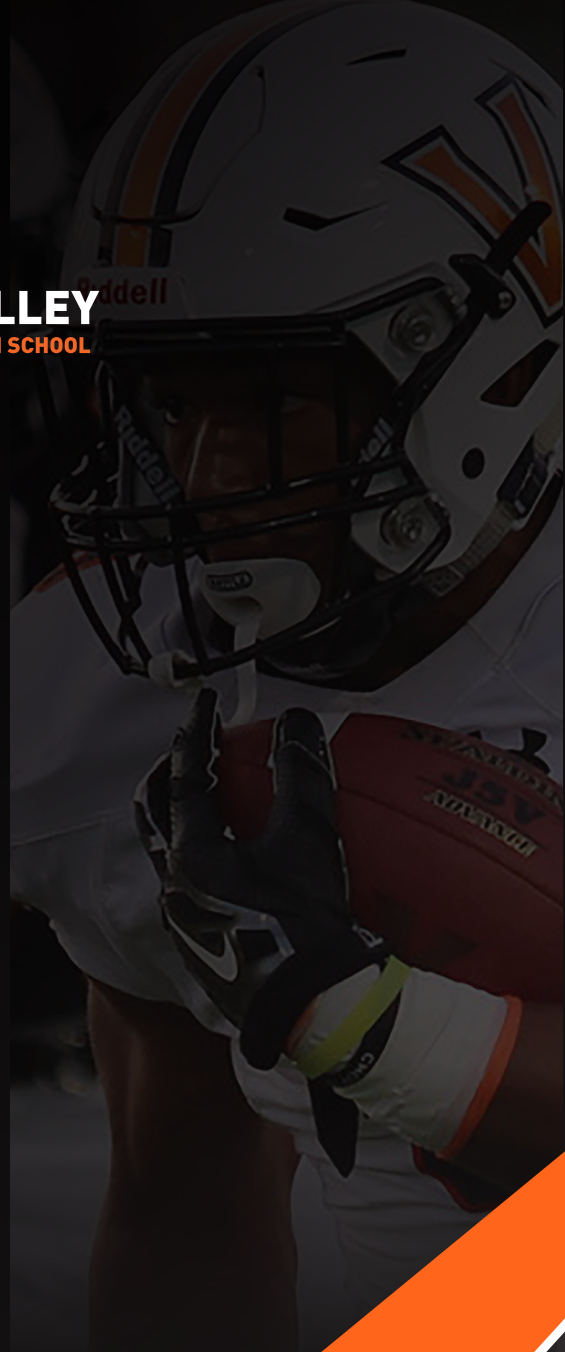




VALLEY
HIGH SCHOOL



BRAND GUIDE

OFFICIAL WDMCS USAGE & STYLE



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WDMCS ACTIVITIES

BRAND ELEMENTS



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

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

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-use 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

