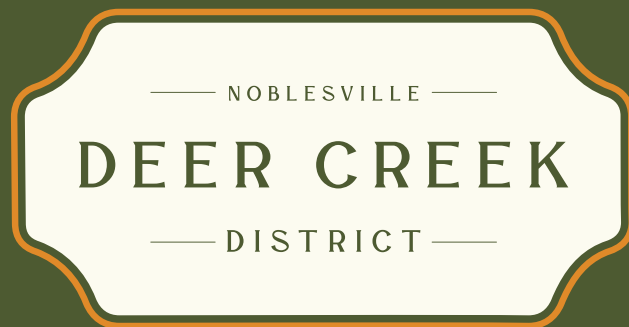


— NOBLESVILLE —

DEER CREEK

— DISTRICT —

Brand Standard Guide
June 2026



DEER CREEK IS BACK. AND BETTER THAN EVER.

A brand is far more than a logo or color palette. It is the sum of every experience, impression and connection people have with a place. It tells a story, creates recognition, and builds trust over time. Every interaction, from signage and advertising to social media and events, contributes to how the Deer Creek District is perceived.

These brand guidelines exist to help every expression of the Deer Creek District remain consistent, authentic, and recognizable. They provide the tools and standards needed to present a unified identity that reflects the vision for this extraordinary destination while honoring the legacy that makes the Deer Creek name so meaningful.

As Deer Creek returns as a bold new destination for Noblesville, a consistent brand will help bring that vision to life. By honoring its history while embracing an ambitious future, every touchpoint reinforces Deer Creek District as a place where people gather, explore, and create new connections, building recognition today and a lasting legacy for generations to come.

BRAND ASSETS

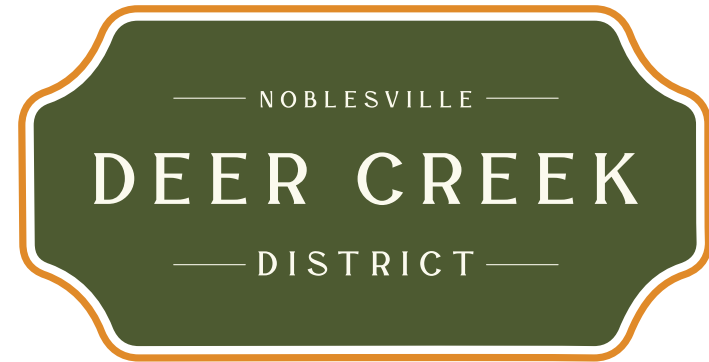
PRIMARY LOGOS

The Deer Creek District Primary Logo features a distinctive custom badge shape that reflects the district's refined, welcoming character. The design combines a deep green field with warm gold and white accents, creating a timeless and sophisticated visual identity.

Deer Creek is prominently displayed in a classic serif typeface, establishing a sense of heritage, quality, and permanence, while "Noblesville" and "District" provide context and balance through clean, understated lettering.

There are two primary versions of the Deer Creek District logo: horizontal and vertical.

There is not a singular preferred version. Choose the horizontal or vertical lockup based on the version that best fits your available space and needs. There are also secondary versions of the logo (page 5) and additional color options (pages 6-7) that can be used in certain circumstances.



HORIZONTAL LOGO



VERTICAL LOGO

SECONDARY LOGOS

Use the Alternate Logo when the primary logo does not fit the available space, readability requirements, or layout constraints. It provides flexibility while maintaining brand recognition and should only be used in applications where the primary logo is impractical.

The Antler Icon is to be used only in situations where the audience is already aware that the brand is Deer Creek District, like inside pages of a newsletter or a social media avatar, where “Deer Creek District” is the account name.



