



TITANS

Waterloo United High School Branding: Q & A

Overview

What is Waterloo United High School?

Waterloo United High School is the future comprehensive high school for the Waterloo Community School District. Its name reflects unity and shared purpose across our schools and community.

What is the Titans brand?

The Waterloo United Titans brand includes the school name, mascot (Titans), logos, wordmarks, colors, and visual elements such as the trident symbol and Titan mask. The Titans represent strength, leadership, perseverance, and Waterloo's legacy of industry and resilience.

How was the Titans brand developed?

The brand was developed through a ten month process led by a mascot and colors committee, made up of students, educators, alumni, and community members. The identity and brand was unveiled during a community-wide celebration on October 8, 2025.

Ownership and Rights

Who owns the Waterloo United Titans brand?

All Waterloo United Titans marks, logos, wordmarks, and symbols are the intellectual property of the Waterloo Community School District (WCSD).

Is the brand trademarked?

WCSD is in the process of trademarking the Waterloo United Titans brand. Trademark protection ensures the district's intellectual property is used consistently, appropriately, and with permission.

What does trademark protection mean for the public?

The name, logos, mascot, and symbols may not be used freely or altered without approval. Permission or a licensing agreement is required for most uses, particularly for apparel, merchandise, and commercial purposes.

Use of the Titans Brand

When will Waterloo Schools begin using the Titans brand?

Official use of the Titans brand begins with the 2026–27 school year for teams that are currently combined. Several high school activities and athletic programs already operate as combined East/West teams and will adopt the Titans branding at that time.

The following programs are currently combined and will use the Titans brand beginning in 2026-27:

- Girls Tennis
- Boys Tennis
- Girls Swimming & Diving
- Boys Swimming
- Girls Soccer
- Girls Wrestling
- Girls Golf

What if additional teams combine before 2028–29?

Any teams that merge prior to the opening of Waterloo United High School will adopt the Titans branding once officially combined.

When will the Waterloo United Titans brand be fully adopted?

The new high school is scheduled to open for the 2028–29 school year. At that time, East and West will fully transition to Waterloo United High School and the Titans brand.

Will all Waterloo schools adopt the Titans mascot when the new high school opens?

No. At this time, we are not planning to change mascots for other schools. The Trojans, Wahawks, and other school identities are deeply rooted in our community. However, youth sports programs are encouraged to adopt the Titans mascot and colors.

Conference Affiliation and Combined Programming

What conferences are Waterloo Schools currently part of?

- Waterloo East teams compete in the Iowa Alliance Conference.
- Waterloo West teams compete in the Mississippi Valley Conference.
- Combined teams compete in the Mississippi Valley Conference.

This structure will remain in place until the new high school opens in 2028.

What conference will Waterloo United High School join beginning with the 2028-29 school year?

This decision is still in progress. We are gathering input from the community and coaches, and several steps must take place before a final determination is made. We anticipate a decision by summer 2026.

What will combined East/West athletic programs be called?

Beginning in the 2026–27 school year, all combined athletic programs will compete as the Waterloo United Titans.

Where will practices be held for combined sports?

Each sport develops its own practice plan. Coaches consider location and transportation to ensure accessibility for student-athletes.

Youth Organizations

Can youth sports organizations use the Titans name or logo?

Yes. Youth sports organizations serving Waterloo students may request permission to use the Titans branding beginning in 2026–27.

When can youth organizations apply?

Applications open April 1, 2026, with approved use beginning during the 2026–27 school year.

Is approval required?

Yes. Organizations must submit an application and receive approval from WCSD before using any Titans branding.

What if items must be ordered before April 1?

We understand uniform ordering timelines. Organizations may request early consideration on a case-by-case basis by contacting:

Emily Frederick
Director of School and Community Relations
FrederickE@WaterlooSchools.org
(319) 433-1803 ext. 10103

Is there a cost to apply?

Any applicable fees or licensing requirements will be outlined in the application process.

Parents, Coaches, and Team Apparel

Can parents make shirts for their child's team?

In most cases, no—not without approval. Even small runs of apparel using the Titans name, logos, or mascot require permission and may require a licensed vendor.

Can a coach or parent design their own Titans logo?

No. Logos, wordmarks, and mascots may not be altered or recreated. Only official brand files may be used.

Vendors and Businesses

Can businesses sell Titans merchandise?

A business must secure a licensing agreement with WCSD prior to selling merchandise.

Who needs a licensing agreement?

All vendors—commercial or noncommercial—must have an agreement before producing or selling items using the Titans brand.

When can vendors apply?

Applications open April 1, 2026, with approved production beginning during the 2026–27 school year.

Brand Usage Guidelines

Can the Titans name be used?

Yes, with approval and in accordance with district guidelines.

Can the Titans colors be used?

Only official brand colors and approved combinations may be used.

Can the Titans mascot and logos be used?

Only official, unaltered versions and only with approval.

What files must be used?

Only official high-resolution or vector logo files (.AI, .EPS, .PNG) provided by WCSD.

Key usage requirements

- Maintain clear space equal to the height of the “T” in Titans
- Use official brand colors only
- Ensure proper contrast and readability
- Follow reproduction standards

Uniform color standards

- Primary: Obsidian Black or Blizzard White
- Alternate: Foundry Gray
- Trim: Victory Gold

Are special finishes allowed?

Victory Gold may appear in matte or metallic thread. Metallic foil is reserved for premium applications only.

Restrictions and Prohibited Uses

The following are not allowed:

- Distorting or recoloring logos
- Adding visual effects
- Retyping wordmarks
- Using unofficial color combinations
- Using logos for unrelated organizations
- Unauthorized reproduction or modification

Requests and Questions

How do organizations request permission or files?

Beginning April 1, 2026, requests will be submitted through WCSD's official branding and licensing process. The submission form will be live on the WCSD website on April 1.

Who should I contact with questions?

Emily Frederick

Director of School and Community Relations

FrederickE@WaterlooSchools.org

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