AGWSR
Community School District

BRAND GUIDELINES

PRIMARY LETTER-MARK/WORD-MARK

ELECTRONIC FORMATS

Each of these logos are available in four different formats: EPS, PDF, JPEG and PNG.

Always follow the guidelines in this book and use the electronic artwork appropriate for your application:

PRINT
Use EPS or PDF files for print applications.

WEB
Use JPG or PNG files for online applications.

MICROSOFT WORD
Use JPG files in Microsoft Word and other word-processing applications.

POWERPOINT
Use PNG files in PowerPoint applications.

Please find ALTERNATIVE LETTER-MARK/WORD-MARK options on the following pages.

LIGHT BACKGROUND

DARK BACKGROUND

SINGLE COLOR - LIGHT BACKGROUND

SINGLE COLOR - DARK BACKGROUND

ALTERNATIVE LETTER-MARK/WORD-MARK

LIGHT BACKGROUND

AGWSR
AGWSR

DARK BACKGROUND

AGWSR
AGWSR

LIGHT BACKGROUND

COUGARS
COUGARS

DARK BACKGROUND

COUGARS
COUGARS

LIGHT BACKGROUND

AGWSR
Cougars

DARK BACKGROUND

AGWSR
Cougars

DARK BACKGROUND

COUGARS
AGWSR Athletics

LIGHT BACKGROUND

COUGARS
AGWSR Athletics

SINGLE COLOR - LIGHT BACKGROUND

AGWSR
Cougars
AGWSR
Cougars

SINGLE COLOR - DARK BACKGROUND

AGWSR
Cougars
AGWSR
Cougars

SINGLE COLOR - LIGHT BACKGROUND

COUGARS
AGWSR Athletics
COUGARS
AGWSR Athletics

SINGLE COLOR - DARK BACKGROUND

COUGARS
AGWSR Athletics
COUGARS
AGWSR Athletics

LIGHT BACKGROUND

AGWSR Ackley Elementary

DARK BACKGROUND

AGWSR Ackley Elementary

SINGLE COLOR - LIGHT BACKGROUND

AGWSR Wellsburg Center **AGWSR** Wellsburg Center

SINGLE COLOR - DARK BACKGROUND

AGWSR Wellsburg Center **AGWSR** Wellsburg Center

SINGLE COLOR - LIGHT BACKGROUND

AGWSR Ackley Elementary **AGWSR** Ackley Elementary

SINGLE COLOR - DARK BACKGROUND

AGWSR Ackley Elementary **AGWSR** Ackley Elementary

DARK BACKGROUND

AGWSR High School

LIGHT BACKGROUND

AGWSR High School

LIGHT BACKGROUND

AGWSR Wellsburg Center

DARK BACKGROUND

AGWSR Wellsburg Center

SINGLE COLOR - LIGHT BACKGROUND

AGWSR High School **AGWSR** High School

SINGLE COLOR - DARK BACKGROUND

AGWSR High School **AGWSR** High School

ALTERNATIVE LETTER-MARK/WORD-MARK (CONTINUED)

LIGHT BACKGROUND

AGWSR
Cougar's Den

DARK BACKGROUND

AGWSR
Cougar's Den

SINGLE COLOR - LIGHT BACKGROUND

AGWSR
Little Cougar Playhouse

AGWSR
Little Cougar Playhouse

SINGLE COLOR - DARK BACKGROUND

AGWSR
Little Cougar Playhouse

AGWSR
Little Cougar Playhouse

SINGLE COLOR - LIGHT BACKGROUND

AGWSR
Cougar's Den

AGWSR
Cougar's Den

SINGLE COLOR - DARK BACKGROUND

AGWSR
Cougar's Den

AGWSR
Cougar's Den

LIGHT BACKGROUND

AGWSR
Little Cougar Playhouse

DARK BACKGROUND

AGWSR
Little Cougar Playhouse

PRIMARY LOGO

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LIGHT BACKGROUND

DARK BACKGROUND

SINGLE COLOR - LIGHT BACKGROUND

SINGLE COLOR - DARK BACKGROUND
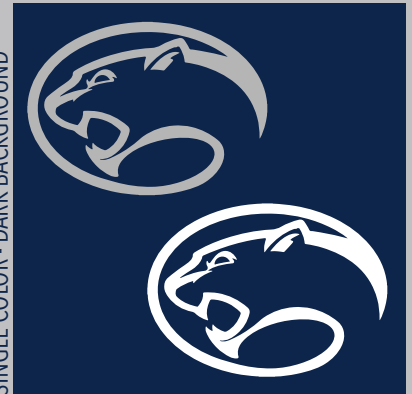
SECONDARY LOGO

