



Watertown Mayer
Public Schools

Brand Guidelines
2022



What is a Brand Identity?

A brand identity represents the values, ideas and personality of an organization. This brand identity needs to be graphically represented and usually includes elements such as logos and supporting graphics, color palette, and typography, which guides how a brand should be depicted across various different visual media.

Why use these guidelines?

Consistency Whenever people visit our website, see a team uniform, receive a business card, or view any of our marketing materials, they receive an implied perception of our school. When all who touch our image follow the rules we have established, we create a consistent brand identity. This not only makes our school brand recognizable, but this consistency also sends a message of reliability to our audiences. It shows that our school takes pride in the details—and we maintain professionalism in spite of the many hands and minds who are using our brand in a variety of ways (staff, coaches, parent organizations, volunteers, sponsors, and more).

Value When we maintain a cohesive brand image, it increases our brand's perceived value. Our school appears professional and reliable. A cohesive brand image makes it easier to maintain this quality.

Recognizable When our brand remains consistent, it becomes immediately recognizable within our community and with our target audiences (students, staff, parents, community members). This recognizable brand will also serve to reinforce the core essence of our school pride, accomplishment and spirit.



Table of Contents

3	Logo Overview
5	Color Guide
6	Typography
7	Royals Wordmarks
9	Usage Guidelines
10	Logo Alternatives Secondary Logos Tertiary logos
13	Logo Application Samples
16	Checklist

The Watertown-Mayer logos and fonts are available for download at www.wm.k12.mn.us/branding.

Primary Logos

The Watertown-Mayer primary logo should be used on official school documents and displays such as stationery, business cards, district website, building signage, etc. The logo may be used with or without the tagline, “Connections · Opportunities.” Horizontal and vertical versions of the logo are available. The primary logos are those which specifically state “Watertown Mayer Public Schools.” Secondary logos for each individual school or entity are also available (see page 10).

with tagline



without tagline



Note: The text on the horizontal version without tagline is shifted down to visually center the logo.

Hyphenation: The name of the district should be hyphenated in all text references. For example: Watertown-Mayer Public Schools. The official primary and secondary logos of the district are the only uses where “Watertown-Mayer” appears without a hyphen.

Institutional Symbol

The Watertown-Mayer (WM) monogram and crown symbol was developed to update our public persona and create a fresh look. It is a distinctive mark and brand that seeks to present Watertown-Mayer Public Schools as a forward-thinking, professional organization while still recognizing and valuing school traditions.



This primary symbol is to be used when the school name isn't required or as a visual accent on school materials or sports applications.

The WM symbol should never appear without its crown. However, the crown can be used as a graphic accent in certain situations.

Exclusion Zone

It's important that our logos are displayed in the best way possible. If not protected, logos can get lost "in the noise" of busy layouts. Maintain a clear space around the logo on all sides that is equal to the crown height. No element, other than our tagline, may encroach on this space. These diagrams give a general rule of thumb for how much space the logos need. The dotted line zones are a MINIMUM space. More is always better. Let it breathe!



Note: The exclusion zone is critical on print and digital media applications. Apparel and certain signage applications may be more flexible depending on the layout.

Brand Colors

The Watertown-Mayer school color palette includes two colors to be used exclusively for all WM related materials. These are the official school colors and their formulas are provided for accurate reproduction.



Pantone 541 C
cmYk 100 : 58 : 9 : 46
rgb 0 : 60 : 113
hex # 003c71



Pantone 193 C
cmYk 2 : 99 : 62 : 11
rgb 191 : 13 : 62
hex # bf0d3e

Color Usage

We want our logo to look good all the time. Please take time to consider how best to apply our logo on various backgrounds. The two color version should always be your first choice, but in cases where two colors is not an option or the background is dark and would conflict with the colors of the logo, choose another color usage option.



Typography

Maintaining consistency in typographic style is essential to creating a memorable identity and also minimizes visual confusion. The consistent use of these typefaces will make for a recognizable and strong identity.

