



THOMAS WORTHINGTON CARDINALS

Brand Guidelines

MARCH 2022

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1.0

INTRODUCTION

BRAND MANAGEMENT

To download a copy of the most recent version of guidelines and official brand assets, visit:

worthington.k12.oh.us/TWHS-Cardinal

These guidelines are intended to ensure that the athletic brand for Thomas Worthington High School is articulated in a consistent and approved manner. They are a source of guidance and insight for creating communications that engage and inform our key partners while reinforcing a consistent brand message to our community. Each time the brand is represented correctly, it gains strength. Conversely, with each incorrect use, the brand loses equity.

Think of these guidelines as a framework for creating strong and effective communications that:

- Reinforces our athletic brand positioning and graphic identity
- Helps create a consistent experience across all communications
- Creates a unique, ownable and differentiated look that stands out from other schools

Please reach out to the following people to request files, seek approval, or for clarification when using these new brand assets.

Vicki Gnezda

Director, Communication

Worthington Schools
200 E. Wilson Bridge Road
Worthington, Ohio 43085

(614) 565-2080

vgnezda@wscloud.org

Pete Scully

Principal

Thomas Worthington High School
300 W. Dublin Granville Road
Worthington, Ohio 43085

(614) 450-6200

pscully@wscloud.org

Molly Feesler

Athletic Director

Thomas Worthington High School
300 W. Dublin Granville Road
Worthington, Ohio 43085

(614) 450-6289

mfeesler@wscloud.org

USING THESE GUIDELINES

To download a copy of the most recent version of guidelines and official brand assets, visit:

worthington.k12.oh.us/TWHS-Cardinal

These standards provide you with rules which define the acceptable ways to communicate, and also function as a compass, enabling you to make thoughtful decisions as you create and evaluate work. As a member of Worthington Schools, you are responsible for ensuring that everything that communicates our brand is consistent with these guidelines. No guidelines can anticipate every possible future need. Guidelines like these are always a work in progress.

To achieve the greatest benefit from these guidelines, we suggest that you:

1. Browse through the guidelines to get acquainted.
2. Share them with the appropriate users and assist upon their use.
3. Visit worthington.k12.oh.us/TWHS-Cardinal to view these guidelines electronically and to stay current with updates and enhancements.

GLOSSARY OF TERMS

To download a copy of the most recent version of guidelines and official brand assets, visit:

worthington.k12.oh.us/TWHS-Cardinal

What is the difference between CMYK, RGB, Spot Color, BW and WH?

CMYK

- CMYK refers to Cyan, Magenta, Yellow, and Black.
- An offset printer (not color copying or desktop printing) needs CMYK versions of the logo in order to print in full-color process.

RGB

- RGB refers to Red, Green, and Blue.
- RGB type files are used on-screen and when printing on a color copier or a desktop printer.

SPOT

- Spot Colors are specified with the PANTONE MATCHING SYSTEM®.
- Colors created without screens or dots, such as those found in the PANTONE MATCHING SYSTEM®, are referred to in the industry as Spot or Solid Colors.

BW/WH

- BW is an abbreviation for Black on White. WH is an abbreviation for White on Black. Any good logo should reproduce well in black and white.

When do I use Digital or Print assets?

Our logo library is divided into these folders:

- Cardinal Mascot
- Cards
- TW_Monogram
- TW_Monogram with Cardinal
- TW_Sports: This folder contains all 24 team sports
- TWC_Spiritmark
- TWC_Wordmark

Within each of these folders are the sub-folders: **DIGITAL** and **PRINT**. Please use the proper files for the media you are using.

- DIGITAL assets are used for designs that will be featured on screen—web sites, social media, email and PowerPoint presentations, etc.
- DIGITAL file formats are JPEG and PNG.
- PRINT assets are used for printing—apparel, promo items, banners, etc.
- PRINT files are EPS, PDF, and SVG.
- The vendor you are working with to print an item will prefer a file format, so it is best to check with them first to send correct file.

File formats for DIGITAL/RGB

JPG

JPG (or JPEG) is a raster image that is often used for photographs on the web. A JPG can't have a transparent background so they are always in the shape of a rectangle or square with a solid background.

Best use = rectangle or square logos, photos and photographs on your web site.

