



Visual Brand Guidelines

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BRANDMARKS

District Seal

This seal is the primary emblem for the district, representing all entities under the Washingtonville CSD umbrella. It should be used in official, district-wide communications for a unified and authoritative presence.

The seal clearly translates on light and dark backgrounds, ensuring flexibility across print and digital applications.



Signet

The Washingtonville CSD signet is a bold, athletic “W” for use in high-impact environments such as uniforms, apparel, fields, and spirit merchandise.

The simplicity and strength of the signet allows it to stand alone while still remaining unmistakably Washingtonville.

It’s available in four colorways for maximum flexibility across a variety of backgrounds. The signet should always be paired with a background such that both blue and yellow are present and that the outline contrasts with the background.



Wordmarks

The **primary** wordmark combines the signet with a stable, clear typographic treatment of the mascot name rather than the full district name. It should never take the place of the district seal but is instead a supporting brandmark that could be used in applications such as letterhead, signage, or district communications where clarity and recognition are essential.

The **secondary** wordmark introduces a more dynamic, arched composition for increased flexibility and visual energy. It is intended for less formal applications where a sense of excitement or movement is appropriate, such as promotional materials and spirit-focused designs.



Official Wizard

The Washingtonville Wizard mascot embodies the magic, energy, and impact the district brings into students' lives. The wizard's lightning bolt, held as a spear, symbolizes a competitive spirit, ambition, and a drive for excellence. A calm, grounded posture reinforces stability and strength across the school district and its athletic programs.

Use the full-color wizard whenever possible. Solid blue and black versions are available when production limits color.

ONE MASCOT, NO EXCEPTIONS

No other wizard graphics are permitted for use in district materials.



Athletic Wordmark

The athletic wordmark is reserved specifically for sports teams and athletic department use. Featuring a sharper, more aggressive typographic style, it conveys motion, competition, and intensity.

This mark should primarily be used in Washingtonville blue or yellow, although white or black are acceptable in unique cases.

This mark should not be used outside of athletic contexts.

**WASHINGTONVILLE
WIZARDS**

**WASHINGTONVILLE
WIZARDS**

Usage Guidelines

Each brandmark should be surrounded by the clear space indicated in the diagrams at right. The reference letter in each diagram represents the minimum clear-space unit for that mark.

Maintain that distance on every side. No text, imagery, or graphic element may enter this area, since crowding reduces clarity and weakens recognition.

All marks should maintain a minimum width of 1 inch, except for the signet, which may be shown as small as 1/4 inch.



COLORS

Brand Colors

Washingtonville CSD stays true to its heritage and school spirit with its signature blue and yellow.

These form the foundation of the visual identity and offer strong contrast when used together. Pure black and white provide flexibility across digital and print applications.

To ensure optimal contrast and accessibility, only the approved color combinations to the right should be used across all materials. Avoid using color pairings that reduce legibility or fall outside the recommended contrast standards, especially in instructional or informational materials.

Washingtonville Gold

Pantone 116 C

RGB: 255, 205, 0

CMYK: 0, 10, 98, 0

#FFCD00

Aa

Aa

Washingtonville Royal Blue

Pantone 286 C

RGB: 0, 50, 160

CMYK: 100, 80, 0, 12

#0032A0

Aa

Aa

White

RGB: 255, 255, 255

CMYK: 0, 0, 0, 0

#FFFFFF

Aa

Aa

Black

RGB: 0, 0, 0

CMYK: 0, 0, 0, 100

#000000

Aa

Aa

Official Color Specifications

Washingtonville Royal Blue

Pantone 286 C • HEX #0032A0 • RGB 0, 50, 160
CMYK 100, 80, 0, 12

Washingtonville Gold

Pantone 116 C • HEX #FFCD00 • RGB 255, 205, 0
CMYK 0, 10, 98, 0

Supporting Colors

Black

HEX #000000
CMYK 0, 0, 0, 100

White

HEX #FFFFFF
CMYK 0, 0, 0, 0

Color Usage by Application

Digital (Web/Screen)

Hex Codes
#0032A0 Blue
#FFCD00 Gold

Print (Professional)

Pantone & CMYK
286 C / 100, 80, 0, 12
116 C / 0, 10, 98, 0

Facilities (Signage)

Pantone Reference
286 C Blue
116 C Gold

Apparel (Uniforms)

Pantone Thread/Dye
286 C Blue
116 C Gold

Quick Reference Table

Application	Royal Blue	Gold
Digital	HEX #0032A0	HEX #FFCD00
Print	Pantone 286 C	Pantone 116 C
Facilities	286 C	116 C
Apparel	286 C Dye	116 C Dye
Web	RGB 0, 50, 160	RGB 255, 205, 0
CMYK	100, 80, 0, 12	0, 10, 98, 0

TYPOGRAPHY

Typefaces

Washingtonville’s typography system is designed to be clear, flexible, and consistent across all platforms and applications. The display typeface, **Moul**, is used for large headlines, banners, and high-impact moments where visual emphasis is needed.

Avenir serves as the primary design typeface and should be used in environments that support custom fonts, including web and print materials.

Gill Sans is the websafe font for use in desktop applications, ensuring predictable and consistent use when Avenir is unavailable.

Together, this typography system balances expressiveness, readability, and accessibility across district communications.

Display
Moul
Regular

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy
Zz @ # \$ % ^ & {} [] () * _ . , ;**

Design
Avenir
Black
Headlines, Buttons

**Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz @
\$ % ^ & {} [] () * _ . , ;**

Avenir
Medium
Subheaders

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
@ # \$ % ^ & {} [] () * _ . , ;

Avenir
Book
Body Copy

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
@ # \$ % ^ & {} [] () * _ . , ;

Websafe
Gill Sans
Semibold
Headlines, Buttons

**Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
@ # \$ % ^ & {} [] () * _ . , ;**

Gill Sans
Regular
Subheaders, Body Copy

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
@ # \$ % ^ & {} [] () * _ . , ;

Hierarchy

Consistent hierarchy ensures a clear and legible reading experience across all materials. Display, design, and websafe fonts should be applied according to the examples shown, maintaining proper scale, spacing, and weight relationships. Adhering to this hierarchy supports clarity, accessibility, and a cohesive visual voice throughout district communications.

Display

Moul

SHORT PAGE TITLE

Design

Avenir

Headlines look like this.

Secondary headlines are smaller underneath.

This is the body copy, which needs to be legible in long blocks no matter the setting. This is the body copy, which needs to be legible in long blocks no matter the setting. This is the body copy, which needs to be legible in long blocks no matter the setting. This is the body copy, which needs to be legible in long blocks no matter the setting. This is the body copy, which needs to be legible in long blocks no matter the setting. This is the body copy, which needs to be legible in long blocks no matter the setting.

BUTTON 1

BUTTON 2

Websafe

Gill Sans

Headlines look like this.

Secondary headlines are smaller underneath.

This is the body copy, which needs to be legible in long blocks no matter the setting. This is the body copy, which needs to be legible in long blocks no matter the setting. This is the body copy, which needs to be legible in long blocks no matter the setting. This is the body copy, which needs to be legible in long blocks no matter the setting. This is the body copy, which needs to be legible in long blocks no matter the setting. This is the body copy, which needs to be legible in long blocks no matter the setting.

ILLUSTRATIVE TYPE-HIERARCHY SAMPLE



WHERE EVERY PATH LEADS TO PURPOSE