

A large, faint watermark of the Waterloo United Titans logo is centered in the background. The logo features a stylized, multi-pointed crest with a central shield and a crown-like top, all rendered in a dark grey color.

WATERLOO UNITED TITANS

BRAND STANDARDS MANUAL

TM

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BRAND STORY + MISSION / VALUES

A New Era. One Community. One Identity.

Waterloo United represents more than a new name — it's a historic convergence of East and West, of legacy and future, of individual stories forming one shared heartbeat. The creation of Waterloo United High School signals a defining moment for our community — a declaration that together, we are stronger.

The Titan was chosen as our symbol not for myth alone, but for meaning. In ancient tradition, Titans were world-shapers — beings of immense power who helped form what would become the new order. For Waterloo, the Titan is a metaphor for a city rising — strong, disciplined, and united by purpose.

Our Titan carries a modern take on the legendary trident symbol, redesigned as a mark of strength and unity. It represents leadership through courage, excellence through collaboration, and pride through identity. The Titan unites Waterloo's proud past with a shared vision for the future through an identity that celebrates excellence, integrity, and belonging.

PRIMARY MARK

WATERLOO UNITED TITANS



The Titan Trident

At the center of the Waterloo United system stands the Trident, our most powerful and defining mark.

Every Titan in Greek mythology carried a trident — a symbol of authority, creation, and strength. For Waterloo Schools, this becomes a metaphor for leadership through unity.

Our Trident design is entirely custom, merging a “W” and “U” into a variation of the trident’s structure to form a modern monogram that is sleek, balanced, and distinctly ours. The angular symmetry conveys direction and momentum — a community forging ahead together.

The Trident is the primary logo for Waterloo United. It anchors the entire brand system and should be used whenever the district, school, or teams represent Waterloo United publicly — from athletic uniforms to community signage and digital platforms.







Alternate Primary Mark

This simplified trident is approved for use in extremely small applications—such as pens, golf ball markers, locker tags, and other tight spaces—where fine detail can get lost.

It's also ideal for applications that require a fast, clear read, like football helmets viewed from the stands while players are in motion.

This version reinforces readability, can be used in all approved brand colors, and is recommended for embroidery on hats or shirts where a single-color thread is used.





WATERLOO

UNITED



10 20 30 40 50 40 30 20 10
10 20 30 40 50 40 30 20 10

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MASCOT

WATERLOO UNITED TITANS



The Mascot — The Titan Mask

The Titan is a one-of-a-kind mascot crafted exclusively for Waterloo United High School. The mask design reflects power with composure — bold yet disciplined, fierce yet unified.

The Titan mask functions as the secondary mark in the brand family. It pairs visually with the Trident but should not replace it as the lead identifier. Together, they tell a story: the Trident represents our collective identity, while the Titan embodies the personality and spirit of our students.

Recommended Uses:

- Center of basketball courts, wrestling mats or midfield
- Uniform shoulders or locker tags
- Apparel and fan gear
- Hallway graphics and facility signage
- Social media or promotional campaigns

When displayed, the Titan mask should always maintain visual balance with the Trident and adhere to the approved color palette.





WORDMARKS

WATERLOO UNITED TITANS



Custom Wordmarks

The Waterloo United Titans wordmarks are custom-drawn to mirror the geometry of the Trident. Each letterform has been intentionally crafted to communicate confidence and motion — strong verticals, a wide stance, and deliberate spacing that create a timeless collegiate feel.

These are proprietary designs; do not attempt to recreate them with standard fonts. Always use the provided files from the official brand kit.

The custom wordmarks should be used for high-visibility, identity-defining applications, including:

- Jerseys and uniforms (front chest, nameplates, and back identifiers)
- End zones, field graphics, and facility signage
- Apparel and merchandise (hoodies, tees, hats, and fan gear)

Use these marks whenever a bold, unmistakable expression of the Waterloo United Titans brand is required.

Two-Color Wordmarks

WATERLOO
UNITED
TITANS

The straight wordmark system also supports combined configurations such as **WATERLOO UNITED**, **WATERLOO TITANS**, and **UNITED TITANS**. These custom-drawn pairings follow the same geometry and spacing principles as the primary marks and are available for use when extended naming is required.



