



WHITE BEAR LAKE AREA SCHOOLS

Brand Guidelines



Table of Contents

04 LOGO

14 TYPOGRAPHY

20 PATTERNS

10 TAGLINES

16 COLORS

22 EXAMPLES

12 MESSAGING

18 ACCESSIBILITY

04

Logo

Logo

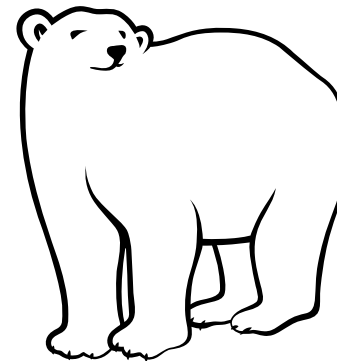
White Bear Lake Area Schools is a community at the forefront of educational excellence, honoring our legacy and courageously building the future. Our brand must embody our tradition of academic excellence and inspire Bear Pride in our students, staff, and community.





Logo Variations

Our logos are the representation of our district, and we require that you follow these guidelines to ensure our branding always looks its best. The White Bear Lake Area Schools logos are versatile and available in five forms. The logos and the Bear paw may be used in any combination of the orange, black and white color palette.



Logo Usage

The logos should primarily be used in full color for maximum visual impact. One-color versions are available for occasions when full color is not possible. Please ensure logos are placed against the correct color backgrounds to pass accessibility guidelines (visibility and legibility requirements).



Clear Space

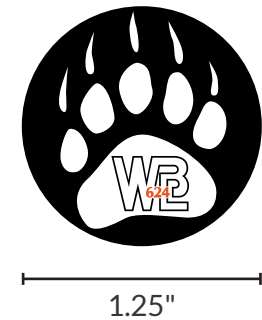
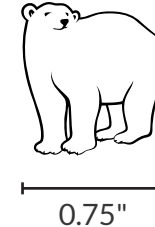
To ensure legibility, always keep a minimum clear space around the logo. This space isolates the mark from any competing graphic elements like other logos or body copy that might conflict with, overcrowd and lessen the impact of the mark.

The minimum clear space is defined as the width of 624. The minimum space should be maintained as the logo is proportionally resized.



Minimum Size

Establishing a minimum size ensures that the impact and legibility of the logo are not compromised in its application. The White Bear Lake Area Schools logo should never be smaller than 1" wide for the WBL624 version, 0.75" wide for the lettermark paw print version, 0.75" wide for the district bear version, 0.75" wide for the paw print version, and 1.25" wide for the circle paw print version.



Logo Misuse

It is important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified, or added to. No attempt should be made to alter the logo in any way. Its orientation, color and composition should remain as indicated in this document — there are no exceptions.



Do not change the typeface or recreate the wordmark.



Do not use non-brand colors.



Do not rotate the logo.



Do not distort the logo by stretching it horizontally or vertically.



Do not add drop shadow or other text styles.



Do not outline any part of the logo.



Do not place the logo on a background with insufficient contrast.



Do not place the logo over an image which compromises the legibility.

10

Taglines

Taglines

“Design Your Future, Create Your Success.” Student agency is central to student learning. Our district mission is, in part, "to ensure each student realizes their unique talents and abilities, and makes meaningful contributions with local and global impact. Our school system is distinguished by students who design and create their own future, with the support of exceptional staff and families committed to student success.

“Embracing change. Transforming learning.” At White Bear Lake Area Schools, embracing change is a concept embedded in our strategic plan. “We will ensure our organization continuously transforms to fulfill our mission.” Our tagline of embracing change and transforming learning highlights our commitment to designing personalized learning experiences centered in student agency and ownership for learning.

*Design Your Future.
Create Your Success.*

*Embracing change.
Transforming learning.*

12

Messaging

Messaging

Courageously creating our future requires action. Our “Go” pattern was created with that in mind, designed to propel us forward with purpose and determination. The powerful words embedded in this messaging, such as Go Empower, Go Inspire, Go Perform, Go Transform - these words are not just a collection of phrases; they are the heartbeat of our identity. They serve as a rallying call, igniting a spark of motivation and determination among students and staff alike.

And as we unite in these shared principles, we culminate in the powerful declaration of 'Go BEARS.' This isn't just a phrase; it's a testament to our unity, strength, and the sense of community that defines us. It's a call to action, a pathway to the future we courageously design together.

go achieve
go create
go discover
go empower
go excel
go explore
go ignite
go innovate
go inspire
go lead
go perform
go succeed
go transform
GO BEARS!

