



Southwest Licking

LOCAL SCHOOLS

June 2025 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.

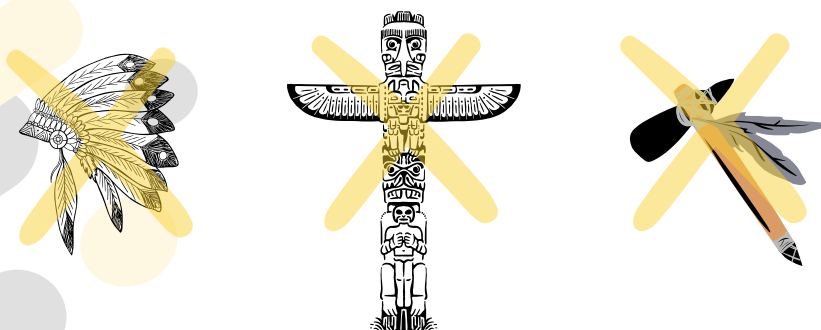
In order to protect the values and image of the district throughout our community, school-affiliated teams, leagues, and clubs are also expected to abide by this policy.

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.

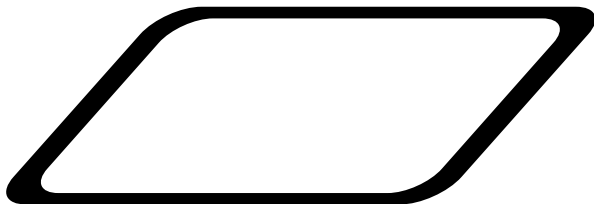
Historically, many different shades have been used to represent our Gold: From Canary Yellow to Mustard and Metallic. With the adoption of this guide, care should be taken to maintain these official colors as outlined here.



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

HIGH SCHOOL



Watkins

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

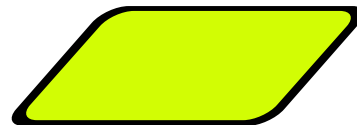
The primary logo of Etna Elementary is the Eagle Crest, rendered in Eagle Green, Active Green, Deep Black, and Gray:



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

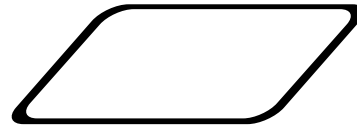
ELEMENTARY

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

ELEMENTARY

Our Logo Marks

The primary logo of Pataskala South Fork 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 South Fork

ELEMENTARY



Pataskala South Fork

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

INTERMEDIATE

Our Logo Marks

The primary logo of the SWL Early Learning Center is the ELC pawprint and the mascot is the ELC bear, rendered as specified below.




Early
Learning
Center



SOUTHWEST LICKING

Early Learning
CENTER



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.