Wooster City
School District
Inspiring World-Class Academic Achievement

BRAND
STANDARDS
GUIDE

Revised: May 2018

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INTRODUCTION

The following Brand Standards Guide outlines the correct use of the Wooster City School District (WCSD) brand elements, including the logo, colors and fonts. It is critical that all departments within the district, as well as outside vendors, follow this guide to ensure accurate brand representation of the WCSD.

ELECTRONIC FILES OF APPROVED LOGOS

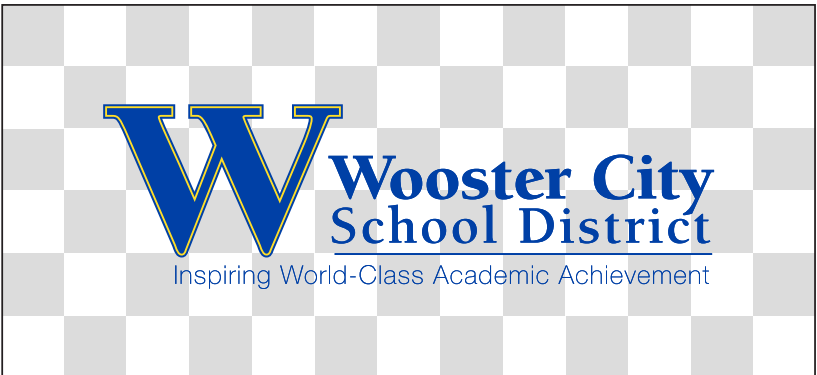Electronic files in the following formats are available:
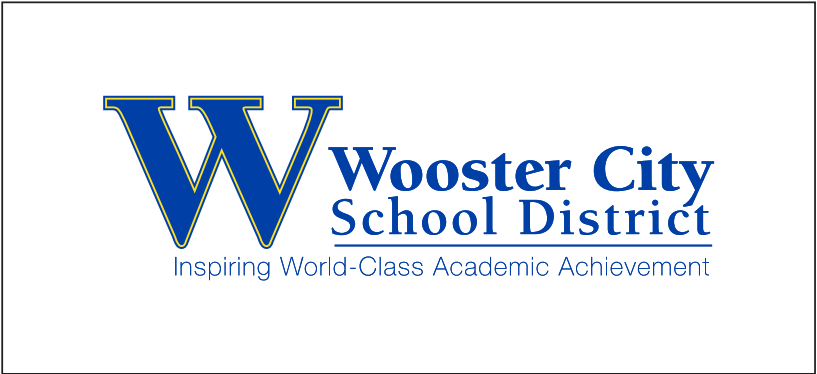
.jpeg *(Used on white backgrounds)*
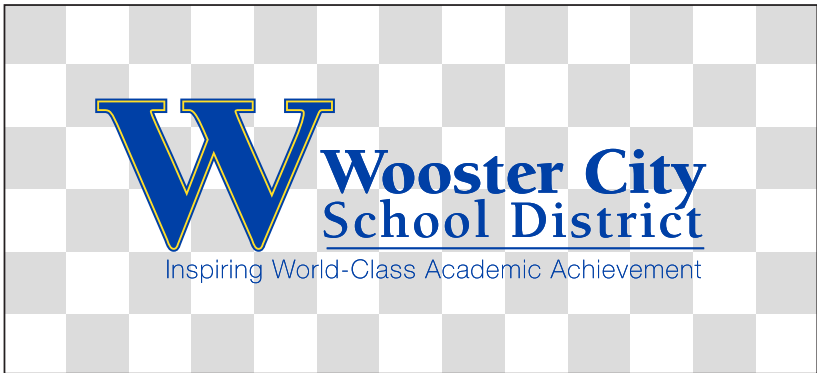
.png *(Used on colored backgrounds)*

