Wylie Independent School District

STYLE GUIDE

FALL 2023

Communications Department

Wylie Independent School District

District Style Guide

TABLE OF CONTENTS

COMMUNICATIONS DEPARTMENT

Executive Director of Communications
April Cunningham   972.429.2970

Web/Multimedia Coordinator
Doug Bellamy   972.429.3036

Videographer
Tristen Rouse   972.429.3017

Communications Coordinator
Casi Thedford   972.429.2972

Administrative Assistant for Communications
LaWanna Moody   972.429.2971

YOU ONLY GET ONE CHANCE TO MAKE A FIRST IMPRESSION.

A logo is a graphic mark or emblem used to aid and promote instant public recognition. It's our most valuable communications asset! This guide is designed to aid in the appropriate use and application of the Wylie ISD logo.

Our logo is a visual representation of our brand. It is designed to conjure an immediate, positive perception by the viewer. It also functions as a reminder of the culture we strive to build and maintain as we pursue our mission. In other words, the logo goes hand-in-hand with our district brand, so proper use is paramount.

When used, the District logo should appear as shown below*. To download the logo, visit www.wylieisd.net/branding.

HOMESTEAD REGULAR
PANTONE PROCESS BLACK

HOMESTEAD REGULAR
WHITE

The information contained in this style guide has been compiled as a resource for all staff members as you work with vendors, ensuring that each element is reproduced correctly. The Communications Department is available to help.

* The "W" in the logo is **always** tilted 19 degrees counter clockwise to the horizon, and should never be reproduced at any other angle.

Logo Versions

The primary logo for the Wylie ISD is the version with Wylie Independent School District across the top. Department names* or approved slogans (i.e. Riding for the Brand or www. wylieisd.net) can be inserted on the bottom portion of the logo.

When the District name is already accompanying the logo on a document or item, using the thin bordered W only is permissible.

Regardless of the logo used**, the logo should only be reproduced in black. **The only exception would be when it is placed on a black (or very dark) background. In such a case, the logo should be reproduced in white only**.

To request a department or division logo, please e-mail communications@wylieisd.net

*** One of the described logos must appear on all internal and external communications.*

PRIMARY LOGO

PRIMARY LOGO
WITH DEPARTMENT ADDED

THIN BORDER
SHOULD ONLY BE USED WHEN "WYLIE ISD" APPEARS NEAR THE LOGO OR WHEN REPRODUCING THE PRIMARY LOGO RESULTS IN TEXT TOO SMALL TO READ.

Size and Spacing

To ensure the integrity and legibility of the logo in various media, it should be applied at the proper size. The sizes shown are appropriate for the screen. Larger sizes may be required for print media, signage, apparel, etc. When branding items such as pens, pencils and lapel pins, use the thin border logo with text outside the graphic.

On all sides, the margin/white space should be measured from the farthest edge of the logo. No element may encroach on this space.
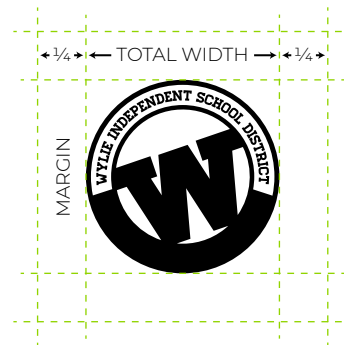
MINIMUM SIZE

1.0 INCHES WIDE | 1.0 INCHES HIGH

1.0 INCH
1.0 INCH
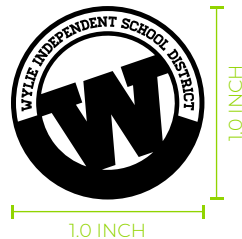
MARGIN

LEAVE A MARGIN THAT IS ONE QUARTER OF THE LOGO WIDTH.

¼ ← TOTAL WIDTH → ¼
MARGIN

With all logos, the margin must be maintained on all sides. If the logo is produced larger than 4 inches in diameter, the margin can be reduced to 1/10 of the logo width.

Adequate margin ensures prominence of the logo. This margin around the logo is central to the design and ensures that the logo can be seen and recognized quickly.

Logo Usage*

The district has updated our logo to the Wylie brand. This new logo embraces our district initiative to "Ride for the Brand". Consistent use means our District maintains its distinctive visual identity by ensuring it is recognized as representing Wylie ISD and the values, tradition and success we stand for.

We want to look good all the time, so take time to consider the potential misuses of our logo.