Display Fonts

For Headlines / Royals Wordmark

Aa

Roboto Slab Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 (.,:;!@#\$%^*)**

Aa

Open Sans Extra Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 (.,:;!@#\$%^*)**

Body Copy Font

Open Sans is a versatile typeface and should be used in all print and online body copy. Text for correspondence and publications should preferably be set in upper and lower-case, and flush left with ragged right justification. Using bold or italic fonts to emphasize text within paragraphs is preferred over underlining text.

Open Sans Bold

For headers / emphasis words

Open Sans Regular

Paragraph text

Open Sans Italic

Paragraph text emphasis font

Open Sans Semibold

Alternate paragraph text

Note: If you do not have the “Open Sans” or “Roboto Slab” fonts, you may download them from fonts.google.com or from the Watertown-Mayer website at www.wm.k12.mn.us/branding.

Royals Wordmarks

The Watertown-Mayer Royals wordmarks were created to compliment our brand and ensure a consistent and recognizable presence in our school and community, particularly in athletics and activities. The Royals Wordmarks are primarily for use on official school uniforms and stadium signage applications. Use of the wordmark in these instances should be approved by the WM Marketing & Communications Committee.

The word "ROYALS" in a bold, blue, sans-serif font.

Royals Bold

The ROYALS BOLD type treatment will be used in a variety of situations, primarily for uniforms, potentially for other spirit swag.

The word "ROYALS" in a bold, blue, sans-serif font with a slightly more condensed and upright style than the bold version.

Royals Sport

The ROYALS SPORT type treatment will be used in a variety of situations, primarily for uniforms, potentially for other spirit swag.

The word "Royals" in a blue, cursive script font.

Royals Script

The ROYALS SCRIPT type treatment will be used in a variety of situations, primarily for uniforms, potentially for other spirit swag.

Notes: When "ROYALS" is used to represent Watertown-Mayer Public Schools, we encourage the use of these wordmark options, (ie. on apparel, promotional materials and spirit swag items), but they are not mandatory. Please contact the Watertown-Mayer District Office if you have questions about your design for these types of items.

The Royals Script option is based on the "Knight Brush" font. It has been altered slightly to make it unique to Watertown-Mayer Public Schools. If you would like to access this script font for other purposes, please contact the Watertown-Mayer District Office.

Royals Wordmark Examples

Below are some examples of how the Royals Wordmark can be used with the WM symbol and how it could appear on various uniforms, apparel, and spirit swag items. Royal Wordmark designs are not limited to these examples.



Note: It is permitted to add a slight arch, tilt or slant to the Royals Wordmarks if desired for uniforms or apparel. Please use these effects sparingly.

Incorrect Logo Usage

We took our time developing our brand so please be nice to it. Use the illustrated examples below as a guide for what to avoid with the logo. Overall, do not alter the logo or compromise its legibility in a way that is different from the provided files.

Don't stretch or distort the logo

Always hold down the shift key (or drag from the corner in Google Docs) when resizing logos so they maintain their correct dimensions.



Poor color pairings

Do not place the logo on the wrong colors. Be conscious of clashing and lack of contrast.



Protect the brand

Never use non-approved fonts, colors or color combinations for the logo.



No extras required

Do not place objects or text directly over the WM symbol. Place text beneath the symbol. Do not add embellishments like drop-shadows, embossings etc. to the logo. If you have to add a shadow to improve contrast, be VERY conservative. Small, light touch shadowing.



Keep it together

The WM symbol should never appear without its crown. However, the crown can be used as a graphic accent in certain situations. Do not use the logo font without the WM symbol.



Secondary Logos

Entities of Watertown-Mayer may have their own logo. Each entity will have 4 different looks that mimic the primary logos. The brand guidelines outlined in this document apply to all secondary logos as well.



