



**STILWELL**  
JUNIOR HIGH



# BRAND GUIDE

OFFICIAL WDMCS USAGE & STYLE



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WDMCS ACTIVITIES

# BRAND SYSTEM



## ACTIVITIES BRAND SYSTEM EXPLANATION

### BRAND STANDARDS:

In order for WDMCS to maintain the brand integrity of its identity logos and maximize each logo's effectiveness as an identifier, all logos must be applied as indicated in this manual without modification.

***Do not alter designs. Standardized designs for logomarks and logotypes may not be altered in any way except to enlarge or reduce. ANY alterations must be approved by WDMCS.***

### USAGE:

WDMCS utilizes a brand approval process for all production that incorporates the activities brand attributes. ***You must be an approved Affiliate or Non-Affiliate partner to use the WDMCS activities brand system.***

More information can be found at [discover.wdmcs.org/brand-logos](https://discover.wdmcs.org/brand-logos)

## PRIMARY COLOR PALETTE - SPECIFICATIONS

### BLACK

### WDMCS ORANGE

### WHITE

PANTONE MATCHING SYSTEM (PMS)



CMYK



RGB



WEB SAFE COLORS



## SECONDARY COLOR PALETTE - SPECIFICATIONS\*

### GRAYSCALE SPECTRUM



\*GRAYSCALE SPECTRUM COLORS ARE APPROVED FOR COMPLIMENTARY OR BASE COLOR USE.

**DISPLAY FONTS**

*Can be purchased at [myfonts.com](http://myfonts.com)*

The primary display font is used to create the WDMCS Activities logo system. It is approved for main headline use on multimedia.

Flareserif821 BT Light

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789

Flareserif821 BT Roman

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789

**Flareserif821 BT Bold**

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789**

Eurostile Medium

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
0123456789

**Eurostile Bold**

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
0123456789**

**Eurostile Bold Extended 2**

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSs  
TtUuVvWwXxYyZz 0123456789**

Roboto Light

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789

Roboto Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789

**Roboto Bold**

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789**

**Roboto Black**

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789**

## PRIMARY COPY FONT FAMILIES

*Can be used through Adobe.com and also fonts.google.com*

The primary copy font is used to compliment the WDMCS Activities logo systems. It is approved for common text use on multimedia.

Source Sans Pro Light

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

0123456789

Source Sans Pro Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

0123456789

Source Sans Pro Semi-Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

0123456789

Source Sans Pro Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

0123456789

Arial Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

0123456789

*Arial Italic*

*AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz*

*0123456789*

**Arial Bold**

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz**

**0123456789**

**Arial Black**

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz**

**0123456789**

## THE MARKETING FONT LIBRARY

The secondary font system is used to compliment the WDMCS Activities logo system and the primary font system. The fonts listed in this family are approved for use on multimedia in addition to the primary display fonts - Flareserif and Eurostile. The marketing fonts are the ONLY fonts approved for use to compliment the Activities logos when creating communications, including but not limited to - signage, digital media, print collateral, apparel, vehicle graphics, retail products, etc. These fonts are contained to this grouping to create a consistent brand visual throughout the district and its schools.

When applying these fonts, artwork must be submitted for creative usage approval via the WDMCS brand usage approval process. For WDMCS to maintain brand integrity and maximize effectiveness, the listed fonts must be applied — **without exception** — according to the guidelines in this manual.

### SERIF/SAN SERIF OPTIONS

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#### BISON FONT FAMILY

*Can be purchased at [creativemarket.com](http://creativemarket.com)*

The Bison Font Family is approved for use within the realm of complimentary marketing to the Activities Logo system. Examples are shown below, but variations of (demi-bolds, bolds, italics, etc.) are also approved when using the font family.

BISON LIGHT  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

BISON REGULAR  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

**BISON BOLD**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789**

#### PREDATOR FONT FAMILY

*Can be purchased at [creativemarket.com](http://creativemarket.com)*

The Predator Font Family is approved for use within the realm of complimentary marketing to the Activities Logo system. Examples are shown below, but variations of (slabs, bolds, italics, etc.) are also approved when using the font family.