01 DON'T STRETCH, CONDENSE OR CHANGE THE DIMENSIONS.

02 DON'T ALTER THE PLACEMENT OR SCALE OF ELEMENTS.

03 DON'T ADD COLORS TO INDIVIDUAL ELEMENTS.

04 DON'T ALTER OR REPLACE THE TYPEFACES OF THE IDENTITY.

05 DON'T SKEW OR BEND.

06 DON'T ROTATE.

07 DON'T CHANGE THE COLORS.

08 DON'T ADD EXTRA ELEMENTS.

09 DON'T USE DROP SHADOWS, STROKES OR OTHER VISUAL EFFECTS.

*Personal and commercial use of the Wylie ISD logos are allowed in most cases, however, we ask that all regulations listed in this guide be followed. The logos cannot be used for political, religious or on any goods or services that are prohibited under district policy or state law (alcohol, firearms, tobacco, etc.) We do ask that all artwork be approved before production by submitting a hi-res digital proof to communications@wylieisd.net. Questions on usage may also be sent to that address.

Style Guide

Our style guide exists to help us all consistently communicate our culture, our values, our message and much more. The District's purpose and personality are expressed through the color palette, fonts and images otherwise known as our brand identity. All District departments must follow the guidelines as described here.
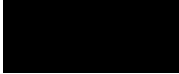
District style guidelines apply to all internal and external communications including: Advertising, Apparel, Banners, Brochures, Fliers/posters, Invitations, Newsletters, Presentations, Reports, Signage and Stationery.

Color Palette

Our colors are one of our most distinctive visual identity traits. It's important to understand what is provided and what each type is used for. Understanding color will ensure the best final product.

Pantone Matching System (PMS)	Pantone colors are premixed inks used in professional offset and screen printing as well as manufacturing applications. They provide an industry standard for specifying color for consistent reproduction.
CMYK (Cyan, Magenta, Yellow and Black)	4-Color Process is the standard ink system used by professional offset and digital printing. Most modern desktop printers can reproduce these colors.
RGB (Red, Green and Blue)	Standard color system to reproduce digital color on screen. These colors appear brighter and more intense than CMYK colors. RGB colors sometimes appear as six character hexadecimal codes (eg. #94d600).

District Color Palette

Color	Black	Grass	Sunset	Sky	Grape	Cloud
Pantone Value	Process Black	375C	715C	297C	7655C	7541C
RGB Value	0,0,0	148,214,0	249,142,43	108,197,233	164,91,150	217,224,226
CMYK Value	60,40,40,100	47,0,100,0	0,54,93,0	52,4,2,0	39,76,11,0	14,7,8,0
Hex (web) Value	#000000	#94d600	#f98e2b	#6cc5e9	#a45b96	#d9e0e2

Typefaces

Century Gothic, Hypatia Sans, Open Sans, Calibri and Arial are the suggested typefaces to be used for the development of any Communications initiative. Other project specific typefaces may by used by the Communications department on a case-by-case basis.

Montserrat is the only typeface assigned for use on the web. It is the default font on our website template and should never be changed without prior, written approval from the District Webmaster.

Montserrat has a range of weights suitable for any layout and offers a great deal of flexibility for the layout of headings, body copy, and captions throughout a variety of media.

Web Typeface Samples

Montserrat

Variations/Weights

Montserrat Thin
Montserrat Thin Italic
Montserrat ExtraLight
Montserrat ExtraLight Italic
Montserrat Light
Montserrat Light Italic
Montserrat Regular
Montserrat Italic
Montserrat Medium
Montserrat Medium Italic

Montserrat SemiBold
Montserrat SemiBold Italic
Montserrat Bold
Montserrat Bold Italic
Montserrat Extra Bold
Montserrat Extra Bold Italic
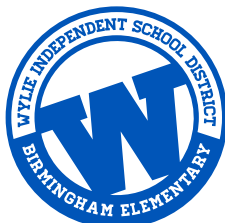Montserrat Black
Montserrat Black Italic

Campus Logos

All Wylie ISD Campuses have their own brand and are expected to use the campus brand on official documents and communications.

Campus logos may be reproduced in any **approved** campus color, black or white. White is only allowed on black or very dark backgrounds (see options on pages 10-13).

