

WESTLAKE CITY SCHOOL DISTRICT



Home of the Demons

**Brand & Communication
Guidelines**

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1.1 Design Guidelines

Introduction

The following manual provides you with specifications to accurately use the Westlake City School District brand elements. The brand has been designed to reflect the all-around standards of excellence in academics, athletics, extracurriculars and all other programs valued by our schools. It will also serve to reinforce the essence of our school pride, accomplishment and spirit. It is critical that all parties utilizing any of the Westlake City School District brand elements follow this manual with attention to detail to preserve and protect the Westlake City School District brand image. Thank you in advance for reviewing this manual, thoroughly understanding its contents and abiding by the specifications provided.

Design Guidelines 1.1

These guidelines describe the correct use of the visual and verbal elements that represent the identity of the Westlake City School District. This includes our name, logo and other elements such as color palette and typography. The Westlake brand, including the logo, name, colors and identifying elements are valuable district assets.

These guidelines reflect the Westlake City School District's commitment to quality, consistency and style. Sending a consistent and controlled message of who we are is essential to presenting a strong, unified image of our district. Each of us is responsible for protecting the district's interests by preventing unauthorized or incorrect use of the Westlake City School District name and logos.

1.2 Mission & Vision

Mission & Vision 1.2

Mission

We Educate for Excellence...

Empowering all students to achieve their educational goals, to direct their lives and to contribute to society.

Vision

The Westlake City School District will provide a dynamic, student-centered, 21st Century learning environment. Our district will be characterized by high achievement, actively engaged learners, mutual respect, shared knowledge, pursuit of new skills and capabilities, collaborative learning, willingness to take action, a team commitment to data-driven continuous improvement and tangible results.

2.1 Approved Logos

The following section outlines the correct use of brand elements for the Westlake City School District, including the logo, colors and fonts. All those associated with the district are required to follow this guide when using any element of the district's brand.

Approved Logos 2.1

PRIMARY



SECONDARY



2.2 Logo Usage

The following are examples of how the Westlake City School District logo should be used on all official documents and electronic communication, such as stationary, forms, promotional materials, website, etc. In most cases, the logo should be used against white or neutral light colors such as gray. If used against black or dark colors, the white version of the logo should be used.

Logo Usage 2.2

Using any old version of a "W" or Demon logo is strictly prohibited. No other variations of previous or current logos should be created or used for official purposes.

When using a team or district tagline in conjunction with a Westlake logo, the tagline should never be dominant over the "W." Keep a reasonable space between the tagline and the logo to avoid creating variations of the official "W" logo or Demon logo.

The Demon image may be used as a stand-alone image or in conjunction with the tagline "Westlake" or "Westlake Demons" in **Rockwell Extra Bold font.**

INCORRECT USE

Do not include additional imagery to the "W" logo.



INCORRECT USE

Do not alter the "W" logo with text.



INCORRECT USE

Never use the "W" logo as the letter W for a word.



2.3 Alumni Logo

The vintage “W with Demon” logo currently serves as the official logo for all alumni-affiliated events, spirit wear and organizations. It is the only exception allowed for variations of the current W and Demon logos used by Westlake City Schools.

Alumni Logo 2.3




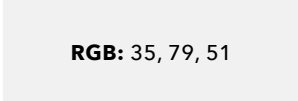
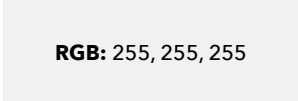

PRIMARY



2.4 Approved Colors

Colors 2.4

PANTONE 350 C is the primary color of Westlake City Schools, along with white and black. These colors are a key element in supporting Westlake's brand.

| | | |
|-----------------------------------------------------------------------------------|------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
|  |  |  |
| PANTONE: 350 C | White | BLACK |
| HEX: 234F33 | HEX: FFFFFFFF | HEX: 0E1B23 |
|  |  |  |
| RGB: 35, 79, 51 | RGB: 255, 255, 255 | RGB: 5, 5, 5 |
| CMYK: 49, 0, 31, 69 | CMYK: 0, 0, 0, 0 | CMYK: 0, 0, 0, 100 |

2.5 Approved Fonts

Fonts 2.5

The official fonts used in Westlake logos are Century Gothic and **Rockwell Extra Bold**. These fonts should be used for all promotional materials, website updates and publications.