**PREDATOR SANS CUT**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789**

***PREDATOR SANS ITALIC***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789***

**PREDATOR SLAB REGULAR**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789**



SCRIPT OPTIONS

*Believer Script*

Can be purchased at [creativemarket.com](https://creativemarket.com)

The Believer Script font (Regular and Italic) is approved for use within the realm of complimentary marketing to the Activities Logo system. Examples shown below are approved for use.

*Believer Regular*

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789

*Believer Italic*

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789

*Beyond the Mountains*

Can be purchased at [creativemarket.com](https://creativemarket.com)

The Beyond the Mountains Script font is approved for use within the realm of complimentary marketing to the Activities Logo system. Example shown below is approved for use.

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
0123456789

*Hughs*

Can be purchased at [creativemarket.com](https://creativemarket.com)

The Hughs Script font is approved for use within the realm of complimentary marketing to the Activities Logo system. Example shown below is approved for use.

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
0123456789

TEXTURED OPTIONS - **RESTRICTED USE ONLY, NOT AVAILABLE WITHOUT PERMISSIONS FROM DISTRICT**

*Milkstore 01 (Script)*

Can be purchased at [creativemarket.com](https://creativemarket.com)

The Milkstore 01 Textured Script font is approved for use within the realm of complimentary marketing to the Activities Logo system. Example shown below is approved for use.

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
0123456789

**MILKSTORE 02 (SAN SERIF)**

Can be purchased at [creativemarket.com](https://creativemarket.com)

The Milkstore 02 Textured font is approved for use within the realm of complimentary marketing to the Activities Logo system. Example shown below is approved for use.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789**

TEXTURED OPTIONS - CLEAN & ROUGH

The Milkstore Font Family is approved for use within the realm of complimentary marketing to the Activities Logo system. Examples are shown below, but variations of (clean, roughened, etc.) are also approved when using the font family.

*Milkstore 01 (Clean Script)*

Can be purchased at [creativemarket.com](https://creativemarket.com)

The Milkstore 01 Clean Script font is approved for used within the realm of complimentary marketing to the Activities Logo system. Example shown below is approved for use.

*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*  
0123456789

**MILKSTORE 02 (CLEAN SAN SERIF)**

Can be purchased at [creativemarket.com](https://creativemarket.com)

The Milkstore 02 Clean font is approved for used within the realm of complimentary marketing to the Activities Logo system. Example shown below is approved for use.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789**

*Milkstore 01 (Rough Script)*

Can be purchased at [creativemarket.com](https://creativemarket.com)

The Milkstore 01 Rough Script font is approved for used within the realm of complimentary marketing to the Activities Logo system. Example shown below is approved for use.

*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*  
0123456789

**MILKSTORE 02 (ROUGH SAN SERIF)**

Can be purchased at [creativemarket.com](https://creativemarket.com)

The Milkstore 02 Rough font is approved for used within the realm of complimentary marketing to the Activities Logo system. Example shown below is approved for use.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789**

WDMCS ACTIVITIES

# LOGOMARKS



## THE WDMCS SYSTEM

WDMCS has four activity marks approved for common use by the entire district, schools, staff, community and vendors. The intention of these marks is to be the most commonly used to represent the activities and endeavors of the district as a whole. There is one restricted use mark (Tiger Eyes) that can only be reproduced with an approved Affiliated or Non-Affiliated agreement with the school and special specific approval from the WDMCS Communications Department.

