dekalbschoolsga.org

Co-branded DCSD logo

Colors: PMS Cool Grey 5 M,
PMS 1495 C, PMS 298 M and Black.

Dimensions: 8.5"W x 11"H

Under no circumstances should
the district letterhead be personalized.

DISTRICT
CO-BRANDING

Section 4.1 : Department Fax Cover Sheet

DeKalb County School District | Communications

Fax Cover Sheet

Date:

Address:

City:

State:

Zip Code:
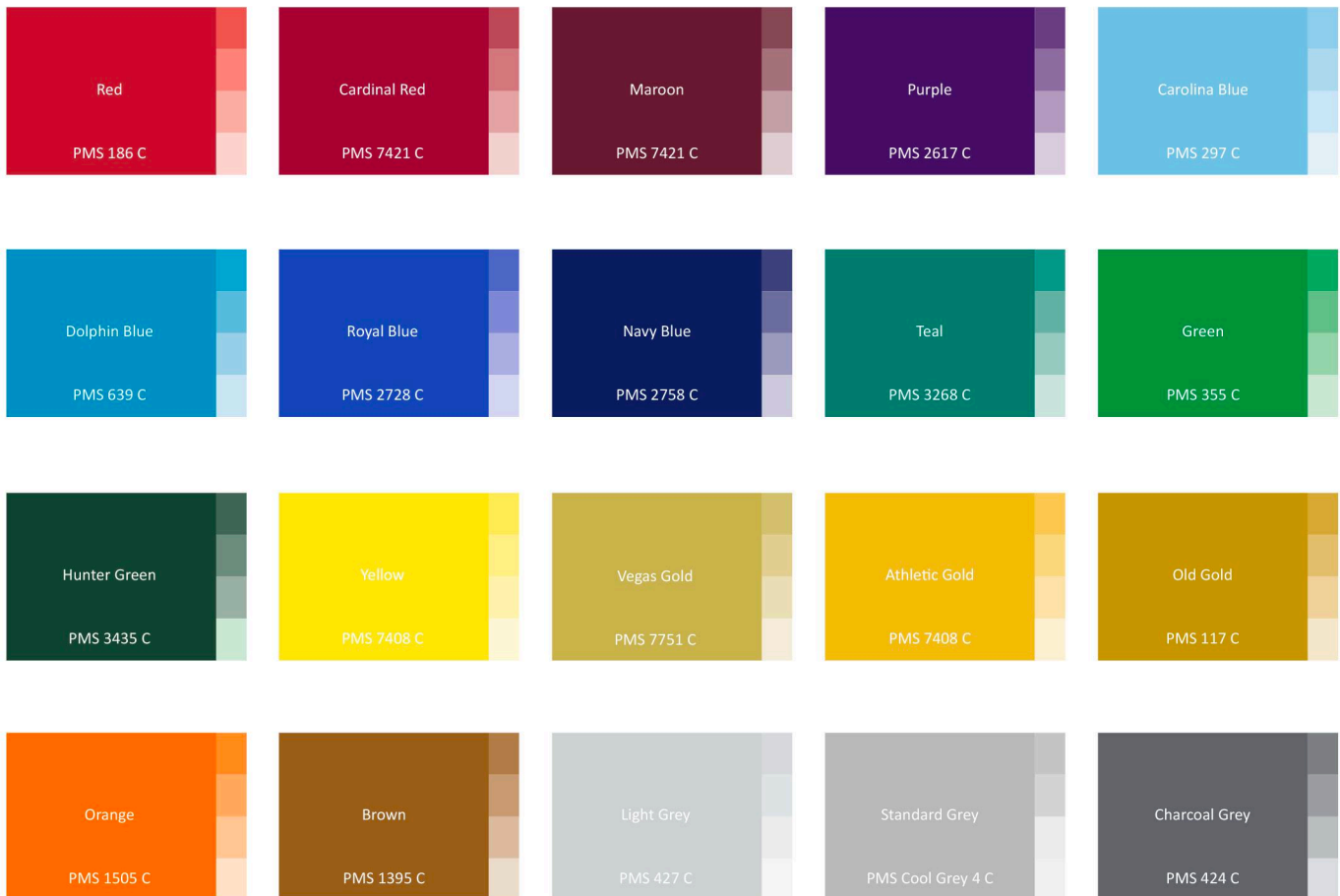
Phone:

To:
Fax:

From:
Fax #:

Number of Pages:

Re:

Message:

Robert R. Freeman Administrative Complex
1701 Mountain Industrial Blvd. | Stone Mountain, GA 30083
678.000.0000 | www.dekalbschoolsga.org

Co-branded DCSD logo

Colors: PMS Cool Grey 5 M,
PMS 1495 C, PMS 298 M and Black.

Dimensions: 8.5"W x 11"H

Under no circumstances should
the district fax cover sheet be
personalized.

SCHOOL CO-BRANDING

Section 4.2 : Color Palette

The DeKalb County School District (DCSD) school color palette provides the use of 20 colors for school branding. Use the color(s) that best fit your school colors on apparel and other marketing items.

