



BRAND
STANDARDS
GUIDE

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ABOUT THIS GUIDE

WHY IT'S IMPORTANT TO BE CONSISTENT

Your brand is your identity — it stands for what you believe in and how you want the world to perceive your organization. This brand standards guide was created to give Waterloo Schools a resource for how to properly apply your brand to all types of applications: merchandise, fliers, web, signage and more. A brand standards guide helps you stay true to the investment you made in your logo and provides consistency and professionalism to your identity.

A highly-recognized brand can become a valuable asset to an entity. That's why keeping your logos, fonts and colors consistent will promote Waterloo Schools success. This way we put on a familiar face that goes with your quality educational programs and services.

This guide can be used as an internal document, and also shared with vendors who may need access to such information as Pantone® colors, guidance on allowable clearance and proper placement of the logo. It puts best practices of design into a format that will serve as a reference point for all applications. As Waterloo Schools grow, staying true to the initial design will help create a consistent brand image.

COLOR PALETTES

SPECIFICATIONS

The consistent use of these colors will create recognition and strengthen the identity.

Waterloo Schools has standards for reproducing colors so they will always look consistent, no matter where they appear. For example, the logo should be reproduced in full color whenever possible.

These colors should be employed throughout Waterloo Schools communications and are equivalent to the Pantone® Matching System numbers listed to the right. For four-color process printing (also known as full-color printing), refer to the CMYK values shown. For desktop publishing, such as Microsoft® Word or Microsoft PowerPoint, refer to the RGB values (print/on-screen). For web applications, refer to the RGB values (print/on-screen) values or Hexadecimal web values.

The Pantone and CMYK values provided can be used on both coated and uncoated paper when printing. Although variations in color will occur, try to match the colors as closely as possible. For applications in color systems not included here, use the Pantone values for color matching.

PRIMARY COLOR PALETTE



| | Dark Blue | Teal Blue | Lime Green | Violet Purple |
|------|---------------|-----------------|------------|---------------|
| SPOT | PMS 2758 | PMS 3262 | PMS 375 | PMS 513 |
| CMYK | 100/100/25/25 | 71.71/0/30.29/0 | 50/0/100/0 | 50/100/0/0 |
| RGB | 34/41/92 | 5/186/179 | 149/201/63 | 146/56/143 |
| HEX | 001E62 | 00BDB5 | 54BC00 | 9C1A87 |

SECONDARY COLOR PALETTE



| | Medium Gray | Cyber Yellow | Cornsilk |
|------|-------------|--------------|-------------|
| SPOT | PMS 423 | PMS 116 | PMS 1205 |
| CMYK | 48/40/40/3 | 0/14/100/0 | 0/0/27.5/0 |
| RGB | 140/139/139 | 255/205/0 | 248/224/142 |
| HEX | 8C8B8B | FFD300 | F5E39E |

LOGO HORIZONTAL

CORRECT USAGE

Logos must not be altered in any way other than to adjust the size proportionally. When used on branding, co-branded materials, or other items such as garments or commodities, it may be necessary to print the logo on a color background. It is never acceptable to change the color of the logo, but the logo may be overprinted on light shades of color or lightly colored and textured backgrounds that do not make it illegible. To the right are some examples of how the logo may be used correctly when displayed on a colored background.

REVERSED-OUT LOGO

The logo can also be used in a reversed-out manner if background color or background photography does not allow the full-color logo to appear clearly. The colored reversed-out logo should be used whenever possible, but the full white reversed-out logo may also be used as needed depending on the photography and/or background.

GRAYSCALE LOGO

When the full-color and reversed-out logos are not options, the lockup should be printed in grayscale.

HORIZONTAL LOGO WITH POSITIONING LINE



HORIZONTAL LOGO
NO POSITIONING LINE



VERTICAL LOGO
WITH POSITIONING LINE



VERTICAL LOGO
NO POSITIONING LINE



LOGO

SURROUNDING SPACE

A minimum area surrounding the logo must be kept clear of any other company names, symbols and/or logos by a minimum of 1 H heights. More than the minimum clear space is encouraged if the application provides the opportunity.