ALTERNATE LOGO

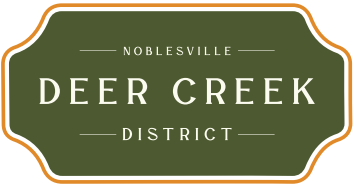


ANTLER ICON

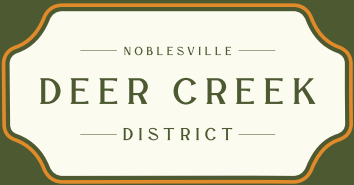
LOGO COLOR VARIATIONS

The full color logo is the preferred version and should be used whenever possible. Use the inverse logo only on dark backgrounds where the full color logo does not provide sufficient contrast. Always select the logo variation that maintains maximum legibility and preserves the integrity of the brand.

FULL COLOR



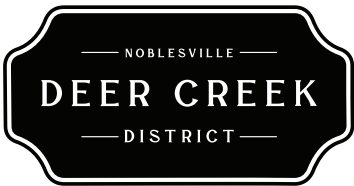
INVERSE



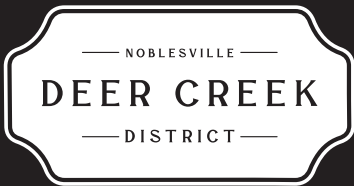
LOGO COLOR VARIATIONS

When the full color logo cannot be used, use the approved black or white logo versions. The black logo should be used on light backgrounds, and the white logo should be used on dark backgrounds for optimal contrast.

BLACK

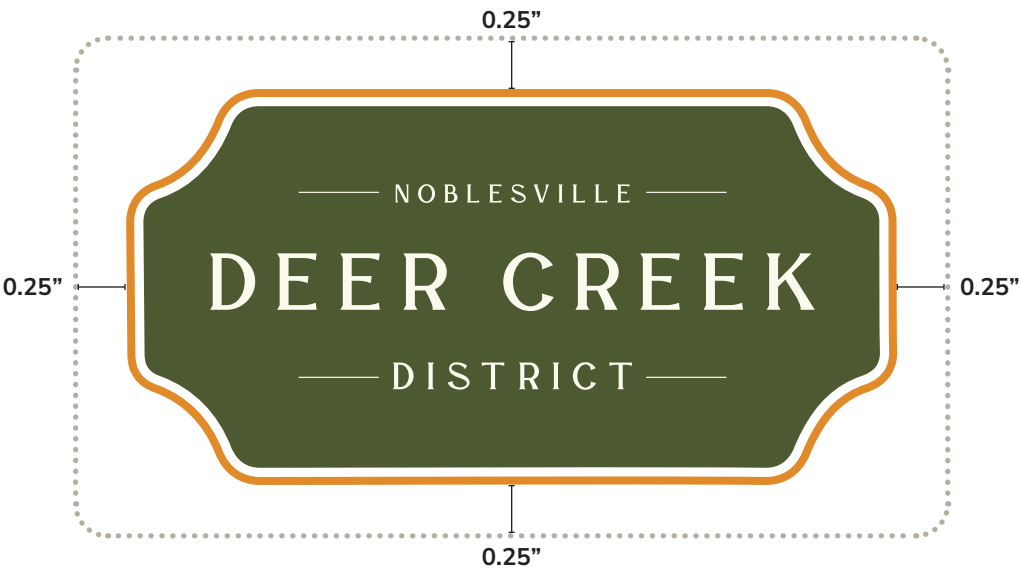


WHITE



CLEAR SPACE

Always maintain clear space around the logo that is free of text, graphics, and other visual elements. This minimum clear space protects the logo's visibility and impact. As shown in the example to the right, a minimum of 0.25" of clear space must be maintained on all sides of the logo.