Arc Wordmarks

The Waterloo United Titans wordmarks come in two approved styles — Arc and Straight — each offering a distinct visual tone while maintaining the same core geometry and strength.

The Arc versions introduce a subtle curve that adds energy and movement. This option feels slightly more stylized and dynamic, making it a great choice for applications where you want a bold, spirited expression — such as fan apparel, promotional graphics, or team-focused merchandise. The curvature helps create a sense of momentum, making it especially effective in athletic or high-impact contexts.

Usage Guidance

Both styles are fully approved and interchangeable based on preference and the tone you want to communicate. Choose Arc when you want extra personality, motion, and visual flair.

**WATERLOO
UNITED
TITANS**

**WATERLOO
UNITED
TITANS**

**WATERLOO
UNITED
TITANS**



Straight Wordmarks

The Waterloo United Titans wordmarks come in two approved styles — Arc and Straight — each offering a distinct visual tone while maintaining the same core geometry and strength.

The Straight versions provide a clean, direct, and traditional presentation. They are ideal when clarity and structure are the priority — such as jerseys, uniforms, signage, basketball baselines and sidelines, football end zones and any application where alignment, legibility, or a more classic collegiate look is desired. The straight layout delivers a no-nonsense, confident read.

Usage Guidance

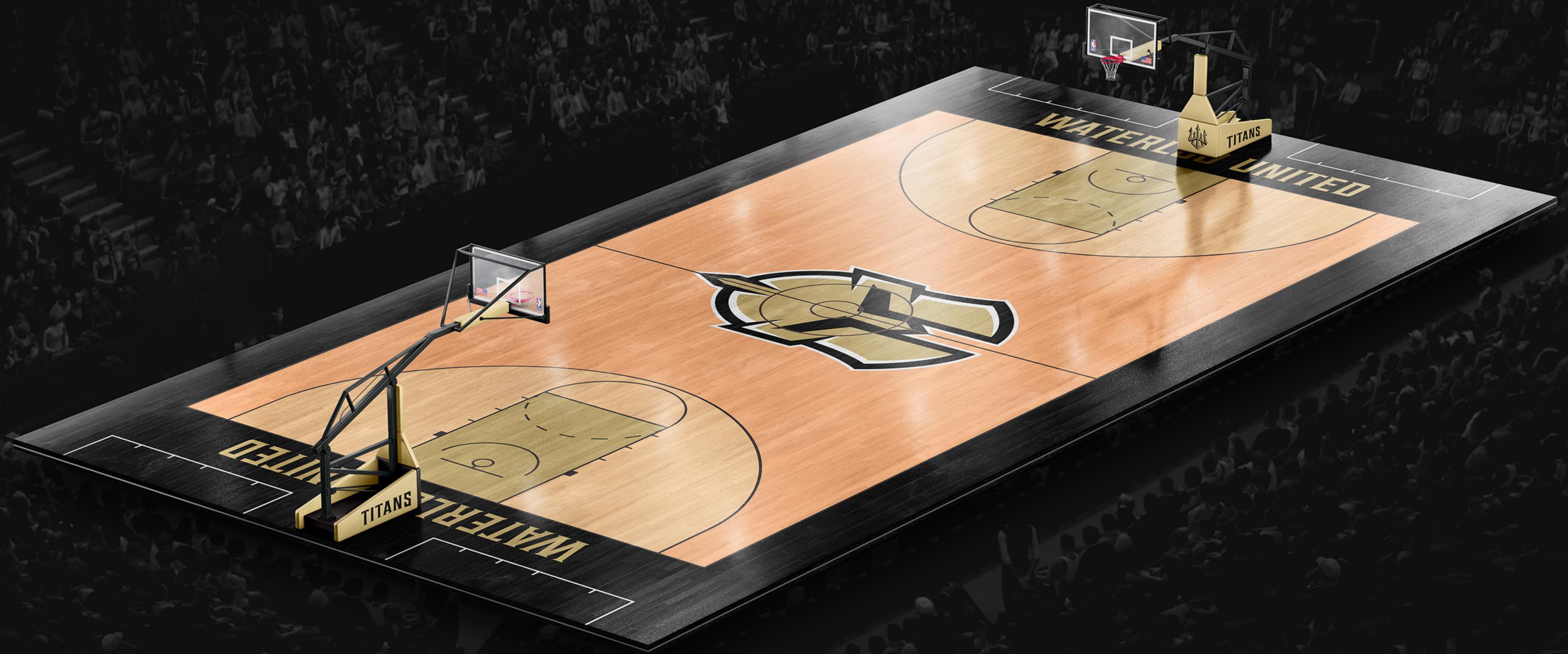
Both styles are fully approved and interchangeable based on preference and the tone you want to communicate. Choose Straight when you want a grounded, straightforward, and highly readable mark.