ELECTRONIC FORMATS

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PRINT
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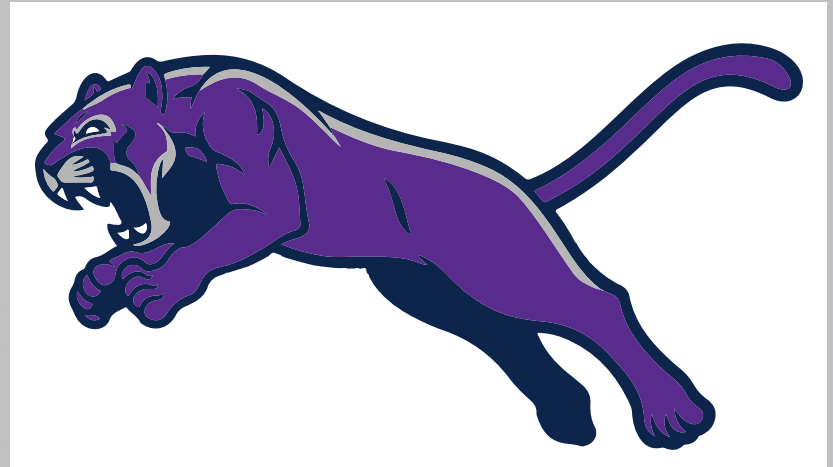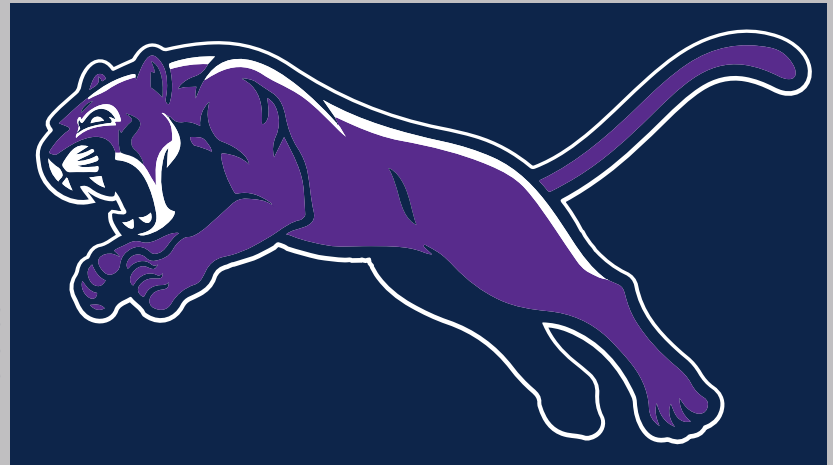
WEB
Use JPG or PNG files for online applications.

MICROSOFT WORD
Use JPG files in Microsoft Word and other word-processing applications.
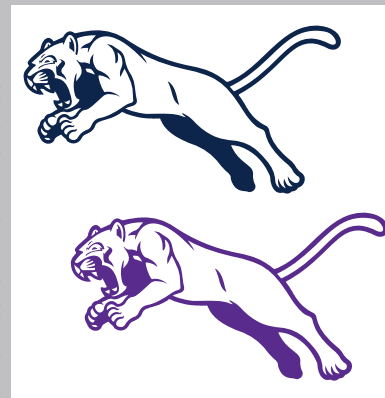
POWERPOINT
Use PNG files in PowerPoint applications.