PNG

PNG is another raster image type. The main difference to understand between a PNG and JPG is that a PNG *can have a transparent background* and is generally larger and higher quality. Therefore a PNG is ideal for saving logo files for web sites because they can be placed over a colored background.

Best use = logos, icons and other images where a transparent background is preferred.

File formats for PRINT/CMYK

EPS*

An EPS file is a vector file of a graphic, text or illustration. Because it is vector it can easily be resized to any size it needs to be. An EPS file can be reopened and edited.

Best use = master logo files and graphics for print designs.

PDF

An editable PDF file is provided with a transparent background. Because it is vector it can easily be resized to any size it needs to be.

Best use = master logo files and graphics for print designs.

SVG

The SVG file format is a popular tool for displaying two-dimensional graphics, charts, and illustrations. Plus, as a vector file, it can be scaled up or down without losing any of its resolution.

Best use = master logo files and graphics for print designs.

**Note: Generally, you can't view an EPS file unless you have the appropriate software such as Adobe Illustrator, Adobe InDesign or Adobe Photoshop.*

Worthington First

Both current and former students of both Worthington high schools identify first as Worthingtonians and then as Cardinals and Wolves.

They cite pride in being members of an exceptional community as the most prominent part of their school identity and, although they recognized the other school as a rival at the high school level, also acknowledge that in junior sports they identify as Worthington in the same manner they identified other students as being from Dublin or Upper Arlington.

Our Mission

To show the unique identities of Thomas Worthington and Worthington Kilbourne mascots while uniting them under the Worthington banner.

Our Vision

Worthington stands out. When people see a member of any Worthington High School athletic team, they see both Worthington pride AND the specific traits and personalities of each individual school.

Your Legacy

There's no place like Worthington. And the group of individuals who assisted with the mascot design/rebrand for both Thomas Worthington and Worthington Kilbourne High Schools has created a legacy that will have a dramatic impact on generations of students to come. Their input was invaluable in identifying the defining characteristics of each school, creating unique and ownable lockups, and delivering mascots that truly speak to the schools they represent.

Going forward, every student, teacher, administrator, parent and alumni of Worthington High Schools can point with pride to the past and tradition while also looking ahead to a more professional, more consistent, more immediately identifiable image. Now, when someone sees YOUR cardinal, they'll know beyond a shadow of a doubt that YOU'RE from Worthington.

Thomas Worthington Cardinals

Pride

Excellence

Respect

Spirit

Integrity

Strength

Tradition

2.0

**ATHLETIC
IDENTITY**

OUR COLORS

Our primary colors are Thomas Red and Worthington Blue. Athletic Gray can be used as a secondary color.

The CMYK, RGB and HEX values should be used and should never be substituted for another color.

When ordering items from the Nike® Catalog, our Thomas Red is named “Team Scarlet” and our Worthington Blue is named “Team Navy.”

Sherwin-Williams® paint swatches are also specified. “Real Red” and “Dress Blues” closely match our brand colors.

Keep in mind that each vendor will have different names for their product colors—it is best to order samples of promo merchandise or uniforms to determine which of the vendor’s color closely matches our brand colors.

PRIMARY COLORS



THOMAS RED

—
PANTONE
200C

C 3
M 100
Y 70
K 12

R 186
G 12
B 47

HEX ba0c2f

—
NIKE CATALOG
Team Scarlet

—
SHERWIN WILLIAMS
Real Red
SW 6868
101-C6



WORTHINGTON BLUE

—
PANTONE
295C

C 100
M 69
Y 8
K 54

R 0
G 40
B 85

HEX 002855

—
NIKE CATALOG
Team Navy

—
SHERWIN WILLIAMS
Dress Blues
SW 9176
253-C1

SECONDARY COLOR



ATHLETIC GRAY

—
PANTONE
COOL GRAY 9C

C 30
M 22
Y 17
K 57

R 117
G 120
B 123

HEX 75787b

OUR TYPOGRAPHY

HUDSON NY PRO SLAB BOLD

**A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9 @ ! \$ # % * ' " "**

HUDSON NY PRO SLAB REGULAR

**A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9 @ ! \$ # % * ' " "**

HUDSON NY PRO SLAB LIGHT

**A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9 @ ! \$ # % * ' " "**

Purchase Hudson NY Pro Slab here:

