



WAUNAKEE

COMMUNITY SCHOOL DISTRICT

BRAND GUIDELINES

JUNE 2022



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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 School District brand. 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.

It is important that the district communicates to the community with an consistent, solid, and professional manner.

If you are seeking the Waunakee Community High School and its logo, please see the Waunakee Community High School 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 district. Each word helps speak to who we are and what we support. Please use the official name for the appropriate communication and presentation.

OFFICIAL DISTRICT NAME – Formal presentations

Waunakee Community School District

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

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

OFFICIAL SCHOOL NAMES – Formal presentations

- 4-Year-Old Kindergarten (4K)
- Arboretum Elementary
- Heritage Elementary
- Prairie Elementary
- Waunakee Intermediate School
- Waunakee Community Middle School
- Waunakee Community High School

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 - School District

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

PRIMARY 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

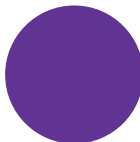
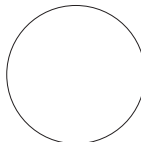






Parts of the Logo



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		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
For standard / in-house printing use					
PMS (PANTONE)		267 C	White	Cool Grey 7C	Black
Professional printing / on color ink use					
RGB		R: 97 G: 51 B: 147	R: 255 G: 255 B: 255	R: 147 G: 149 B: 152	R: 0 G: 0 B: 0
For web / digital use					
HEX #		#613393	#ffffff	#939598	#000000
For web / digital use					

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		

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 school district. 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 school district 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, sectionum 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 school district 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.

INTERSTATE (ADOBE FONT LIBRARY)

WEIGHTS

Waunakee
HAIRLINE

Waunakee
THIN

Waunakee
EXTRA LIGHT

Waunakee
LIGHT

Waunakee
REGULAR

Waunakee
BOLD

Waunakee
BLACK

Waunakee
ULTRA BLACK

ITALICS

Waunakee
HAIRLINE

Waunakee
THIN

Waunakee
EXTRA LIGHT

Waunakee
LIGHT

Waunakee
REGULAR

Waunakee
BOLD

Waunakee
BLACK

Waunakee
ULTRA 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

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...

INTERSTATE

WEIGHTS

Waunakee
HAIRLINE

Waunakee
THIN

Waunakee
EXTRA LIGHT

Waunakee
LIGHT

Waunakee
REGULAR

Waunakee
BOLD

Waunakee
BLACK

Waunakee
ULTRA BLACK



Use...

WORK SANS

WEIGHTS

Waunakee
THIN

Waunakee
EXTRA LIGHT

Waunakee
LIGHT

Waunakee
REGULAR

Waunakee
MEDIUM

Waunakee
SEMI BOLD

Waunakee
BOLD

Waunakee
BLACK

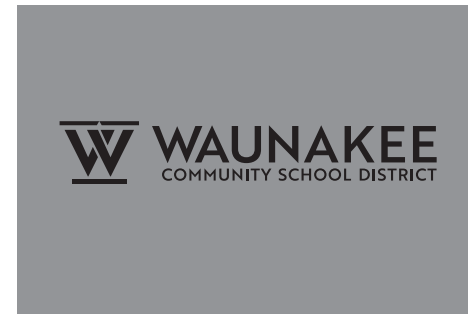
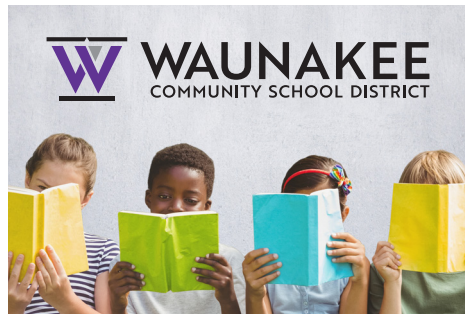
Please Note: If for any reason that the alternative fonts are not available, use the font Arial.

DO's & DONT's

Using the logo on all materials affiliated with Waunakee Community School District 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