Red	Cardinal Red	Maroon	Purple	Carolina Blue
PMS 186 C	PMS 7421 C	PMS 7421 C	PMS 2617 C	PMS 297 C

Dolphin Blue	Royal Blue	Navy Blue	Teal	Green
PMS 639 C	PMS 2728 C	PMS 2758 C	PMS 3268 C	PMS 355 C

Hunter Green	Yellow	Vegas Gold	Athletic Gold	Old Gold
PMS 3435 C	PMS 7408 C	PMS 7751 C	PMS 7408 C	PMS 117 C

Orange	Brown	Light Grey	Standard Grey	Charcoal Grey
PMS 1505 C	PMS 1395 C	PMS 427 C	PMS Cool Grey 4 C	PMS 424 C

Please Note: Colors not listed but not excluded are black and white.

SCHOOL CO-BRANDING

Section 4.2 : School Logos

Co-branded DCSD logos are used for school signage and the designated school website. The joint logo will show the school logo first (left) and the DCSD logo second (right) as shown below.

By keeping school branding so closely related to that of the overall DCSD brand, each school benefits from the recognition of the district and in turn helps with the overall consistency and impact internally and externally.

Note: The primary school co-branded logo will display the DCSD logo in full color. Use this version on school signage and the district website.

Note: The secondary school co-branded logo will display the DCSD logo in a color from the school color palette to match your brand. Use this version on school stationery and marketing items such as, t-shirts, stickers, flyers, etc.

SCHOOL CO-BRANDING

Section 4.2 : Business Card

The front of the school business card will have employee contact information along with the DCSD logo and school logo as shown. The DCSD logo and design element colors are to match the school's brand.

The back of the business card will display distict social media and broadcast platforms.

Dimensions: 3.5"W x 2"H

School Logo

DCSD Logo

First Name, Last Name
Job Title

School/Building Name
Address Line 1 - Street Address
Address Line 2 - City, State, Zip Code

District Email
Office Number & Fax or Cell Phone Number

DeKalb County
School District

First Name, Last Name
Title

Druid Hills High School
Street Address
City, State, Zip Code

districtemail@dekalbschoolsga.org
Office: 678.000.0000   Cell: 404.000.0000

DRUID HILLS
HIGH SCHOOL

Facebook, Twitter, Instagram, PDS-TV-24 Logos

District Website

www.dekalbschoolsga.org

Note: The inclusion of prefixes are prohibited. Please limit the number of suffixes to two or three. Under no circumstances should the district business cards be personalized.

SCHOOL CO-BRANDING

Section 4.2 : Letterhead
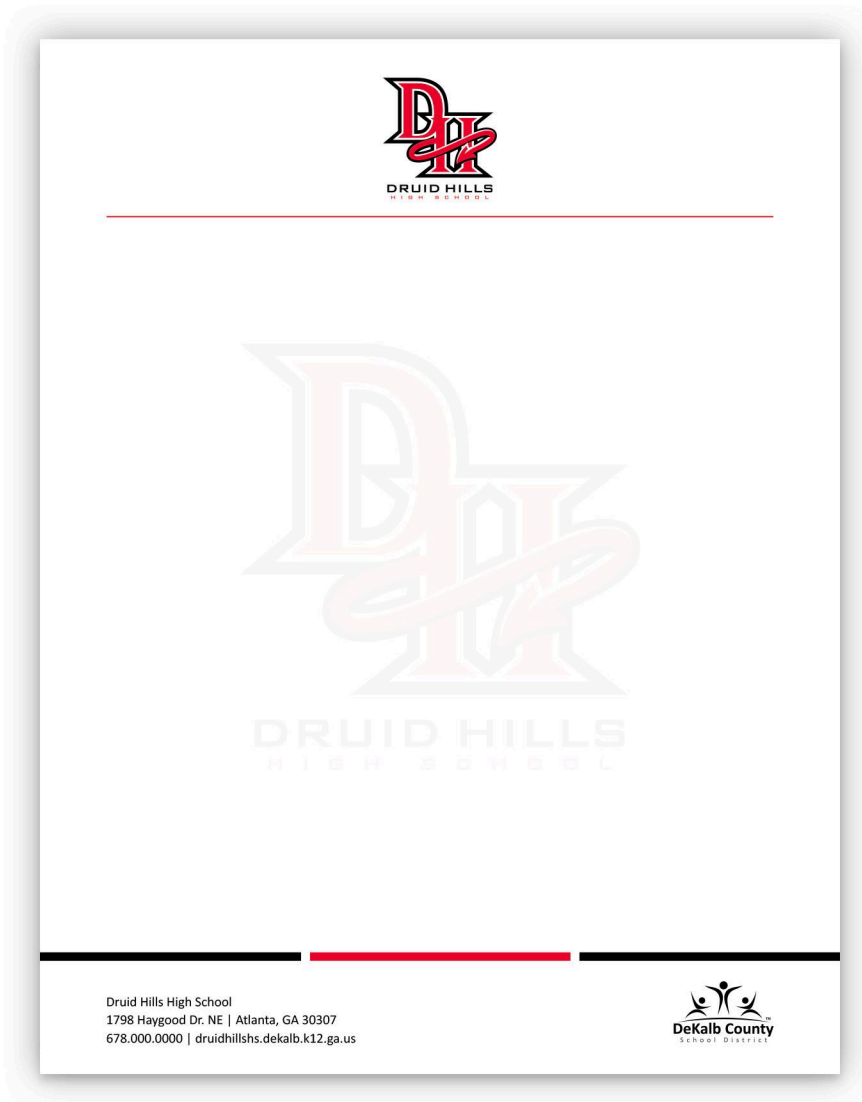
The school letterhead template will display the school logo and DCSD logo in the lower right corner as shown. The DCSD logo and letterhead design elements are to match the school's colors.