[MyFonts.com](https://myfonts.com)

GRADUATE REGULAR 400 (GOOGLE FONT)

**A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9 @ ! \$ # & * ' " "**

Download Graduate (Google Font) for free here:

[Graduate](https://fonts.google.com/specimen/Graduate)

PRIMARY SPIRIT MARK

The Thomas Worthington Cardinals Spirit Mark represents our athletes at the very highest level and is vitally important to our brand. It acts as a signature, an identifier and a stamp of pride and spirit. It is, and should always be, the most consistent component in our athletic communications. In order to maintain this consistency, a few simple guidelines should be followed.

This logo is the cornerstone of our athletic visual brand identity. Our logo consists of these defining elements—the Cardinal mascot and the Wordmark.

If you have any questions or special requests to use our athletic logos in any way other than as prescribed herein, please contact:

Vicki Gnezda
Director, Communication
vgnezda@wscloud.org

NOTE:

The Thomas Worthington Cardinals logo should never be recreated or typeset. Only official logo files should be used in all applications.

Official logo files can be downloaded at:

worthington.k12.oh.us/TWHS-Cardinal



Cardinal
Mascot

THOMAS WORTHINGTON
CARDINALS

Wordmark

PRIMARY SPIRIT MARK: COLORWAYS

The primary Spirit Mark is vertical.

It is intended to be used on either light or dark backgrounds and images.

Color applications are to be used as demonstrated.

Artwork is supplied for both Digital and Print applications.

Do not change or modify the Spirit Mark.



2-COLOR



ON THOMAS RED



ON WORTHINGTON BLUE



ON ATHLETIC GRAY



ON BLACK



ON WHITE

SECONDARY SPIRIT MARK

The secondary Spirit Mark is horizontal.

We understand that the primary, or vertical, logos will not work on all applications. To increase the flexibility of the logo there are definitive horizontal versions.

These horizontal versions have been created to be used when a defined shallow space is established. The horizontal logo should be used for these exceptions only.



SECONDARY SPIRIT MARK: COLORWAYS

The secondary Spirit Mark is horizontal.

It is intended to be used on either light or dark backgrounds and images.

Color applications are to be used as demonstrated.

Artwork is supplied for both Digital and Print applications.

Do not change or modify the Spirit Mark.



2-COLOR



ON THOMAS RED



ON WORTHINGTON BLUE



ON ATHLETIC GRAY



ON BLACK



ON WHITE

SIZE

To maintain full legibility, never reproduce the logo at widths smaller than .625" (for Print) or 45 pixels (for Digital).

There is no maximum size limit, but use discretion when sizing the logo. It should never be the most dominant element on the page, but instead should live comfortably and clearly as an identifying mark.



.625" or
45 pixels minimum



1.5" or 110 pixels minimum

CLEAR SPACE

To ensure that clear space is maintained around the logo for legibility and prominence, all photos, text, and graphic elements must follow the guidelines illustrated here. Use the letter "C" from "Cardinals" as a measuring tool to help maintain clearance.



IMPROPER USAGE

Here are a few examples of practices to avoid.



Don't stretch, condense or change the dimensions of the mark.



Don't alter the placement or scale of the elements.



Don't crop the mark in any way.



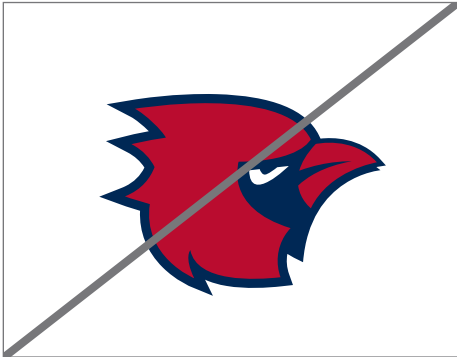
Don't change the colors of the individual elements.



