Winterset Community Schools

—Logo Design—

Official Logo

The Winterset Community Schools W with banner logo is the school's official logo. The logo is intended to be sleek, inviting, and bold.

Strategic uses include:
   -General School-Related Graphics
   -Interior/exterior Signage
   -Letterhead
   -Newsletter

Logo - Mascot

This logo-mascot features the image of the school's husky mascot, and should be used in conjunction with any District extracurricular activities. Strategic uses could include:

- District Swag

- Marketing + Advertising

- Team Uniforms

Logo-Mascot: Secondary Option

In some cases it may be preferred to include the mascot with the school name for proper recognition. This option uses the design elements of the school seal as the container and name recognition for the husky.

Logo - District Seal

This branding mark is intended as an official seal of the District's education system: Winterset Community Schools. It is used on official documents, letter head, diplomas, awards, and other official school business.

There will be instances where the school seal will need to be available in black and white. In those cases, the following mark will be used. Examples of logo use in black and white include:

- Stamps

- Embossing

- Engraving

- Embroidery

- Spot Lights

Brand Colors

Color Swatches

The following Pantone color swatches were identified as the closest match to the existing school colors with the requested addition of an optional gray.

Primary

Pantone 1235C
CMYK 0 31 98 0
RGB 255 184 28
HEX/HTML #FFB81C

Pantone Black C
CMYK 63 62 59 94
RGB 45 41 38
HEX/HTML #2D292

Secondary

Pantone Cool Gray 7 U
CMYK 20 11 12 30
RGB 155 158 160
HEX/HTML #9B9EA0

What is a Pantone color?

The Pantone Color Matching System is a widely used standardized color reproduction system. By standardizing the colors, different manufacturers in different locations can all refer to the Pantone system to make sure colors match without direct contact with one another.