Tertiary Logos

Use of tertiary logos affiliated with any of the district's schools or Community Education—for example, arts organizations, Mock Trial, Knowledge Bowl, Kids' Company, etc—is permitted, so long as the following criteria is met:

- The tertiary logo may not appear above, to the left or directly beneath the district's primary or secondary logos.
- The size of the tertiary logo may not appear more than 100% of the size of the district's primary or secondary logos.
- The tertiary logo may appear in color only if the district's primary or secondary logos also appear in color.
- The tertiary logo should be separated from the WM logo with a vertical line that is the height of the WM logo. Leave space on each side of the line equal to the width of the crown.



For more horizontal logos pair with the horizontal version of the WM logo.



For more vertical logos pair with the vertical version of the WM logo.

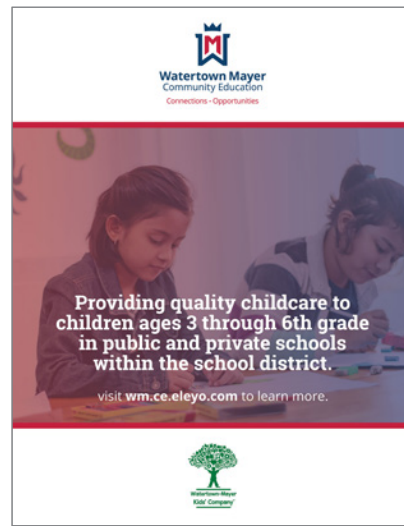
Tertiary Logos (continued)

The tertiary logo may also appear separately from the WM logo. It must however, be on the opposite side of the WM logo. Examples below:

Preferred usage of tertiary logo.



Acceptable but less optimal uses.



Incorrect Usage



DO NOT place tertiary logo to the left of the WM logo.



DO NOT place tertiary logo above or below WM logo.



DO NOT pair logos without a dividing line.

Sample Stationery



Watertown Mayer
Public Schools



Watertown Mayer
Public Schools
District 111
1001 MN-25, Watertown, MN 55388

1001 Hwy 25 NW
Watertown, MN 55388



**"Growth through Connections
and Opportunities"**
wm.k12.mn.us

Office: (952)955-0480
Fax: (952)955-0481

ISD #111 does not discriminate on the basis of race, color, national origin, sex, disability, or age in its programs and activities.