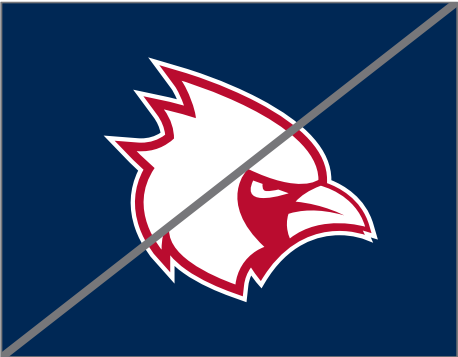
Don't alter or change the typefaces.



Don't skew or bend the mark in any way.



Don't rotate the mark.



Don't invert the colors.

OUR MASCOT

Our Cardinal mascot has been custom-made from a series of drawings and sketches. This is our Cardinal. It is classic and clean. The graphic qualities of this illustration style lend itself to reproduce well on items such as uniforms, equipment, signage, apparel and promotional items.

The Cardinal mascot can be used independently of the Spirit Wordmark.

It is intended to be used on either light or dark backgrounds and images. A white outline was added to the mark in order to maintain legibility.

Color applications are to be used as demonstrated.

Artwork is supplied for both Digital and Print applications.

Do not change or modify our Cardinal.



2-COLOR



ON THOMAS RED



ON WORTHINGTON BLUE



ON ATHLETIC GRAY



ON BLACK



ON WHITE

WORDMARK

Our Wordmark—‘Thomas Worthington Cardinals’—has been designed to include the full name of our school.

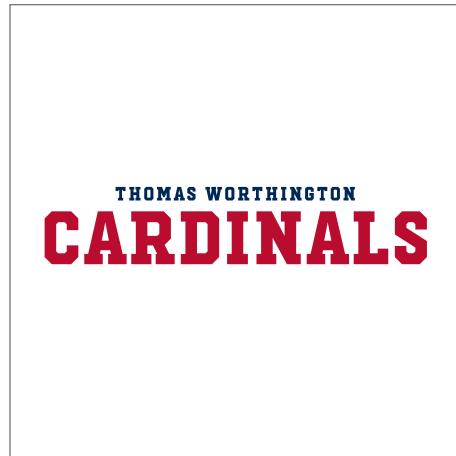
The letters are set in all caps, Hudson NY Slab Pro Bold, a sporty slab serif typeface.

The wordmark is intended to be used on either light or dark backgrounds and images. It can be used independently of the Cardinal mascot.

Color applications are to be used as demonstrated.

Artwork is supplied for both Digital and Print applications.

Do not change or modify our Spirit Wordmark.



2-COLOR



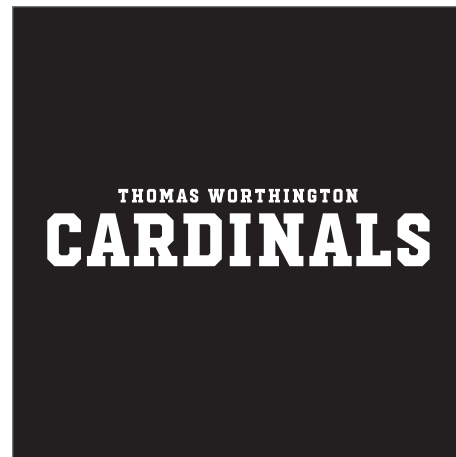
ON THOMAS RED



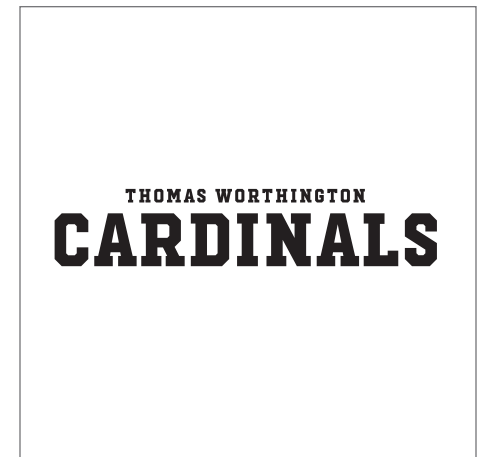
ON WORTHINGTON BLUE



ON ATHLETIC GRAY



ON BLACK



ON WHITE

CARDS SPIRIT WORDMARK

Sometimes we refer to ourselves as “Cards”—as in “Go Cards!”

Artwork has been provided to use on either light or dark backgrounds and images. It can be used independently of the Cardinal mascot.