.eps *(Vector art used for printing on clothing, large banners and signage, etc. Vector art is usually used for professional printing.)*
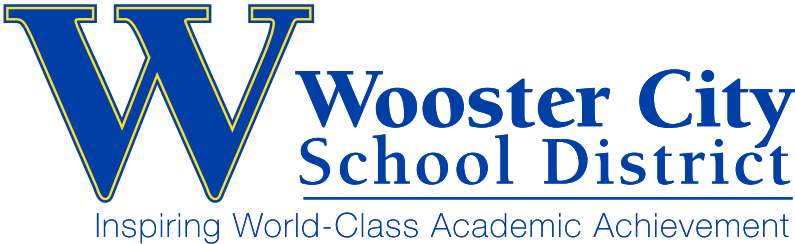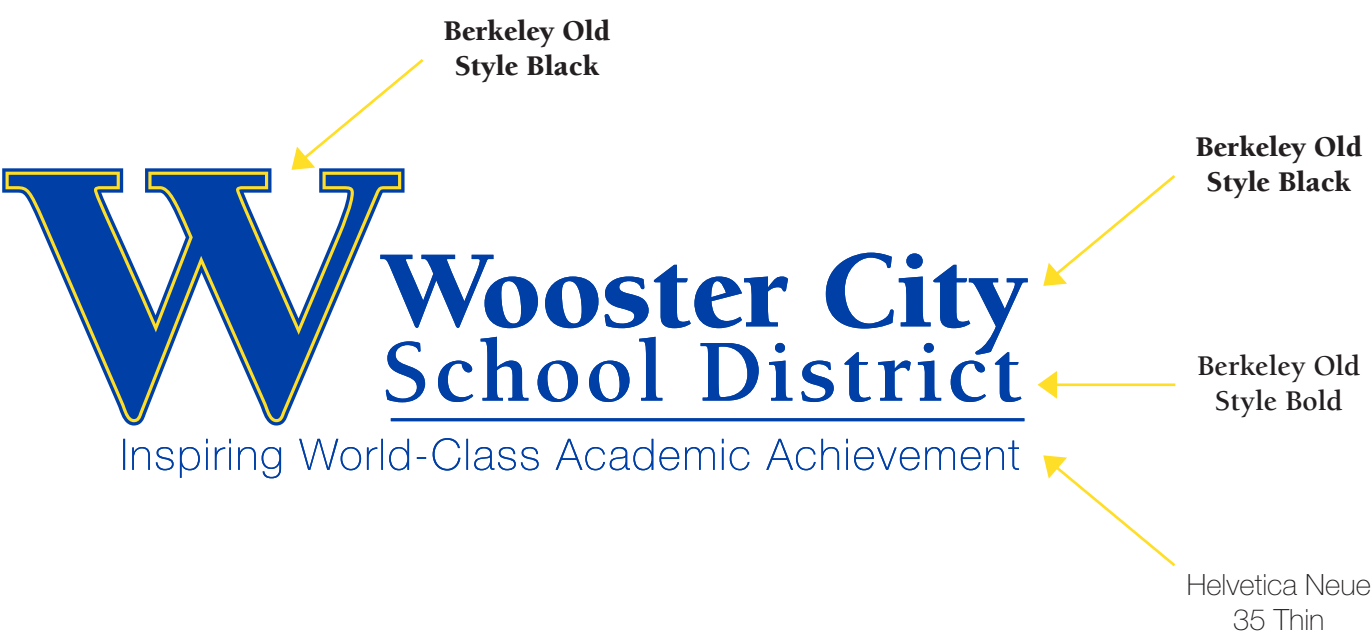
The files include all versions of the logo outlined in this guide. Original art should always be used when possible.

APPROVED DISTRICT LOGO

The image below is the official approved logo of the WCSD. This logo should be used on all official school documents and electronic communication, such as stationary, forms, promotional materials, website, etc. The logo can also be used without the tagline, and in some cases, the W can be used by itself to represent the district.
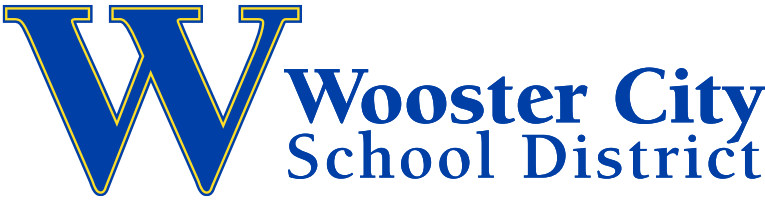
TAGLINE

The official WCSD tagline is:

Inspiring World-Class Academic Achievement. The tagline should only be used when included in the full, approved district logo shown below. The placement of the tagline in the logo should not change.