AKIN	**BIRMINGHAM**	**BUSH**	**COX**	**DODD**
GROVES	**HARTMAN**	**SMITH**	**TIBBALS**	**WATKINS**
WHITT	**DAVIS**	**DRAPER**	**HARRISON**	**BURNETT**
COOPER	**McMILLAN**	**WYLIE HIGH**	**WYLIE EAST**	**ACHIEVE**
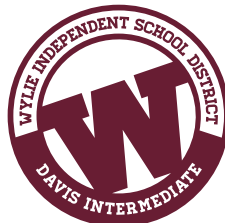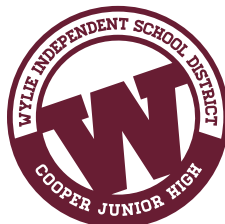
Campus Color Values

Wylie High School
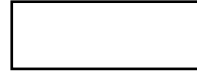
	Maroon	Black	Gray	White
Color	Maroon	Black	Gray	White
Pantone Value	7421C	Process Black	Cool Gray 1C	N/A
RGB Value	97,22,45	29,29,29	226,225,221	255,255,255
CMYK Value	39,94,63,50	72,66,65,76	10,8,10,0	0,0,0,0
Hex (web) Value	#61162d	#1d1d1d	#e2e1dd	#ffffff

Wylie East High School

	Navy Blue	Jay Blue	Silver
Color	Navy Blue	Jay Blue	Silver
Pantone Value	2757C	2935C	877C
RGB Value	0,38,100	0,90,187	132,136,139
CMYK Value	100,91,31,27	100,65,2,0	51,40,39,4
Hex (web) Value	#002664	#005abb	#84888b

Achieve Academy

	Blue	Green	Gray	Maroon
Color	Blue	Green	Gray	Maroon
Pantone Value	5415C	5565C	Warm Gray 11C	7421C
RGB Value	90,126,146	137,167,158	104,92,83	97,22,45
CMYK Value	69,42,33,5	49,24,38,1	54,55,61,28	39,94,63,50
Hex (web) Value	#5a7e92	#89a79e	#685c53	#61162d

Burnett Junior High

	Navy	Deep Red	Light Gray	Dark Gray	Gray Blue
Color	Navy	Deep Red	Light Gray	Dark Gray	Gray Blue
Pantone Value	533C	490C	401C	423C	432C
RGB Value	34,49,78	92,43,46	183,177,169	142,144,143	54,66,74
CMYK Value	92,80,43,40	42,80,66,51	30,26,31,0	47,37,39,3	77,63,53,41
Hex (web) Value	#23314e	#5c2b2e	#b7b1a9	#8e908f	#36424a

Cooper Junior High

	Maroon	Black
Color	Maroon	Black
Pantone Value	7421C	Process Black
RGB Value	97,22,45	29,29,29
CMYK Value	39,94,63,50	72,66,65,76
Hex (web) Value	#61162d	#1d1d1d

McMillan Junior High

Color	Black	Navy Blue	Maroon
Pantone Value	Process Black	2757C	7421C
RGB Value	29,29,29	0,38,100	97,22,45
CMYK Value	72,66,65,76	100,91,31,27	39,94,63,50
Hex (web) Value	#1d1d1d	#002664	#61162d

Davis Intermediate

Color	Maroon	Black	White	Navy Blue
Pantone Value	7421C	Process Black	N/A	2757C
RGB Value	97,22,45	29,29,29	255,255,255	0,38,100
CMYK Value	39,94,63,50	72,66,65,76	0,0,0,0	100,91,31,27
Hex (web) Value	#61162d	#1d1d1d	#ffffff	#002664

Draper Intermediate

Color	Deep Red	Dark Blue
Pantone Value	1815C	2955C
RGB Value	122,36,38	0,58,105
CMYK Value	32,92,82,39	100,77,35,26
Hex (web) Value	#7a2426	#003a69

Harrison Intermediate
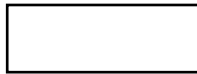
Color	Navy Blue	White	Silver
Pantone Value	2757C	N/A	877C
RGB Value	0,38,100	255,255,255	132,136,139
CMYK Value	100,91,31,27	0,0,0,0	51,40,39,4
Hex (web) Value	#002664	#ffffff	#84888b

Akin Elementary

Color	Green	Yellow	Black	Navy Blue
Pantone Value	355C	130C	Process Black	2757C
RGB Value	0,154,61	244,170,0	29,29,29	0,38,100
CMYK Value	98,9,100,1	4,36,100,0	72,66,65,76	100,91,31,27
Hex (web) Value	#009a3d	#f4aa00	#1d1d1d	#002664

