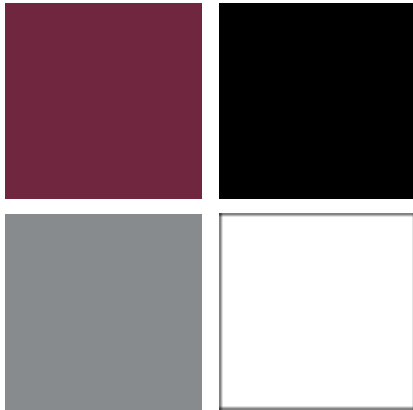
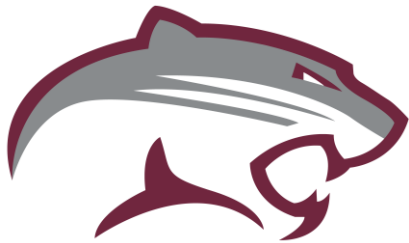


BRAND GUIDELINES



WESTON RANCH
HIGH SCHOOL

About this Guide



The Weston Ranch High School brand is one of our most valuable assets and defines who we are and what we do. It is important that we convey a consistent, high-quality image. This brand guide helps ensure all parts of the school are working together to communicate with a unified image and voice.

The marks, visuals and voice used to describe the school help establish and maintain a clear, unified brand identity. Included are general guidelines for the Weston Ranch High School brand as well as specific directions for the application of our logo and related elements.

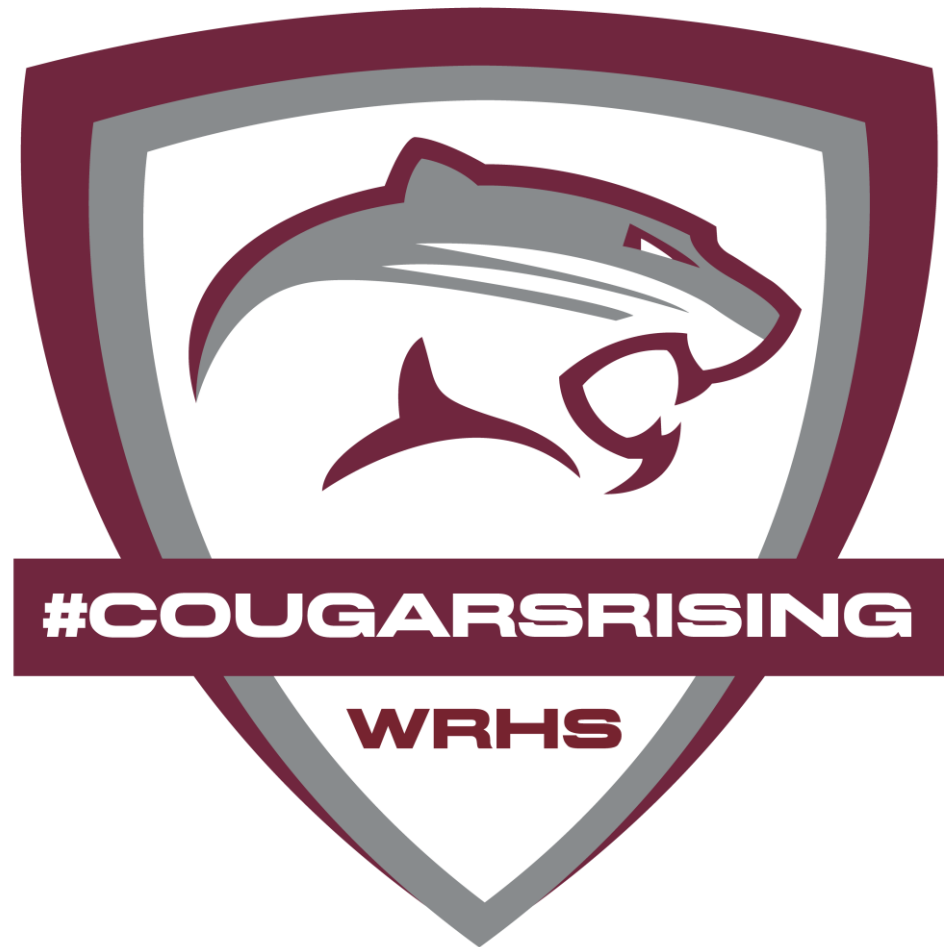
Our Logo

The Weston Ranch High School cougar defines who we are and what we represent. It is important that we convey a consistent, high-quality image.

This brand guide helps ensure all parts of the school are working together to communicate with a unified image and voice.

The marks, visuals and voice used to describe the school help establish and maintain a clear, unified brand identity.

Included are general guidelines for the Weston Ranch High School brand as well as specific directions for the application of our logo and related elements.



Our Color Palette



Burgundy
Pantone 209
70263e



Cool Gray
Pantone 8
888b8d



Black
0/0/0/100



White
0/0/0/0

Beyond our logo, color is the most recognizable aspect of our brand identity. Colors were selected that reflect our bold, diverse community.