In many cases, when using district letterhead, Microsoft Word will translate Century Gothic to bold only. In these instances, the Calibri font should be used instead.

CENTURY GOTHIC

A B C D E F
1 2 3 4 5 6

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!\$%&*()

Rockwell Extra Bold

A B C D E F
1 2 3 4 5 6

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZabcdefghijklmnopqrstuvwxyz
xyz1234567890!@#\$%^&*()**

2.6 File Types

File Types 2.6

All approved logos can be downloaded from our website, wlake.org. Original art should always be used to ensure that the best version of our brand is available to the public.



.JPG (Used on white backgrounds)



.PNG (Used on colored backgrounds)



.EPS (Used for printing on clothing, large banners and signage, etc. Vector art is usually used for professional printing.)

3.1 Approved Spirit Wear and Jerseys

The Demons athletic teams are a highly visible part of Westlake City Schools. As such, it is crucial that the uniforms and jerseys players wear on the field match the brand standards for color and logo usage.

The same applies to all Westlake spirit wear. Because clothing is a highly visible form of branding, it is especially important for all Westlake spirit wear to adhere to the brand guidelines. Refer to previous sections about logo use and fonts to ensure continuity of all spirit wear production and products.

Spirit Wear Examples 3.1

Westlake spirit wear can be purchased online through The "W" Shop at wdabonline.square.site.



HATS



PANTS



SHIRTS

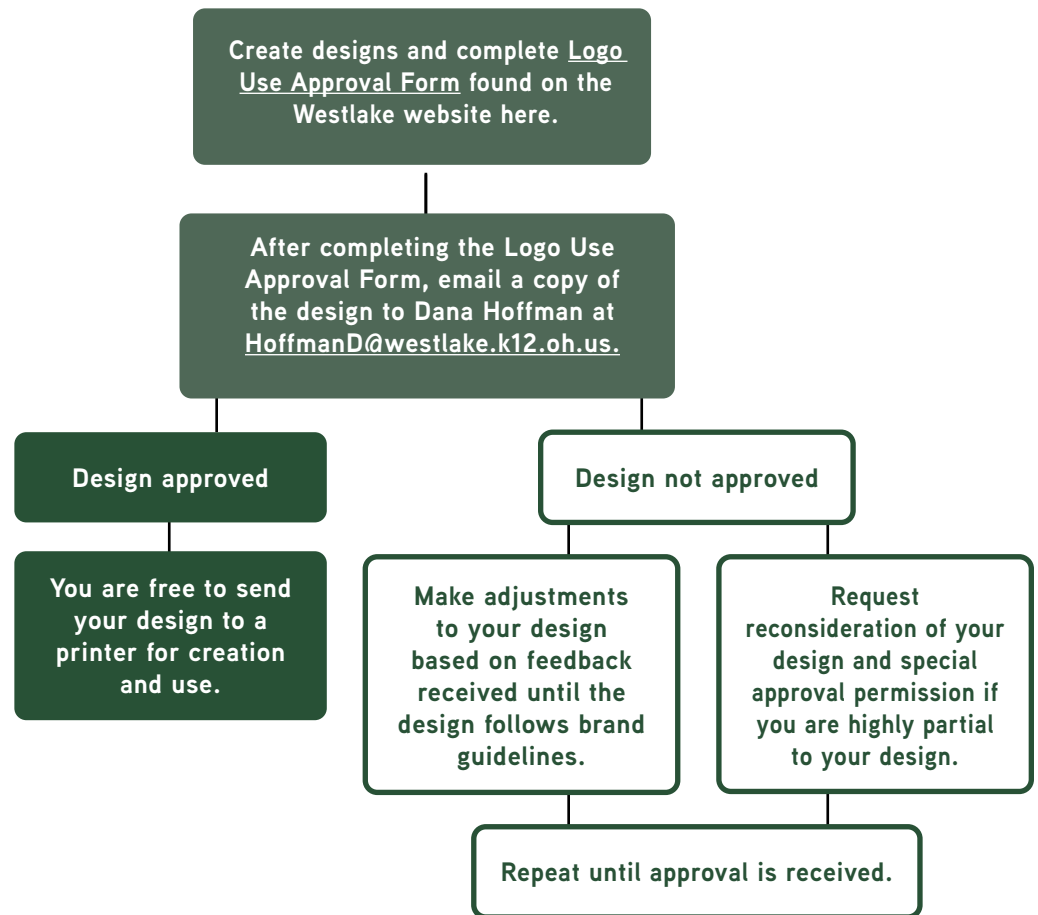
3.2 Jersey and Spirit Wear Approval Process