Dimensions: 8.5"W x 11"H

Under no circumstances should the co-branded school letterhead be personalized.

SCHOOL CO-BRANDING

Section 4.2 : Fax Cover Sheet

Fax Cover Sheet

Date:

Address:

City:

State:

Zip Code:

Phone:

To:
Fax:

From:
Fax #:

Number of Pages:

Re:

Message:

Druid Hills High School
1798 Haygood Dr. NE | Atlanta, GA 30307
678.000.0000 | druidhillshs.dekalb.k12.ga.us

The school fax cover sheet template will display the school logo and DCSD logo in the lower right corner as shown. The DCSD logo and fax cover sheet design elements are to match the school's colors.

Dimensions: 8.5"W x 11"H

Under no circumstances should the co-branded school fax cover sheet be personalized.

SCHOOL CO-BRANDING

Section 4.2 : Envelope

The co-branded DCSD logo is to be positioned as shown. The school name and address is to be positioned below the logo as shown.

Dimensions: 9" x 4.125" (#10 Envelope)

Druid Hills High School
1798 Haygood Dr. NE
Atlanta, GA 30307

[Recipient Name]
[Street Address]
[City, State, Zip Code]

Section 5:
Typography

To request the DCSD font file(s),
email: communications@dekalbschoolsga.org

TYPOGRAPHY

Primary Fonts

Four typefaces have been chosen for the primary fonts used in the DCSD. These fonts should be used in all marketing to project a consistent visual identity. This includes promotional materials, advertising, digital assets and printed materials.

Note: Calibri should be the only font used on all district stationery.

Gotham
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*()_+

Raleway can be downloaded for free at:
https://fonts.google.com/specimen/Raleway

Raleway
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*()_+

Calibri
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*()_+

Open Sans can be downloaded for free at:
https://fonts.google.com/specimen/Open+Sans

Open Sans
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*()_+

DeKalb County
School District
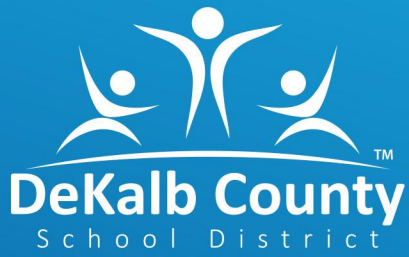
Section 6:
Terminology

TERMINOLOGY

Understanding DCSD's Logo Files

What is high resolution?
A high-resolution (high-res) file is typically a file that is 300 dpi (dots per inch) at 100% of the image size needed. High resolution files are required for sharp reproduction of the district's publications. DCSD logos and graphics should be used and created at the highest resolution.

What is a vector file?
Vector based files usually require professional design software to open. Vector files are constructed using mathematical formulas rather than individual pixels. These files normally have an extension of .eps, .ai and .pdf.

.eps (Encapsulated PostScript) and .ai (Illustrator)
A vector-based, editable file format created with Adobe Illustrator and Corel Draw.

.jpg (Joint Photographic Experts Group)
A compressed raster image format primarily used for on-screen display. JPEG files can not be re-edited or scaled up without loss of quality.

.png (Portable Network Graphics)
Allows for the display of transparent backgrounds. PNG files cannot be re-edited or scaled up without loss of quality.

When to use each file
- .eps and .ai: Great for printed media and web-based graphics.
- .jpg: Great for web use, as well as Word, PowerPoint and Prezi.
- .png: Great for web and email use, as well as Word, PowerPoint and Prezi (this file format is capable of having a transparent background).

CONTACT

The Division of Communications & Community Relations

Eileen Houston-Stewart
Chief Communications Officer & Community Relations
eileen_houston-stewart@dekalbschoolsga.org

Andre' Riley
Director, Strategic Communications & Marketing
andre_riley@dekalbschoolsga.org

Justin Thomas
Graphic Designer
justin_thomas@dekalbschoolsga.og

@dekalbschools

ADDRESS

Robert R. Freeman Administrative Complex
1701 Mountain Industrial Boulevard | Stone Mountain, Ga 30083

PHONE & FAX

Phone: 678.676.1200
Fax: 678.676.0535

ONLINE

communications@dekalbschoolsga.org
www.dekalbschoolsga.org/communications

@dekalbschools