BISON FONT FAMILY

Can be purchased at 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

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

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

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

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

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

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

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

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

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

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

WDMCS SYSTEM



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

WDMCS ACTIVITY MARK - TIGER PAW LOGO



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

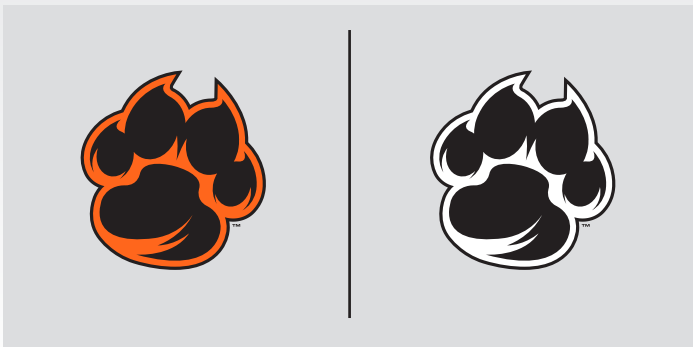
2-COLOR ALTERNATE APPLICATIONS



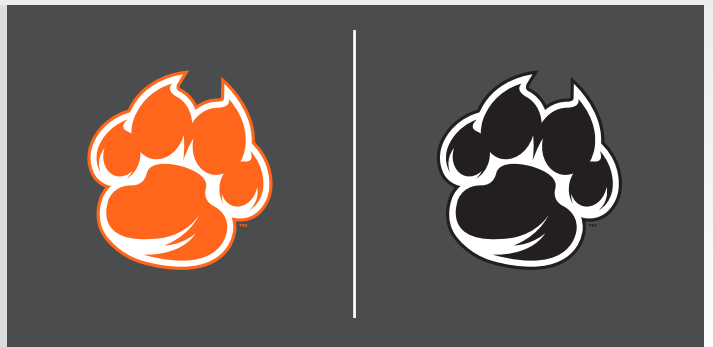
TWO-COLOR ON SCHOOL ORANGE BACKGROUNDS ONLY



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

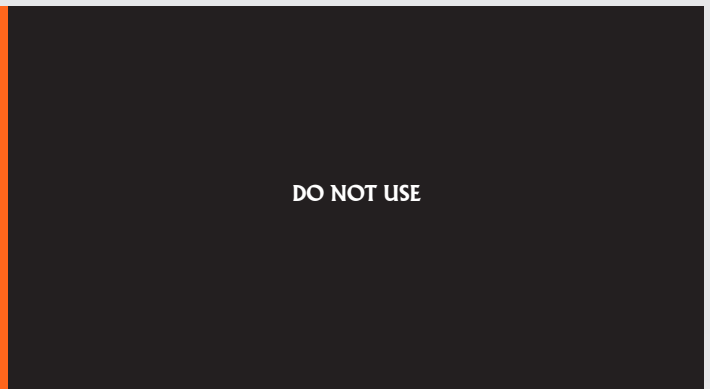


FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS

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

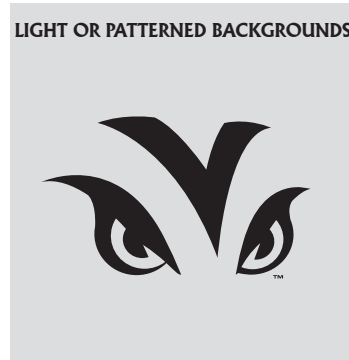
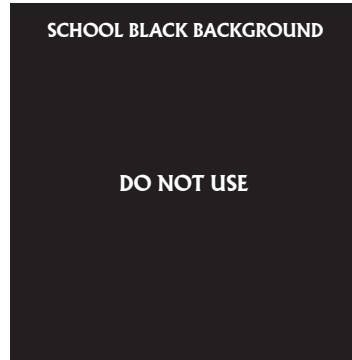


TWO-COLOR ON SCHOOL ORANGE BACKGROUNDS ONLY



TWO-COLOR ON SCHOOL BLACK BACKGROUNDS ONLY

1-COLOR ALTERNATE APPLICATIONS



WDMCS ACTIVITIES

VALLEY SYSTEM



THE VALLEY SYSTEM

WDMCS has four main activity marks that are approved for common use by the district, schools, staff, community and vendors (District permission required). The intention of these marks is to be the most commonly used to represent the activities and endeavors of Valley High School.

VALLEY TIGER LOGO



VALLEY TIGER LOGOTYPE



VALLEY LETTERMARK



VALLEY TIGERS MASTERMARK



The Valley 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

VALLEY ACTIVITY MARK - VALLEY TIGER LOGO (VICTOR E. TIGER)



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



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



FULL COLOR ON LIGHT OR WHITE BACKGROUNDS

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



USE 50% BLACK FOR TINT

FULL-COLOR ON SCHOOL ORANGE BACKGROUNDS



USE 50% BLACK FOR TINT

FULL-COLOR ON SCHOOL BLACK BACKGROUNDS



USE 50% BLACK FOR TINT

FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS



USE 50% BLACK FOR TINT

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



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
  <p>DO NOT USE</p>	 <p>DO NOT USE</p> 	  	 <p>DO NOT USE</p> 
SCHOOL ORANGE BACKGROUND	SCHOOL BLACK BACKGROUND	LIGHT OR PATTERNED BACKGROUNDS	DARK OR PATTERNED BACKGROUNDS
  <p>DO NOT USE</p>	 <p>DO NOT USE</p> 	  	 <p>DO NOT USE</p> 



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



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

RESTRICTED ACTIVITIES-BASED MARKS

Valley Activities has multiple alternate 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 following restricted marks outline an alternate branding mark usage that must be followed in order to represent the Valley activities brand correctly.

