



# WAUNAKEE

## COMMUNITY HIGH SCHOOL

### BRAND GUIDELINES

JUNE 2022



# CONTENTS

INTRODUCTION	3
MISSION / VISION / ASPIRATIONS	4
GENERAL INFORMATION	5
BRAND ELEMENTS	6
APPROVED LOGOS	7
APPROVED COLORS	11
SCALE / CLEAR SPACE	14
TYPOGRAPHY	15
SPORT NAME MOCK-UPS	20
ORGANIZATION & CLUB NAME MOCK-UPS	21
DO's & DONT's	22
SAMPLES	25
GENERAL RULES / CONTACT	29

# INTRODUCTION

Waunakee Community School District plays an integral role and is a staple in our Waunakee community. During the 2021-2022 school year, the Board of Education approved a year-long process to create a district visual brand. This process included a wide selection of community stakeholders, including students, staff, Board of Education members, parents, community members, etc. to gather input.

Visual branding is an important facet of an organization's communication plan. To keep the integrity of the Waunakee Community School District and the district/high school visual brand, it is crucial to follow these guidelines when using visual elements. This will help strengthen our image, promote trust, and will allow us to represent ourselves as **one team**.

A brand includes our name, logo, and identifying elements including fonts, colors, and graphics. The logo is a visual representation that represents who we are as a district.

The visual branding results enclosed in this district branding guidelines package are relevant for the Waunakee Community High School brand and the spirit/athletic/co-curricular programs of our school district. The correct guidelines should be followed with what you are producing or sharing with the community to represent our brand. Certain criteria must be met, and any and all entities that use the logo are subject to review and approval by the Waunakee Community School District.

With our high school brand, it is important that the district communicates to the community with an consistent, solid, and professional manner.

If you are seeking the Waunakee Community School District and its logo, please see the Waunakee Community School District branding guidelines.

# MISSION / VISION

## **Mission**

Committed to Children...Committed to Community...Committed to Excellence

## **Vision**

The Waunakee Community School District is a collaborative learning community that works with students, staff, families, and the community to ensure that every student is ready for college and career; through a focus on data, research based best practices, and engagement with students to be active partners in their learning.

## **Visionary Aspiration**

- Establishes excellence in all facets of their work.
- Engages and builds positive relationships with students.
- Celebrates Both student growth and attainment.
- Cultivates critical and creative thinkers, and nurtures collective inquiry.
- Sustains learning environments that are challenging and attentive to the diverse learning needs of every students.
- Institutes a challenging curriculum, and prepares students for their future.
- Teaches students to embrace ethics, values, and character.
- Fosters a safe environment for the educational, emotional and physical needs of all.
- Promotes student engagement and belief in their own learning.
- Provides and supports staff development and opportunities for professional growth.
- Respects cultural and global perspectives.
- Allocates resources in concert with the district's vision.



# GENERAL INFORMATION

## OFFICIAL / FORMAL NAME

It is important that we use the full legal name of our school. Each word helps speak to who we are and what we support. Please use the official name for the appropriate communication and presentation.

### OFFICIAL SCHOOL NAME – Formal presentations

Waunakee Community High School

### OFFICIAL WARRIORS NAME – Informal & spirit presentations

Waunakee Warriors

## LOGOS PAST & LOGOS FUTURE

Since not all old logos and brandings can be replaced immediately, it is acceptable to continue using existing apparel and physical signage, until new items can be ordered and created. As of June 2022, all new materials need to use the approved logos and branding requirements.

## COMPUTER FILE NAMING CONVENTION

All logo files are named accordingly to their characteristics. All files are categorized in folders according to their use, PRINT or WEB. Example of the file name is below.

**WCSD\_WCHS\_Logo\_V\_4C\_P.ai**

A. B. C. D. E. F. G.

A. School District Acronym B. School Acronym C. Image type D. Orientation

E. Color Profile (4C = CMYK, 1C = Spot Color, 2C = 2 Spot Colors F. Color Theme G. File type

## BRAND ELEMENTS

Integrity + Consistency + Action = **Trust**

### **Living Our Brand**

Presenting a consistent and compelling story is a fundamental responsibility of everyone associated with the school through every aspect of school life—not just by what is said, but by what is done daily.