INCORRECT USAGE

1. DO NOT squish, distort, or stretch the logo
2. DO NOT change the colors of the logo
3. DO NOT scale the logo components separately
4. DO NOT alter position of elements
5. DO NOT use the icon with any other typeface
6. DO NOT add effects to the logo
7. DO NOT add elements to the logo
8. DO NOT place the logo on a background without sufficient contrast (see pages 6-7 for reverse applications)

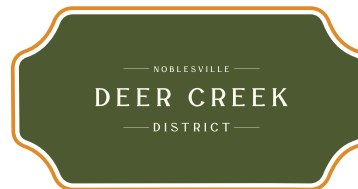
1



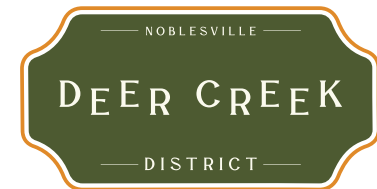
2



3



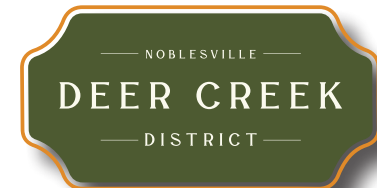
4



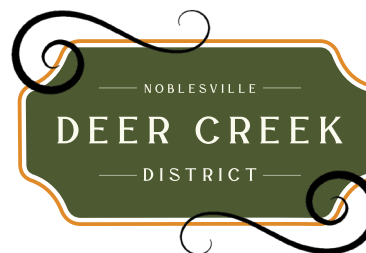
5



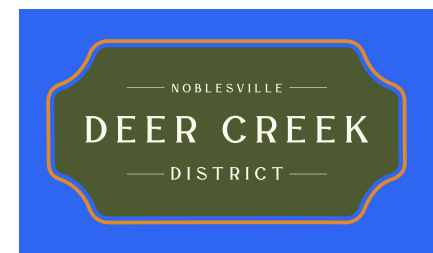
6



7



8



BRAND COLORS

PRIMARY

The Deer Creek District primary color palette should be used across all branded materials. These colors are integral to the logo and serve as the foundation of the brand’s visual identity. Use the primary colors as the first choice for all communications and marketing materials.



Hillside Lawn
CMYK: 65, 44, 90, 36
RGB: 78, 90, 49
HEX: 4E5A31
Pantone 574 C



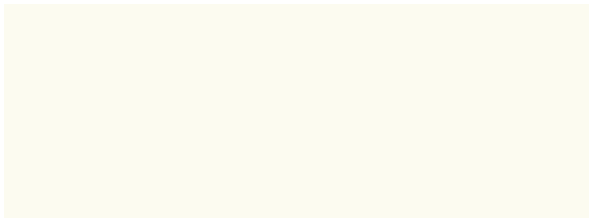
Canopy Green
CMYK: 66, 51, 95, 52
RGB: 61, 68, 30
HEX: 3D441E
Pantone 5747 C



Golden Yellow
CMYK: 11, 52, 98, 1
RGB: 223, 147, 42
HEX: DF892A
Pantone 2428 C



Sunset Orange
CMYK: 7, 87, 100, 1
RGB: 224, 69, 1
HEX: E04501
Pantone 1665 C

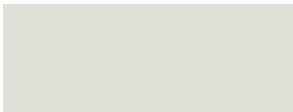
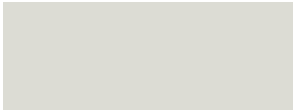
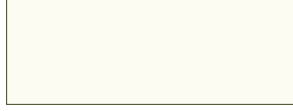


Morning Mist
CMYK: 0, 0, 6, 1
RGB: 252, 250, 237
HEX: FCFAED
Pantone P 1-9 C

BRAND COLORS

SECONDARY

Secondary colors are used as accent colors to complement and enhance Deer Creek District brand materials. Derived from tints and shades of the primary color palette, they provide added flexibility while maintaining a cohesive visual identity. Use secondary colors sparingly to create emphasis and visual interest without overpowering the primary brand colors.

