WESTERVILLE CITY SCHOOLS

VISUAL GUIDELINES

TANDEM CREATIVE GROUP | MAY 2026

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ABOUT THE GUIDE

This guide has been formed to lay out the complete collection of elements that consist of our visual identity in order that we can consistently and correctly implement them.

Distribute and share this with and employees, contractors, or other individuals that may be creating or viewing brand materials as well as anyone who would benefit from being familiar with the visual presence of our brand.

PART 1

WESTERVILLE CITY SCHOOLS LOGOS

It goes without saying that our logo in it's different variations is very important to our identity. Thinking of our brand identity as a person, our logo would be the face. It may not be the most important part but it's probably what people are going to remember and identify us by.

PRIMARY LOGO

Of the variations, the primary logo is the most prominent. It is what we will be identified by and use most of the time.

This is the most solid and complete of the different iterations and the other versions are provided as options for abnormal spaces or use cases. Our primary logo is what to put at the forefront whenever possible. Also shown in Black and White.









SECONDARY LOGOS

Our secondary logo is key for versatility. This gives us an equally recognizable yet adapted format that will be useful for different spaces where it is more fitting.

The primary logo should be used more often but, our secondary is a great alternative.

WESTERVILLE
CITY SCHOOLS

WESTERVILLE
CITY SCHOOLS



WE ARE THE 'VILLE

USED FOR SPORTS ONLY

WESTERVILLE CITY SCHOOLS

WESTERVILLE CITY SCHOOLS

LOGO MARK

Almost as key as the primary logo is our logo mark which is what will come into play in smaller more simplistic spaces.

Thinking of a profile picture or website favicon, our other logo variations would not be legible at those small scales. A more simplified mark to identify us by is needed for these scenarios and so it’s important to use our logo mark when it’s called for.



SPACING | COLORING | VIOLATIONS

PART 2

LOGO USAGE

It doesn’t just take having a logo to have an effective visual identity, it also means using it well. After recieving design deliverables, there are some key aspects to use them correctly and mistakes to avoid so that your visual identity can shine.

PROPER SPACING

An easy misstep when implementing a logo is to misjudge the spacing needed around it. However there is a simple solution to avoid your logo being overcrowded. Below you can reference the specific guides for the amount of spacing to implement at the minimum.



NOTE:

This is recommended as the minimal amount of space allotted around the logo and often there will be much more. But use this as a guide when in tight spaces.

LOGO VIOLATIONS

Maintaining the integrity of our logo means to be careful of misuse cases. Staying in line with best practices will build consistency and maintain clear identifiable presence for our brand.





Do not create new color layouts for the logo or display in unbranded colors.



Do not add a drop shadow to the logo.



Do not stretch or warp the logo



Do not outline the logo.



Do not rearrange the logo into a new variation.

PART 3

COLOR

Our colors define our presence in a very unique way. The human eye recognizes color before anything else and having signature colors consistently used in your visual identity can build impactful recognition. The guidelines to our presence through colors are laid out here.

PRIMARY
Hex: #005596
CMYK: 100, 58, 0, 21
RGB: 0, 85, 150
Spot: PMS 294

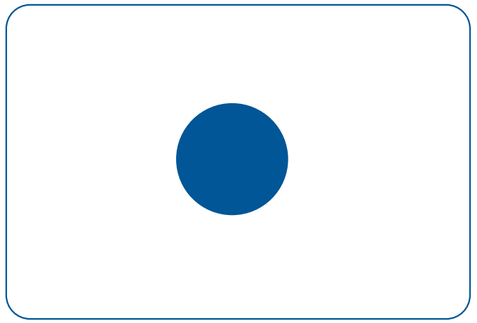
PRIMARY
Hex: #FFFFFF
CMYK: 0, 0, 0, 0
RGB: 0, 0, 0
Spot: True White