### **Brand Ambassadors**

Whether you are students, alumni, parents, athletes, or staff—you are the face of our schools. Wherever you go you are a Warrior—carrying our brand and reputation forward with every action and word.

### **Warm & Welcoming**

Every day, in every way, we should show hospitality and kindness to ALL who we come in contact with at our schools, on the playing field, or on the other side of the world.

### **One Mission**

Committed to Children...Committed to Community...Committed to Excellence

### **Waunakee Community School District's Personality**

• Community • Strength • Pride • Traditional • Opportunity • Success • Excellence

## TOGETHER... ONE TEAM!

## APPROVED LOGOS

### Primary Logo - High School

To keep brand integrity, it is essential that all logos be used consistently and correct. For all high school formal communications, the primary logo (horizontal / vertical) should be used.

#### PRIMARY LOGO



**WAUNAKEE**  
COMMUNITY HIGH SCHOOL

## APPROVED LOGOS

### Secondary Logo - Warriors Name

To keep brand integrity, it is essential that all logos be used consistently and correct. For specific uses and needs, the secondary logo (horizontal / vertical) can be used. This secondary logo/name should be used for environmental graphics, uniforms, spirit wear, and scenarios promoting the Warrior brand.

#### SECONDARY LOGO





## APPROVED LOGOS

### Logo Orientation

The logo may need to be displayed in a horizontal or vertical orientation. To ensure consistency, there are two functional, approved variations that should be strictly followed.

#### VERTICAL



#### HORIZONTAL



## APPROVED LOGOS

Parts of the Logo



ICON - WARRIORS SHIELD

**WAUNAKEE**  
COMMUNITY HIGH SCHOOL

HIGH SCHOOL WORDMARK



ICON - WARRIORS SHIELD

**WAUNAKEE**  
**WARRIORS**

WARRIORS WORDMARK

# APPROVED COLORS

## Color Codes






Color consistency is crucial to the brand. Please follow the approved colors shown here.

		FORMAL SCHOOL COLORS			
		PRIMARY	PRIMARY	ACCENT	ACCENT
COLORS					
CMYK	For standard / in-house printing use	C: 77 M: 97 Y: 0 K: 0	C: 0 M: 0 Y: 0 K: 0	C: 0 M: 0 Y: 0 K: 50	C: 0 M: 0 Y: 0 K: 100
PMS (PANTONE)	Professional printing / on color ink use	267 C	White	Cool Grey 7C	Black
RGB	For web / digital use	R: 97 G: 51 B: 147	R: 255 G: 255 B: 255	R: 147 G: 149 B: 152	R: 0 G: 0 B: 0
HEX #	For web / digital use	#613393	#ffffff	#939598	#000000

# APPROVED COLORS

## Primary Logo - High School - Color Variations

Color variations may also be required depending upon how and where the logo will be used. Please follow the approved colors shown here.

CMYK COLOR	
SPOT COLOR	
ONE COLOR / BLACK	
ONE COLOR / PURPLE	
REVERSE	

### LOGO WITH WHITE TRIM



To help keep the integrity of the logo. Please use the version with white trim on black or dark backgrounds.



# APPROVED COLORS

## Secondary Logo - Warriors Name - Color Variations

Color variations may also be required depending upon how and where the logo will be used. Please follow the approved colors shown here.

CMYK COLOR	
SPOT COLOR	
ONE COLOR / BLACK	
ONE COLOR / PURPLE	
REVERSE	

### LOGO WITH WHITE TRIM



To help keep the integrity of the logo. Please use the version with white trim on black or dark backgrounds.

## SCALE / CLEAR SPACE

Consistency and function are important to all logo scenarios. Using proper scale is a key factor in maintaining these aspects, as well as the integrity of the logo over a period of time.