To ensure continuity between all school spirit wear and jerseys, it is necessary for coaches, teachers, PTA members and/or any other persons involved in the creation of these items to receive approval of the designs from the superintendent before they are used.

Please follow the spirit wear and jersey approval process outlined on the next page to receive approval for a new design. We are willing and happy to consider new ideas when submitted through the appropriate channels.

Approval Process 3.2

This chart outlines the approval process for all Westlake City School District team jerseys and spirit wear designs.



4.1 Social Media

The following guidelines should be followed for all internal and external communications throughout the district. Doing so will help send a consistent and controlled message of who we are. This is essential to presenting a strong, unified image of our district.

Social Media 4.1

Westlake City School District uses Facebook and Twitter to connect with students, parents, staff and stakeholders.

The Westlake City School District social media accounts are:

Facebook- @WestlakeSchools

Twitter- @WestlakeSchools

Instagram- @WestlakeSchools

Maintaining a school social media page is a serious commitment and should not be done without a plan or support. As part of managing the Westlake brand and image online, Westlake City Schools has developed a process for supporting those who wish to represent the district online. Before creating any new social media account, an application must be submitted to Dana Hoffman in the Superintendent's Office for approval. This effort will help alleviate pressure from those maintaining the social media account to manage unhealthy or alarming community interaction on a Westlake-associated social media page. It will also allow for an easier turnover of pre-existing social media accounts to new personnel.

Please fill out this [application](#) to request the creation of a new Westlake-affiliated social media account.

All personnel who manage a school social media account will be asked to keep Dana Hoffman apprised of any changes made to their account's username, password, email, etc. This information will also be requested each summer to ensure account information is kept current.

For more information on managing school social media accounts, [view this video](#). For tips on what to post and what not to post, [watch this video](#).

4.2 Email Signature

Email Signature 4.2

Administrators

All email communications are official documents of Westlake City School District and must contain a consistent brand signature. Your signature must include the following information:

- Name
- Title
- District or school name
- Address
- District or school phone number
- www.wlake.org

This is the approved format for Administrator email signatures.



Dr. Scott Goggin | *Superintendent*
goggin@wlake.org | 440.871.7300



Faculty/Staff

Please contact your building principal for email signature files and instructions. The above signature is the preferred one for the district. Any others must follow logo brand standards and be approved by building principals.

4.3 Letterhead

Letterhead 4.3

Letterhead is one of the most visible means of communicating the Westlake City School District identity, since it is used so frequently and reaches so many people. Therefore, it is extremely important to ensure that letterhead is consistent and produced with high quality.

All letterhead must include the Westlake name, logo and contact information at the top.

Use the Calibri font for all content written on district letterhead.

This is the only acceptable format of letterhead.