Minimum clear space on all sides is equal to $\frac{1}{2}$ the height of the "O" in "WATERLOO".

When viewed electronically (i.e. website, electronic newsletters), logos must be separated from any other company names, symbols and/or logos by a minimum of 40 pixels or 1 H heights, whichever is greater.

H = $\frac{1}{2}$ Height of the "O" in "WATERLOO"



LOGO

SIZE RESTRICTIONS

The Waterloo Schools logo should always be produced at a reasonable size to maintain its legibility.

For printed materials, the minimum print width is 2.0 inches, and the optimal print width is 2.5 inches for use of the horizontal versions of the logo.

For printed materials, the minimum print width is 1.375 inches, and the optimal print width is 1.875 inches for use of the vertical versions of the logo.

For digital use, the minimum width is 144 pixels for use of the horizontal versions of the logo. For digital use of the vertical versions of the logos, the minimum width is 96 pixels.

PRINT



Minimum print width = 2"



Optimal print width = 2.5"



Minimum print width = 1.375"



Optimal print width = 1.875"

DIGITAL



Minimum digital width = 144 pixels



Minimum digital width = 96 pixels

LOGO

INCORRECT USAGE

Do not distort, crop or “jazz up” the brand mark. Ever.

Do not use the logo as a headline. It should be used for support, not to get attention.

Do not use the logo in text. Always use the school name instead.

Always use the correct typefaces and relative positioning and size of all elements.

The examples on this page illustrate some unacceptable displays:

1. **Do not** distort any part of the logo.
2. **Do not** crop any portion of the logo.
3. **Do not** tilt the logo.
4. **Do not** rotate the logo.
5. **Do not** apply an effect to the logo.
6. **Do not** modify the color of the logo.
7. **Do not** add images or other icons that obscure or alter the logo.
8. **Do not** make any other distortions just because they aren’t listed or portrayed on this page.



TYPOGRAPHY

The Waterloo Schools brand has been built to use one font family for clarity and consistency. The Trendex SSi font family was chosen for its bold, engaging and versatile qualities. The bolder weights of this font are recommended for use in headlines, sub-heads and short text blurbs while the regular weight of Trendex SSi is best suited to larger areas of body copy. Trendex SSi is a free internet font that can be downloaded at www.fontyukle.net to be used in traditional materials and digital media.

In cases where system fonts are required (Microsoft Word, PowerPoint, etc.), the Calibri font family should be used.

Trendex Light SSi
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?,&.,

Trendex Regular SSi
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?,&.,

Trendex Medium SSi
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?,&.,

Trendex Semi Bold SSi
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?,&.,

Trendex Black Bold SSi
ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?,&.,

Trendex Light Italic SSi
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?,&.,

Trendex Regular Italic SSi
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?,&.,

Trendex Medium Italic SSi
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?,&.,

Trendex Semi Bold Italic SSi
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?,&.,

Trendex Black Bold Italic SSi
ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?,&.,

THIRD PARTY USAGE

Third parties must adhere to all organizational brand guidelines when using the Waterloo Schools logo.

For the Printing Agency: These are the approved colors for the Waterloo Schools logos. Please use the correct color format for your particular application. Pantone® is a registered trademark of Pantone, Inc. The colors shown here and throughout this guide are intended to match the Pantone standards.

The CMYK and RGB specifications given here are for appointment only. Because screen percentages will vary from printer to printer and from monitor to monitor, a slight difference can significantly affect a color. These percentages are to be used only as a reference. Each printing agency is responsible for making the necessary adjustments to visually match the colors as closely as possible to approved color swatches.

Waterloo Schools retains full rights to the logos, and reserves the right to review any usage of those logos in any media. Waterloo Schools reserves the right to retract the right for this usage should usage be contrary to accepted local, national or international practices, or if that usage in any way damages or diminishes the value of the Waterloo Schools brand.

WATERLOO
SCHOOLS



UNFOLDING FUTURES