HILLSIDE
ELEMENTARY

BRAND
GUIDE
OFFICIAL WDMCS USAGE & STYLE

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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**
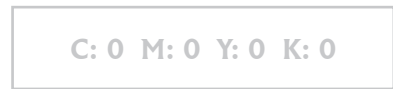
PRIMARY COLOR PALETTE - SPECIFICATIONS

BLACK	WDMCS ORANGE	WHITE

PANTONE MATCHING SYSTEM (PMS)

BLACK	PMS 165	WHITE

CMYK

C: 0 M: 0 Y: 0 K: 100	C: 0 M: 68 Y: 96 K: 0	C: 0 M: 0 Y: 0 K: 0

RGB

R: 0 G: 0 B: 0	R: 255 G: 103 B: 32	R: 255 G: 255 B: 255

WEB SAFE COLORS

#000000	#FF6720	#FFFFFF
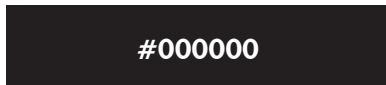
SECONDARY COLOR PALETTE - SPECIFICATIONS*

GRAYSCALE SPECTRUM

BLACK	75% BLACK	50% BLACK	25% BLACK

*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 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

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.

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
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.

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
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

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**

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

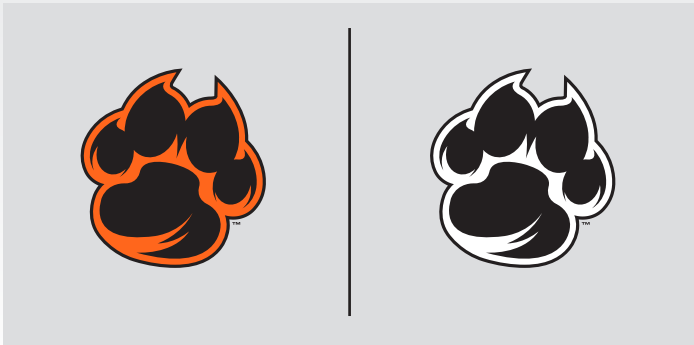FULL-COLOR ON DARK/PATTERNED/IMAGE-BASED BACKGROUNDS
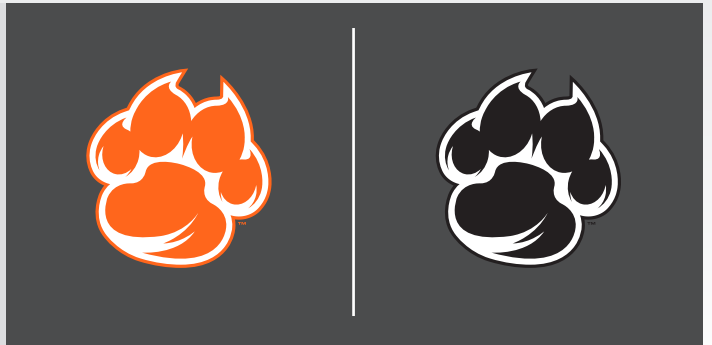
2-COLOR ALTERNATE APPLICATIONS