Proper dimensions of the physical logo and the space around the logo are both important factors in creating presence and power. With multiple vendors, parent groups and affiliates using the logo, these dimensions will help maintain consistency and focus in size and space.

### SCALE



WIDTH NO SMALLER THEN 1.50"



WIDTH NO SMALLER THEN .375"

### CLEAR SPACE



For clear space, the minimum space, should be the height of the words community high school. This will help allow the logo to stand with prominence.

# TYPOGRAPHY

## Main Font - High School – Formal presentations

Along with logo use, fonts are an important part to brand consistency. To strengthen visual communication, the high school should adopt a common font to use across communication platforms.

## BROTHER 1816 (ADOBE FONT LIBRARY)

### WEIGHTS

Waunakee

THIN

Waunakee

LIGHT

Waunakee

BOOK

Waunakee

REGULAR

**Waunakee**

MEDIUM

**Waunakee**

BOLD

**Waunakee**

XBOLD

**Waunakee**

BLACK

### ITALICS

*Waunakee*

THIN

*Waunakee*

LIGHT

*Waunakee*

BOOK

*Waunakee*

REGULAR

***Waunakee***

MEDIUM

***Waunakee***

BOLD

***Waunakee***

XBOLD

***Waunakee***

BLACK

### CHARACTERS / GLYPHS

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 , . ( ) \* & % \$ # @ ! ^ & ! \_ - + = ? / \ ] [ { }

### BODY COPY (Sample text in paragraph form)

Brother 1816 SEressitio veribus, quissequis untio tet, solorum earchilit et maion re sa ium quas aliberum, voluptia ducil et facearcipsam ut od eum que incte estio. Pa doluptatur? Quiatibus, qui tori int aut acitatitude eos estecer iandipid ullestium quate optateCus denis res seque mi, sectium expedianis serspriet aut alicia dolectaestio di amet volum, officipic tem dem vollupti nam, ommolorro volorum.

# TYPOGRAPHY

## Main Font - High School – Everyday use

Along with logo use, fonts are an important part to brand consistency. To strengthen visual communication, the high school should adopt a common font to use across communication platforms.

## LATO (ADOBE FONT LIBRARY & GOOGLE FONTS)

### WEIGHTS

Waunakee  
HAIRLINE

Waunakee  
THIN

Waunakee  
LIGHT

Waunakee  
REGULAR

**Waunakee**  
MEDIUM

**Waunakee**  
SEMI BOLD

**Waunakee**  
BOLD

**Waunakee**  
HEAVY

### ITALICS

*Waunakee*  
HAIRLINE

*Waunakee*  
THIN

*Waunakee*  
LIGHT

*Waunakee*  
REGULAR

***Waunakee***  
MEDIUM

***Waunakee***  
SEMI BOLD

***Waunakee***  
BOLD

***Waunakee***  
HEAVY

### CHARACTERS / GLYPHS

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 , . ( ) \* & % \$ # @ ! ^ & ! \_ - + = ? / \ ] [ { }

### BODY COPY (Sample text in paragraph form)

Lato SEressitio veribus, quissequis untio tet, solorum earchilit et maion re sa ium quas aliberum, voluptia ducil et facearcipsam ut od eum que incte estio. Pa doluptatur? Quiatibus, qui tori int aut acitatitude eos estecer iandipid ullestium quate optateCus denis res seque mi, sectium expedianis serspriet aut alicia dolectaestio di amet volum, officipic tem dem vollupti nam, ommolorro volorum.



# TYPOGRAPHY

## Alternate Fonts - High School

Some programs and platforms do not have access to the main fonts. Please use the alternative fonts if main font is not available. (i.e. Microsoft or programs limited to font access)

If not available...

### BROTHER 1816

#### WEIGHTS

Waunakee  
HAIRLINE

Waunakee  
THIN

Waunakee  
LIGHT

Waunakee  
REGULAR

Waunakee  
MEDIUM

Waunakee  
SEMI BOLD

Waunakee  
BOLD

Waunakee  
HEAVY



Use...