Color applications are to be used as demonstrated.

Artwork is supplied for both Digital and Print applications.

Do not change or modify the Cards Spirit Wordmark.



1-COLOR



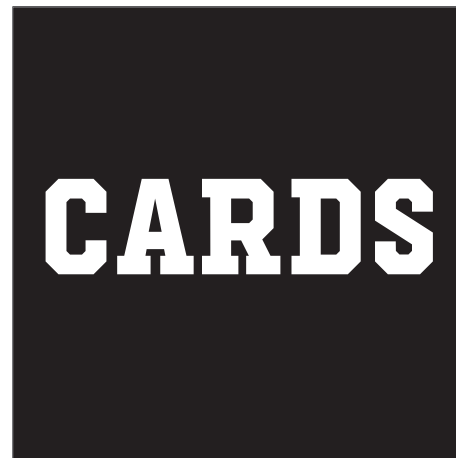
ON THOMAS RED



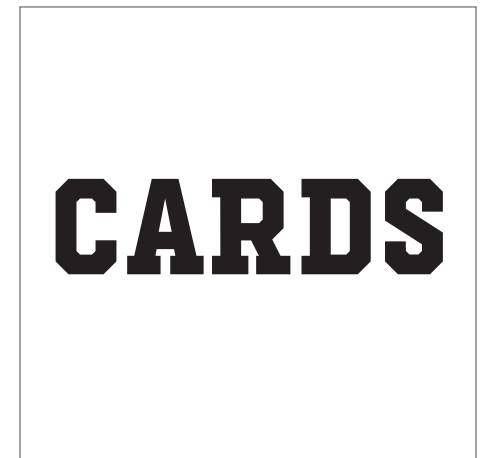
ON WORTHINGTON BLUE



ON ATHLETIC GRAY



ON BLACK



ON WHITE

MONOGRAM

The athletic TW Monogram reflects our strength, spirit, tradition and pride in our athletics program.

There are two versions of our TW Monogram:

1. TW Monogram (letters only)
2. TW Monogram with Cardinal mascot

This lock-up has been custom-made: the slab serif, collegiate letter forms were drawn to create our monogram.

Color applications are to be used as demonstrated.

Artwork is supplied for both Digital and Print applications.

Do not change or modify the Monogram.

TW MONOGRAM (LETTERS ONLY)



TW MONOGRAM WITH CARDINAL MASCOT



SPORT-SPECIFIC MARKS

Athletics

Vertical orientation of the official Cardinal mascot + ‘Thomas Worthington’ wordmark with ‘Athletics’ underneath.

Color applications are to be used as demonstrated.

Artwork for all sports featured in this guide is supplied for both Digital and Print applications.

Do not change or modify the marks.



Horizontal orientation of the official Cardinal mascot + ‘Thomas Worthington’ wordmark with ‘Athletics’ underneath.

Color applications are to be used as demonstrated.

Artwork for all sports featured in this guide is supplied for both Digital and Print applications.

Do not change or modify the marks.



