



# Southwest Licking

LOCAL SCHOOLS

February 2024 Revision

# Our Mission

**Warrior Way:** *Educating students to become responsible citizens who lead successful and fulfilling lives in a safe environment.*



# Brand Use



**The images contained in this guide are the intellectual property of Southwest Licking Local Schools, and are protected where applicable under U.S. copyright law.**

**Commercial use of protected marks without consent of Southwest Licking Schools is strictly prohibited.**

**Commercial entities interested in licensing these marks should contact:**

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## ***A Note on Native Imagery***

Since the school's opening in 1954, the "Watkins Warriors" identity and mascot have been synonymous with Native American imagery. Over the years the concept of this Warrior has been represented in multiple different ways, from cartoon characters with ethnic stereotypes to realistic depictions of native people and representations their tools and artifacts.

As society's views on these depictions have changed over the past 70 years, it is imperative that we foster a school community of respect and inclusion for students and families of all backgrounds.

Only the native imagery as outlined in this document can be used to represent our schools, athletic teams, activities, and clubs.

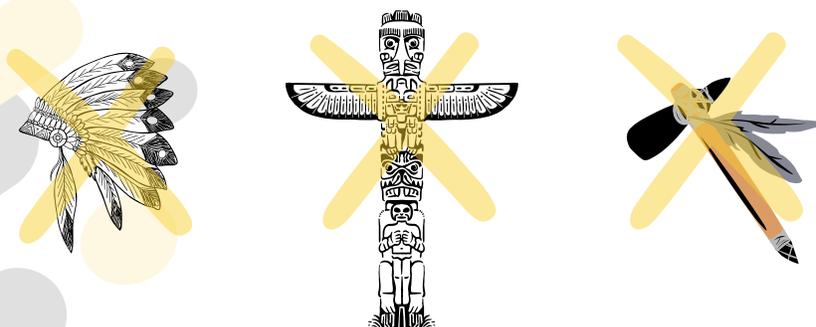
In order to protect the values and image of the district throughout our community, school-affiliated teams, leagues, and clubs are also expected to abide by this policy.

### ***Prohibited Imagery:***

Characterizations of Native Americans, aside from the official SWL logo mark:



Characterizations of Native American attire, artifacts, or tools, aside from the official SWL/WM Spear logo marks:



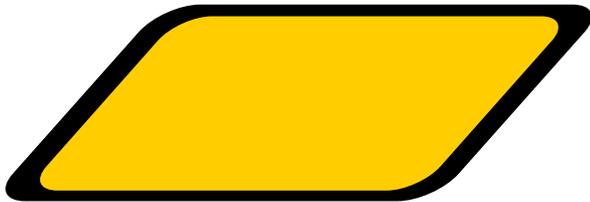
# Our Colors

The official colors of Southwest Licking Schools, Watkins Intermediate School, Watkins Middle School, Watkins Memorial High School, Pataskala Elementary, Kirkersville Elementary, and all school-sanctioned and school-affiliated athletic teams, clubs, and other organizations are Black, Warrior Gold, and White.

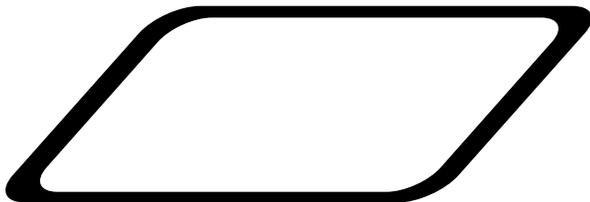
Historically, many different shades have been used to represent our Gold: From Canary Yellow to Mustard and Metallic. With the adoption of this guide, care should be taken to maintain these official colors as outlined here.



**DEEP BLACK**  
**Pantone Black 6 C**  
**HEX: 000000**



**WARRIOR GOLD**  
**Pantone 116 C**  
**HEX: FFCD00**



**PURE WHITE**  
**Pantone 11-0601 C**  
**HEX: F4F5F0**

# Our Wordmark

In visual presentations, the name of our district should be represented as outlined below.

Source Serif Pro

Southwest Licking  
LOCAL SCHOOLS

Warrior Gold linework set to match the character thickness of "LOCAL SCHOOLS," aligned with the outer edge of text above

Bebas Neue  
*kerned to bridge the center of the "h" and "c" characters above*

Black background, color

Southwest Licking  
LOCAL SCHOOLS

White background, mono

Southwest Licking  
LOCAL SCHOOLS

Black background, mono

Southwest Licking  
LOCAL SCHOOLS

For linear applications, the full district name may be rendered in Source Serif Pro:

Southwest Licking Local Schools

When being used in place of a logo, this mark should include the corresponding linework beneath rendered in Warrior Gold (color applications) or Black/White (mono applications).

