



brand guidelines

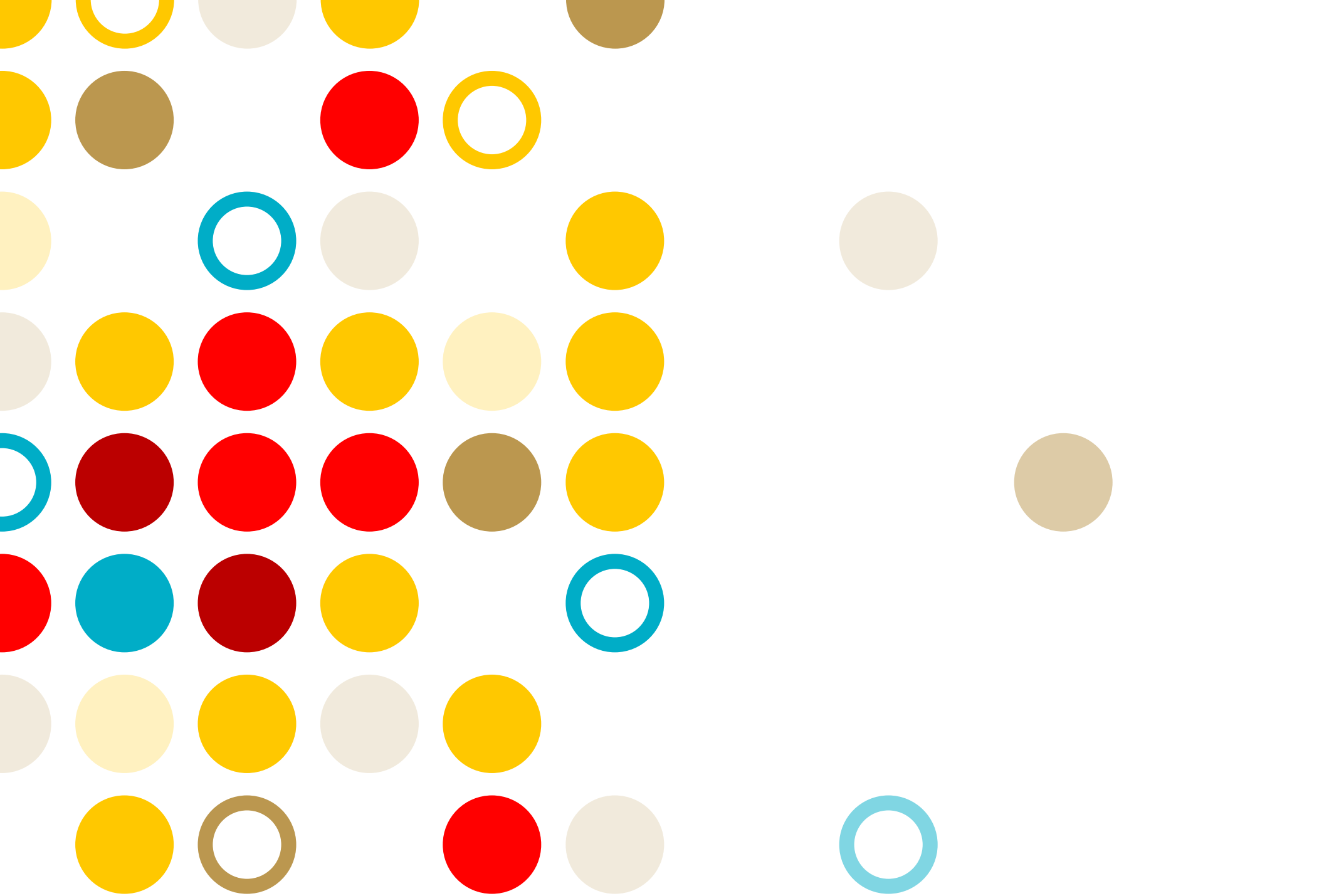


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04 logo

logo variations

The logo for South Washington County Schools is a distinctive, energetic wordmark that lets us market and promote South Washington County Schools as one community. It communicates on two levels simultaneously. Verbally, it conveys the name many people already use when they talk about the district — SoWashCo. Visually, in its full color expression, it shows many elements coming together to form the name in much the way our cities and townships collectively form the foundation for our district.

