Winterset Community Schools
Brand and Style Guide

WINTERSET SCHOOLS

This exploratory piece is intended to demonstrate how controlled branding and logo styles can guide the strategic use—and better understanding—of Winterset Community Schools materials.

An official style guide, if desired, would outline official standards for the use of such branding and logo materials. Doing so ensures cohesive, on message, and consistent exposure of the Winterset Community Schools brand, and is a viable option for the District.

TABLE OF CONTENTS

Logos

Official School 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

Old Logo:

You may have seen this W logo with bolded school text and circular logo used in past designs. These logos have been retired and should no longer be used in conjunction with Winterset Community Schools.

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.

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.

Black and White District Seal

There will be instances where the District 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:

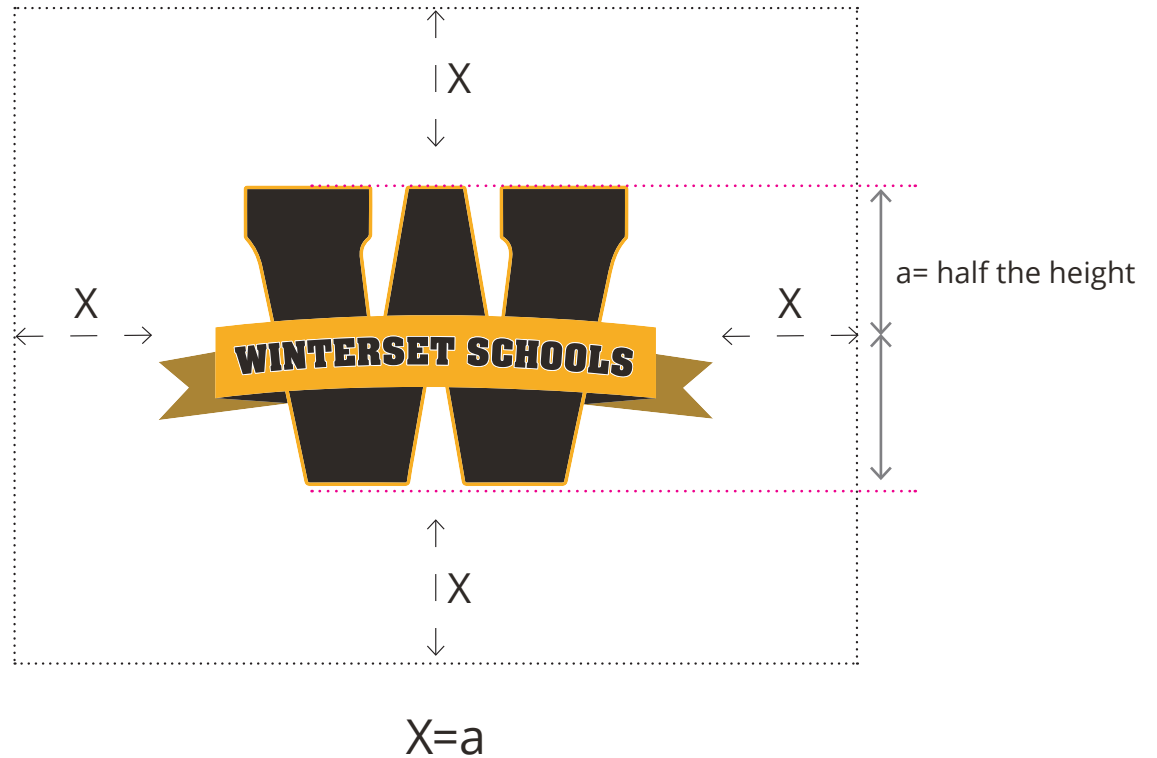- Stamps

- Embossing

- Engraving

- Embroidery

- Spot Lights

Size Standards
(Applies to all logo variations):

Size standards are critical to ensure consistent logo use. This helps promote a clean presentation of the logo in all instances, and protect the logo from being misused alongside other images, brands, or logos.

For the Winterset Community Schools logo, the suggested free space on all sides would equal half the height (a) of the logo.

X

X

X

a= half the height

WINTERSET SCHOOLS

X

X=a

Additional Restrictions

(These would apply to all logo variations as a means to further support the appropriate and informed use of District logos):

1. <u>Do not</u> change the color of the logo.

2. <u>Do not</u> skew, rotate, or distort the logo.

3. <u>Do not</u> place the logo over a busy background.

4. <u>Do not</u> place the logo too closely to the edge of a page.

5. <u>Do not</u> place text or other graphic elements too closely to the logo. Allow proper padding space between logo and other elements.

6. <u>Do not</u> make the logo transparent.

1.

2.

3.

4.

5.

Headline

Text

6.

Typography

Standard Font

Winterset Community Schools standard font is Open Sans Regular, available for download and install on all District computers from Google Web Fonts. Open Sans Regular is to be used in headers and body copy of all District materials and communications.

Download Open Sans by visiting the link below! You can also contact your IT professional for assistance with installing the font.

https://fonts.google.com/specimen/Open+Sans

Open Sans regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

The quick brown fox jumps over the lazy dog.

Secondary Font

Roboto Slab is Winterset Community Schools secondary font and is available for download and install on all District computers from Google Web Fonts. Roboto Slab may be used as an optional text for headers. This text should not be used as body text.

Download Roboto Slab by visiting the link below! You can also contact your IT professional for assistance with installing the font.

https://fonts.google.com/specimen/Roboto+Slab

Roboto Slab Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

The quick brown fox jumps over the lazy dog.

Standard Font Formatting

The majority of all Winterset Community Schools documents follow this standard formatting for page headings, paragraph headlines, and body copy text.