Birmingham Elementary

Color	Blue	Red
Pantone Value	2935C	200C
RGB Value	0,90,187	190,15,52
CMYK Value	100,65,2,0	18,100,83,8
Hex (web) Value	#005abb	#be0f34

Bush Elementary

Color	Red	Blue	Yellow
Pantone Value	193C	288C	1205C
RGB Value	197,15,60	0,45,116	249,224,142
CMYK Value	16,100,76,5	100,87,27,19	3,9,53,0
Hex (web) Value	#c50f3c	#002d74	#f9e08e

Cox Elementary

Color	Dark Blue	Silver	White
Pantone Value	2735C	877C	N/A
RGB Value	34,0,144	132,136,139	255,255,255
CMYK Value	99,100,6,7	51,40,39,4	0,0,0,0
Hex (web) Value	#220090	#84888b	#ffffff

Dodd Elementary

Color	Forest Green	Navy Blue	White
Pantone Value	3305C	2757C	N/A
RGB Value	0,77,67	0,38,100	255,255,255
CMYK Value	93,45,69,42	100,91,31,27	0,0,0,0
Hex (web) Value	#004d43	#002664	#ffffff

Groves Elementary

Color	Blue	Green
Pantone Value	301C	3415C
RGB Value	0,81,149	0,122,80
CMYK Value	100,69,23,7	100,26,86,14
Hex (web) Value	#005195	#007a50

Hartman Elementary

Color	Blue	Green
Pantone Value	Blue 072C	356C
RGB Value	0,28,168	0,120,54
CMYK Value	100,91,3,2	96,27,100,16
Hex (web) Value	#001ca8	#007836

Smith Elementary

Color	Red	Black
Pantone Value	1805C	Process Black
RGB Value	144,0,0	29,29,29
CMYK Value	26,100,100,29	72,66,65,76
Hex (web) Value	#900000	#1d1d1d

Tibbals Elementary

Color	Orange	Navy Blue
Pantone Value	1505C	2757C
RGB Value	255,108,0	0,38,100
CMYK Value	0,71,100,0	100,91,31,27
Hex (web) Value	#ff6c00	#002664

Watkins Elementary

Color	Navy Blue	Royal Blue	Silver
Pantone Value	2757C	661C	877C
RGB Value	0,38,100	0,53,146	132,136,139
CMYK Value	100,91,31,27	100,85,17,6	51,40,39,4
Hex (web) Value	#002664	#003592	#84888b

Whitt Elementary

Color	Black	Silver	Purple
Pantone Value	Process Black	877C	266C
RGB Value	29,29,29	132,136,139	103,59,184
CMYK Value	72,66,65,76	51,40,39,4	72,84,0,0
Hex (web) Value	#1d1d1d	#84888b	#673bb8

The colors listed above are the only approved colors. Please do not deviate from these specific color values unless absolutely necessary and you have prior written consent from your principal **and** the Communications Department. If a color change/modification is required, please contact the District Webmaster.

Copywriting

WORDS MATTER

As brand assets go, our writing is as important as how we look. Every written communication should be clear, accurate and engaging and our written words should deliver something more – a consistent voice or tone that sets us apart and helps us connect on an emotional level with our audience. The Wylie ISD written voice is:

- More friendly than formal
- Active instead of passive
- Smart, not "smarty pants" (Avoid "academic-ese", acronyms and legalese – unless it is a legal document)

The Associated Press Stylebook is our primary editorial guide.

Resources

The Communications Department has created several templates and resources in order to streamline your efforts to adhere to the brand.

There are print and digital templates available for download from www.wylieisd.net/branding. Every department is encouraged to use these resources.

Business Cards

District business cards should use the approved template available for download on the branding site. Do not use alternate or modified templates without written approval from the Communications Department.

Presentations

District approved PowerPoint templates (available on the branding website) are strongly recommended to aid in the delivery of your message to internal and external audiences. Presentations should not be overcrowded with text and should include photography and other visuals to help illustrate your message.