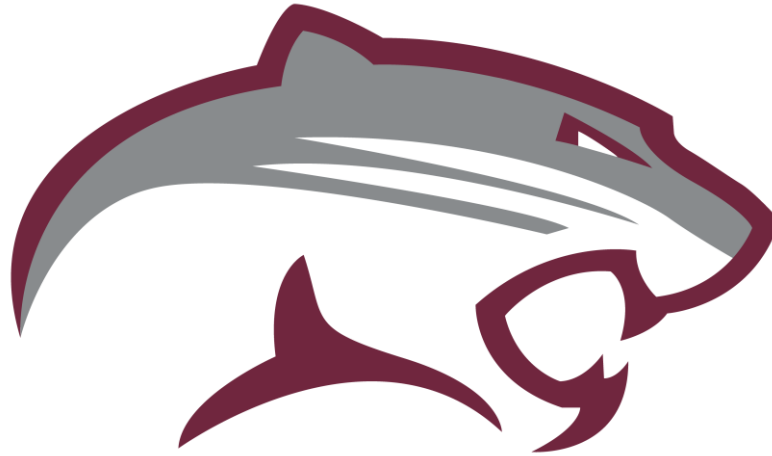
Using color appropriately is one of the easiest ways to make sure our materials reflect a cohesive Weston Ranch image or visual story.

NOTE: When using color builds, always use the color values listed here. They were adjusted for the best reproduction in print and on screen.

Logo Use

PRIMARY USAGE

Use the full color logo when using a white background



SECONDARY USAGE

When the logo appears on a maroon, gray, or black background use the one-color logo or the altered logo where the maroon is replaced with white.

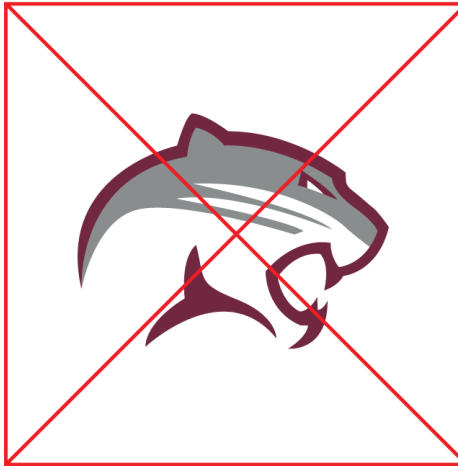


Improper Usage

It's important to develop a strong and consistent use of our logo in order to keep it recognizable and representing the standards of Weston Ranch High School.

Here are a few examples of practices to avoid.

In addition to these do not alter the placement or scale of the elements, do not add colors to individual elements, do not skew or bend the logo in any way, do not add extra elements to the identity or add drop shadows or other visual effects to the design.



Do not squish the logo



Do not change colors in the logo



Do not add a stroke to the logo



Do not rotate the logo

Improper Usage

Most importantly, do not use alternative Cougars or other logos for campus apparel.



Respect our Cougar.

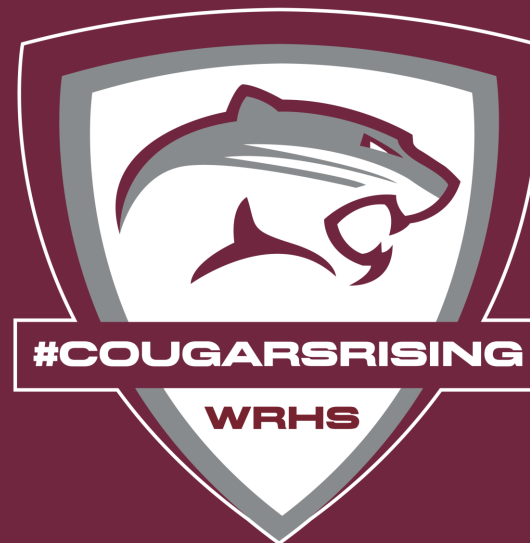
PRIMARY USAGE

When using the Cougars Rising Logo use all three colors for our logo design.



SECONDARY USAGE

When placed on maroon or gray use all three colors with an outline stroke. Ensure that the center is filled with white and the colors are not modified on the primary logo.



PRIMARY USAGE

Use the full color text logo when using a white background



SECONDARY USAGE

When the text logo appears on a maroon or black background use the full color logo as well.



PRIMARY USAGE

Use the full color campus logo when using a white background

WESTON RANCH
HIGH SCHOOL



SECONDARY USAGE

When the campus logo appears on a maroon, gray or black background use the one-color version or the alternate color version of the logo instead.

WESTON RANCH
HIGH SCHOOL



WESTON RANCH
BASKETBALL



Typographic Pallette

When used thoughtfully,
typography becomes a
powerful brand tool that can
add visual meaning to what
is communicated.

Miedinger is our default
bold font for apparel and
headlines.

MIEDINGER BOLD
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890

MIEDINGER
ABCDEFGHIJKLMNO
PQRSTUVWXYZ
1234567890

Typographic Pallette

When a condensed typeface is needed, Tigedebug is the one to use. This is the font that is currently in use on our sports logos.

TIGEDEBLUG

ABCDEFGHIJKLMNO

PQRSTUVWXYZ

1234567890