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

SCHOOL BLACK BACKGROUND

LIGHT OR PATTERNED BACKGROUNDS

DARK OR PATTERNED BACKGROUNDS

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

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

SCHOOL BLACK BACKGROUND

LIGHT OR PATTERNED BACKGROUNDS

DARK OR PATTERNED BACKGROUNDS

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

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

DO NOT USE

SCHOOL BLACK BACKGROUND

DO NOT USE

LIGHT OR PATTERNED BACKGROUNDS

DARK OR PATTERNED BACKGROUNDS

DO NOT USE

SCHOOL ORANGE BACKGROUND

DO NOT USE

SCHOOL BLACK BACKGROUND

DO NOT USE

LIGHT OR PATTERNED BACKGROUNDS

DARK OR PATTERNED BACKGROUNDS

DO NOT USE

SCHOOL ORANGE BACKGROUND

DO NOT USE

SCHOOL BLACK BACKGROUND

DO NOT USE

LIGHT OR PATTERNED BACKGROUNDS

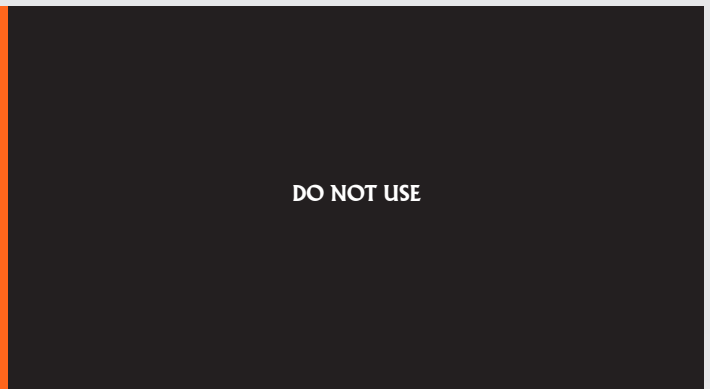**DARK OR PATTERNED BACKGROUNDS**

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

GRAYSCALE ON LIGHT OR WHITE BACKGROUNDS

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

USE 50% BLACK FOR TINT

USE 50% BLACK FOR TINT

GRAYSCALE ON SCHOOL ORANGE BACKGROUNDS

GRAYSCALE ON SCHOOL BLACK BACKGROUNDS

USE 50% BLACK FOR TINT

USE 50% BLACK FOR TINT

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

DO NOT USE

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
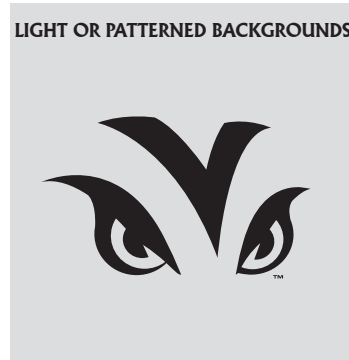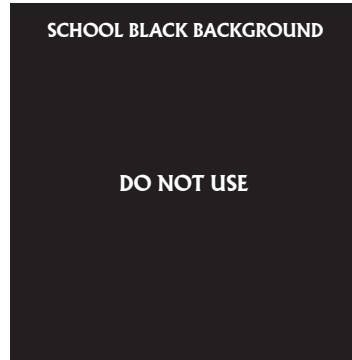
2-COLOR ALTERNATE APPLICATIONS

TWO-COLOR ON SCHOOL ORANGE BACKGROUNDS ONLY

TWO-COLOR ON SCHOOL BLACK BACKGROUNDS ONLY

1-COLOR ALTERNATE APPLICATIONS

SCHOOL ORANGE BACKGROUND

SCHOOL BLACK BACKGROUND

DO NOT USE

LIGHT OR PATTERNED BACKGROUNDS

DARK OR PATTERNED BACKGROUNDS

DO NOT USE

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**

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	SCHOOL BLACK BACKGROUND	LIGHT OR PATTERNED BACKGROUNDS	DARK OR PATTERNED BACKGROUNDS

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
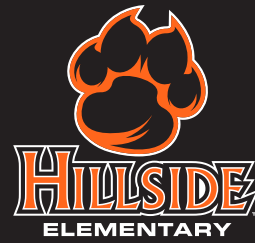

FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS

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

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

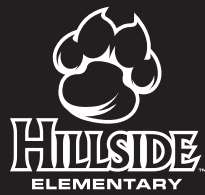TWO-COLOR ON DARK/PATTERNED/IMAGE-BASED BACKGROUNDS

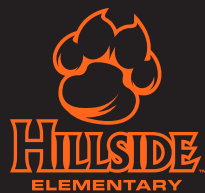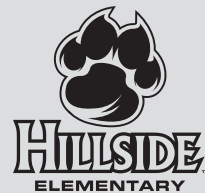## 1-COLOR ALTERNATE APPLICATIONS

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

FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS

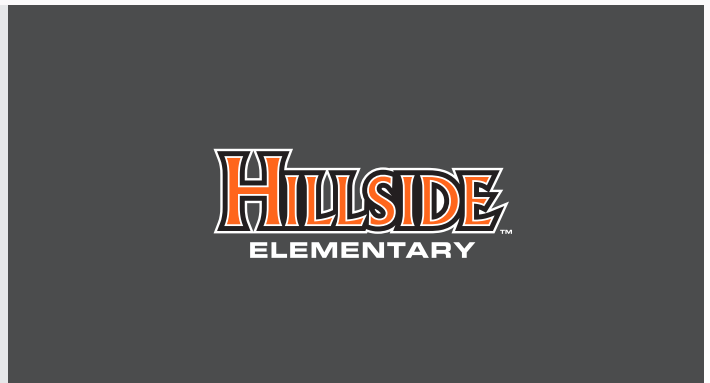## FULL-COLOR / 3-COLOR ALTERNATE APPLICATIONS

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

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	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
HILLSIDE	HILLSIDE	HILLSIDE	HILLSIDE
HILLSIDE	DO NOT USE	HILLSIDE	DO NOT USE
DO NOT USE	HILLSIDE	DO NOT USE	HILLSIDE

HILLSIDE TIGERS

1-COLOR APPLICATIONS

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

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.

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%

SECONDARY COLOR PALETTE - 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

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	# 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

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

FULL-COLOR ON LIGHT OR WHITE BACKGROUNDS
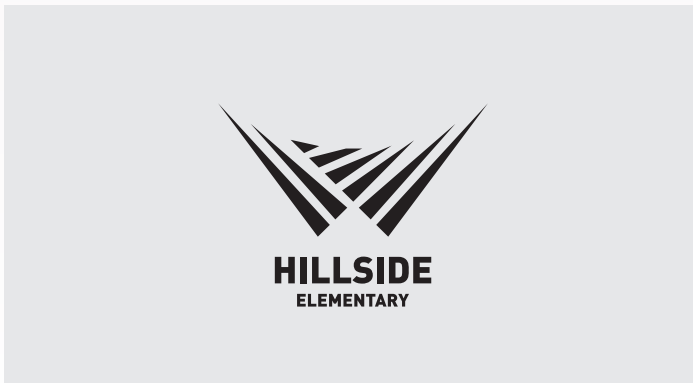
FULL-COLOR / 1-COLOR ALTERNATE APPLICATIONS

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

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 descretion to reject or revoke any or all designs that do not meet brand standards.

NEVER USE UNAPPROVED COLORS

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

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:

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WEST DES MOINES
COMMUNITY SCHOOLS
Innovative Spirit. Inspiring Success.