Apparel and Promotional Items

Apparel and promotional items must follow the District's style guide and properly use the District or campus logo and color palette. Commonly ordered items include:

- T-shirts and polos
- Lanyards
- Notebooks
- Tote bags

If you need assistance with ordering apparel or promotional items, please email communications@wylieisd.net
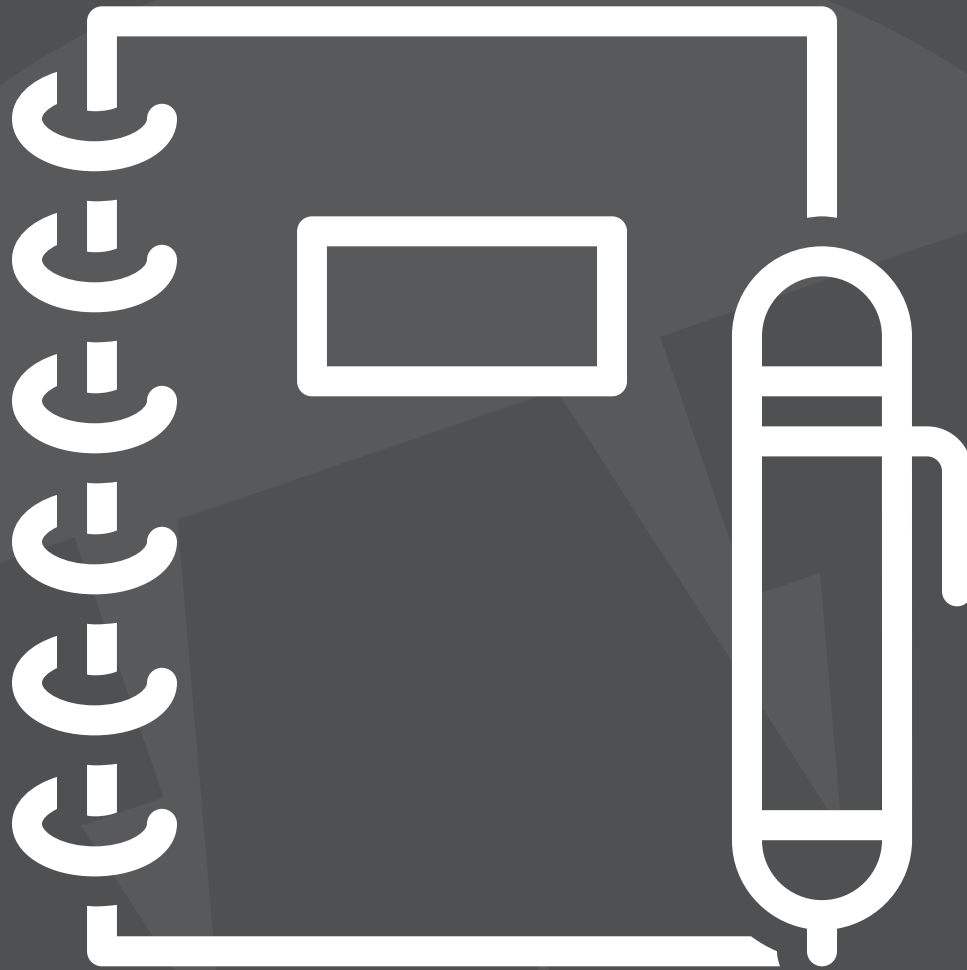
Wylie Independent School District

EDITORIAL GUIDELINES

This section includes some of the items you are likely to encounter. We will periodically update this guide as our style preferences evolve and when clarification of guidelines is needed.

Editorial Guidelines

Academic Degrees

When writing advanced degrees, use the abbreviation with periods (Ex. Steve Smith, Ph.D.). On second reference, you may use Dr. Smith. Use an apostrophe for bachelor's degree and master's degree. Omit the apostrophe in associate degree and doctoral degree.

Acronyms

Spell out the full name on first reference unless the acronym is widely recognized. SAT is an example of a widely recognized acronym inside and outside academic circles. Generally, omit periods in acronyms.

Ages

Use figures for people and animals, but spell out for inanimate objects. (Ex. The student is 15 years old. The textbook is two years old.) Use hyphens for ages expressed as adjectives before a noun or as substitutes for a noun. (Ex. the 7-year-old boy. The boy is 7 years old.)

Ampersands

Spell out "and." Avoid using ampersands (&) unless they are part of an official title or in use on the District website.

Bullets

Each bullet should start with a capital letter. Keep the structure consistent and avoid mixing sentences and phrases in a bulleted list. Punctuation is not needed at the end of each bullet.

