



WILLIAMSVILLE
CENTRAL SCHOOL DISTRICT
Est. 1893

Brand Guidelines



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WCSD INTRODUCTION

It is important for the Williamsville Central School District to maintain a distinct and consistent identity. Our brand allows us to better connect with our audience and tell our story in a fresh, compelling way.

The representation of our brand, and its basic elements, should always be used correctly and coherently.

These guidelines encourage consistency, provides easy application across digital and print media, and complements the Williamsville Central School District's values.



POLICY #3125 - USE OF DISTRICT TRADEMARK/SERVICE MARKS

The District's name, individual school and team names, and any logo, school mascot or school motto attributable to the District are trademarks or service marks of the Williamsville Central School District and may only be used if expressly authorized and if the requirements established by the District have been met. No use is permitted where authorization has not been given and/or the requirements have not been met. Use of the above-mentioned names, logos, mascots or mottos does not constitute permission to act as the District's agent, official, or representative.

At no time does the District accept responsibility for the actions of any faculty or staff member, student, parent, parent organization or booster club, or community member or any other individual and/or entity when using any name, logo, mascot or motto of the District that is unauthorized. Any person who wishes to report unauthorized use or misuse shall do so through a building administrator, the Superintendent of Schools and/or their designee, the Assistant Superintendent for Exceptional Education and Student Services, or the Assistant Superintendent for Finance and Management Services of the District.

Faculty, staff, and students of the District have permission to use the District's name, a District school's name, team name, any logo or school mascot, or school motto attributable to the District on internal documents or materials for internal business or internal educational purposes only. Any use of the District's name, a District school's name, team name, logo, mascot, or school motto must be consistent with the requirements listed below.

Requirements to use the District's name, individual school or team names, or any logo, school mascot or school motto attributable to the District are as follows:

1. Documents, materials, or any other published item attributable to the District must be linked to the school or District activity or club and must reflect the values and integrity of the District's name.
2. Only the existing District name, individual school or team names, logos, school mascot or school motto are permitted for use and may not be altered without approval of the District.
3. Prior to the use of the District's name, individual school or team names, or any logo, school mascot or school motto attributable to the District, a Trademark and Service Mark Consent Form must be completed, signed and submitted for approval to the building administrator, Superintendent of Schools and/or their designee, Assistant Superintendent for Exceptional Education and Student Services, or the Assistant Superintendent for Finance and Management Services. Faculty, staff, and students of the District or other individuals who seek to use the District's name, individual school or team names, or any logo, school mascot or school motto attributable to the District for purposes other than internal education or internal business are required to complete, sign, and submit the aforementioned Trademark and Service Mark Consent Form.

Faculty and staff who seek to use the District's name, individual school or team names, or any

logo, school mascot or school motto attributable to the District in the course of a permitted posting on a District, school, or classroom web page may do so in accordance with the existing procedures set forth in Policy No. 3170.

Failure to Abide by Policy Requirements
Individuals and/or entities responsible for using or creating documents, materials, and other published items attributable to the District may be notified by the District to cease and desist any use of the trademark item immediately. Failure to comply with this request will result in the item being removed or destroyed at the discretion of the building administrator, Superintendent of Schools and/or their designee, Assistant Superintendent for Exceptional Education and Student Services, or the Assistant Superintendent for Finance and Management Services.

Legal
15 U.S.C. § 1125(a)

LOGO DO NOTS

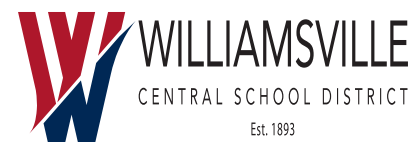
In order to establish and maintain consistent and effective use of the Williamsville Central School District logo and all school logos, it is essential to follow the standards in this guide. The incorrect examples illustrated on this page demonstrate some common errors.