### GILL SANS

#### WEIGHTS

Waunakee  
LIGHT

Waunakee  
REGULAR

Waunakee  
SEMI BOLD

Waunakee  
BOLD

If not available...

### LATO

#### WEIGHTS

Waunakee  
HAIRLINE

Waunakee  
THIN

Waunakee  
LIGHT

Waunakee  
REGULAR

Waunakee  
MEDIUM

Waunakee  
SEMI BOLD

Waunakee  
BOLD

Waunakee  
HEAVY



Use...

### CALIBRI

#### WEIGHTS

Waunakee  
LIGHT

Waunakee  
REGULAR

Waunakee  
BOLD

**Please Note:** If for any reason that the alternative fonts are not available, use the font Arial.

# TYPOGRAPHY

## Main Font - Warriors – Athletic / School Spirit

Along with logo use, fonts are an important part to brand consistency. To strengthen visual communication, the high school should adopt a common font to use across communication platforms.

## INDUSTRY (ADOBE FONT LIBRARY)

### WEIGHTS

Waunakee  
THIN

Waunakee  
LIGHT

Waunakee  
BOOK

Waunakee  
MEDIUM

**Waunakee**  
DEMI

**Waunakee**  
BOLD

**Waunakee**  
BLACK

**Waunakee**  
ULTRA

### ITALICS

*Waunakee*  
THIN

*Waunakee*  
LIGHT

*Waunakee*  
BOOK

*Waunakee*  
MEDIUM

***Waunakee***  
DEMI

***Waunakee***  
BOLD

***Waunakee***  
BLACK

***Waunakee***  
ULTRA

### CHARACTERS / GLYPHS

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 , . ( ) \* & % \$ # @ ! ^ & ! \_ - + = ? / \ ] [ { }

### BODY COPY (Sample text in paragraph form)

Brother 1816 SEressitio veribus, quissequis untio tet, solorum earchilit et maion re sa ium quas aliberum, voluptia ducil et facearcipsam ut od eum que incte estio. Pa doluptatur? Quiatibus, qui tori int aut acitatitude eos estecer iandipid ullestium quate optateCus denis res seque mi, sectionum expedianis serspiet aut alicia dolectaestio di amet volum, officipic tem dem vollupti nam, ommolorro volorrurum.

# TYPOGRAPHY

## Alternate Fonts - Warriors – Athletic / School Spirit

Some programs and platforms do not have access to the main fonts. Please use the alternative fonts if main font is not available. (i.e. Microsoft or programs limited to font access)

If not available...

### INDUSTRY

#### WEIGHTS

Waunakee

THIN

Waunakee

LIGHT

Waunakee

BOOK

Waunakee

MEDIUM

Waunakee

DEMI

Waunakee

BOLD

Waunakee

BLACK

Waunakee

ULTRA



Use...

### EUROSTILE

#### WEIGHTS

Waunakee

REGULAR

Waunakee

MEDIUM

Waunakee

BOLD

Waunakee

HEAVY

Waunakee

BLACK

**Please Note:** If for any reason that the alternative fonts are not available, use the font Arial.

## TYPOGRAPHY

### WORDMARKS – Sport Teams

To identify teams and categories and to stay consistent with the brand, the word marks are preferred. This allows the team to have an identifier and will keep the visual brand consistent and focused as “One Team”.

**WAUNAKEE**

SECONDARY LOGO “WAUNAKEE” WORD MARK

SPORT NAME - HERE

SPORT NAME - LATO - BOLD - 50% BLACK

**WARRIORS**

SECONDARY LOGO “WARRIORS” WORD MARK

SPORT NAME - HERE

SPORT NAME - LATO - BOLD - 50% BLACK

**Please Note:** Waunakee Community High School partners with neighboring high schools for specific sport teams, clubs or organizations. With these specific situations, please contact the Communications and Engagement Specialist on how to combine school brand identities.