The colors in the wordmark come from SoWashCo schools. Note that there are two options in terms of its shape — a vertically stacked version and a horizontal logo — to accommodate different space demands. The horizontal option uses initial capital letters to communicate how people say the name — SoWashCo. The logo can be used on white backgrounds, dark and colors specific to our schools.



clear space

To ensure legibility, always keep a minimum clear space around the logo. This space isolates the mark from any competing graphic elements like other logos or body copy that might conflict with, overcrowd or lessen the impact of the mark.

The minimum clear space is defined as the width of the capital -S in the SoWashCo wordmark. This space should be maintained as the logo is proportionally resized.



minimum size

Establishing a minimum size ensures that the impact and legibility of the logo is not compromised in various applications. The minimum size for the horizontal SoWashCo logo should never be smaller than 1.75" wide; for the vertically stacked logo, the minimum width is 0.9".



logo misuse

It is important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified or added to. No attempt should be made to alter the logo in any way. Its orientation, color and composition should remain as indicated in this document. There are no exceptions.

To use the SoWashCo word mark with other logos, please contact the Communications and Community Relations office for guidance. Write or call, info@sowashco.org or 651-425-6209.



Do not change the typeface or recreate the wordmark.



Do not use non-brand colors or change the patterns.



Do not rotate the logo.



Do not distort the logo by stretching it horizontally or vertically.



Do not add drop shadows or other text styles.



Do not outline any part of the logo.



Do not place the logo on a background with insufficient contrast.



Do not place the logo over a image which compromises the legibility.

08

tagline

tagline

The tagline communicates in a way all students can relate to. Note that when it's used as a complete statement — Be seen. Be heard. Be bold. — the first words are capitalized, and each part ends with a period for emphasis. In some cases, such as the three-part poster series shown on page 25, lowercase -b's without end punctuation can be used for a more casual effect.

Be seen. Be heard. Be bold.

Be seen. Be heard. Be bold.

Be seen. Be heard. Be bold.

Be seen. Be heard. Be bold.

10 messaging

brand voice

Our goals for developing this brand identity for SoWashCo are to unify the district as a student-centric organization and update the brand to represent the future of education. Support for racial equity initiatives is a key priority, and consistent messaging communicates how the district is working to advance our mission.

Though the tagline is only six words, it can be further defined to clarify its meaning and bring to life the inspiration behind the ideas and intentions. Students, families, staff and community members can all celebrate the energy and imagination they bring to SoWashCo in helping us reach our goals.

Be seen.

Bring your true self

Believe in who you are

Find your voice

Be heard.

Speak your truth

Empower yourself and others for good

Recognize other perspectives

Be bold.

Achieve your excellence

Create the change you want to see

Contribute to our world

spanish translation

SoWashCo honors our communities and each student's unique background and culture to promote a sense of belonging. School and district websites are available in multiple languages.

Ser visto.

Sé su ser auténtico
Cree en a quién eres
Encuentra tu voz

Ser escuchado.

Habla tu verdad
Empoderarte a ti mismo y a los demás para el bien
Reconoce otras perspectivas

Atrévase.

Logra tu excelencia
Crea el cambio que quieres ver
Contribuye al mando

hmong translation

Our communications team has specifically translated SoWashCo key messages into two languages for families and students.

Ua tau kom pom.

Coj raws tus neeg uas koj yog
Ntseeg tus neeg uas koj yog
Rhiav koj lub suab

Ua tau kom hnov.

Hais qhov kom tseeb
Rhiav kev kom txhawb nqa koj thiab lwm tus neeg
Nkag siab lwm tus neeg txoj kev xav

Ua tau kom lub siab tawv.