PLEASE DO NOT

1. Change the colors
2. Rotate the logo
3. Use the logo on complex backgrounds
4. Rearrange elements or add graphics
5. Stretch or distort the logo



WILLIAMSVILLE
CENTRAL SCHOOL DISTRICT
Est. 1893

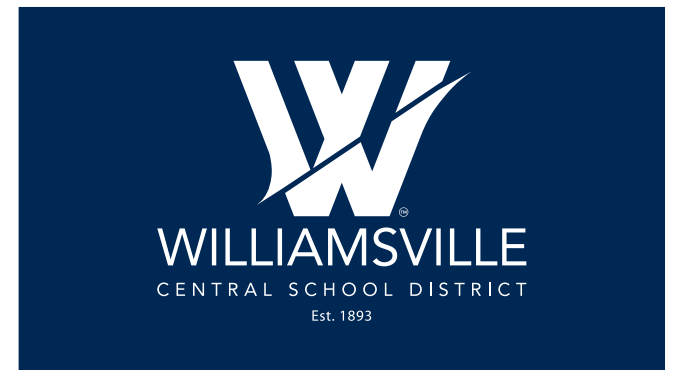


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WCSD OFFICIAL LOGO

Logo



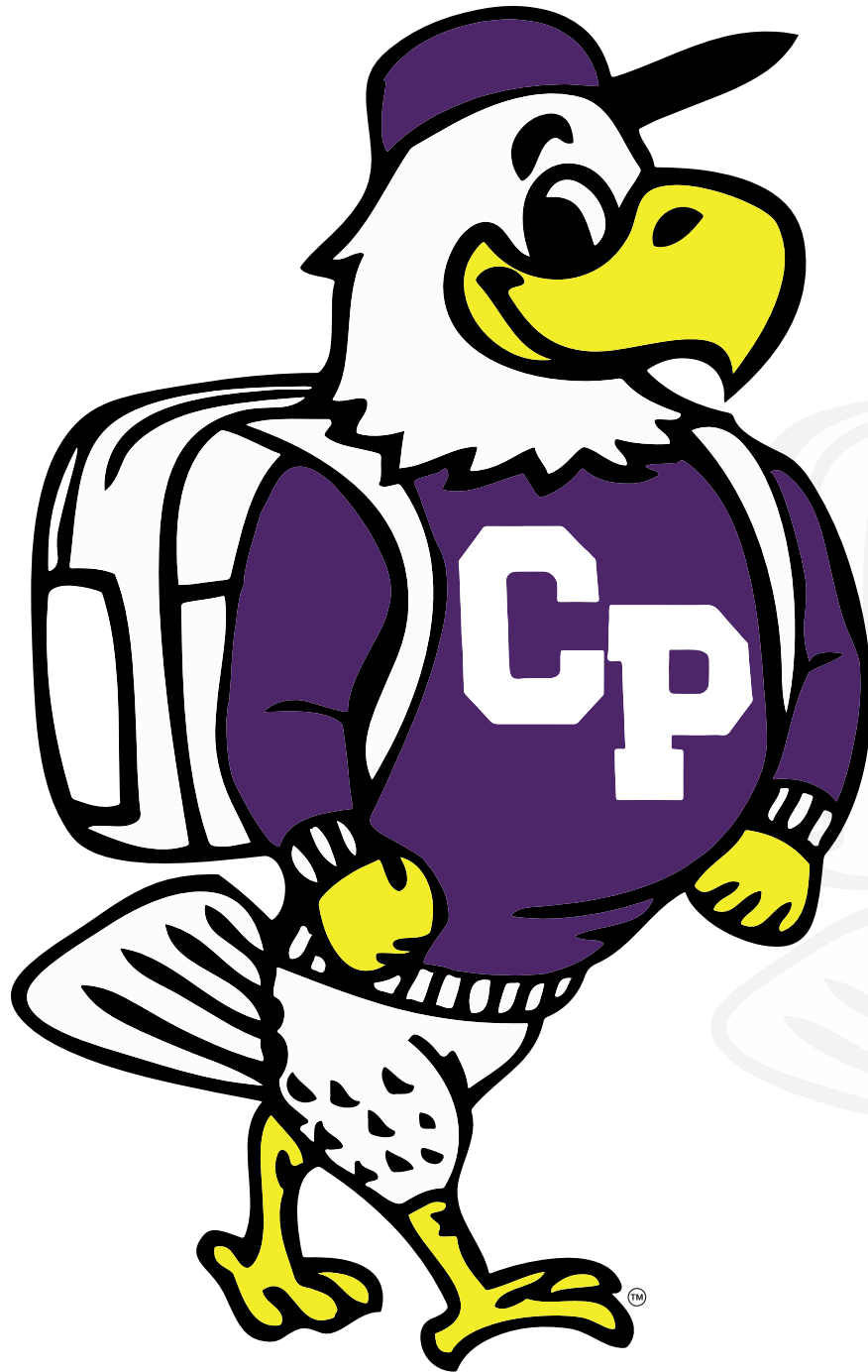
PMS:
RGB: 0-0-0
CMYK: 0-0-0-100
HEX: 000000