TIGER PAW LOGO



TIGERS MASCOT LOGOTYPE



TIGERS WORDMARK



TIGER HEAD LOGO



TIGER EYES - **RESTRICTED**



The WDMCS system outlines branding mark usage that must be followed to represent the WDMCS brand correctly. In order to use the primary brand system, you must be an approved Affiliate or Non-Affiliate partner and follow the brand approval process. More information can be found at [discover.wdmcs.org/brand-logos](https://discover.wdmcs.org/brand-logos)



FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS

FULL-COLOR / 3-COLOR ALTERNATE APPLICATIONS



FULL-COLOR ON SCHOOL ORANGE BACKGROUNDS



FULL-COLOR ON SCHOOL BLACK BACKGROUNDS



FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS



FULL-COLOR ON DARK/PATTERNED/IMAGE-BASED BACKGROUNDS

WDMCS ACTIVITY MARK - TIGER PAW LOGO

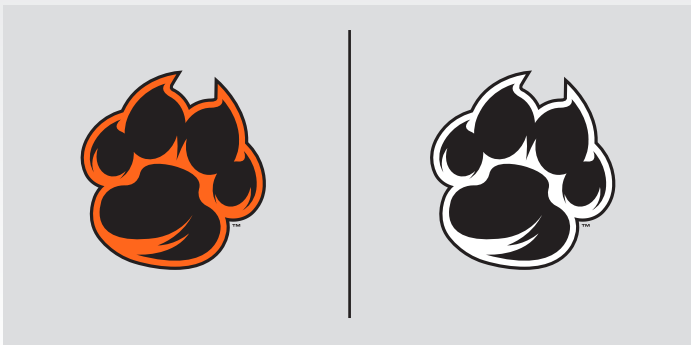
2-COLOR ALTERNATE APPLICATIONS



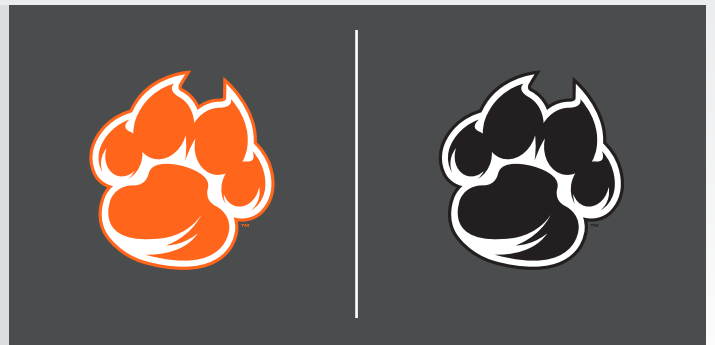
TWO-COLOR ON SCHOOL ORANGE BACKGROUNDS ONLY



TWO-COLOR ON SCHOOL BLACK BACKGROUNDS ONLY



TWO-COLOR ON LIGHT OR WHITE BACKGROUNDS



TWO-COLOR ON DARK/PATTERNED/IMAGE-BASED BACKGROUNDS


1-COLOR ALTERNATE APPLICATIONS

SCHOOL ORANGE BACKGROUND




DO NOT USE

SCHOOL BLACK BACKGROUND



DO NOT USE




LIGHT OR PATTERNED BACKGROUNDS




DO NOT USE

DARK OR PATTERNED BACKGROUNDS



DO NOT USE





FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS

FULL-COLOR / 3-COLOR ALTERNATE APPLICATIONS



FULL-COLOR ON SCHOOL ORANGE BACKGROUNDS



FULL-COLOR ON SCHOOL BLACK BACKGROUNDS



FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS



FULL-COLOR ON DARK/PATTERNED/IMAGE-BASED BACKGROUNDS

WDMCS ACTIVITY MARK - TIGERS MASCOT LOGOTYPE

2-COLOR ALTERNATE APPLICATIONS



TWO-COLOR ON SCHOOL ORANGE BACKGROUNDS ONLY



TWO-COLOR ON SCHOOL BLACK BACKGROUNDS ONLY



TWO-COLOR ON LIGHT OR WHITE BACKGROUNDS



TWO-COLOR ON DARK/PATTERNED/IMAGE-BASED BACKGROUNDS