**WATERLOO
UNITED
TITANS**

The straight wordmark system also supports combined configurations such as **WATERLOO UNITED**, **WATERLOO TITANS**, and **UNITED TITANS**. These custom-drawn pairings follow the same geometry and spacing principles as the primary marks and are available for use when extended naming is required.

**WATERLOO
UNITED
TITANS**

**WATERLOO
UNITED
TITANS**



Example of the straight wordmark used in an extended configuration. The system allows for combined formats such as WATERLOO UNITED, providing clear, strong identification in applications like basketball baselines and other large-format environments.

ACADEMIC MONOGRAM

WATERLOO UNITED TITANS



Monogram + Academic Badge

The WU monogram is the official academic identifier of Waterloo United. Drawn directly from the geometry of the Trident, the monogram communicates scholarship, unity, and institutional credibility. It serves as the foundation of all academic branding and may appear on its own or as part of the formal academic badge.

When placed within the circular academic badge, the monogram is paired with bold typography to create Waterloo United's official seal. This configuration is reserved strictly for academic and administrative communication — including diplomas, transcripts, official documents, stationery, interior signage, and staff apparel. Its purpose is to reinforce the professionalism and academic authority of the institution while maintaining visual continuity with the athletic identity.

Although the monogram may occasionally cross into athletic applications — such as baseball caps, wrestling singlets, or special-edition apparel — these uses should remain limited to protect the monogram's academic weight, prestige, and clarity as the school's formal identifier.





The WU monogram, paired with institutional typography, forms the official academic badge used for all formal school communication.



LOGO LOCKUPS

WATERLOO UNITED TITANS



Arc Lockups

Arc lockups combine the wordmark in its curved configuration with the primary mark to create a dynamic, energetic expression of the Waterloo United identity. The subtle arc introduces movement and visual momentum, making these lockups ideal for athletic environments, fan engagement, merchandise, and moments where a more stylized presentation is desired.

While still built on the core geometry of the brand, arc lockups offer a slightly more expressive tone than their straight counterparts. Use these configurations when you want to convey spirit, energy, and forward motion while maintaining full brand integrity.

If the trident will reproduce smaller than a dime, replace it with the simplified mark for optimal readability. (SEE PAGE 5)

Spacing Rules

Maintain clear space equal to the height of the “T” in TITANS on all sides. No text, patterns, or imagery may enter this protected zone.



ALTERNATE LOCKUPS





WATERLOO



UNITED



TITANS

ALTERNATE LOCKUPS


TITANS
WATERLOO UNITED


WATERLOO
UNITED


UNITED
TITANS


WATERLOO

UNITED

TITANS


WATERLOO

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TITANS


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WATERLOO

UNITED

TITANS



Straight Lockups

Straight lockups pair the wordmarks in its uncurved form with the primary mark to create a clean, structured, and highly readable identity configuration. This straightforward presentation emphasizes stability, clarity, and a classic collegiate aesthetic, making it ideal for uniforms, signage, print materials, and any application where precision and legibility are essential.

Compared to the more expressive arc versions, straight lockups communicate a grounded and disciplined tone. Use these configurations when you need a traditional, professional, and no-nonsense representation of the Waterloo United brand.

If the trident will reproduce smaller than a dime, replace it with the simplified mark for optimal readability. (SEE PAGE 5)

Spacing Rules

Maintain clear space equal to the height of the “T” in TITANS on all sides. No text, patterns, or imagery may enter this protected zone.