More information can be found at 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



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



GRAYSCALE ON LIGHT OR WHITE BACKGROUNDS

GRAYSCALE / 2-COLOR ALTERNATE APPLICATIONS



GRAYSCALE ON SCHOOL ORANGE BACKGROUNDS



GRAYSCALE ON SCHOOL BLACK BACKGROUNDS



GRAYSCALE ON LIGHT OR WHITE BACKGROUNDS



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



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

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

VALLEY TIGERSTM

FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS

FULL-COLOR / 3-COLOR ALTERNATE APPLICATIONS

VALLEY TIGERS

FULL-COLOR ON SCHOOL ORANGE BACKGROUNDS

VALLEY TIGERS

FULL-COLOR ON SCHOOL BLACK BACKGROUNDS

VALLEY TIGERS

FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS

VALLEY TIGERS

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
  <p>DO NOT USE</p>	 <p>DO NOT USE</p> 	  	 <p>DO NOT USE</p> 
  <p>DO NOT USE</p>	 <p>DO NOT USE</p> 	  	 <p>DO NOT USE</p> 
  <p>DO NOT USE</p>	 <p>DO NOT USE</p> 	  	 <p>DO NOT USE</p> 

RESTRICTED ACTIVITY MARK - ACTIVITY SPECIFIC LETTERMARKS - WHITE V (PRIMARY)

FULL COLOR ON ORANGE OR LIGHT BACKGROUNDS ►

Only Valley Activities can be represented with the Primary Lettermark and school activity descriptor. The school activity descriptor is centered under the 'V' Lettermark. The activity lettering is set in Eurostile Bold Extended 2 and its size is one unit. It sits one unit size from the bottom of the 'V' Lettermark. The lettermark is eleven times the single unit size.



ACTIVITIES

BLACK & WHITE ON ORANGE
OR LIGHT BACKGROUNDS



FULL COLOR ON BLACK OR LIGHT BACKGROUNDS ►

Only Valley Activities can be represented with the Primary Lettermark and school activity descriptor. The school activity descriptor is centered under the 'V' Lettermark. The activity lettering is set in Eurostile Bold Extended 2 and its size is one unit. It sits one unit size from the bottom of the 'V' Lettermark. The lettermark is eleven times the single unit size.



ACTIVITIES

BLACK & WHITE ON BLACK
OR LIGHT BACKGROUNDS



RESTRICTED ACTIVITY MARK - ACTIVITY SPECIFIC LETTERMARKS - ORANGE V (ALTERNATE)

FULL-COLOR ON ORANGE OR LIGHT BACKGROUNDS ►

Only Valley Activities can be represented with the Primary Lettermark and school activity descriptor. The school activity descriptor is centered under the 'V' Lettermark. The activity lettering is set in Eurostile Bold Extended 2 and its size is one unit. It sits one unit size from the bottom of the 'V' Lettermark. The lettermark is eleven times the single unit size.



ACTIVITIES

BLACK & WHITE ON ORANGE
OR LIGHT BACKGROUNDS



CENTER AXIS

FULL-COLOR ON BLACK OR LIGHT BACKGROUNDS ►

Only Valley Activities can be represented with the Primary Lettermark and school activity descriptor. The school activity descriptor is centered under the 'V' Lettermark. The activity lettering is set in Eurostile Bold Extended 2 and its size is one unit. It sits one unit size from the bottom of the 'V' Lettermark. The lettermark is eleven times the single unit size.