# Using Our Logo Marks

All logos protected by Southwest Licking Schools have been designed to best represent our students, staff, and community. Care must be taken to protect the visual integrity of each mark. When using our logos, please observe the following rules:



**DO NOT stretch, squeeze, or crop logos.**



**DO NOT recolor or add pattern to logos.**



**DO NOT remove or replace components of logos.**

# Our Logo Marks

The primary logo of Southwest Licking Schools and Watkins Intermediate School is the "Geometric Warrior" mark:



- All shapes making up the Warrior head must all be rendered in the same color.
- This mark can be rendered in Black, Gold, or White only.
- Shapes must not be altered to display more lifelike facial features.
- This mark can be presented with or without the corresponding circle surround.

# Our Logo Marks

The primary logo of Watkins Memorial High School and Watkins Middle School is our "Athletic WM" mark:



- This mark can be presented with or without the corresponding circle surround.
- This mark can be rendered in Black, Gold, or White only.
- This mark should not be recreated with existing fonts or alternative iconography in place of the spear.

# Our Logo Marks

The secondary mark for Watkins Memorial High School and Watkins Middle School is the Geometric Warrior logo.



The Spirit Mark for athletics and student engagement is an isolated version of the spear from our primary WM logo.



# Our Logo Marks



Watkins Memorial  

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HIGH SCHOOL



Watkins  

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MIDDLE SCHOOL

# Established Variances

While the ultimate goal of this guide is to unify our visual identity across our schools, departments, and teams, we recognize that variances will continue to exist due to uniform supply and replacement costs, existing signage, etc.



***WMHS Art Department***



***WMHS Instrumental Music***

***Several athletic teams use crest or shield-style logos that incorporate approved district iconography (i.e. the spear spirit mark). These graphics will remain permissible so long as they adhere to the strict guidelines on native imagery as outlined above.***

# Our Logo Marks

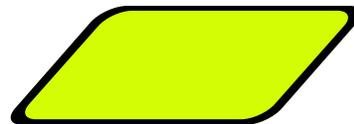
The primary logo of Etna Elementary is the Eagle Crest, rendered in Eagle Green, Active Green, Deep Black, and Gray:



**KELLY GREEN**  
Pantone 347C  
HEX: 0F9347



**EAGLE GREEN**  
Pantone 7488C  
HEX: 8DC641



**ACTIVE GREEN**  
Pantone 389C  
HEX: D2FD04



**DEEP BLACK**  
Pantone 6C  
HEX: 000000



**EAGLE GRAY**  
Pantone 442C  
HEX: A2ACAB



# Etna

ELEMENTARY

# Our Logo Marks

The primary logo of Kirkersville Elementary is the “Cool Cat,” rendered in Warrior Gold, Deep Black, Pure White, and Hot Pink:



**WARRIOR GOLD**  
Pantone 116 C  
HEX: FFC000



**PURE WHITE**  
Pantone 11-0601 C  
HEX: F4F5F0



**DEEP BLACK**  
Pantone 6C  
HEX: 000000



**HOT PINK**  
Pantone 213C  
HEX: ED056D



**Kirkersville**  

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**ELEMENTARY**

# Our Logo Marks

The primary logo of Pataskala Elementary is the Pataskala Lion Paw, rendered in Warrior Gold, Deep Black, and Pure White:



**WARRIOR GOLD**  
Pantone 116 C  
HEX: FFCD00



**PURE WHITE**  
Pantone 11-0601 C  
HEX: F4F5F0



**DEEP BLACK**  
Pantone 6C  
HEX: 000000



**Pataskala**  

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**ELEMENTARY**

# Our Logo Marks

The primary logo of Watkins Intermediate School is the “WIS Compass,” rendered in Warrior Gold, Deep Black, and Pure White.



**WARRIOR GOLD**  
Pantone 116 C  
HEX: FFCD00



**PURE WHITE**  
Pantone 11-0601 C  
HEX: F4F5F0



**DEEP BLACK**  
Pantone 6C  
HEX: 000000

**Watkins**  

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**INTERMEDIATE**



**The objective of this guideline is to provide a reference tool for designers and others involved in communicating on behalf of the district. In order to ensure the correct logo usage and visual identity for internal and external materials intended for distribution, all printing, advertising and website materials should comply with the guidelines in this manual.**

**All advertising and marketing materials must be reviewed by Southwest Licking Local Schools prior to production and distribution.**