WATERLOO



UNITED



TITANS



WATERLOO



UNITED



TITANS



WATERLOO



UNITED



TITANS



WATERLOO



UNITED



TITANS



WATERLOO



UNITED



TITANS



Horizontal Lockups

Designed for left-aligned, wide-format applications such as websites, scoreboards, digital banners, apparel labels, and facility signage. Built exclusively with the straight wordmark — arc wordmarks are not used in horizontal lockups. Prioritizes clarity, stability, and modern alignment.

Maintain fixed spacing and optical centering between mark and wordmark as defined.

If the trident will reproduce smaller than a dime, replace it with the simplified mark for optimal readability. (SEE PAGE 5)

Spacing Rules

Maintain clear space equal to the height of the “T” in TITANS on all sides. No text, patterns, or imagery may enter this protected zone.







Athletic Badge Lockup

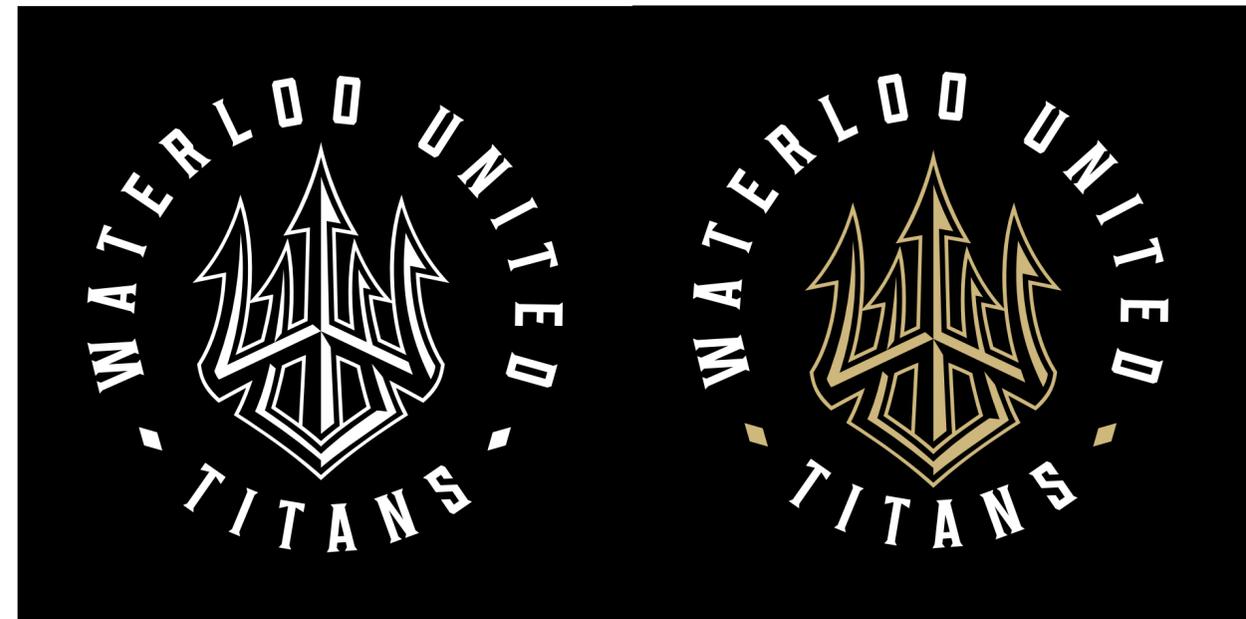
The Athletic Badge offers a bold, contained logo option for situations where a compact, emblem-style treatment is preferred. Similar in structure to the Academic Badge, this configuration pairs the trident or WU monogram with approved typography inside a circular or shielded form. However, unlike the academic version—which communicates formality, tradition, and institutional authority—the Athletic Badge carries a competitive, energetic tone suited for team environments.

This lockup is ideal for spirit wear, fan merchandise, practice gear, secondary athletic branding, decals, accessories, and promotional materials where an emblematic look enhances impact and recognition. It provides designers with a unified, self-contained mark that reproduces well across embroidery, patches, vinyl decals, and other small-scale or textured applications.

Use the Athletic Badge when a more decorative, team-focused expression of the Waterloo United identity is desired, while still adhering to core brand geometry.