PMS: 295
RGB: 0-40-85
CMYK: 100-85-40-35
HEX: 142e53

PMS: 187
RGB: 171-30-47
CMYK: 22-100-87-15
HEX: ab1e2f

WCSD OFFICIAL LOGO

Color Palette



**COUNTRY
PARKWAY
ELEMENTARY
SCHOOL**

Logo

PMS:
RGB: 35-31-32
CMYK: 0-0-0-100
HEX: 231f20

PMS: 2607
RGB: 77-40-106
CMYK: 84-99-27-15
HEX: 4d286a

PMS: 101
RGB: 244-235-46
CMYK: 7-0-92-0
HEX: f4eb2e

COUNTRY PARKWAY ELEMENTARY SCHOOL

Color Palette



DODGE ELEMENTARY SCHOOL

Logo

PMS:
RGB: 0-0-0
CMYK: 0-0-0-100
HEX: 000000

PMS: 012
RGB: 251-215-2
CMYK: 2-12-100-0
HEX: fbd702

PMS: 357
RGB: 30-87-50
CMYK: 85-40-92-38
HEX: 1e5732

DODGE ELEMENTARY SCHOOL

Color Palette



**FOREST
ELEMENTARY
SCHOOL**

Logo

10

PMS:
RGB: 35-31-32
CMYK: 0-0-0-100
HEX: 231f20

PMS: 146
RGB: 1710-110-51
CMYK: 27-58-100-13
HEX: aa6e29

FOREST ELEMENTARY SCHOOL

Color Palette



HEIM
ELEMENTARY
SCHOOL

Logo



PMS: 2651
RGB: 196-198-216
CMYK: 34-19-6-0
HEX: c4c6d8

PMS: 294
RGB: 30-68-128
CMYK: 99-84-22-6
HEX: 1e4480

PMS: 1805