Ua kom cuag koj txoj kev txawj
Tsim kom yam xav hloov tshwmsim li xav pom
Muaj kev pab txhawb peb lub ntiaj teb

14 naming

approved school names

Here are approved names for each school in our district. In some cases, there is a full name and an abbreviated version. The full name should be used in instances such as email signatures or return addresses. Check with our communications team if you have questions.

FULL NAME	ABBREVIATED
South Washington County Schools	SoWashCo Schools
Armstrong Elementary School	AES
Bailey Elementary School	BES
Cottage Grove Elementary School	CGES
Cottage Grove Middle School	CGMS
Crestview Elementary School	CES
East Ridge High School	ERHS
Grey Cloud Elementary School	GCES
Hillside Elementary School	HES
Lake Middle School	LMS
Liberty Ridge Elementary School	LRES
Middleton Elementary School	MES
Newport Elementary School	NES
Next Step	
Nuevas Fronteras Spanish Immersion	NFSI
Oltman Middle School	OMS
Park High School	PHS
Pine Hill Elementary School	PHES
Pullman Elementary School	PES
Red Rock Elementary School	RRES
Royal Oaks Elementary School	ROES
South Washington Alternative High School	SWAHS
Valley Crossing Elementary School	VCES
Woodbury Elementary School	WES
Woodbury Middle School	WMS
Woodbury High School	WHS

16 typography

typefaces

An important element in an effective, vibrant brand identity system is typography. Used consistently, typography conveys an added visual dimension to print, digital and multimedia communications. This set of typefaces best represents the feel of the brand and should be used across print, web and video applications.

PRIMARY FONT FAMILIES

GOTCHA GOTHIC

Use for headlines in both print and web applications.

Gotcha Gothic
Regular

POPPINS BOLD

Use for subheads in both print and web applications.

Poppins
Bold

POPPINS REGULAR

Use for body copy in both print and web applications.

Poppins
Regular

SECONDARY FONT FAMILIES

For digital applications when the primary typefaces are not available

FRANKLIN GOTHIC BOLD

Use for headlines in emails, Word docs or PowerPoint files only.

Franklin Gothic
Bold

CENTURY GOTHIC REGULAR

Use for body copy in emails, Word docs or PowerPoint files only.

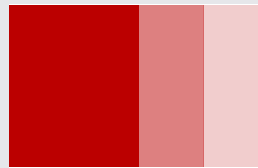
Century Gothic
Regular

18 colors

color palette

Color is an integral part of brand identity. Consistent use of the color palette will not only reinforce the cohesiveness of the brand but also communicates feelings and emotions to your audiences.

SoWashCo's color palette combines colors from its schools. Bright, energetic colors are balanced by more neutral tones. **All can be used at 100 percent, 50 percent and 20 percent opacity to create striking, inviting communications.**