## TYPOGRAPHY

### WORDMARKS – Organizations & Clubs

To identify school clubs and categories and to stay consistent with the brand, the word marks are preferred. This allows the team to have an identifier and will keep the visual brand consistent and focused as “One Team”.

**WAUNAKEE**

SECONDARY LOGO “WAUNAKEE” WORD MARK

ORGANIZATION or CLUB - HERE

ORG. OR CLUB NAME - LATO - BOLD - 50% BLACK

**WARRIORS**

SECONDARY LOGO “WARRIORS” WORD MARK

ORGANIZATION or CLUB - HERE

SPORT NAME - LATO - BOLD - 50% BLACK

### Partnerships - Two Logos and/or Identifiers

National Clubs and Affiliations (DECA, FFA, SkillsUSA, FCCLA, etc)

Do not alter the partners logos. Use Waunakee branding elements when possible. Anytime Waunakee is referenced, use branding font or logo. If possible, use a line to separate logos and elements to distinguish the brands. See example below:



**WAUNAKEE**  
COMMUNITY HIGH SCHOOL

## DO's & DONT's

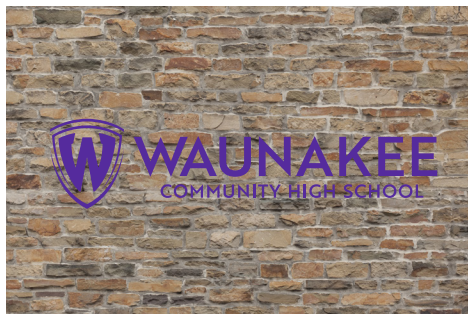
Using the logo on all materials affiliated with Waunakee Community High School is mandatory. However, with the number of ways the logo can appear on a variety of materials, it is important to first observe the dos and don'ts when placing the logo. Observe the examples to see how use the logo to be more impactful.

### Backgrounds

**USE** Simple backgrounds, strong contrast so the logo stands with prominence



**DO NOT USE** Same color as logo, complex, busy backgrounds, or dark color background that you do not promote contrast



**Please Note:** The combination of purple and black is not ideal color combination. White and Purple or White and Black are preferred.

## DO's & DONT's

### Alter or Distort Logo

Keeping the integrity of the logos will help strengthen the visual brand.

## DO NOT...

### STRETCH OR DISTORT LOGO



### REPOSITION ICON WITH WORD MARK

-This applies to the primary logo only



### RESIZE ICON WITH WORD MARK



### RECOLOR LOGO



### ADD DROP SHADOW OR 3D EFFECTS



### CHANGE FONT STYLE



### ADD ANY ELEMENTS OR GRAPHICS



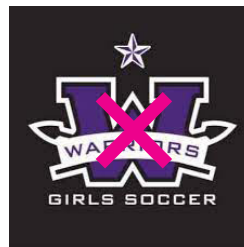
### INSERT W INTO WORD MARK



## DO's & DONT's

Use of old logos

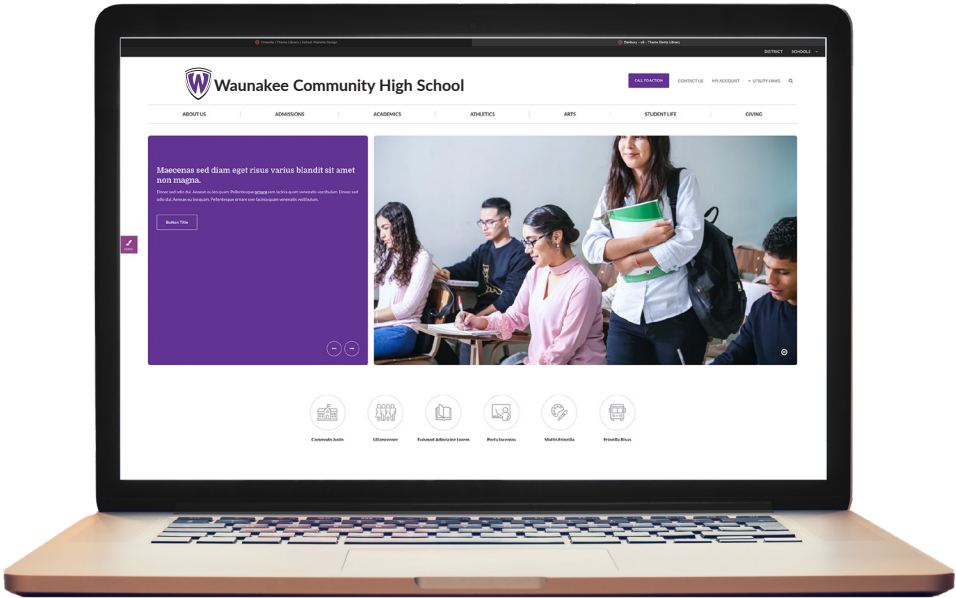
### DO NOT USE...