RGB: 172-31-36
CMYK: 22-100-99-15
HEX: ac1f24

HEIM ELEMENTARY SCHOOL

Color Palette



MAPLE EAST ELEMENTARY SCHOOL

Logo



PMS:
RGB: 35-31-32
CMYK: 0-0-0-100
HEX: 231f20

PMS:
RGB: 156-161-163
CMYK: 41-31-31-1
HEX: 9ca1a3

PMS: 7502
RGB: 214-182-131
CMYK: 16-27-54-0
HEX: d6b683

PMS: 282
RGB: 39-57-139
CMYK: 100-68-0-54
HEX: 27398b

MAPLE EAST ELEMENTARY SCHOOL

Color Palette



MAPLE WEST ELEMENTARY SCHOOL

Logo



PMS:
RGB: 35-31-32
CMYK: 0-0-0-100
HEX: 231f20

PMS: 716
RGB: 243-115-35
CMYK: 0-68-98-0
HEX: f37323

PMS: 717
RGB: 210-100-40
CMYK: 13-73-100-2
HEX: d26428

PMS: 347
RGB: 0-152-76
CMYK: 85-15-97-2
HEX: 00984c

PMS: 715
RGB: 246-134-32
CMYK: 0-58-99-0
HEX: f68620

MAPLE WEST ELEMENTARY SCHOOL

Color Palette

CASEY MIDDLE SCHOOL

Logo



PMS:
RGB: 35-31-32
CMYK: 0-0-0-100
HEX: 231f20

PMS: 2729
RGB: 178-122-60
CMYK: 27-53-88-9
HEX: b27a3c

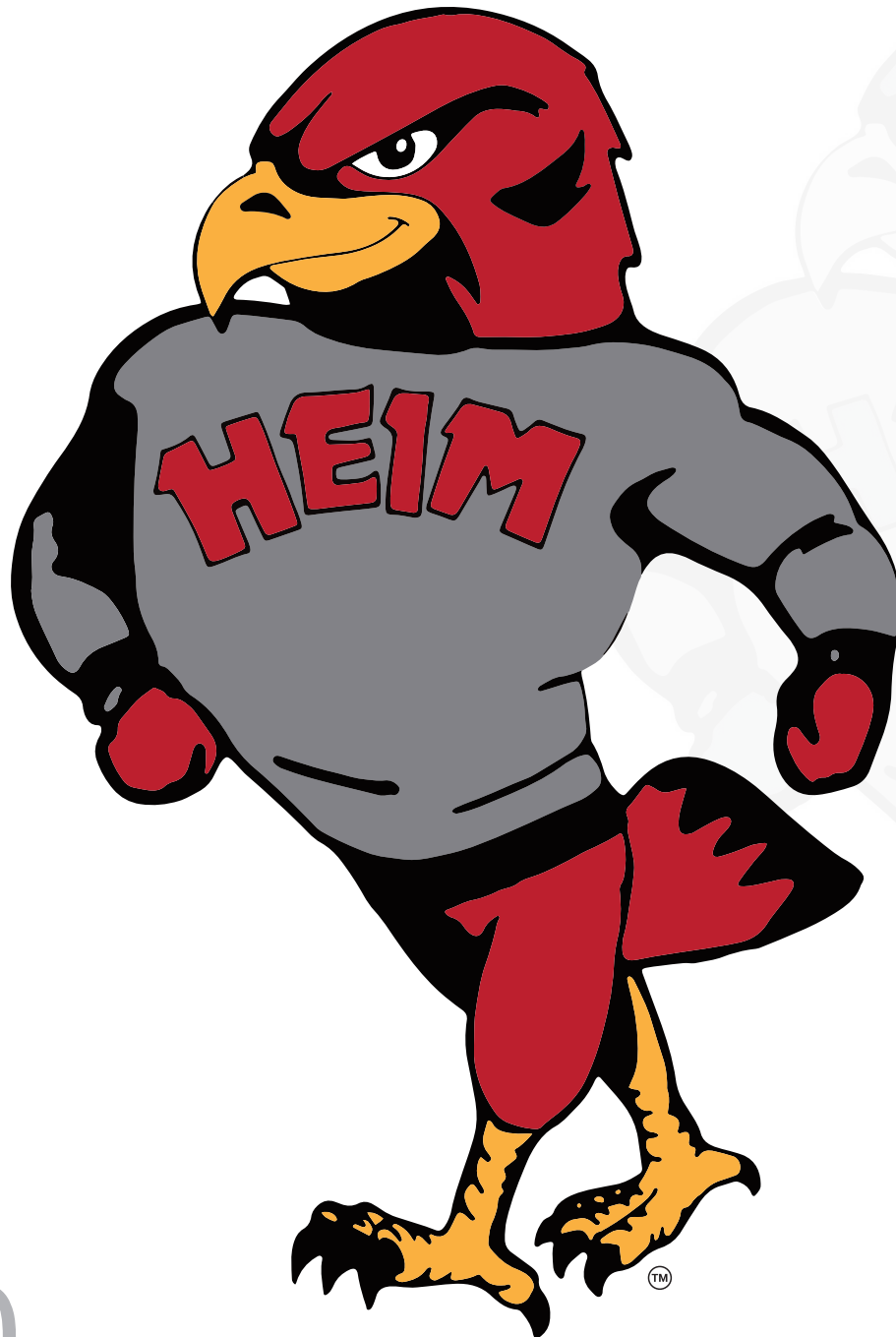
PMS: 567
RGB: 0-70-60
CMYK: 91-47-71-48
HEX: 00463c