14

Typography

Typography

Typography refers to the fonts we use every day in communications of all kinds, from printed materials to video titles and signage. Our primary font families, GoBold, Poly, and Lato, are what we prefer to be used for digital and print collateral. We request that you only use our secondary font families when the primary fonts are unavailable. When used as directed, these fonts add consistency that conveys the look and feel of our brand.

PRIMARY FONT FAMILIES

GOBOLD BOLD

Use for headlines in both print and web applications.

GOBOLD
BOLD

POLY ITALIC

Use for subheads in both print and web applications.

Poly
Italic

LATO REGULAR

Use for body copy in both print and web applications.

Lato
Regular

SECONDARY FONT FAMILIES

For digital applications when the primary typefaces are not available.

ARIAL NARROW BOLD

Use for headlines in both print and web applications.

ARIAL NARROW
Bold

GEORGIA ITALIC

Use for subheads in both print and web applications.

Georgia
Italic

ARIAL REGULAR

Use for body copy in both print and web applications.

Arial
Regular

16

Colors

Colors

Color is an integral part of our brand's identity. Our students, staff, and community know our orange and wear it with pride. Consistent use of our color palette will ensure our brand is recognizable. These colors were selected to convey an energizing sense of pride. They should be used prominently in all brand communications and materials.



Orange

HEX #E65300
RGB 230, 83, 0
CMYK 5, 82, 100, 0
PMS 166 C



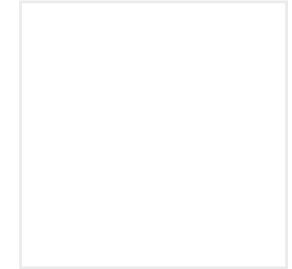
Rust

HEX #CF4A02
RGB 207, 74, 2
CMYK 13, 84, 100, 4
PMS 173 C



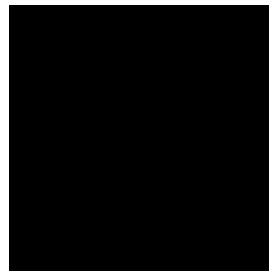
Apricot

HEX #F8A970
RGB 248, 169, 112
CMYK 0, 39, 60, 0
PMS 7410 C



White

HEX #FFFFFF
RGB 255, 255, 255
CMYK 0, 0, 0, 0
PMS 100% WHITE



Onyx

HEX #000000
RGB 0, 0, 0
CMYK 50, 50, 50, 100
PMS 100% BLACK



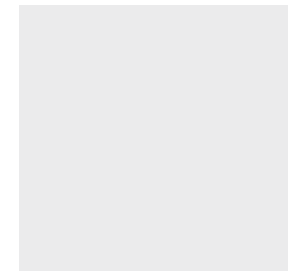
Charcoal

HEX #363636
RGB 54, 54, 54
CMYK 69, 63, 62, 56
PMS 447 C



Ash

HEX #919191
RGB 145, 145, 145
CMYK 46, 38, 38, 2
PMS 7539 C



Smoke

HEX #EBEBEB
RGB 235, 235, 235
CMYK 7, 5, 5, 0
PMS 663 C

18

Accessibility

Accessibility

Color combinations should be limited to those listed here to create an accessible digital and print presence and follow the Americans with Disabilities Act (ADA) guidance. These combinations apply to all text, including presentations, infographics, charts, tables and text on top of images. The goal is to keep text accessible to individuals with visual impairments by meeting contrast minimums between the size and color of the text and the background.

The guidelines shown here are just a starting point to understanding accessibility. For more information on accessibility, consult [Yale University](#) and the [Web Accessibility Initiative](#).

TEXT COLOR, ALL POINT SIZES	TEXT COLOR, IF ≥ 14PT BOLD
ASH SMOKE WHITE APRICOT ORANGE RUST	
SMOKE WHITE APRICOT	ASH ORANGE
ONYX	CHARCOAL WHITE
ONYX CHARCOAL	ORANGE RUST
ONYX CHARCOAL RUST	ASH ORANGE
ONYX CHARCOAL	
ONYX	CHARCOAL WHITE
ONYX WHITE	SMOKE

20

Patterns

Patterns

Patterns have the power to evoke feelings, convey values, and silently create a memorable connection with our audience. Whether online, in print, or on merchandise, our patterns act as visual signatures, making our brand stand out. These patterns are often used as backgrounds and color fills and can be combined with other visual elements to create striking new combinations.

The grid pattern adds a touch of order and sophistication, turning our brand into versatile elements that can be used flexibly across platforms. The 'Go' pattern is more playful, with font designs that add movement and texture to the pattern. The words have been carefully selected to ensure successful cropping but be certain to double-check how words are truncated to complement and not detract from messaging.