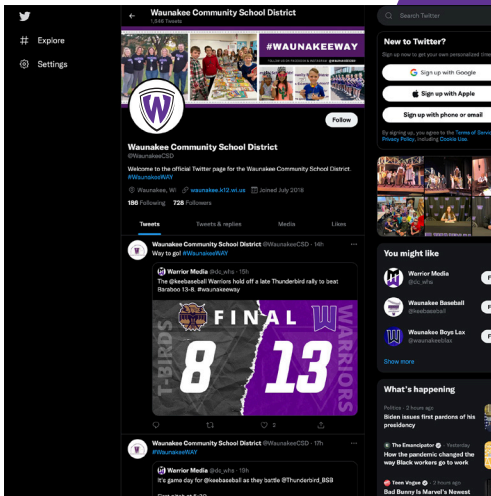
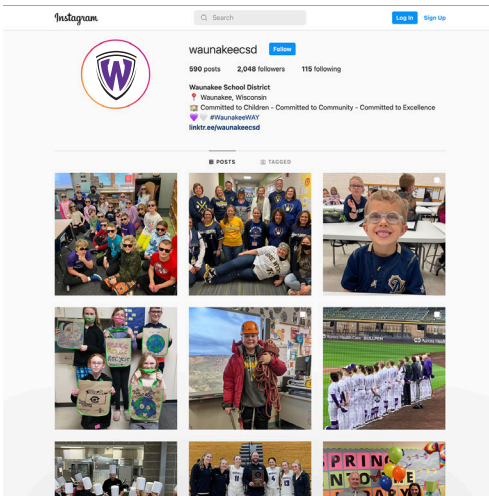
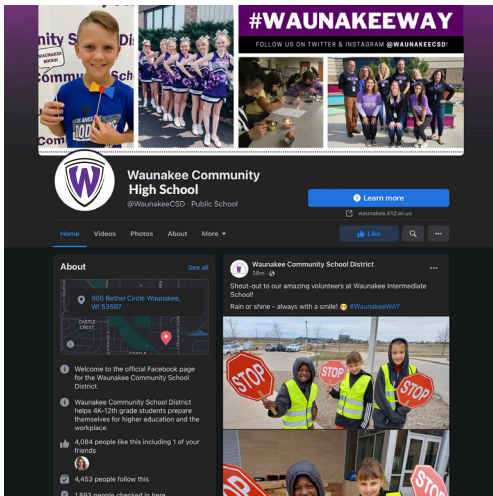
# EXAMPLES OF GOOD USES