Classes and Courses

Lowercase general references to subjects. (Ex. mathematics, history, photography), unless they include the name of a country or language. (Ex. English literature). Capitalize exact course titles and those followed by a numeral. (Ex. U.S. Military History; Biology I).

Commas in a Series

Eliminate the comma before the conjunction, unless it is needed for clarification. (Ex. The flag is red, white and blue. We learned more about the STEM, Culinary, and Career and Technical Gold Seal categories.)

Dates

When a month is used with a specific date, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov. and Dec. (Ex. Aug. 15, 2006, was the due date.) Spell out all months if using them alone or with only a year. (Ex. August 1980 was one of the hottest months on record.) If using only a month and a year, do not separate the year with a comma. (Ex. October 1989 was unusually cold.) If using the month, day and year, set off the year with a comma. (Ex. Feb. 1, 2015, was the last day to register.)

Wylie Independent School District

For external audiences, use Wylie Independent School District on first reference or Wylie ISD. District (capitalized) is acceptable on second reference. Never use WISD as it can be ambiguous (Ex. Waco or Waxahachie ISD).

Wylie ISD Board of Education

Wylie ISD Board of Education (or Wylie ISD Board of Trustees). On subsequent references, you can use the board or trustees. Do not capitalize on second reference.

Grade Levels

Generally, spell out numbers one through nine (Ex. ninth grade). Use figures for 10 and above. Use all numerals in a mixed situation (Ex. 5th grade and 10th grade). Use a hyphen for ninth-graders, etc.

Percentages

Spell out instead of using the % symbol when using percentages in text.

Prekindergarten

Use prekindergarten on first reference. You can use Pre-K on subsequent references.

Superintendent

Use Wylie ISD Superintendent David Vinson, Ph.D. on first reference. On second reference you may use the superintendent (lowercase) or Dr. Vinson or Dr. David Vinson.

Telephone Numbers

Use periods (Ex. 972.429.3000)

Time of Day

Use 8 a.m. instead of 8:00 a.m. Do not repeat a.m. and p.m. unnecessarily. (Ex. 4-5 p.m., 9 a.m.-3:30 p.m., 10 a.m.-noon, 2 p.m., or 4 to 5 p.m., 9 a.m. to 3:30 p.m., etc.) Use noon and midnight.

Titles

Capitalize when they precede a person's name. (Ex. The children sang to Principal Bill Smith as he entered the auditorium.)

Wylie Independent School District

WEBSITE GUIDELINES

District & School Website Guidelines

A visit to our website is often the first time our community interacts with us. Whether it's learning more about programs or locating contact information, many people will view a web page before they pick up a phone. That is why it's so important that all of our public websites reinforce the District's image, are updated regularly and contain relevant information.

We represent one of the largest and most recognizable organizations in the area, and we want every aspect of our communications to parents, students, employees, prospective employees, the community and business members to be just as easily recognizable.

Utilizing the Content Management System (CMS) provided by the Blackboard website solution, maintaining a consistent look is much easier to create and sustain. The information in this document is meant to help keep up certain standards and be a useful guide to maintaining your website.

Responsibility of the school, department or program

- Each school's Webmaster will be responsible for the development and maintenance of that campus website.

- Principals are ultimately responsible for any and all of the content posted on their school's website.

- Additionally, each department or program will name an administrator who will be responsible for the maintenance of its webpage.

- The District's Communications and Staff Development departments will provide training and supporting documents.

- The Communications Department will be responsible for adherence to the District and school brands and style guidelines. The District Webmaster will oversee the content posted to the District website and make cursory audits of school websites.

Website Content

Content Requirements

Information posted to the web should be relevant, reviewed and updated on a regular basis. Write announcements and news articles in an inverted pyramid style, with the most pertinent information in the first few sentences. Visitors tend to scan for information. Keep it brief and to the point. Check that your content is free of grammar and spelling errors.

*The Associated Press Stylebook is the preferred reference guide.

- Check pages frequently for broken links and outdated information (use the scheduling feature to automatically remove old content).

- Save yourself time and effort — link to District content when possible (standards of dress, lunch menus, school supplies or other District information)

- Links to Wylie ISD related sites hosted on external Web servers are allowed. However, ensure the link opens in a new window/tab.

- Always use the tools available in the Blackboard CMS to make your content accessible to those users that may have visual or auditory limitations. See the Ally section for more information on ADA accessibility.

Prohibited Content

- Links to personal websites or pages pertaining to or created by staff, parents or students are not permitted.