		
CMYK: 56, 38, 71, 17 RGB: 111, 121, 87 HEX: 6F7957	CMYK: 45, 30, 54, 3 RGB: 144, 152, 125 HEX: 90987D	CMYK: 30, 20, 35, 0 RGB: 180, 185, 166 HEX: B4B9A6
		
CMYK: 58, 44, 76, 27 RGB: 97, 102, 70 HEX: 616646	CMYK: 48, 36, 58, 8 RGB: 133, 137, 113 HEX: 858971	CMYK: 34, 24, 38, 0 RGB: 172, 175, 157 HEX: ACAF9D
		
CMYK: 6, 41, 74, 0 RGB: 234, 160, 86 HEX: EAA057	CMYK: 1, 15, 24, 0 RGB: 251, 218, 190 HEX: FBDABE	
		
CMYK: 2, 70, 84, 0 RGB: 237, 111, 60 HEX: ED6F3C	CMYK: 0, 16, 15, 0 RGB: 255, 219, 203 HEX: FFDBC B	
		
CMYK: 0, 0, 4, 0 RGB: 253, 251, 240 HEX: FDFBF0	CMYK: 0, 0, 2, 0 RGB: 254, 253, 246 HEX: FEFD F6	

TYPOGRAPHY

Deer Creek District uses two fonts: LA DE CHANE and Nunito Sans.

LA DE CHANE Regular, the typeface used in the logo, should be used for headlines and large subheaders.

Nunito Sans, a sans serif font, should be used for the main body copy and smaller subheaders.

HEADLINE
LA DE CHANE

SUBHEADER
LA DE CHANE

BODY TEXT
Nunito Sans

SMALL SUBHEADER
LA DE CHANE

BODY TEXT
Nunito Sans

SMALLER SUBHEADER
Nunito Sans

BODY TEXT
Nunito Sans

HEADER

SUBHEADER

Ellic tem et, que nosae qui sunt vel expere dia ium quam, odiam sitatus sequia cume es aut voluptu saerit aut fugit, quiat. Tatempor si aut dolut fugiti ratiusa voluptu riorerum qui blabor mil magnim delloreped quuntur ma doloria voloressime pratem Puditiuntus ratquiant erferum sendis di atentium nobit.

SMALL SUBHEADER

Ellic tem et, que nosae qui sunt vel expere dia ium quam, odiam sitatus sequia cume es aut voluptu saerit aut fugit, quiat. Tatempor si aut dolut fugiti ratiusa voluptu riorerum qui blabor mil magnim delloreped quuntur ma doloria voloressime pratem Puditiuntus ratquiant erferum sendis di atentium nobit.

Smaller Subheader

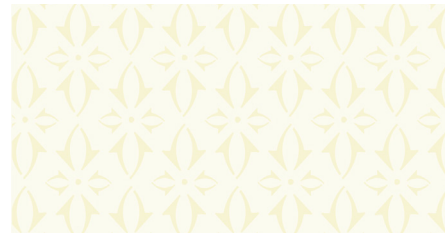
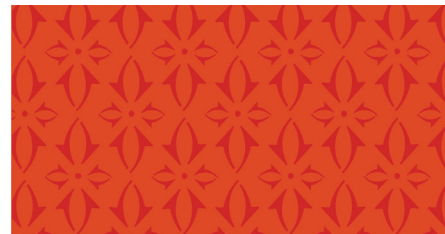
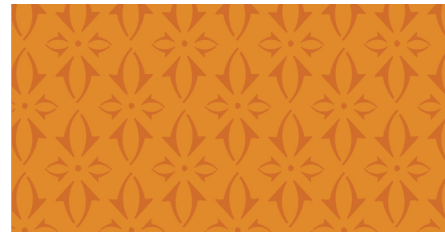
Ellic tem et, que nosae qui sunt vel expere dia ium quam, odiam sitatus sequia cume es aut voluptu saerit aut fugit, quiat. Tatempor si aut dolut fugiti ratiusa voluptu riorerum qui blabor mil magnim delloreped quuntur ma doloria voloressime pratem Puditiuntus ratquiant erferum sendis di atentium nobit.