PMS: 7508
RGB: 218-179-123
CMYK: 16-26-52-0
HEX: dab37b

PMS: 109
RGB: 255-203-44
CMYK: 0-20-92-0
HEX: ffc22c

CASEY MIDDLE SCHOOL

Color Palette



HEIM MIDDLE SCHOOL

Logo

PMS:
RGB: 35-31-32
CMYK: 0-0-0-100
HEX: 231f20

PMS:
RGB: 119-120-122
CMYK: 55-46-44-11
HEX: 77787a

PMS: 186
RGB: 191-32-47
CMYK: 12-100-91-3
HEX: bf202f

PMS: 1235
RGB: 253-183-25
CMYK: 0-31-98-0
HEX: fdb719

HEIM MIDDLE SCHOOL

Color Palette

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MILL MIDDLE
SCHOOL

Logo



PMS:
RGB: 35-31-32
CMYK: 0-0-0-100
HEX: 231f20

PMS: 293
RGB: 38-78-153
CMYK: 95-80-6-1
HEX: 264e99

PMS: 293
RGB: 181-186-217
CMYK: 28-22-1-0
HEX: b5badb

MILL MIDDLE SCHOOL

Color Palette

23



TRANSIT MIDDLE SCHOOL

Logo

PMS: 188
RGB: 121-36-47
CMYK: 33-92-73-38
HEX: 79242f

PMS:
RGB: 172-169-183
CMYK: 0-0-0-35
HEX: aca9b7

PMS:
RGB: 0-0-0
CMYK: 0-0-0-100
HEX: 000000

TRANSIT MIDDLE SCHOOL

Color Palette

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EAST HIGH SCHOOL

Logo



PMS: 485
RGB: 237-30-37
CMYK: 0-99-99-0
HEX: ed1e25

EAST HIGH SCHOOL

Color Palette