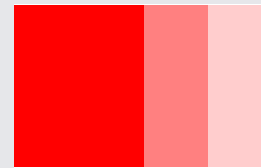
BRICK

HEX #BB0000

RGB 187, 0, 0

CMYK 18, 100, 100, 10

PMS 7621 C



APPLE

HEX #FF0000

RGB 255, 0, 0

CMYK 0, 99, 100, 0

PMS 485 C



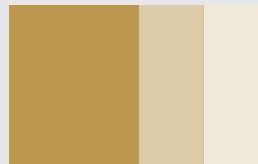
SCHOOL BUS

HEX #FFC800

RGB 255, 200, 0

CMYK 0, 21, 100, 0

PMS 7548 C



SAND

HEX #BB974F

RGB 187, 151, 79

CMYK 27, 38, 81, 3

PMS 465 C



FOREST

HEX #005B2B

RGB 0, 91, 43

CMYK 91, 37, 100, 35

PMS 7484 C



GRASS

HEX #429843

RGB 66, 152, 67

CMYK 77, 17, 100, 3

PMS 7738 C



SKY

HEX #00ADC7

RGB 0, 173, 199

CMYK 75, 10, 19, 0

PMS 3125 C



PACIFIC

HEX #0244A4

RGB 2, 68, 164

CMYK 100, 84, 0, 0

PMS 7686 C



MIDNIGHT

HEX #031839

RGB 3, 24, 57

CMYK 99, 87, 44, 58

PMS 296 C

2020 accessibility

keeping text accessible

To create an accessible digital presence in accordance with American With Disability Act (ADA) guidance, color combinations should be limited to those listed here. Printed documents also should follow these standards. The goal is keeping text accessible to individuals with visual impairments by meeting contrast minimums between the size and color of the text and the background.

These combinations apply to all text, including presentations, infographics, charts, tables and text on top of images.

The Web Accessibility Initiative [provides additional information.](#)

TEXT COLOR, ALL POINT SIZES

WHITE
FOREST PACIFIC MIDNIGHT
MIDNIGHT
SCHOOL BUS WHITE
MIDNIGHT
MIDNIGHT
WHITE SCHOOL BUS
SCHOOL BUS SAND GRASS SKY WHITE
BRICK FOREST PACIFIC MIDNIGHT

TEXT COLOR, IF ≥ 14PT BOLD

SCHOOL BUS
WHITE MIDNIGHT
BRICK
FOREST PACIFIC
SAND SKY
WHITE
FOREST PACIFIC
SAND SKY
APPLE
APPLE GRASS

22

photography

candid photography

The SoWashCo brand identity system incorporates candid, full color photography of students, staff and volunteers engaged in daily activities. The people in the photos aren't posing but rather caught in the moment in a more informal way. The overall effect is showcasing the energy and interaction of a school day or extracurricular event. Actual photos from SoWashCo schools are preferred. If stock photos are necessary, they should be in the same style.

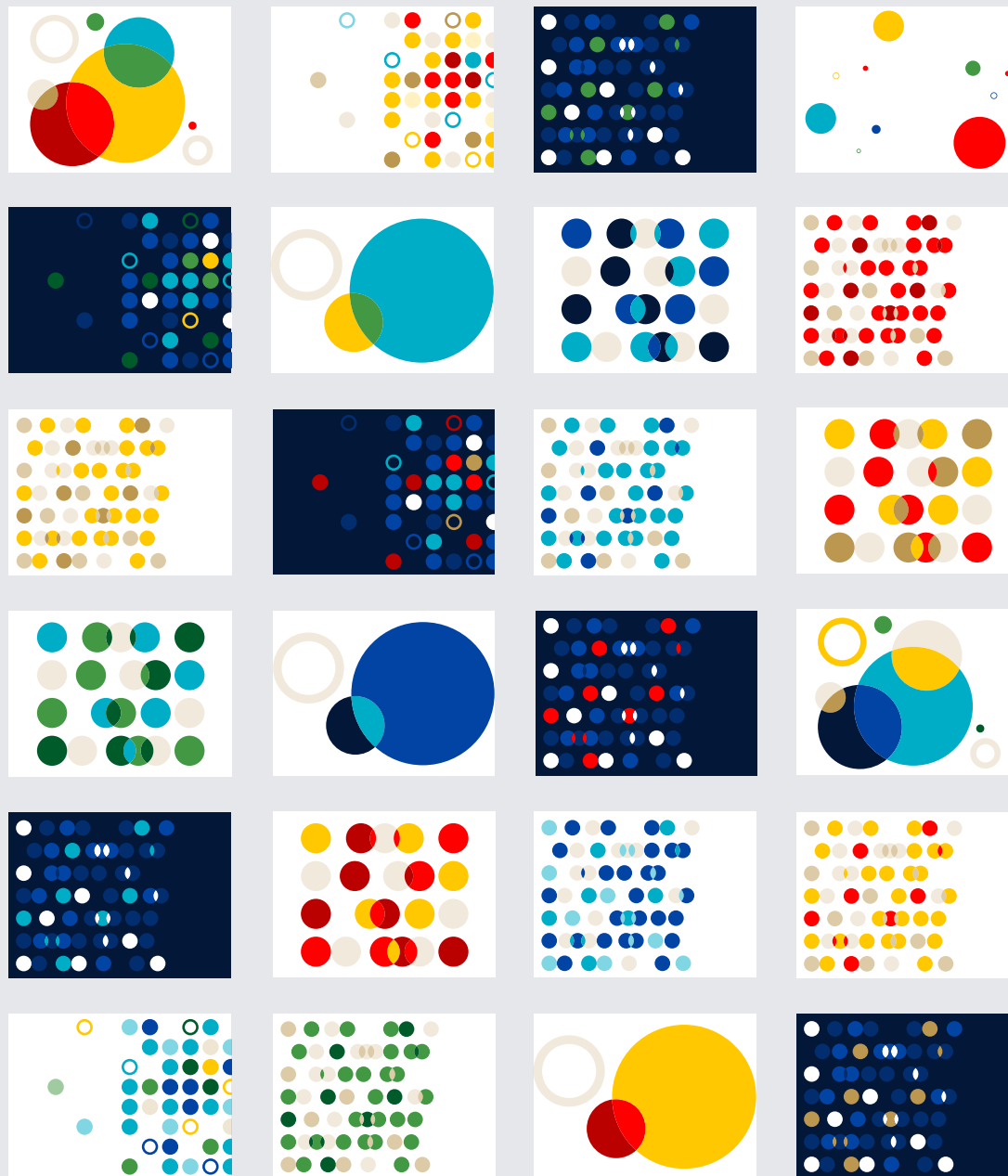
Please note that parents must opt-out if they do not want their students to be photographed for any school district purpose.