- For security reasons, do not post campus layout maps, bell schedules or bus schedules. Please contact the Communications Department with questions or comments.

Content Accessibility

The Wylie ISD websites are accessed and used by a diverse group of people. Some of our users, including students, parents and employees, have visual or hearing impairments that create challenges when accessing websites and require the use of assistive technologies such as screen readers and text-only browsers.

Information on how to make your content accessible can be found at www.wylieisd.net/accessibility.

Why should I care about accessible content?

Accessible content is better content. In most cases, when a content creator takes the time to think about accessibility throughout the creation of documents, they typically create better quality materials.

I don't know anyone with a disability, why should I take the time to make my content accessibility?

Accessibility benefits everyone. A great example is the curb cutout. The curb cut was originally designed to help people who utilize physical adaptive equipment (wheelchairs, walkers, scooters, etc.) gain access to sidewalks or entrances. This accommodation was quickly embraced by all users (strollers, bicycles, etc.). The same thought process can be transferred to providing accessible documents. Some users may require sharp color contrast between the font and background or might need a screen reader. By providing quality content, all users will receive the content they are looking for.

Legal Requirement

The Office of Civil Rights (OCR) as well as the Americans with Disabilities Act (ADA) require that content provided via electronic means is accessible.

Best Practices

Use your students to help tell your story. The community loves seeing our kids in action. However, when doing so do not identify students without parental approval and unless it is necessary to tell the story, i.e. when a student wins an award.

When adding images, crop them to size and DO NOT resize them... especially when the result is a disproportionate image.

Cropped to Size   Resized to Fit

Do not use clip art on your campus website. If you need a graphic for the web, please contact the district webmaster for assistance.

Keep text simple and easy to read. There's no need to overuse fonts, colors and backgrounds — your message is more likely to get lost.

Simple, Easy to Read

Family Math Night

Our Family Math Night will be held Tuesday, February 3 at 6:30 p.m. Join us for fun activities for the whole family. Light snacks will be provided.

Overly Complicated

*****FUN**** FAMILY

JOIN US TONIGHT !!!!

We're having our annual

MATH NIGHT.

Photography and Graphics

Always optimize graphics and photos for the Web. Keep in mind that not everyone has a fast Internet connection.

- Images on the web ideally should be less than 100k and 72 ppi (pixels per inch).
- JPEGs work better for photos and PNGs are great for graphics.
- Photos and graphics should NEVER be stretched or distorted.
- Remember less is more. You don't want the graphics to take away from the message.
- If you embed a photo or graphic within text, keep to a maximum of 400 pixels wide, when possible. If it's a photo, give it 3-7 pixels of padding and a 1px solid border colored #747679 or your campus primary color.

Media Release Form

All students have a signed FERPA form on file. Please be aware of any students on your campus that are not allowed to be used online. Always be prepared to remove a photograph quickly, when needed.

Photo Galleries

- Never use over or under exposed photos, those that may be considered inappropriate or images that may embarrass someone.
- Rotate/crop images and keep galleries under 100 images.
- Give your gallery a relevant name.
  Example: P.M. Akin Elementary holds annual Family Math Night

Suggestions

Documents and File Naming

- The preferred document type is PDF. They are more difficult to manipulate and by linking to a PDF most browsers will open the PDF directly, instead of downloading it to the user's computer.

- Do not store multiple versions of the same document on the website. If a new version is created, delete the old document and upload the new version.

- Page and file names should be concise and relevant. Spaces are acceptable.

    ### Examples:
    Band Schedule
    Principal's Message
    Student Nutrition Department

- When posting headlines and announcements, stay organized and use dates, especially expiration dates.

Additional Questions

If you have any additional questions, comments or issues about your website, please contact the District Administrator:

Doug Bellamy

972.429.3036

doug.bellamy@wylieisd.net

Checklist

It is best to have a checklist. It makes it easy to know that you have done everything correctly.

☐ **The Logo**
Only use logos that are complete and in an appropriate version, created from original digital artwork. Please check that you have respected the minimum size and exclusion zone requirements.

☐ **Backgrounds**
The logo should not appear on light or cluttered images without being reversed out and appropriate margins maintained.

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

☐ **Typography**
Check that our typefaces have been used appropriately where applicable.

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

☐ **A final thought.**
If in doubt, take a look back through this document. We don't ask for much, just a little love and respect for our branding. We think we've created a flexible system that won't stifle your creativity.