PMS: 395
RGB: 248-236-36
CMYK: 5-0-93-0
HEX: f8ec24

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EAST HIGH SCHOOL ATHLETICS

Logo

PMS: 485
RGB: 237-30-37
CMYK: 0-99-99-0
HEX: ed1e25

PMS:
RGB: 0-0-0
CMYK: 0-0-0-100
HEX: 000000

EAST HIGH SCHOOL ATHLETICS

Color Palette

PMS: 395
RGB: 248-236-36
CMYK: 5-0-93-0
HEX: f8ec24



NORTH HIGH SCHOOL

Logo

PMS:
RGB: 0-0-0
CMYK: 0-0-0-100
HEX: 000000

PMS: 4515
RGB: 179-161-104
CMYK: 31-31-69-2
HEX: b3a168

PMS: 350
RGB: 41-82-54
CMYK: 80-43-83-42
HEX: 295236

PMS: 394
RGB: 236-231-57
CMYK: 11-1-90-0
HEX: ebe537

NORTH HIGH SCHOOL

Color Palette



NORTH HIGH SCHOOL ATHLETICS

Logo

PMS:
RGB: 1-1-1
CMYK: 75-68-67-90
HEX: 010101

PMS: 4515
RGB: 179-161-104
CMYK: 31-31-69-2
HEX: b3a168

PMS: 350
RGB: 41-82-54
CMYK: 80-43-83-42
HEX: 295236

PMS: 394
RGB: 236-231-57
CMYK: 11-1-90-0
HEX: ebe537

NORTH HIGH SCHOOL ATHLETICS

Color Palette



SOUTH HIGH SCHOOL

Logo

PMS: 288
RGB: 32-54-108
CMYK: 99-88-27-19
HEX: 20366c

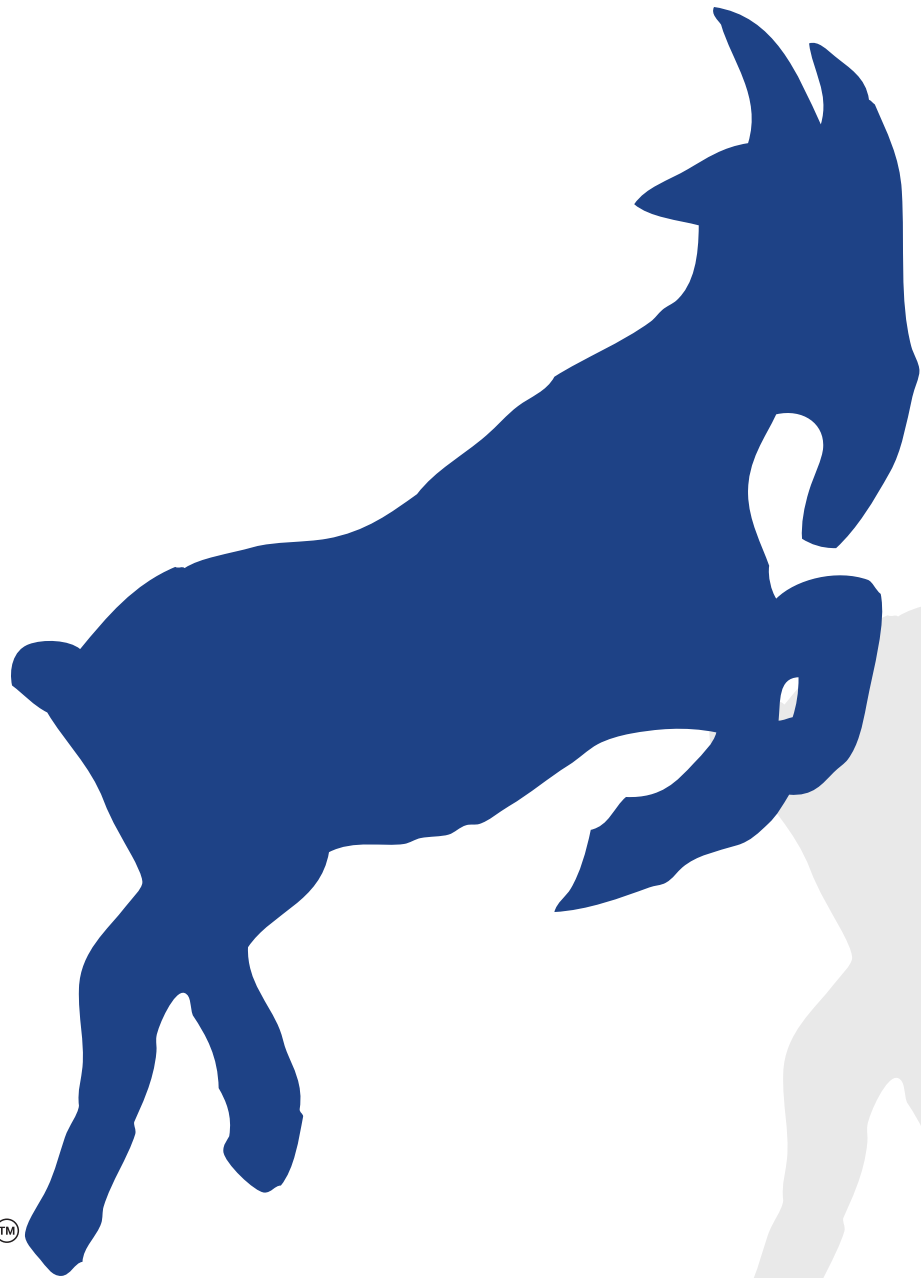
PMS: 7411
RGB: 234-165-94
CMYK: 7-39-72-0
HEX: eaa55e