If the trident within the badge is smaller than a dime, substitute the simplified mark to ensure maximum readability.





TYPOGRAPHY

WATERLOO UNITED TITANS



Typography

Typography gives Waterloo United its voice — bold, modern, and unified.

Primary Typeface — CC Ultimatum Bold

Used for headlines, uniforms, and athletic numbers. The official numeric set should be used for all Waterloo United athletic numbering: football fields, all dye sublimated jerseys, scoreboards, and branded signage. Its geometric, commanding design echoes the Titan’s discipline and the Trident’s precision.

Secondary Typeface — Proxima Nova (recommended)

Used for subheads, body copy, and administrative communication. Provides warmth and readability while complementing the precision of CC Ultimatum Bold. Acceptable alternatives for digital use include Montserrat or Gotham Book/Medium.

Avoid substitutions or decorative typefaces that compete with the primary brand style.

CCULTIMATUM BOLD

**ABCDEFGHIJKLMNO
PQRSTUVWXYZ
012345679**

Proxima Nova

Proxima Nova Black

**AaBbCcDdEeFfGg
HhIiJjKkLlMmNn
OoPpQqRrSsTtUu
VvWwXxYyZz
0123456789**

Proxima Nova Bold

**AaBbCcDdEeFfGg
HhIiJjKkLlMmNnO
oPpQqRrSsTtUuVv
WwXxYyZz
0123456789**

Proxima Nova Medium

AaBbCcDdEeFfGg
HhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvW
wXxYyZz
0123456789

COLOR

WATERLOO UNITED TITANS



Color Palette

Waterloo United’s color palette is crafted to evoke prestige, tradition, and competitive intensity. Each hue was intentionally selected to communicate the identity of a unified, future-focused athletic program while honoring the heritage of the community it represents.

The tones have been carefully refined to deliver maximum contrast, clarity, and energy across every environment — from stadium signage and embroidered apparel to social graphics, print collateral, and digital displays. These colors were tested for consistency, durability, and versatility to ensure they reproduce accurately whether on fabric, vinyl, or screen.

Together, the palette forms a powerful visual foundation that ties the program’s legacy to its modern identity and ensures the Titans look unmistakably strong in every application.

Obsidian Black

HEX: #000000

RGB: 0, 0, 0

CMYK: 0, 0, 0, 100

PMS: Black 6 C

Victory Gold (Vegas Gold Range)

HEX: #CFB87D

RGB: 207, 184, 125

CMYK: 20, 25, 60, 0

PMS: 4525 C

Foundry Gray

HEX: #A2A4A3

RGB: 162, 164, 163

CMYK: 19, 12, 13, 34

PMS 422 C

Blizzard White

HEX: #FFFFFF

RGB: 255, 255, 255

CMYK: 0, 0, 0, 0



Approved Usage (Print, Digital, Apparel)

Use only official, high-resolution or vector logos (.AI, .EPS, .PNG).

Maintain clear space around marks equal to the height of the “T” in Titans.

Ensure sufficient contrast for legibility.

Use official brand colors only.

On apparel, Victory Gold may appear as matte or metallic thread depending on material; metallic foil is reserved for premium applications only.

For uniforms:

Primary color bases: Obsidian Black or Blizzard White. Foundry Gray should be considered for alternate uniforms. Trim and highlight: Victory Gold

Digital content should reflect the same color balance and hierarchy established in print and apparel.

Restrictions / Don'ts

Do not distort, recolor, or re-proportion the logo.

Do not place marks on busy or low-contrast backgrounds.

Do not use unapproved effects (drop shadows, bevels, glows).

Do not retype the wordmark or substitute fonts.

Do not mix unofficial color combinations.

Do not use the Titan mascot in place of the Trident for official representation.

Do not apply logos to non-district materials or unrelated organizations.

Trademark / Copyright Usage & Licensing

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

Organizations and Vendors:

Must secure a licensing agreement with WCSD prior to producing any merchandise using the District's intellectual property.

Must adhere to all color, spacing, and reproduction guidelines.

May not alter or adapt marks without district consent.

Trademark Notice:

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Contact & Approval Process

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