PATTERN

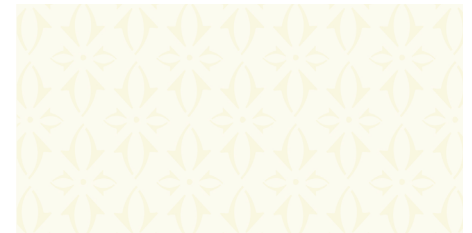
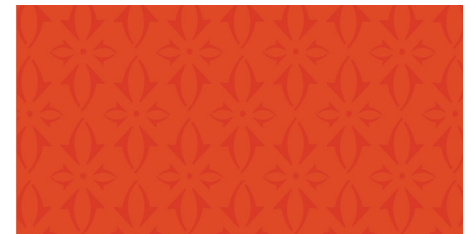
The brand pattern is a supporting visual element that reinforces brand recognition and adds depth to layouts. It should be used thoughtfully across print and digital applications as a background, accent, or framing device, ensuring it never competes with key content or the logo. The pattern is available in approved brand colorways to maintain consistency while providing flexibility across different communications.

Two pattern styles are provided for different applications: a **Bold version** for use as a feature graphic or design element, and a **Soft version** for subtle background applications where content readability is the priority.

BOLD PATTERN



SOFT PATTERN



BUSINESS NAMING STANDARDS

BUSINESS NAMING STANDARDS

To reinforce a unified identity and increase recognition of the district, all businesses located within Deer Creek District should identify themselves using the following naming convention:

[Business Name] at Deer Creek District

FOR EXAMPLE:

- Hamilton Town Center at Deer Creek District
- Ruoff Music Center at Deer Creek District

This naming convention should be used whenever practical across marketing materials, websites, social media profiles, advertising, press releases, and other public-facing communications. Using this consistent format helps strengthen the Deer Creek District brand while allowing each business to maintain its individual identity. It also improves wayfinding, creates a stronger sense of place, and reinforces the connection between each business and the district as a destination.

CORRECT

- Ruoff Music Center at Deer Creek District
- Visit us at Deer Creek District

AVOID

- Hamilton Town Center in Deer Creek District
- Ruoff Music Center @ Deer Creek District
- Deer Creek District Riverview Health Arena
- Located in Deer Creek

Existing branded areas such as Hamilton Town Center and Innovation Mile should use the “at Deer Creek District” naming convention whenever practical. Individual businesses, developments, residential communities, offices, restaurants, attractions, and organizations located within Hamilton Town Center, Innovation Mile, Hyde Park, Finch Creek Park, or other established branded areas should continue to identify themselves by their immediate location rather than appending “at Deer Creek District.”

FOR EXAMPLE:

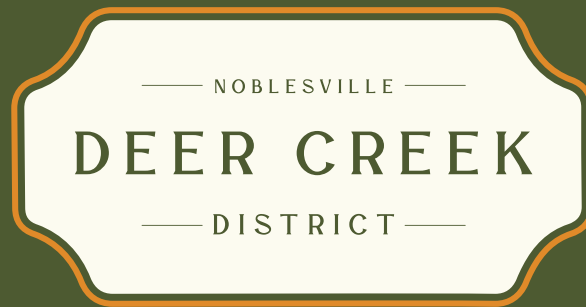
- **Preferred:** [Business Name] at Hamilton Town Center
- **Not Preferred:** [Business Name] at Hamilton Town Center at Deer Creek District

CORRECT

- Dick’s Sporting Goods at Hamilton Town Center
- USA Gymnastics at Innovation Mile

AVOID

- Dick’s Sporting Goods at Hamilton Town Center at Deer Creek District
- USA Gymnastics at Innovation Mile at Deer Creek District



— NOBLESVILLE —

DEER CREEK

— DISTRICT —