PMS: 7499
RGB: 251-249-210
CMYK: 2-0-22-0
HEX: fbf9d2

SOUTH HIGH SCHOOL

Color Palette

35



**SOUTH
HIGH SCHOOL
ATHLETICS**

Logo



PMS: 288
RGB: 32-54-108
CMYK: 99-88-27-19
HEX: 20366c

PMS: 485
RGB: 237-30-37
CMYK: 0-99-99-0
HEX: ed1e25

SOUTH HIGH SCHOOL ATHLETICS

Color Palette

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AIM

Logo

PMS: 288
RGB: 32-54-108
CMYK: 99-88-27-19
HEX: 20366c

PMS: 485
RGB: 237-30-37
CMYK: 0-99-99-0
HEX: ed1e25

PMS: 350
RGB: 41-82-54
CMYK: 80-43-83-42
HEX: 295236

AIM

Color Palette

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LOGO FILE LOCATION

All District and/or school logos and associated files are located on a shared Google Drive. For logos to be shared with the PTA/PTSA/SEPTSA, individuals will need to download the file and send it to the individual/group directly. Outside organizations will not be granted access to the shared Google Drive.

If you need assistance with these files or have questions, please contact:

Nick Filipowski, Executive Director of Communications
and Amy Vohwinkel, Graphic Designer/Artist.



BUSINESS CARDS

Business cards can be ordered through the Business Office. All business cards utilize the same District template and feature:

- First and Last Name
- Title
- E-mail
- Phone Number
- Address (of school or District Office)