WEBSITE ONLY
Hex: #E6E1DA
RGB: 230, 225, 218

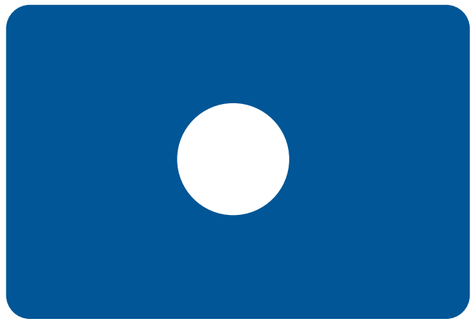
SECONDARY
Hex: #003767
CMYK: 100, 55, 0, 55
RGB: 0, 55, 103
Spot: PMS 540C

COLOR PAIRINGS

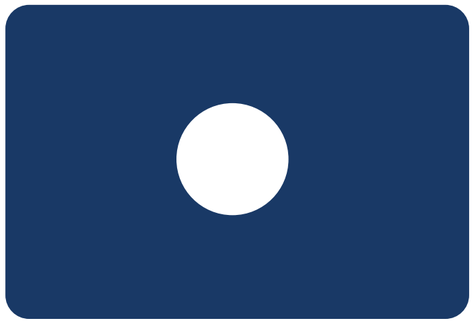
While color guidelines have been introduced in the previous pages, this section provides a more comprehensive reference for approved color combinations. Maintaining sufficient contrast between colors is essential for readability, usability, and accessibility, ensuring content remains clear and legible for all users across different viewing conditions. The star labels indicate each combination's contrast rating based on WCAG standards. Use the guide below to determine which color pairings are appropriate for specific applications and to help ensure accessible, easy-to-read designs.



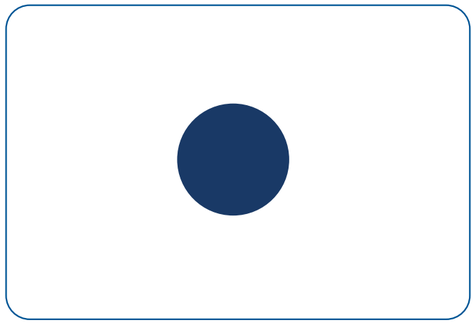
Used for large and small text and graphics.



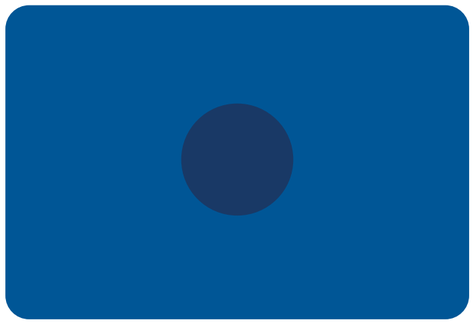
Used for large and small text and graphics.



Used for large and small text and graphics.



Used for large and small text and graphics.



Used for subtle decorative background graphics



Used for subtle decorative background graphics

COLOR HIERARCHY

Some colors are more prominent in our palette and some should be used more sparingly. The ratio of color displayed here reflects the amount to be shown in application. Our primary colors should consistently be a more prominent presence and our secondary hues should be accents and never dominate over the primary palette



COLOR VIOLATIONS

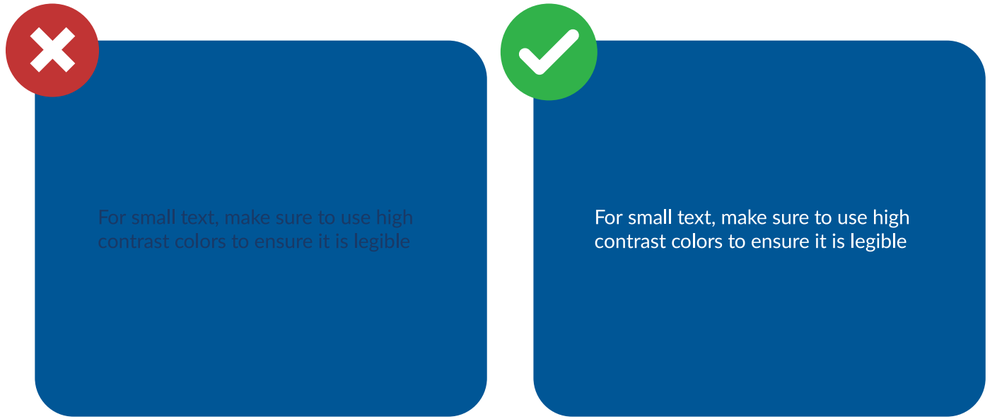
Following the rules laid out here will further maintain the integrity of our identity and ensure accessibility with contrast as well as aligned aesthetics which have a strong impact on our brand's presence.