LIGHT BACKGROUND

DARK BACKGROUND

SINGLE COLOR - LIGHT BACKGROUND

SINGLE COLOR - DARK BACKGROUND

LOGO ACCESSORIES

ELECTRONIC FORMATS

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PRINT
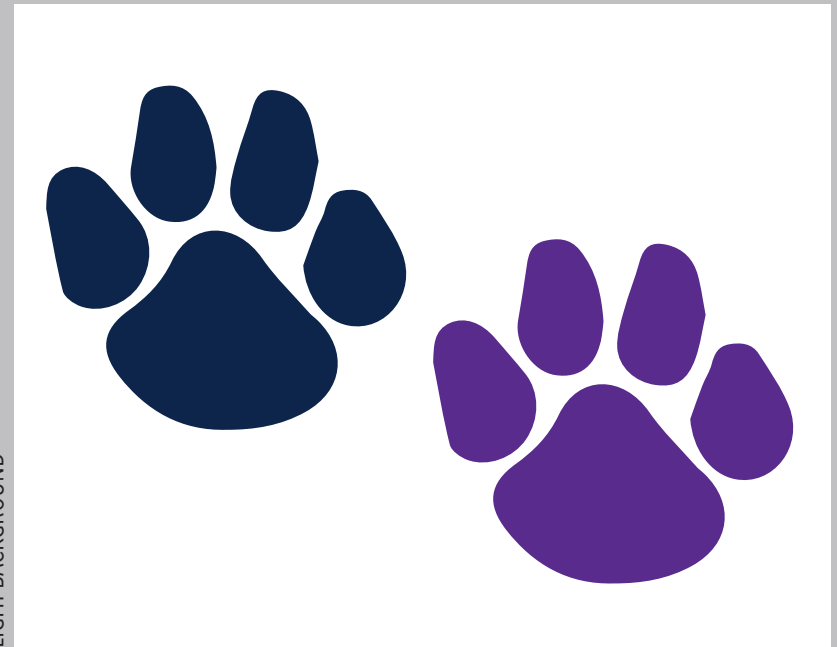Use EPS or PDF files for print applications.

WEB
Use JPG or PNG files for online applications.

MICROSOFT WORD
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POWERPOINT
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LIGHT BACKGROUND

DARK BACKGROUND

COMBINATION LOGOS

GUIDELINES

Logo combinations are allowed, provided:
- there is no logo distortion;
- brand colors are utilized;
- brand font(s) are utilized

Any combination logo not included in these guidelines must be approved by an AGWSR administrator (i.e., superintendent, building administrator or athletic director) prior to use.

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APPROVED COMBINATION LOGOS

PRIMARY COLOR PALETTE

It is important to keep the overall brand consistent throughout its usage to ensure awareness and recognition. All external communications for the AGWSR Community School District should utilize the given color palette.

PRINT

Use CMYK or PMS color values for projects destined for print (apparel, posters, stationery).

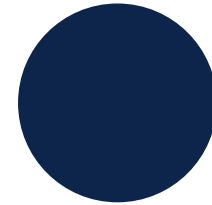## DIGITAL

Use RGB or HEX value for projects that will be viewed on a screen (e.g., websites, social posts or PowerPoint presentations).
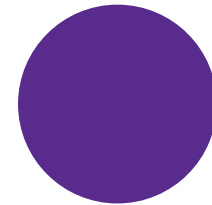
NAVY
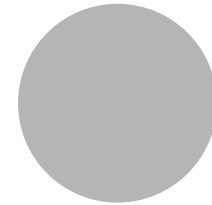PANTONE®: 2768 C
CMYK: 100 78 0 66
HEX: #071D49
RGB: 7 29 73

PURPLE
PANTONE®: 2597 C
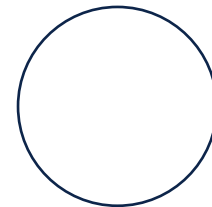CMYK: 82 100 0 4
HEX: #5C068C
RGB: 92 6 140

GREY (ACCENT)
PANTONE®: 179-5 C
CMYK: 0 0 0 33
HEX: #B4B4B4
RGB: 180 180 180

WHITE (ACCENT)
PANTONE®: White
CMYK: 0 0 0 0
HEX: #FFFFFF
RGB: 255 255 255

FONTS

Typography is an essential part of the AGWSR Community School District identity. When used consistently, it unifies messaging and creates familiarity. These guidelines will help you use our typefaces for maximum legibility while reinforcing AGWSR Community School District to our community.

PRIMARY FONT

BIG NOODLE TITLING
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

The Big Noodle Titling typeface is our primary typeface which should only be used for headlines. This is an open source Google font that is free to use and download. The font size should not be less than 14 pt.

SECONDARY FONT

Charter Roman
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890

The Charter Roman typeface is our secondary typeface which is used often for sub-headlines and body copy . This is part of the iOS 10 software package.
If iOS 10 has been installed on your computer, it is available to you. The font size should not be less than 10 pt.

BODY COPY FONT

Avenir Next Condensed Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890

The Avenir Next Condensed Regular typeface is is another legible typeface that can be used for body copy. This is part of the iOS 10 software package.
If iOS 10 has been installed on your computer, it is available to you. The font size should not be less than 8 pt.