SCHOOL ENVELOPE

Country Parkway Elementary School

35 Hollybrook Drive
Williamsville, New York 14221



Country Parkway Elementary School

35 Hollybrook Drive
Williamsville, New York 14221

Dodge Elementary School

1900 Dodge Road
East Amherst, New York 14051

Forest Elementary School

250 North Forest Road
Williamsville, New York 14221

Heim Elementary School

155 Heim Road
Williamsville, New York 14221

Maple East Elementary School

1500 Maple Road
Williamsville, New York 14221

Maple West Elementary School

851 Maple Road
Williamsville, New York 14221

Casey Middle School

105 Casey Road
East Amherst, New York 14051

Heim Middle School

175 Heim Road
Williamsville, New York 14221

Mill Middle School

505 Mill Street
Williamsville, New York 14221

Transit Middle School

8730 Transit Road
East Amherst, New York 14051

Williamsville East High School

151 Paradise Road
East Amherst, New York 14051

Williamsville North High School

1595 Hopkins Road
Williamsville, New York 14221

Williamsville South High School

5950 Main Street
Williamsville, New York 14221

Alternative Instructional Model Building

Williamsville Central School District
1595 Hopkins Rd.
Williamsville, NY 14221

Schools

#10 Envelope

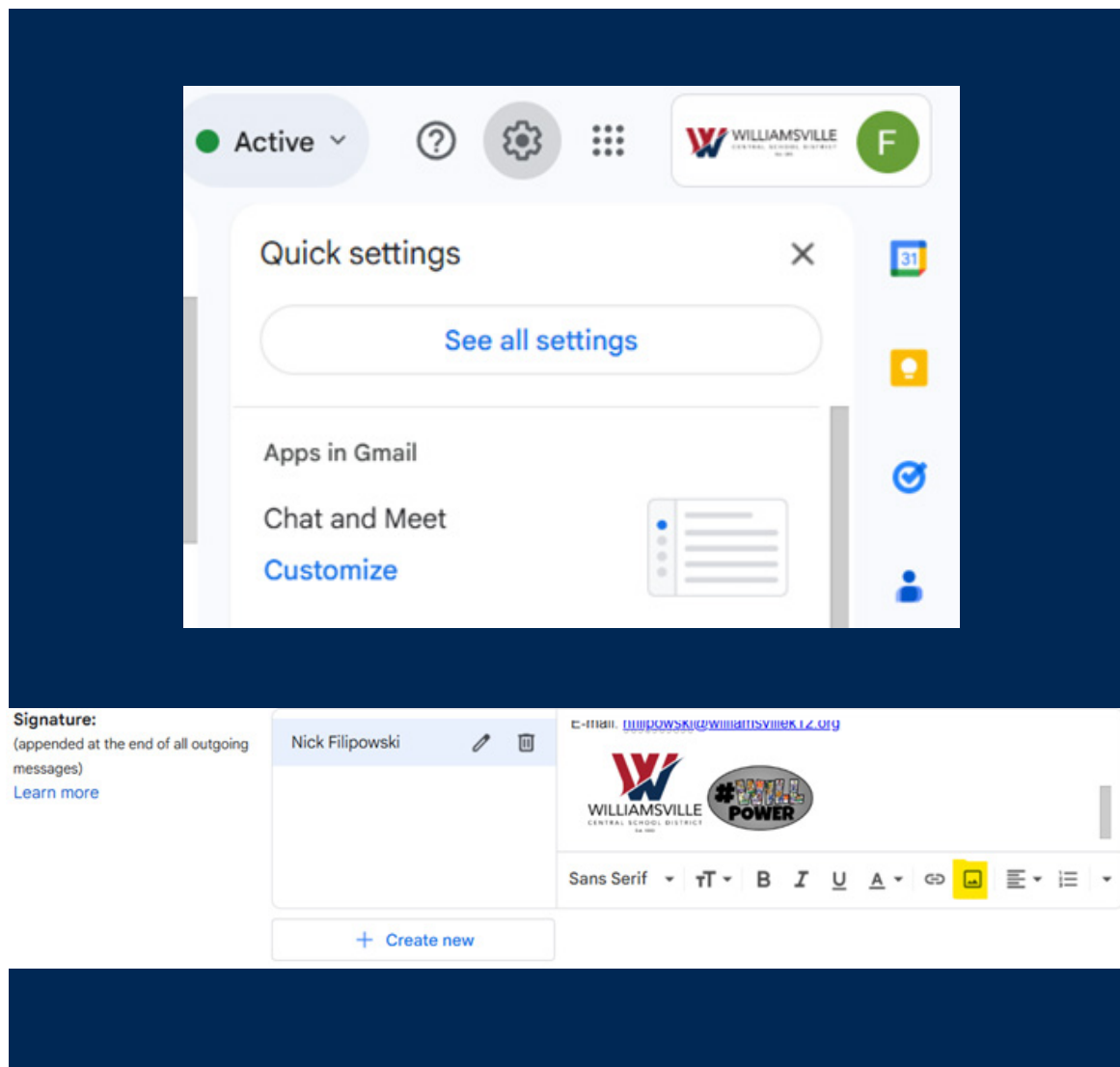
Font: Arial / 12Pt.

Ink: Black

EMAIL SIGNATURE

Individuals can add the District and/or school logo to their electronic signature in Gmail through settings.

Click the gearbox in the top right-hand corner of Gmail and select “See all settings.” Under the “General” heading, scroll to “Signature” near the bottom of the page.



DISTRICT OFFICE ENVELOPE



105 Casey Road, P.O. Box 5000
East Amherst, NY 14051-5000



105 Casey Road, P.O. Box 5000
East Amherst, NY 14051-5000

District Office

#10 Envelope

Font: Avenir LT Pro 65

Medium / 10Pt.

Ink: Black / PMS 187 / PMS 295



WILLIAMSVILLE
CENTRAL SCHOOL DISTRICT
Est. 1893

Williamsville Central School District
105 Casey Road
East Amherst, NY 14051