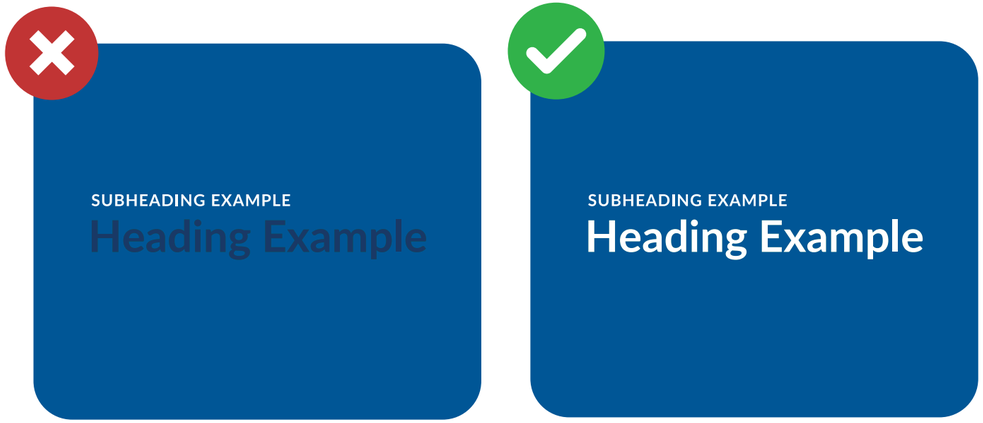
Don't implement outside colors into the identity



Don't use undesignated color combinations. These will often result in a harsh, uncomplimentary look



For small text, make sure to use high contrast colors to ensure it is legible



Maintain the proper color hierarchy making sure the proper colors are at the forefront and others are less prominent

PART 4

TYPOGRAPHY

As with all else, type needs to maintain consistency as well. Our fonts are selected to reflect our personality and using them intentionally and skillfully is necessary to properly support the intended message in the design.

TYPOGRAPHY STYLING

Our font selections are laid out here. The general sizing guidelines should reflect the display on the right. Our heading should always be the largest and most prominent piece and our body and subheading should trickle down naturally in size from that.

As a rule, for anything longer than a sentence, you'll typically apply body formatting. With headings and subheadings, these will be shorter more prominent elements and then highlights will be scarcely used attention-grabbing text.

HEADING
LATO BOLD
Weight | BOLD
Tracking | 0

SUB HEADING
LATO BOLD
Weight | BOLD
Tracking | 0

BODY
Lato Regular
Weight | Regular
Tracking | 0

HIGHLIGHT
Lato Semi-Bold Italic
Weight | Italic
Tracking | 0

SUBHEADING EXAMPLE

HEADING EXAMPLE

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HIGHLIGHT EXAMPLE

TYPOGRAPHY VIOLATIONS

Misuse in typography can lead to confusion and clutter in brand materials. Avoiding these missteps will keep us aligned with a strong typographic identity.

LOREM IPSUM DOLOR SIT AMET, CON-

Do not use the heading typeface for long sections of text.

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Do not have sections of body text longer than 3 lines centered

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Do not have long unbroken areas of text. These are overwhelming and the audience will not read it.

LOREM IPSUM

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TYPOGRAPHY VIOLATIONS

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UT WISI ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERCI
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ALIQUIP EX EA COMMODO CONSEQUAT. DUIS AUTEM VEL
EUM IRIURE DOLOR IN HENDRERIT IN VULPUTATE VELIT

Do not format body text in all caps. This makes it challenging to read.

SUBHEADING EXAMPLE

Heading Example

Do not crowd the text. Just like our logo elements, make sure to reserve breathing room around the edges of each piece of text.

SUBHEADING EXAMPLE

Heading Example

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit

Maintain proper sizing proportions as seen on the previous page.

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SUBHEADING EXAMPLE

Heading Example

SUBHEADING EXAMPLE

Heading Example

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CONTACT

With any questions about this guide, please consult TANDEM CREATIVE GROUP.

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