SPORT-SPECIFIC MARKS



SPORT-SPECIFIC MARKS



SPORT-SPECIFIC MARKS



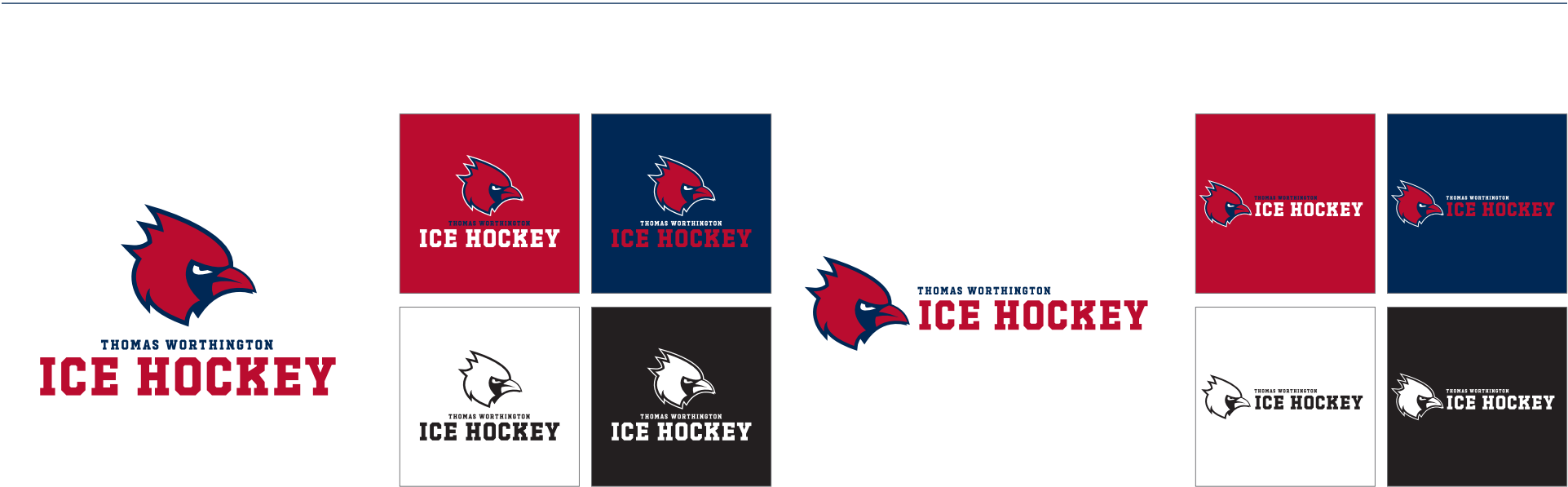
SPORT-SPECIFIC MARKS



SPORT-SPECIFIC MARKS



SPORT-SPECIFIC MARKS



SPORT-SPECIFIC MARKS



SPORT-SPECIFIC MARKS



SPORT-SPECIFIC MARKS



SPORT-SPECIFIC MARKS



SPORT-SPECIFIC MARKS



SPORT-SPECIFIC
MARKS



3.0

APPLICATION

STATIONERY: BUSINESS CARDS

Please use the following specifications when creating standard 3.5" x 2" business cards. The cards, as with all athletic stationery components, are printed in Pantone® 200C (Thomas Red) and Pantone® 295C (Worthington Blue).

Business Card

Use this design for the athletic department staff business cards.

- **Hudson NY Pro Slab Bold**, 10pt: Staff member name
- **Hudson NY Pro Slab Thin**, 8pt: Staff member title
- **Lato Bold**, 8pt: School name and email address
- **Lato Regular**, 8 pt: Address and phone

Monogram

The TW Monogram is featured on the front of the card, located in the top right corner.

Spirit Mark

The Thomas Worthington Cardinals Spirit Mark is featured on the back of the card, on a solid Pantone® 200C (Thomas Red) background.

Printing Business Cards

To print business cards, please contact:

Vicki Gnezda

Director, Communication
vgnezda@wscloud.org



STATIONERY: LETTERHEAD

Please use the following specifications when creating a standard 8.5" x 11" letterhead. The letterhead, as with all athletic stationery components, is printed in Pantone® 200C (Thomas Red) and Pantone® 295C (Worthington Blue).

Spirit Mark

The Thomas Worthington Cardinals Spirit Mark is featured at the top, center of the page.

Body Copy

The body of the letter should be placed according to the measurements in the example.

The font used in the body of the letter is Rockwell or other compatible system font available.

Word Template

Letterhead templates, for use in Microsoft Word, are available from:

Vicki Gnezda

Director, Communication
vgnezda@wscloud.org

The image shows a stationery letterhead template for the Thomas Worthington Cardinals. It includes a header with the school's name and logo, a recipient address, a salutation, a body of Latin text, a closing, and a signature block. Measurements are provided for the logo (2" height), the salutation (.875" width), the body text (.875" width), and the signature block (1.25" height).

**THOMAS WORTHINGTON
CARDINALS**

Johann Smith
1234 Dublin Granville Road
Worthington, Ohio 43085

Dear Johann,

.875" .875"

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Kind regards,

Sender

MOLLY FEESLER, ATHLETIC DIRECTOR
Thomas Worthington High School
300 W. Dublin Granville Road | Worthington, Ohio 43085 | (614) 450-6289
mfeesler@wscloud.org

2"
.875"
1.25"

STATIONERY: #10 ENVELOPE

Please use the following specifications when creating a standard #10 envelope. The envelopes, as with all athletic stationery components, are printed in Pantone® 200C (Thomas Red) and Pantone® 295C (Worthington Blue).

