

Policy Manual

Section 300 Business and Non-Instructional Operations

Title: Visual Identity Policy

Purpose

The Wilson Area School Board of Directors believes a cohesive and consistent visual identity promotes the WARRIOR values, presents a sense of unity, builds awareness and pride in our School District. The success of creating a visual identity requires everyone's cooperation and, in the end, the entire community is stronger for having it.

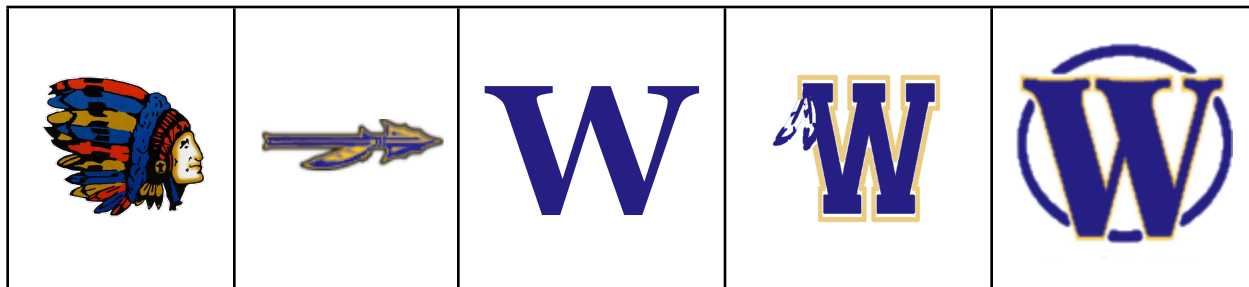
Definition

1. **VISUAL IDENTITY:** Visible elements, such as a name, logo and design scheme, used to represent the District; the symbolic embodiment of all the information, values and vision of the District
2. **LOGO:** Visual images that represent our District.
3. **WORDMARK:** Word or text sequence that can include variations in size, weight (e.g., bold), slope (e.g., italic), width (e.g., condensed), used to represent our District.
4. **COMBINATION LOGO:** Any logos and wordmarks combinations used to represent our District.

Guidelines

To ensure the Wilson Area School District maintains and presents a consistent appearance, the Board of Education approves the use of the following visual identities (logos and wordmarks) to represent the District.

Logos



Wordmarks

Warrior	Wilson
Warriors	Little Warriors
Wilson Area	WASD

- All Wilson Area schools, departments, and teams must use approved visual identities.
- Approved logos and wordmarks can be combined to create a combination logo.
- School District coaches continue to be permitted to design their team's uniforms using approved visual identities.
- "Warrior" must be present on all uniforms **using the Warrior logo or in word form.**
- The use of approved visual identities by Wilson Area School District-sponsored clubs and organizations is strongly encouraged.

Beginning 2023, the Board of Education will review this policy at least once a year and update it as necessary.