

Williamson Central School

A collection of
our core values and
visual guidelines.

Brand Core

The WCS brand system consists of Color, Typography, and logos representing our Four Pillars.

Let's start with

Color

Color



Go
get 'em
tiger.

PR  DE

Marauder Red

Bright and energizing,
Marauder Red is the heart
of our District & Town.
Enforcing consistent usage
will strengthen our voice.



Marauder Red

#f60c1a

C:0 M:100 Y:100 K:0

Pantone 2347



Avoid using
darker reds

Marauder Red
#f60C1A

Black
#000000

White
#ffffff

Dark Gray
#434343

Light Gray
#eeeeee

A
Poem
About
Red

Red is a complex color.

When to use red?

When not to use red?

Consider: Error States are red too.

Use in smart places.

Use in understated ways.

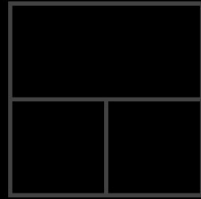
Don't use red as decoration.

If used without purpose,

red represents warnings.

–Williamson Art Student, June 2020

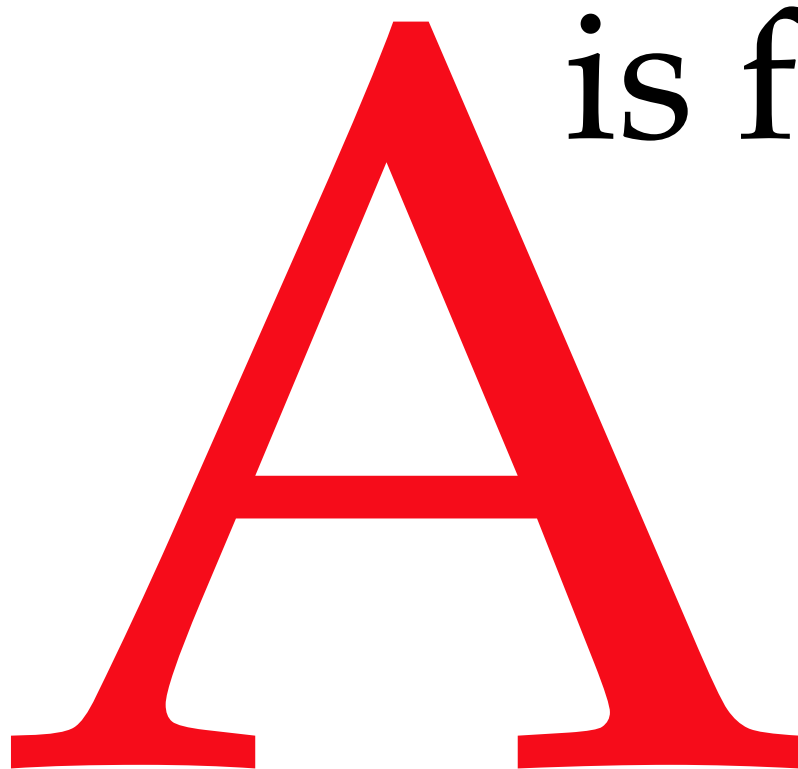
Typography



Go
get 'em
tiger.

PR  DE

Typography



is for apple.

Headline
Book Antiqua 68pt
Line Space .8pt

B is for Book
Antiqua: our
headline *and*
body font.

Body
Book Antiqua 16pt
Line Space .8pt

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

Body 2
Book Antiqua 8pt
Single Line Space



This season, let's get outdoors.

This fall, don't forget
to sign-up for Soccer,
Cross Country, or Golf.