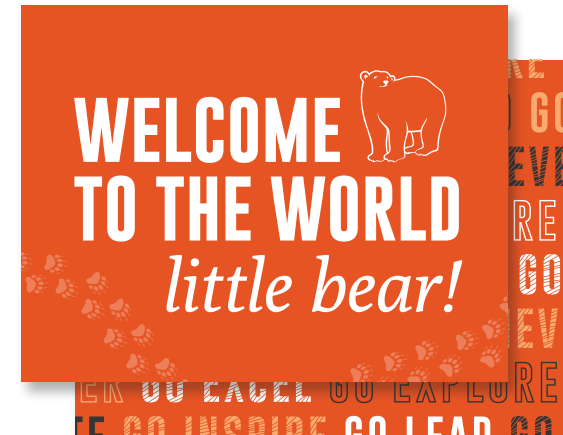
22

Examples

Examples of Our Brand in Use

How can you use the many elements that make up our brand identity system? Get creative! To see the possibilities, review our collage of example images, text and elements from our branding compositions.

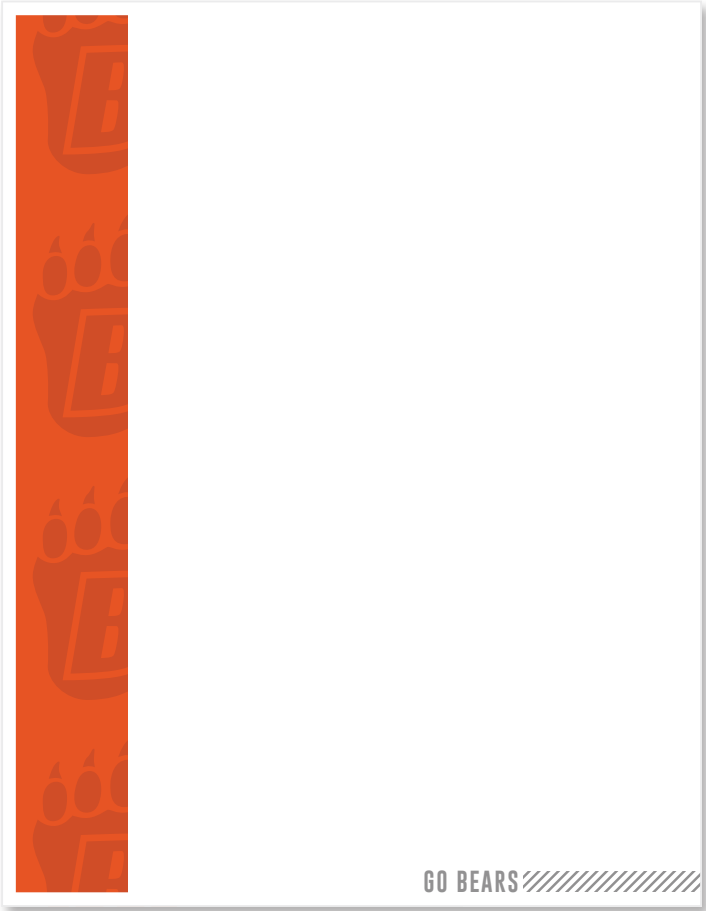
GREETING CARDS



GO POSTERS



LETTERHEAD



SECTION TITLE GOES HERE



OUR MISSION

At the forefront of educational excellence

Honoring our legacy & courageously building the future,

Is to ensure each student realizes their unique talents and abilities, and makes meaningful contributions with local and global impact

- Students who design and create their own future
- A culture that respects diverse people and ideas
- Safe, nurturing and inspiring experiences
- Exceptional staff and families committed to student success
- Abundant and engaged community partners

GO BEARS



Design your future

Title or Headline Would Go Here

This is where body text would go. It should be at least 20 pt in size to maintain legibility.

- **Style of first point**
 - *Style of sub-point*
- **Style of second point**
 - *Style of sub-point*

GO BEARS



GO EMPOWER.

*Design Your Future.
Create Your Success.*

GO SUCCEED.

*Design Your Future.
Create Your Success.*

GO BEARS!

*Design Your Future.
Create Your Success.*

THANK YOU

For more information on this brand guide, including questions, approval or additional access, please contact WBLAS Director of Communications Marisa Vette at marisa.vette@isd624.org or 651-407-7695. We are confident these guidelines will represent our brand with fresh boldness, consistency and clarity to everyone we encounter and make White Bear Lake Area Schools an unforgettable experience.