Exceptions to this standard may include legal documents of custom materials.

26 pt.   Title ⟵ Roboto Slab, Regular

11 pt.   SUBTITLE ⟵ Open Sans, Regular

16 pt.   Heading 1 ⟵

13 pt.   Heading 2 ⟵   Roboto Slab, Regular

12 pt.   Heading 3 ⟵

12 pt.   *Heading 4* ⟵

10 pt.   Normal ⟵ Open Sans, Regular

Nulla inima in nonse none event rerio. Nos et modiorum ad molore, teniste volum di unt expelia vere nulla inima in nonse none event rerio. Nos et modiorum ad molore, teniste volum di unt expelia vere nulla inima in nonse none
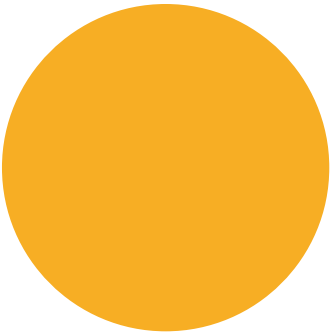
Nos et modiorum ad molore, teniste volum di unt expelia vere nulla inima in nonse none event rerio. Nos et modiorum ad molore, teniste volum di unt expelia vere nulla inima in nonse none event rerio. Nos et modiorum ad molore, teniste volum di unt expelia vere nulla inima in nonse none
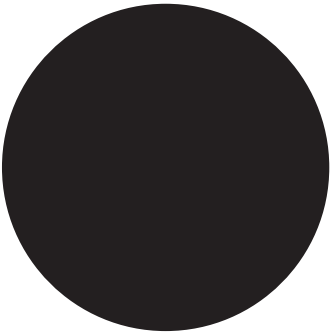
Colors

Standard colors

The following are standard Winterset
Community Schools colors that can be used
to complement a document, design, or
branded project. The primary brand colors
are yellow and black, while the gray serves
as a complimentary color. They are also
the main colors that compose Winterset
Community Schools logo—another consistent
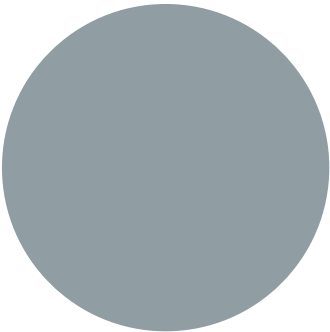reinforcement of brand recognition.

Primary

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

Pantone Black C
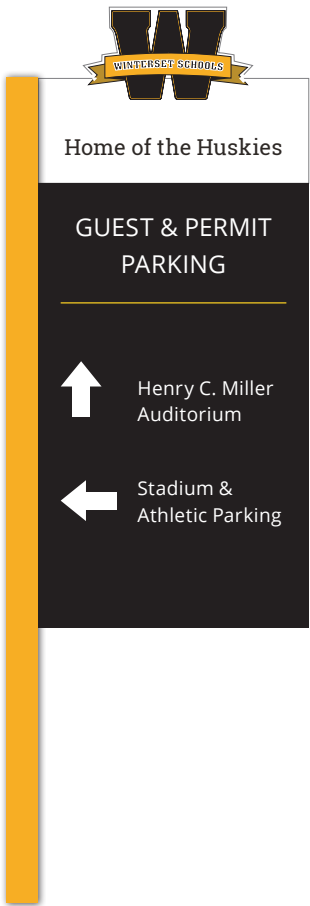RGB 45 41 38
HEX/HTML #2D2926
CMYK 63 62 59 94

Secondary

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

Logo Usage

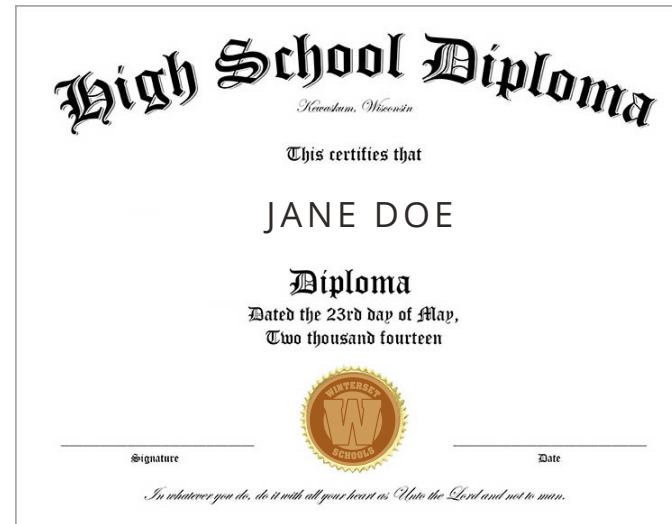# Logo Usage + Placement

Exterior Signage

Official Stationary

Logo Usage + Placement

Utilizing the logo and color guidelines outlined in this Style Guide, the Winterset Community School logo should be represented in an professional manner whether screen printed or stitched on apparel. It is recommended that the official color logo only be utilized when exact Pantone matching is available so color quality is not compromised. The black or white official logo can be used to replace the full color option in such scenario. It is important that the safe space noted in the logo portion of this style guide is also relayed to vendors and creases or stitching are identified so logo is legible.

For new apparel review and approvals, contact your area administrator

High School Diploma
Kewaskum, Wisconsin

This certifies that

JANE DOE

Diploma

Dated the 23rd day of May,
Two thousand fourteen

_____   _____
Signature   Date

In whatever you do, do it with all your heart as Unto the Lord and not to man.

Official Documents / Diplomas

Apparel + Uniforms