1-COLOR ALTERNATE APPLICATIONS

SCHOOL ORANGE BACKGROUND

DO NOT USE

SCHOOL BLACK BACKGROUND

DO NOT USE

DO NOT USE

LIGHT OR PATTERNED BACKGROUNDS

DO NOT USE

DARK OR PATTERNED BACKGROUNDS

DO NOT USE

DO NOT USE





FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS

FULL-COLOR / 3-COLOR ALTERNATE APPLICATIONS



FULL-COLOR ON SCHOOL ORANGE BACKGROUNDS



FULL-COLOR ON SCHOOL BLACK BACKGROUNDS



FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS



FULL-COLOR ON DARK/PATTERNED/IMAGE-BASED BACKGROUNDS



FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS

FULL-COLOR / 3-COLOR ALTERNATE APPLICATIONS



FULL-COLOR ON SCHOOL ORANGE BACKGROUNDS



FULL-COLOR ON SCHOOL BLACK BACKGROUNDS



FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS



FULL-COLOR ON DARK/PATTERNED/IMAGE-BASED BACKGROUNDS

2-COLOR ALTERNATE APPLICATIONS



TWO-COLOR ON SCHOOL ORANGE BACKGROUNDS ONLY



TWO-COLOR ON SCHOOL BLACK BACKGROUNDS ONLY



TWO-COLOR ON SCHOOL ORANGE BACKGROUNDS ONLY



TWO-COLOR ON SCHOOL BLACK BACKGROUNDS ONLY

2-COLOR ALTERNATE APPLICATIONS - OUTLINE VERSIONS



TWO-COLOR ON LIGHT OR WHITE BACKGROUNDS



TWO-COLOR ON DARK/PATTERNED/IMAGE-BASED BACKGROUNDS



TWO-COLOR ON LIGHT OR WHITE BACKGROUNDS



TWO-COLOR ON DARK/PATTERNED/IMAGE-BASED BACKGROUNDS

1-COLOR ALTERNATE APPLICATIONS

SCHOOL ORANGE BACKGROUND	SCHOOL BLACK BACKGROUND	LIGHT OR PATTERNED BACKGROUNDS	DARK OR PATTERNED BACKGROUNDS
  DO NOT USE	 DO NOT USE 	  	 DO NOT USE 
  DO NOT USE	 DO NOT USE 	  	 DO NOT USE 
  DO NOT USE	 DO NOT USE 	  	 DO NOT USE 



FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS

**FULL-COLOR / 3-COLOR ALTERNATE APPLICATIONS**



FULL-COLOR ON SCHOOL ORANGE BACKGROUNDS



FULL-COLOR ON SCHOOL BLACK BACKGROUNDS



FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS



FULL-COLOR ON DARK/PATTERNED/IMAGE-BASED BACKGROUNDS

WDMCS ACTIVITY MARK - TIGER HEAD LOGO (GRAYSCALE)