Letterhead

Envelope



Watertown Mayer
Public Schools
Connections · Opportunities



Darren Schuler
Superintendent of Schools

(952) 955-0480
darren.schuler@wm.k12.mn.us
📞RoyalsSupt

1001 Hwy 25 NW
Watertown, MN 55388

Business Cards

Sample Google Slides Template

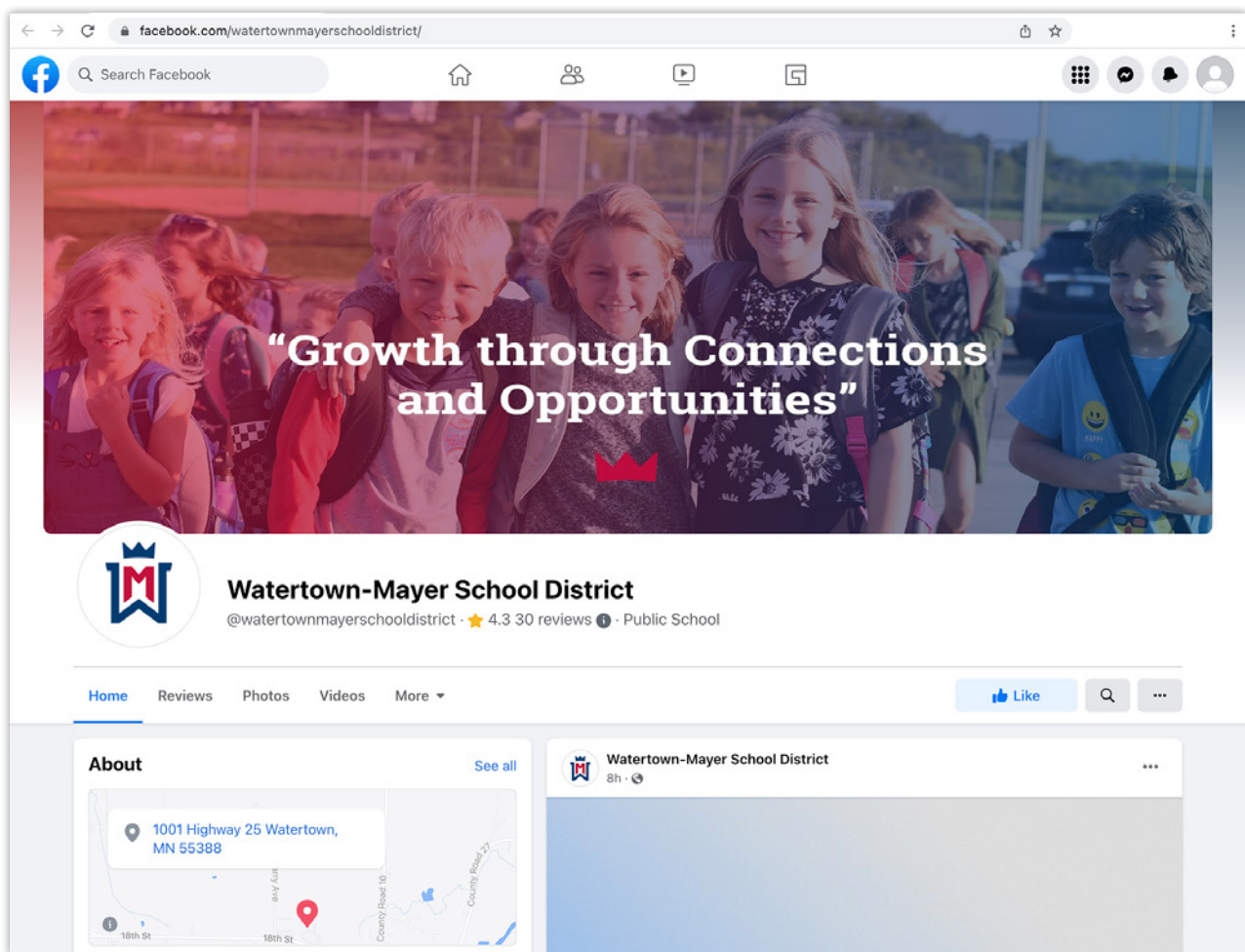


Social Media Application

The Watertown-Mayer brand identity should also be applied to our social media platforms. Consistency is key in building a strong brand identity and should be visible across design, content and online activity. By producing consistent posts and content, it helps attract followers who are genuinely interested in what we have to offer. We expect all teams, activities and departments that have social media accounts associated with Watertown-Mayer Public Schools to follow our branding guidelines on these platforms.

Digital files of the Watertown-Mayer logos and the WM symbol designed to be used for social media profile pictures are available for download at www.wm.k12.mn.us/branding.

Facebook



Here's a checklist to help ensure that you've presented our brand correctly.

The Logo

Only use logos that are complete and in an appropriate version, created from original digital artwork. Please check that you have respected the guidelines, color usage, and exclusion zone requirements.

Backgrounds

The logo should not be difficult to read on background colors or images. Be sure to use the appropriate version of the logo for your background.

Graphics

Check that any supporting graphics or graphic elements do not marginalize, obscure or overpower our logo.

Typography

Check that our typefaces have been used appropriately where applicable.

Design

Be sure to provide these guidelines to third parties or collaborating partners.

A final thought...

We don't ask for much, just a little love and respect for our brand identity—which is why we've created these guidelines to make using our brand easier for you.

If in doubt, please contact the Watertown-Mayer District Office with questions regarding our brand guidelines.



Watertown Mayer
Public Schools

1001 Highway 25 NW,
Watertown, MN 55388

952-955-0480

<https://www.wm.k12.mn.us>