Spirit Mark

The Thomas Worthington Cardinals Spirit Mark is featured at the top, left of the envelope. The return address is centered below the Spirit Mark.

Addressing

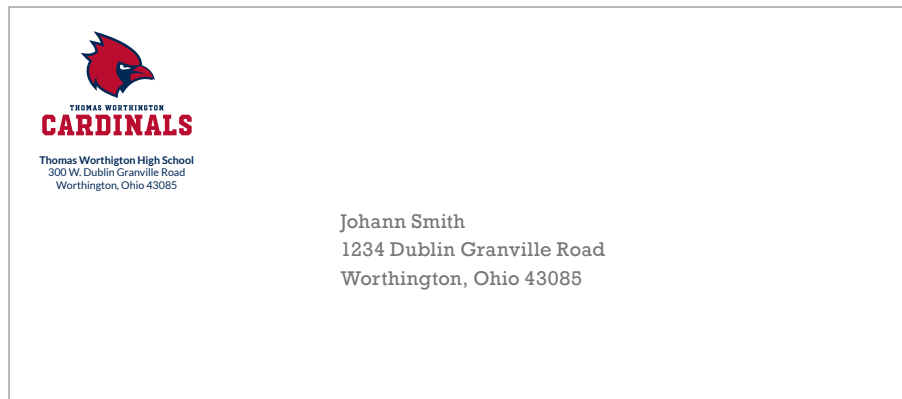
The font used in the addressing of the envelope is Rockwell or other compatible system font available.

Ordering Envelopes

To order envelopes, please contact:

Vicki Gnezda

Director, Communication
vgnezda@wscloud.org



EMAIL SIGNATURE

Literally millions of emails are sent to and from wscloud.org addresses each year. It is one more opportunity to make a positive and professional impression on the people we communicate with every day.

People will read your email on a variety of formats—smart phones, tablets or computers—a simple email signature is important.

Therefore, two rules for setting up the “look” of your email:

1. Do not use any sort of wallpaper as a background on your email messages.
2. For the signature line, at a minimum include, in this order: your name, title and school along with some combination of your physical address, phone number and/or web or social media site addresses.

Please refer to the example provided for information on the fonts and colors to use in setting your email signature.

12 pt Rockwell Bold and Regular, Thomas Red →

Molly Feesler, Athletic Director

12 pt Lato Bold, Worthington Blue →

Thomas Worthington High School

12 pt Lato Regular, Worthington Blue →

Central District Athletic Board AAA rep
300 W. Dublin Granville Road
Worthington, Ohio 43085
(614) 450-6289

12 pt Lato Bold, Worthington Blue →

mfeesler@wscloud.org

Optional: A logo can be added, use
Digital files provided (JPEG or PNG) →



THOMAS RED

R 186
G 12
B 47

HEX ba0c2f



**WORTHINGTON
BLUE**

R 0
G 40
B 85

HEX 002855

PROMO MERCHANDISE

An official Thomas Worthington Cardinals logo—Spirit Mark, Mascot, Wordmark, or Monogram—must appear on all apparel and promotional items (for example, t-shirts, hats, water bottles, bags, etc.) produced by the Athletic Department.

The Thomas Worthington Cardinals logos and all text must be in compliance with these athletic graphic standards.

When ordering items from the Nike® Catalog, our Thomas Red is named “Team Scarlet” and our Worthington Blue is named “Team Navy.” See page 2.1 for our official colors.

Keep in mind that each vendor will have different names for their product colors—it is best to order samples of promo merchandise or uniforms to determine which of the vendor’s color closely matches our brand colors.

If assistance is needed with the design of uniforms, apparel and promotional items, please contact:

Vicki Gnezda

Director, Communication
vgnezda@wscloud.org



THOMAS WORTHINGTON CARDINALS

Thomas Worthington High School
300 West Granville Road
Worthington, OH 43085

(614) 450-6200

WORTHINGTON.K12.OH.US/TWHS-CARDINAL