RESIZE ICON WITH WORD MARK



INSERT W INTO WORD MARK



RECOLOR LOGO



ADD DROP SHADOW OR 3D EFFECTS



CHANGE FONT STYLE



ADD ANY ELEMENTS OR GRAPHICS



DO's & DONT's

Use of old logos

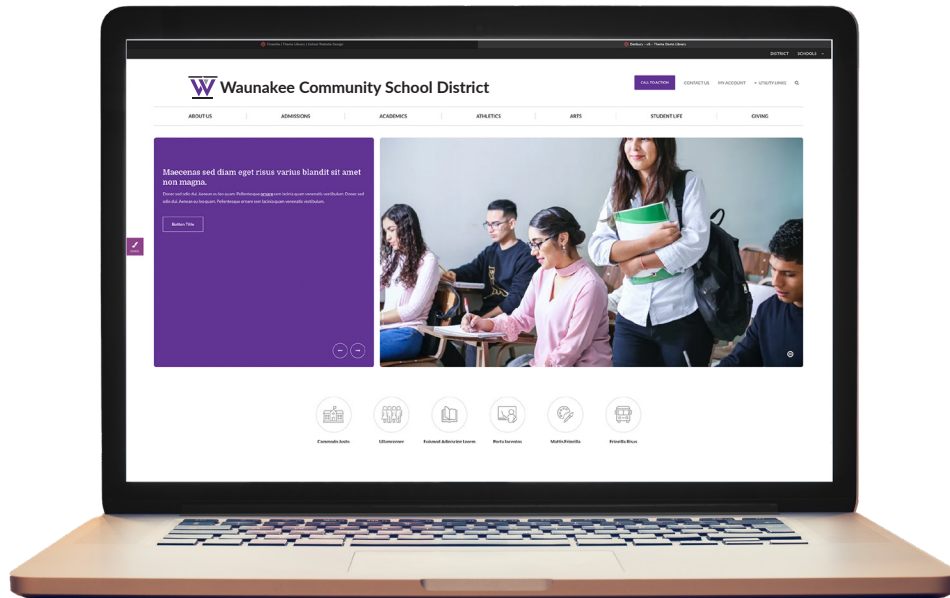
DO NOT USE...



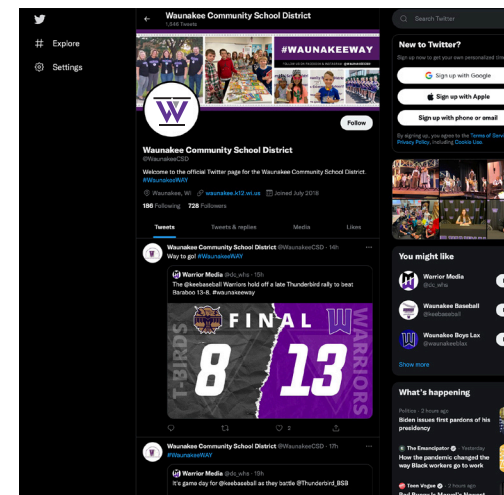
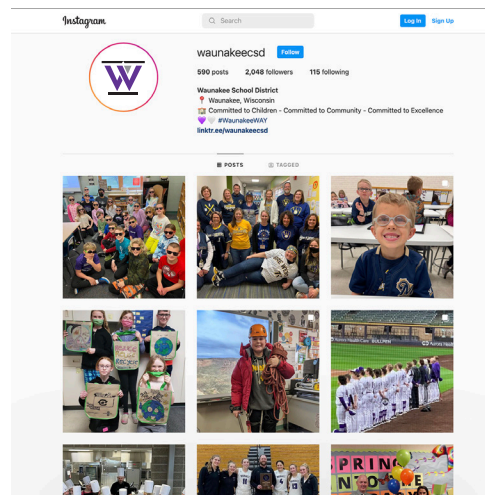
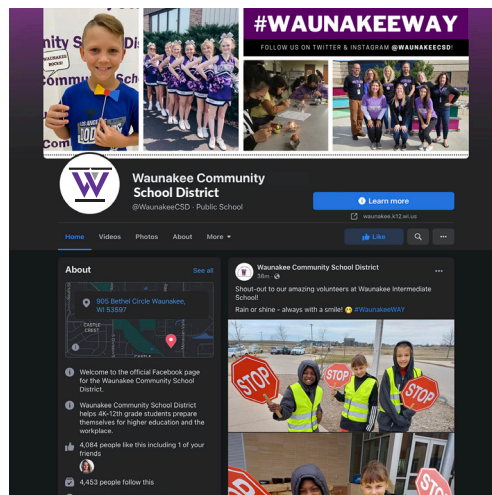
EXAMPLES OF GOOD USES

Website and Social Media Sites

WEBSITE



SOCIAL



EXAMPLES OF GOOD USES

Environmental Graphics



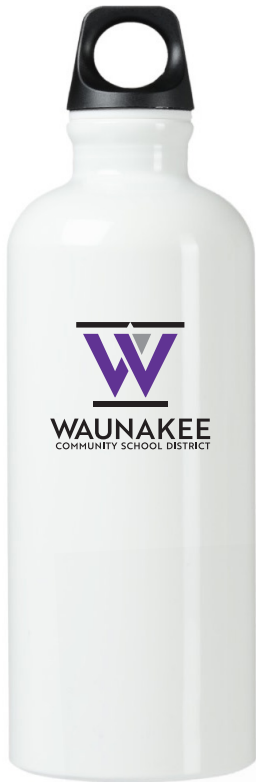
EXAMPLES OF GOOD USES

MARKETING & PRESENTATION



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 district.
- A logo may not be used to disparage or taunt other schools/districts.
- 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