## Website and Social Media Sites

### WEBSITE



### SOCIAL





## EXAMPLES OF GOOD USES

### Environmental Graphics



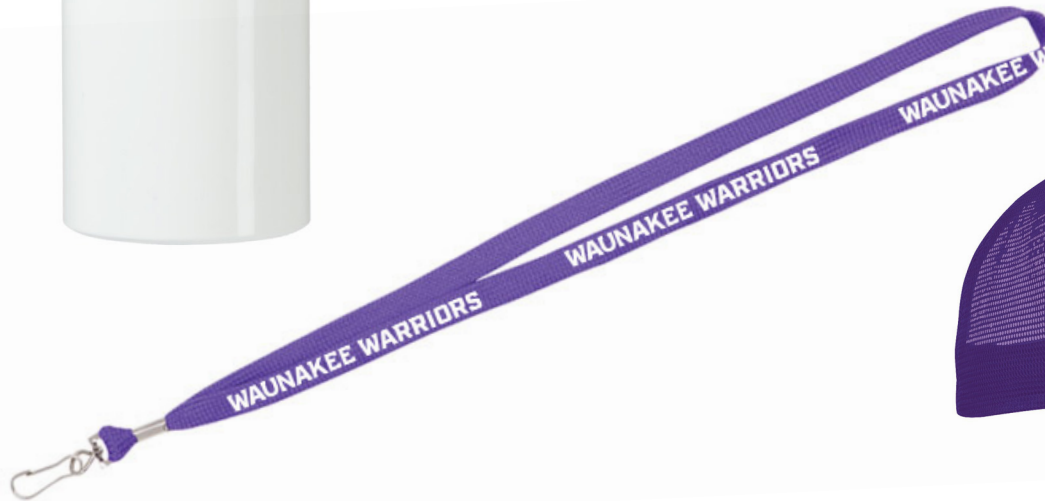
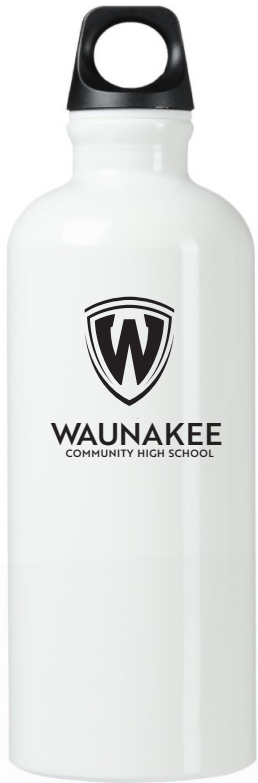
# EXAMPLES OF GOOD USES

## Uniforms & Event Use



# EXAMPLES OF GOOD USES

## Merchandise and Booster Use



**Please Note:** Spiritwear helps generate excitement and adapts to current style trends. The secondary logo has graphic elements that can be flexible in use. The elements can be rearranged to complement design or area. To save and keep integrity, the district asks that you **DO NOT ALTER** the graphic elements of the logo when creating designs for your spirit wear project.



# GENERAL RULES / CONTACT

## GENERAL RULES

These rules will help maintain the brand integrity of its identity. It is mandatory that all logos and their use follow this style guide without modification.

- All artwork should be approved by the Communications and Engagement Specialist before printing.
- Use of the logos and trademarks, and any messages, graphics or designs with the logo may not conflict with the mission, vision, values, goals, objectives or policies of the Waunakee Community School District.
- Logo use must be in compliance with all state and federal laws governing the school.
- A logo may not be used to disparage or taunt other schools.
- The school district reserves the right to order any company, individual or organization to immediately cease and desist use of a logo, or to deny use of its logos to any individual, company or organization for any reason, especially to those:
  - who violate the rules noted within board policy, and the brand guide
  - whose products are deemed inappropriate for minors by the district or by law
  - whose advertising or promotion is deemed inappropriate by the school district
  - who make inappropriate or fraudulent claims or offers as determined by the school district
  - who have engaged in activities or events detrimental to the reputation of the school district
- Waunakee Community School District reserves the right to request submission of designs for approval.
- Waunakee Community School District reserves the right to object to any unauthorized or inappropriate use of its logos and may enforce this at any time.

**For additional information or requesting an electronic copy of the logo, please contact:**

**Waunakee Community School District Communications Department**

905 Bethel Circle Waunakee, WI 53597 | (608) 849-2000

wcsd\_communications@waunakee.k12.wi.us | www.waunakee.k12.wi.us