GRAYSCALE ON LIGHT OR WHITE BACKGROUNDS

2-COLOR / 3-COLOR (GRAYSCALE) ALTERNATE APPLICATIONS



USE 50% BLACK FOR TINT

GRAYSCALE ON SCHOOL ORANGE BACKGROUNDS



USE 50% BLACK FOR TINT

GRAYSCALE ON SCHOOL BLACK BACKGROUNDS



USE 50% BLACK FOR TINT

GRAYSCALE ON LIGHT OR WHITE BACKGROUNDS



USE 50% BLACK FOR TINT

GRAYSCALE ON DARK/PATTERNED/IMAGE-BASED BACKGROUNDS

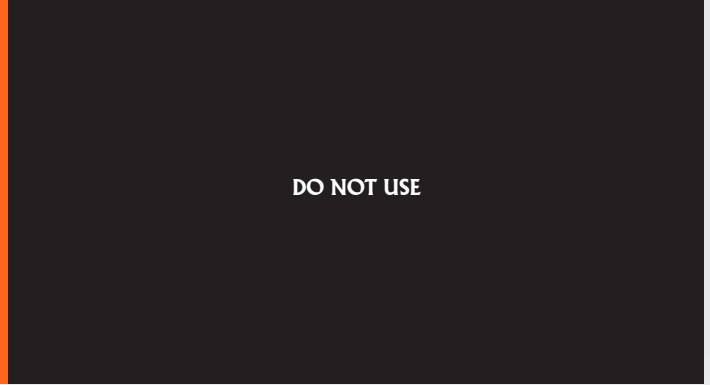


FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS

FULL-COLOR / 3-COLOR ALTERNATE APPLICATIONS



FULL-COLOR ON SCHOOL ORANGE BACKGROUNDS



FULL-COLOR ON SCHOOL BLACK BACKGROUNDS



FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS



FULL-COLOR ON DARK/PATTERNED/IMAGE-BASED BACKGROUNDS

2-COLOR ALTERNATE APPLICATIONS

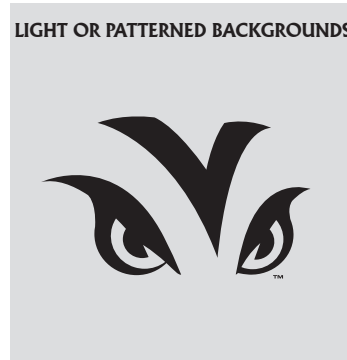
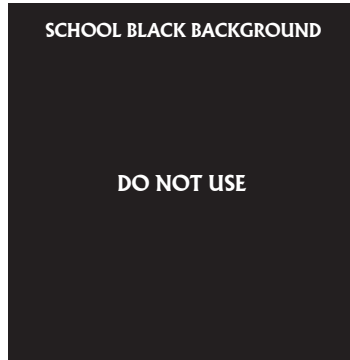


TWO-COLOR ON SCHOOL ORANGE BACKGROUNDS ONLY



TWO-COLOR ON SCHOOL BLACK BACKGROUNDS ONLY

1-COLOR ALTERNATE APPLICATIONS





STILWELL JUNIOR HIGH ACTIVITIES

# LOGOMARKS



## RESTRICTED ACTIVITIES MARKS

Clive Learning Academy has multiple activity marks that are approved for use by the school for unique media and production needs. These marks are restricted and can only be used with an approved Affiliated or Non-Affiliated partner or vendor brand use agreement with the school. The Clive Learning Academy system guide outlines branding mark usage that must be followed to represent the WDMCS brand correctly.

More information can be found at [discover.wdmcs.org/brand-logos](https://discover.wdmcs.org/brand-logos)



FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS

FULL-COLOR / 3-COLOR ALTERNATE APPLICATIONS



FULL-COLOR ON SCHOOL ORANGE BACKGROUNDS



FULL-COLOR ON SCHOOL BLACK BACKGROUNDS



FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS



FULL-COLOR ON DARK/PATTERNED/IMAGE-BASED BACKGROUNDS

RESTRICTED ACTIVITY MARK - STILWELL JUNIOR HIGH - LOGOMARK

2-COLOR ALTERNATE APPLICATIONS



TWO-COLOR ON SCHOOL ORANGE BACKGROUNDS ONLY



TWO-COLOR ON SCHOOL BLACK BACKGROUNDS ONLY



TWO-COLOR ON LIGHT OR WHITE BACKGROUNDS



TWO-COLOR ON DARK/PATTERNED/IMAGE-BASED BACKGROUNDS

1-COLOR ALTERNATE APPLICATIONS

SCHOOL ORANGE BACKGROUND

DO NOT USE

SCHOOL BLACK BACKGROUND

DO NOT USE

STILWELL JUNIOR HIGH

LIGHT OR PATTERNED BACKGROUNDS

DO NOT USE

DARK OR PATTERNED BACKGROUNDS

DO NOT USE

STILWELL JUNIOR HIGH



FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS

FULL-COLOR / 3-COLOR ALTERNATE APPLICATIONS



FULL-COLOR ON SCHOOL ORANGE BACKGROUNDS



FULL-COLOR ON SCHOOL BLACK BACKGROUNDS



FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS



FULL-COLOR ON DARK/PATTERNED/IMAGE-BASED BACKGROUNDS

2-COLOR ALTERNATE APPLICATIONS



TWO-COLOR ON SCHOOL ORANGE BACKGROUNDS ONLY



TWO-COLOR ON SCHOOL BLACK BACKGROUNDS ONLY



TWO-COLOR ON LIGHT OR WHITE BACKGROUNDS



TWO-COLOR ON DARK/PATTERNED/IMAGE-BASED BACKGROUNDS

1-COLOR ALTERNATE APPLICATIONS

SCHOOL ORANGE BACKGROUND

JUNIOR HIGH

JUNIOR HIGH

DO NOT USE

SCHOOL BLACK BACKGROUND

JUNIOR HIGH

DO NOT USE

JUNIOR HIGH

LIGHT OR PATTERNED BACKGROUNDS

JUNIOR HIGH

JUNIOR HIGH

JUNIOR HIGH

DARK OR PATTERNED BACKGROUNDS

JUNIOR HIGH

DO NOT USE

JUNIOR HIGH



FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS

FULL-COLOR / 3-COLOR ALTERNATE APPLICATIONS



FULL-COLOR ON SCHOOL ORANGE BACKGROUNDS



FULL-COLOR ON SCHOOL BLACK BACKGROUNDS



FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS



FULL-COLOR ON DARK/PATTERNED/IMAGE-BASED BACKGROUNDS

2-COLOR ALTERNATE APPLICATIONS



TWO-COLOR ON SCHOOL ORANGE BACKGROUNDS ONLY



TWO-COLOR ON SCHOOL BLACK BACKGROUNDS ONLY



TWO-COLOR ON LIGHT OR WHITE BACKGROUNDS



TWO-COLOR ON DARK/PATTERNED/IMAGE-BASED BACKGROUNDS

1-COLOR ALTERNATE APPLICATIONS

SCHOOL ORANGE BACKGROUND

STILWELL JUNIOR HIGH  
**TIGERS**

STILWELL JUNIOR HIGH  
**TIGERS**

DO NOT USE

SCHOOL BLACK BACKGROUND

STILWELL JUNIOR HIGH  
**TIGERS**

DO NOT USE

STILWELL JUNIOR HIGH  
**TIGERS**

LIGHT OR PATTERNED BACKGROUNDS

STILWELL JUNIOR HIGH  
**TIGERS**

STILWELL JUNIOR HIGH  
**TIGERS**

DARK OR PATTERNED BACKGROUNDS

STILWELL JUNIOR HIGH  
**TIGERS**

DO NOT USE

STILWELL JUNIOR HIGH  
**TIGERS**





1-COLOR APPLICATIONS

SCHOOL ORANGE BACKGROUND	SCHOOL BLACK BACKGROUND	LIGHT OR PATTERNED BACKGROUNDS	DARK OR PATTERNED BACKGROUNDS
	DO NOT USE		DO NOT USE
DO NOT USE		DO NOT USE	



1-COLOR APPLICATIONS

SCHOOL ORANGE BACKGROUND	SCHOOL BLACK BACKGROUND	LIGHT OR PATTERNED BACKGROUNDS	DARK OR PATTERNED BACKGROUNDS
	DO NOT USE		DO NOT USE
DO NOT USE		DO NOT USE	

WDMCS DISTRICT

# ACADEMIC SYSTEM



## DISTRICT ACADEMIC MARKS EXPLANATION

### BRAND STANDARDS:

In order for WDMCS to maintain the brand integrity of its identity logos and maximize each logo's effectiveness as an identifier, all logos must be applied as indicated in this manual without modification.

***Do not alter designs. Standardized designs for logomarks and logotypes may not be altered in any way except to enlarge or reduce. ANY alterations must be pre-approved by WDMCS.***

### USAGE:

WDMCS utilizes a brand approval process for all production of incorporating the academic brand attributes. You must be an approved Affiliate or Non-Affiliate partner or vendor to use the WDMCS academic brand system.

Academic-based marks are intended to be used for many applications to represent the district and individual WDMCS schools in a professional public-facing manner.

These marks can be used on multiple mediums including, but not limited to; digital, print, video, apparel, social media, interior design, exterior design, recreational facility decor, vehicle graphics, etc.