24 patterns

patterns

Patterns provide even more flexibility within a graphic identity system. Often used as backgrounds and color fills, they work with other visual assets to create striking new combinations. These patterns are approved for all media, and you can zoom and crop as needed as long as you don't stretch the artwork horizontally or vertically.



26 moodboard

Here are examples of the SoWashCo brand identity system in action, an email newsletter and a poster series. Opportunities for creating strong, effective communications are endless.

Here are examples of the SoWashCo brand identity system in action, an email newsletter and a poster series. Opportunities for creating strong, effective communications are endless.

be seen

Students at Pine Hill Elementary School are taking their voices to support of the all water users by installing a new water conservation sign. The sign was hand-painted and installed near the school. The water conservation sign was made by the students of Pine Hill Elementary School. The sign was made by the students of Pine Hill Elementary School. The sign was made by the students of Pine Hill Elementary School.

be heard

Becky Knight is all about empowering herself and others to go green. This week, she took a step towards it by installing a new water conservation sign. She was heard by the students of Pine Hill Elementary School. The sign was made by the students of Pine Hill Elementary School. The sign was made by the students of Pine Hill Elementary School.

be bold

Mark Williams is creating the change in his own life. He is taking steps to reduce his carbon footprint by using public transportation and other sustainable practices. He is also taking steps to reduce his energy consumption by using energy-efficient light bulbs and appliances. He is also taking steps to reduce his water consumption by using water-saving devices in his home. He is also taking steps to reduce his waste by recycling and composting. He is also taking steps to reduce his overall impact on the environment. He is also taking steps to reduce his overall impact on the environment.

So Wash CO!

28 schools

elementary schools

Approved logos for SoWashCo elementary schools are shown here. Refer to page 7 for usage guidelines.



middle schools

Approved middle school logos are indicated on this page. Refer to page 7 for usage guidelines.



high schools

Here are approved high school logos. If you have questions not specifically addressed on page 7, contact our communications team.



thank you

If you have questions about anything in this guide or you're unsure if your communication best represents South Washington County Schools, please contact the Communications and Community Relations office at info@sowashco.org or 651-425-6209. We can also provide links to visual brand assets.



branding & design
CELPR.COM