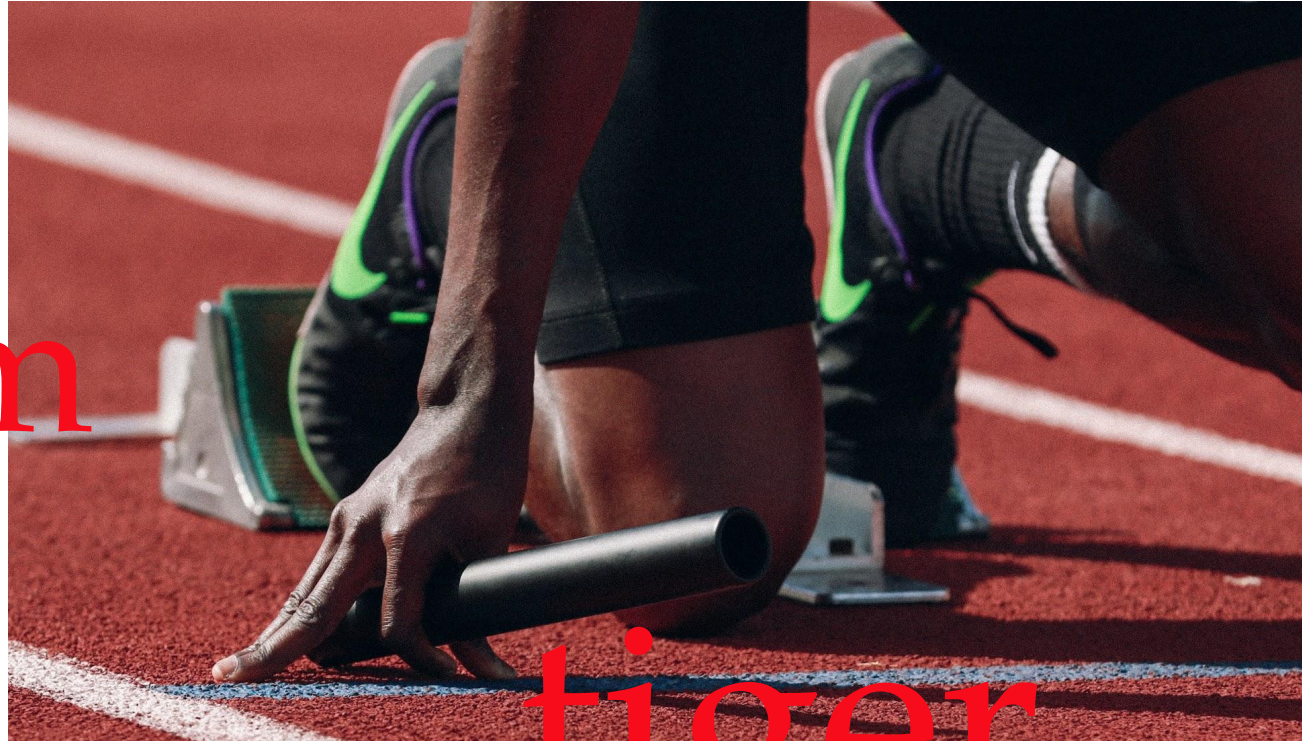
Headline
Book Antiqua 68pt
Line Space .8pt

Body
Book Antiqua 16pt
Single Line Space

Go get 'em

This fall, don't forget
to sign-up for Soccer,
Cross Country, or Golf.

Body
Book Antiqua 12pt
Single Line Space



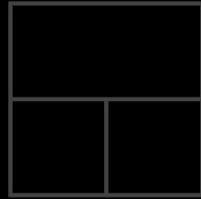
tiger.

Four Pillars

Pillar 1/4

Academics

Academics



Go
get 'em
tiger.

PR  DE

Original

Iteration A

Iteration B

Iteration C



Old English W



Use only on white, with ample space. When used properly, our classic Old English W shines

Old English W





Avatar



A less complex letter works better at smaller sizes like a digital avatar.

Layout

Two roads diverged in a yellow wood,
And sorry I could not travel both
And be one traveler, long I stood
And looked down one as far as I could
To where it bent in the undergrowth;

Then took the other, as just as fair,
And having perhaps the better claim,
Because it was grassy and wanted wear;
Though as for that the passing there
Had worn them really about the same,

I shall be telling this with a sigh
Somewhere ages and ages hence:
Two roads diverged in a wood, and
I—I took the one less traveled by,
And that has made all the difference.

—*Robert Frost*



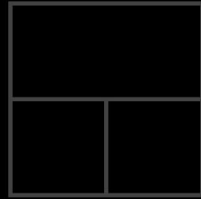
Try offset or
overlap layouts

Four Pillars

Pillar 2/4

Academics

Athletics



Go
get 'em
tiger.