ACTIVITIES

BLACK & WHITE ON BLACK
OR LIGHT BACKGROUNDS



CENTER AXIS

RESTRICTED ACTIVITY MARK - ACTIVITY SPECIFIC LETTERMARKS - TIGER PAW (ALTERNATE)

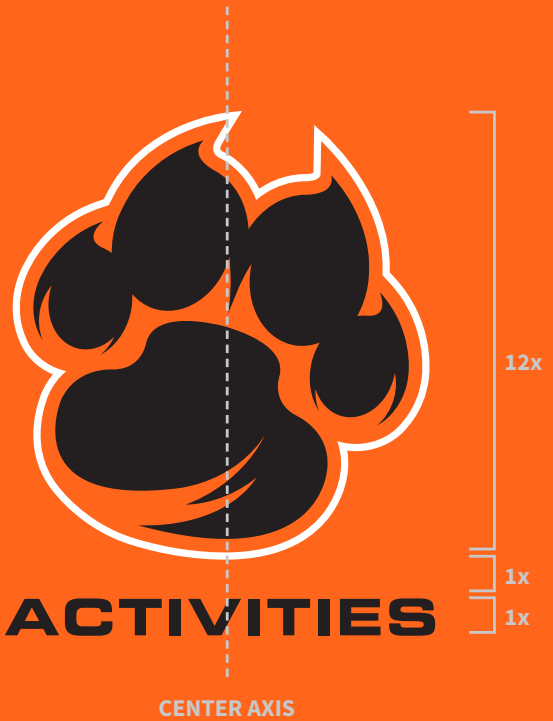
FULL-COLOR ON ORANGE OR LIGHT BACKGROUNDS ►

WDMCS Activities can be represented with the Tiger Paw Logo and school activity descriptor. The school activity descriptor is centered under the Tiger Paw Logo. The activity lettering is set in Eurostile Bold Extended 2 and its size is one unit. It sits one unit size from the bottom of the Tiger Paw Logo. The lettermark is twelve times the single unit size.



ACTIVITIES

BLACK & WHITE ON ORANGE
OR LIGHT BACKGROUNDS



FULL-COLOR ON BLACK OR LIGHT BACKGROUNDS ►

WDMCS Activities can be represented with the Tiger Paw Logo and school activity descriptor. The school activity descriptor is centered under the Tiger Paw Logo. The activity lettering is set in Eurostile Bold Extended 2 and its size is one unit. It sits one unit size from the bottom of the Tiger Paw Logo. The lettermark is twelve times the single unit size.



ACTIVITIES

BLACK & WHITE ON BLACK
OR LIGHT BACKGROUNDS



FULL-COLOR ON ORANGE OR LIGHT BACKGROUNDS ►

Only Valley Activities can be represented with the Tiger Head Logo and school activity descriptor. The school activity descriptor is centered under the Tiger Head Logo. The activity lettering is set in Eurostile Bold Extended 2 and its size is one unit. It sits one unit size from the bottom of the Tiger Head Logo. The lettermark is twelve times the single unit size.

Do not use this logo in black in white, only full color.



FULL-COLOR ON BLACK OR LIGHT BACKGROUNDS ►

Only Valley Activities can be represented with the Tiger Head Logo and school activity descriptor. The school activity descriptor is centered under the Tiger Head Logo. The activity lettering is set in Eurostile Bold Extended 2 and its size is one unit. It sits one unit size from the bottom of the Tiger Head Logo. The lettermark is twelve times the single unit size.

Do not use this logo in black in white, only full color.



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 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
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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
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WEB SAFE COLORS

#949300	#FF8200	#FFC72C	#FFFFFF
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TINT ALLOWANCES

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

PANTONE MATCHING SYSTEM (PMS)

PMS 168	PMS 429	PMS 467	PMS 454
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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
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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
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WEB SAFE COLORS

#73391D	#A2AAAD	#D3BC8D	#CAC7A7
---------	---------	---------	---------

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 - VALLEY HIGH SCHOOL - HORIZONTAL LOGOMARK



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 - VALLEY HIGH SCHOOL - VERTICAL LOGOMARK



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' in a bold, blocky font is shown with a diagonal orange line crossing it out. The letters are not the standard brand font.

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

CONTACT

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

SCHOOL/COMMUNITY RELATIONS

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WEST DES MOINES
COMMUNITY SCHOOLS

Innovative Spirit. Inspiring Success.