# DISTRICT ACADEMIC COLOR PALETTE

## PRIMARY COLOR PALETTE - SPECIFICATIONS

DISTRICT BLACK	DISTRICT ORANGE	DISTRICT DARK BLUE	DISTRICT LIGHT BLUE
PANTONE MATCHING SYSTEM (PMS)			
BLACK	PMS 165	PMS 288	PMS 278
CMYK			
C: 0 M: 0 Y: 0 K: 100	C: 0 M: 68 Y: 96 K: 0	C: 100 M: 79 Y: 0 K: 37	C: 43 M: 17 Y: 0 K: 0
RGB			
R: 0 G: 0 B: 0	R: 255 G: 103 B: 32	R: 0 G: 45 B: 114	R: 139 G: 184 B: 232
WEB SAFE COLORS			
#000000	#FF6720	#002D72	#8BB8E8

## TINT ALLOWANCES

75%	75%	75%	75%
50%	50%	50%	50%
25%	25%	25%	25%

## DISTRICT ACADEMIC COLOR PALLETTE

### SECONDARY COLOR PALLETTE - SPECIFICATIONS

Secondary colors are solely used as accents in designs. It is not acceptable to substitute other colors.

#### PANTONE MATCHING SYSTEM (PMS)

PMS 384	PMS 151	PMS 123	WHITE
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#### CMYK

C: 14 M: 0 Y: 100 K: 35	C: 0 M: 54 Y: 100 K: 0	C: 0 M: 16 Y: 89 K: 0	C: 0 M: 0 Y: 0 K: 0
-------------------------	------------------------	-----------------------	---------------------

#### RGB

R: 148 G: 147 B: 0	R: 255 G: 130 B: 0	R: 255 G: 199 B: 44	R: 255 G: 255 B: 255
--------------------	--------------------	---------------------	----------------------

#### WEB SAFE COLORS

#949300	#FF8200	#FFC72C	#FFFFFF
---------	---------	---------	---------

#### TINT ALLOWANCES

75%	75%	75%
50%	50%	50%
25%	25%	25%

#### PANTONE MATCHING SYSTEM (PMS)

PMS 168	PMS 429	PMS 467	PMS 454
---------	---------	---------	---------

#### CMYK

C: 2 M: 74 Y: 94 K: 57	C: 35 M: 23 Y: 19 K: 2	C: 11 M: 19 Y: 42 K: 2	C: 17 M: 12 Y: 29 K: 0
------------------------	------------------------	------------------------	------------------------

#### RGB

R: 115 G: 57 B: 29	R: 162 G: 170 B: 173	R: 211 G: 188 B: 141	R: 202 G: 199 B: 167
--------------------	----------------------	----------------------	----------------------

#### WEB SAFE COLORS

#73391D	#A2A0A0	#D3BC8D	#CAC7A7
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#### TINT ALLOWANCES

75%	75%	75%	75%
50%	50%	50%	50%
25%	25%	25%	25%

**DISPLAY FONT**

*Can be used through Adobe.com or purchased at myfonts.com*

The primary display font is used to create the WDMCS academic logo system. It is approved for main headline use on multimedia.

**DIN Black**

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
0123456789**

**PRIMARY COPY FONT FAMILIES**

*Can be used through Adobe.com and also fonts.google.com*

The primary copy font is used to compliment the WDMCS academic logo system. It is approved for common text use on multimedia.