PR  DE

Original



Iteration A



Iteration B



Iteration C



Scalability



Small



Large



Small



Large

The Marauder



On Red



Scholar Athlete





Earn
your
stripes







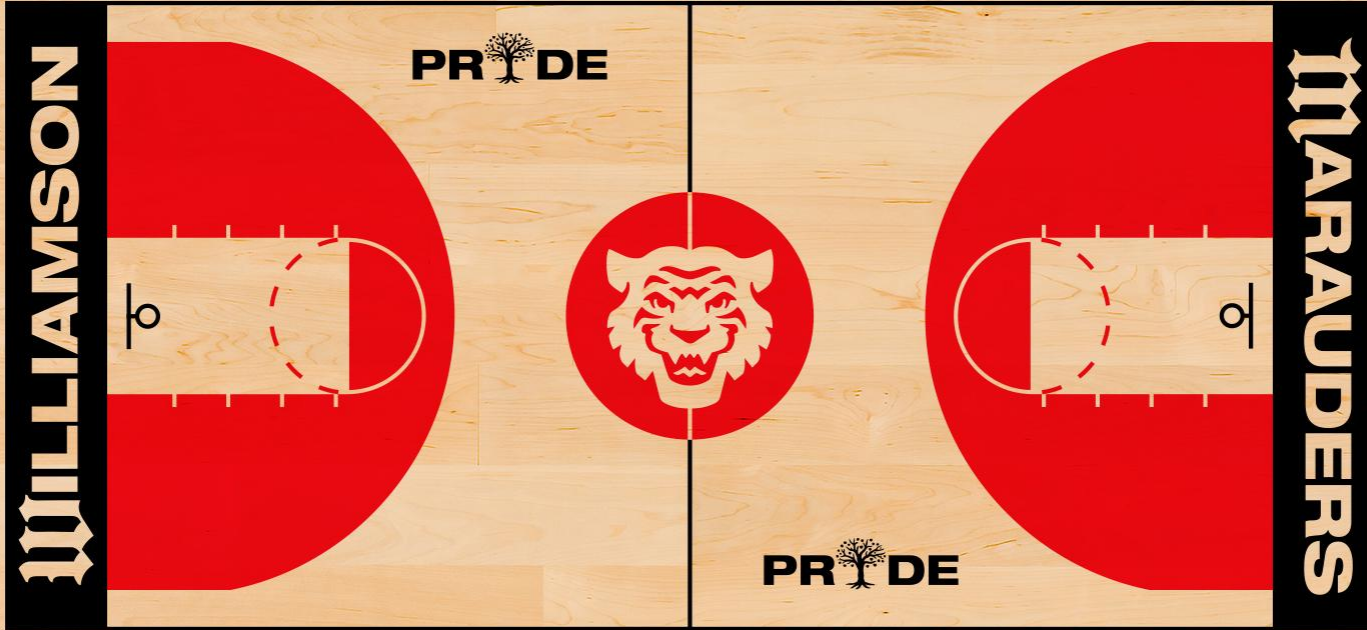
Old English
Numbers
on White

1 2 3 4 5
6 7 8 9 0

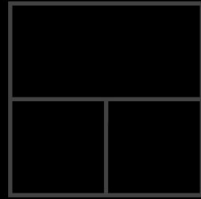
Old English
Numbers
on Red

1 2 3 4 5
6 7 8 9 0





Community



Go
get 'em
tiger.

PR  DE

Four Pillars

Pillar 3/4

Academics

Original



Iteration A



Iteration B



Iteration C

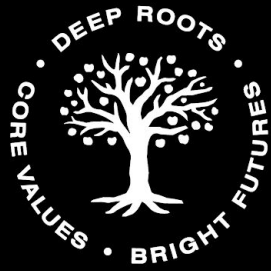


Community



Community





Williamson Central School

williamsoncentral.org
(315) 589-9661

PO Box 900
Williamson, NY
14589

Dr. Gregory Macaluso
Superintendent of Schools

July 29, 2019

Sally Schillaci
Williamson Elementary School

Dear Sally,

On behalf of the Williamson Central School District Board of Education, you and your family are cordially invited to attend a Reception in honor of your Tenure Appointment with the Williamson Central School District.

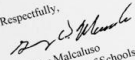
The reception will be held prior to the Board of Education meeting on:

Wednesday, May 29, 2019
6:00pm
Williamson Middle School Cafeteria

In order for us to plan accordingly, please RSVP with how many guests will be attending the reception with you by contacting **Kelly Dixon** by **Monday, May 20, 2019** at the District Office at 589-9661 or via email: **kdixon@williamsoncentral.org**.

We hope to see you at the reception!

Respectfully,



Gregory Macaluso
Superintendent of Schools

cc: Administrative Team
Brian Weeden
Brenda Patrzalek

GM/kd



1 line

Williamson Central School



2 lines

Williamson
Central School



3 lines

Williamson
Central
School



1 line

Williamson Central School

2 lines

Williamson
Central School

3 lines

Williamson
Central
School

Williamson
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School



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School



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Central
School

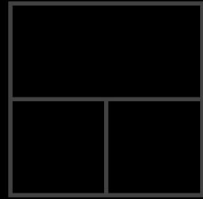


Four Pillars

Pillar 4/4

Academics

Pride



Go
get 'em
tiger.

PR  DE

Original



Iteration A



Iteration B



Iteration C



Pride



Pride

PR  **DE**

PR  **DE**

PR  **DE**

PR  **DE**

PR  **DE**

PRIDE





Brand Core



Go
get 'em
tiger.



Thank you