Source Sans Pro Light

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789

Source Sans Pro Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789

Source Sans Pro Semi-Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789

Source Sans Pro Bold

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789**

Arial Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789

Arial Bold

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789**

Arial Black

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789**

Roboto Light

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789

Roboto Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789

Roboto Bold

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789**

Roboto Black

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789**

**DISTRICT ACADEMIC MARK - STILWELL JUNIOR HIGH - HORIZONTAL LOGOMARK (PRIMARY)**



FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS

**FULL-COLOR / 1-COLOR ALTERNATE APPLICATIONS**



FULL-COLOR ON DISTRICT BLUE BACKGROUNDS



FULL-COLOR ON DISTRICT BLACK BACKGROUNDS



ONE-COLOR ON LIGHT OR WHITE BACKGROUNDS



ONE-COLOR ON DARK/PATTERNED/IMAGE-BASED BACKGROUNDS



DISTRICT ACADEMIC MARK - STILWELL JUNIOR HIGH - VERTICAL LOGOMARK



**STILWELL**  
JUNIOR HIGH

FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS

FULL-COLOR / 1-COLOR ALTERNATE APPLICATIONS



FULL-COLOR ON DISTRICT BLUE BACKGROUNDS



FULL-COLOR ON DISTRICT BLACK BACKGROUNDS



ONE-COLOR ON LIGHT OR WHITE BACKGROUNDS



ONE-COLOR ON DARK/PATTERNED/IMAGE-BASED BACKGROUNDS

# COMMON MISUSE

AND VIOLATIONS



## COMMON MISUSE AND VIOLATIONS

For WDMCS to maintain brand integrity and maximize each logo's effectiveness as an identifier, all logos must be applied — **without modification** — according to the guidelines in this manual. While many violations are depicted, WDMCS retains the sole discretion to reject or revoke any or all designs that do not meet brand standards.



NEVER USE UNAPPROVED COLORS

The word "VALLEY" is shown in a bold, blocky font with a double outline, which is not the approved brand typography. A diagonal orange line crosses it out.

NEVER ALTER TYPOGRAPHY



NEVER DISTORT MARKS



NEVER RESIZE OR REARRANGE LOGOMARK ELEMENTS



NEVER FLIP OR REVERSE MARKS  
WITHOUT PERMISSION



NEVER USE THE VALLEY TIGER LOGO  
IN 1-COLOR OR 2-COLOR

COMMON MISUSE AND VIOLATIONS



NEVER ALTER THE ANGLE OF MARKS



NEVER USE UNAPPROVED TAGLINES



NEVER ADD SHAPES TO BRAND MARKS



NEVER USE LOGOMARKS WITHOUT WHITE OUTLINE ON DARK BACKGROUNDS



NEVER APPLY ALTERNATE LOGOS WITHOUT CONSIDERING READABILITY AND USAGE



NEVER USE UNAPPROVED LOGO AND FONT COMBINATIONS



NEVER CHANGE DESIGNATED TYPOGRAPHY PROPORTIONS OR LOGO FONTS



NEVER COMBINE MARKS TO MAKE A NEW LOGO

# USAGE

REQUIREMENTS



## BRAND USAGE REQUIREMENTS

WDMCS utilizes a brand approval process for all production that incorporates the activities brand attributes. *You must be an approved Affiliate or Non-Affiliate partner to use the WDMCS activities brand system.*

All WDMCS activity organizations—both District-Sponsored/Affiliate and registered Non-District-Sponsored—are required to follow the WDMCS brand-use guidelines for use on uniforms, signs, apparel, website, collateral, and any other promotional products. Organizations are also required to work with WDMCS Approved Vendors listed on the district website for production of promotional materials using WDMCS branding. All WDMCS Approved Vendors are provided brand guidelines and have been given exclusive permission to use WDMCS district and activities logos. If you wish to apply for status as a WDMCS Approved Vendor, or work with a vendor that is not currently approved, please follow the brand usage requirements and registration process outlined on the district website.

**You must be an approved Affiliate or Non-Affiliate partner/vendor to use the WDMCS brand system.**

**More information can be found at [discover.wdmcs.org/brand-logos](https://discover.wdmcs.org/brand-logos)**

## CONTACT

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For information about the specifications included in this guide, or questions regarding specific use, please contact:

### **SCHOOL/COMMUNITY RELATIONS**

**515.633.5160**

**[scroffice@wdmcs.org](mailto:scroffice@wdmcs.org)**



**WEST DES MOINES**  
**COMMUNITY SCHOOLS**

Innovative Spirit. Inspiring Success.