Berkeley Old Style Black

Berkeley Old Style Black

Berkeley Old Style Bold

Helvetica Neue 35 Thin

Full logo

W only

No tagline

APPROVAL PROCESS

Any use of the WCSD brand must be approved by an administrator. When using any of the brand elements, please adhere to the following process:

- **Reference this Brand Standards Guide to ensure proper usage of district brand elements.**
- **Once the initial design or use of the brand elements is complete:**
  - **Send the file to your building principal if you are a teacher or staff member**
  - **Send the file to the athletic director if you are a coach or on the coaching staff**
- **In most cases, the administrator will be able to grant approval. If not, or if there is a question about the use of the brand, the file will be sent to central office for final approval.**

FONTS

The official font used in the WCSD approved logo is **Berkeley Old Style Black** and **Berkeley Old Style Bold**. "Wooster City" is Berkeley Old Style Black. "School District" is Berkeley Old Style Bold and its tracking is set to 45. The tagline is Helvetica Neue Thin with its tracking set at 45. This font should be used on all official documents throughout the district.

There are cases, especially when creating promotional materials for the district, that other fonts can and should be used. These will be approved on a case-by-case basis following the approval process outlined on page 3.

Berkeley Old Style Black

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 . , ; ' "

Berkeley Old Style Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 . , ; ' "

Helvetica Neue 35 Thin

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 . , ; ' "

CLOTHING

If the approved WCSD logo is being used on clothing:
- It should be placed on the chest and/or on the sleeve if used on a polo shirt, t-shirt, sweatshirt, etc.
- The logo should be placed on the front if used on a hat

APPROVED COLORS

Pantone 293 C (blue) and Pantone 107 C (yellow) are the approved colors of the WCSD and are key elements in supporting the WCSD brand.

PMS 293 C	PMS 107 C	White	Black
RGB 0, 61, 166	RGB 253, 224, 33	RGB 255, 255, 255	RGB 0, 0, 0
Base Color	**Base Color**	**Base Color**	**Accent Color**

Similar

1: PMS 286 3: PMS 300 5: PMS 2945
2: PMS 2935 4: PMS 301 6: PMS 3005

1 2 3 4 5 6

Similar

1: PMS 100 3: PMS 108 5: PMS 115
2: PMS 101 4: PMS 109 6: Pantone Yellow

1 2 3 4 5 6

Official Color	Pantone Code	Web	Process (CMYK)
Blue	PMS 293 C	#0057B8	C=100 M=80 Y=12 K=3
Yellow	PMS 107 C	#FFEC2D	C=3 M=7 Y=95 K=0
White	White	#FFFFFF	C=0 M=0 Y=0 K=0
Black	Black	#000000	C=0 M=0 Y=0 K=100

LOGO GUIDELINES AGAINST BACKGROUND COLORS

It most cases, the logo should be used against the following background colors: blue, yellow, white or neutrals such as gray/silver.

If used against black, the white version of the logo should be used.

ONE-COLOR, WHITE AND GRAYSCALE LOGOS

When a one-color logo is needed, always use the version that is the approved blue (PMS 286 C), shown below. Many times, a one-color logo is need for clothing, pens, stationary, etc.

In addition, many official district documents are printed only in black and white. In this case, it is appropriate to use the grayscale version of the logo.

Some occasions may also call for the use of a white, or reverse, version of the logo. Again, this could be used on pens, pencils, clothing, etc. The white version of the logo can be found with the other electronic file formats.

MUSIC DEPARTMENT BRAND ELEMENTS

The music department has its own logo that should be used only for music department purposes only.

All brand guidelines in regard to fonts and colors apply for the Music Department logo as well. The district tagline should not be included.
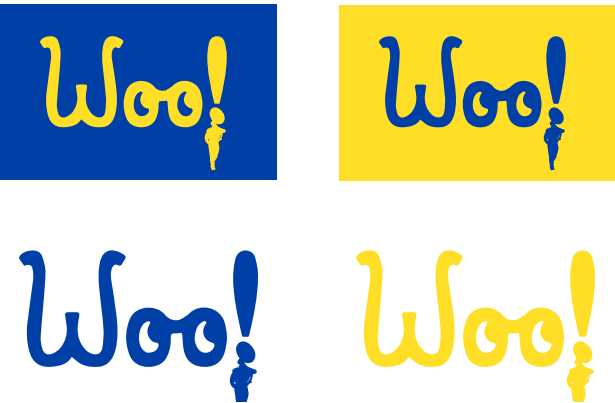
The Marching Band also uses the Script Woo logo. Again, this should only be used for music purposes and meet all brand guidelines with the exception of the font.
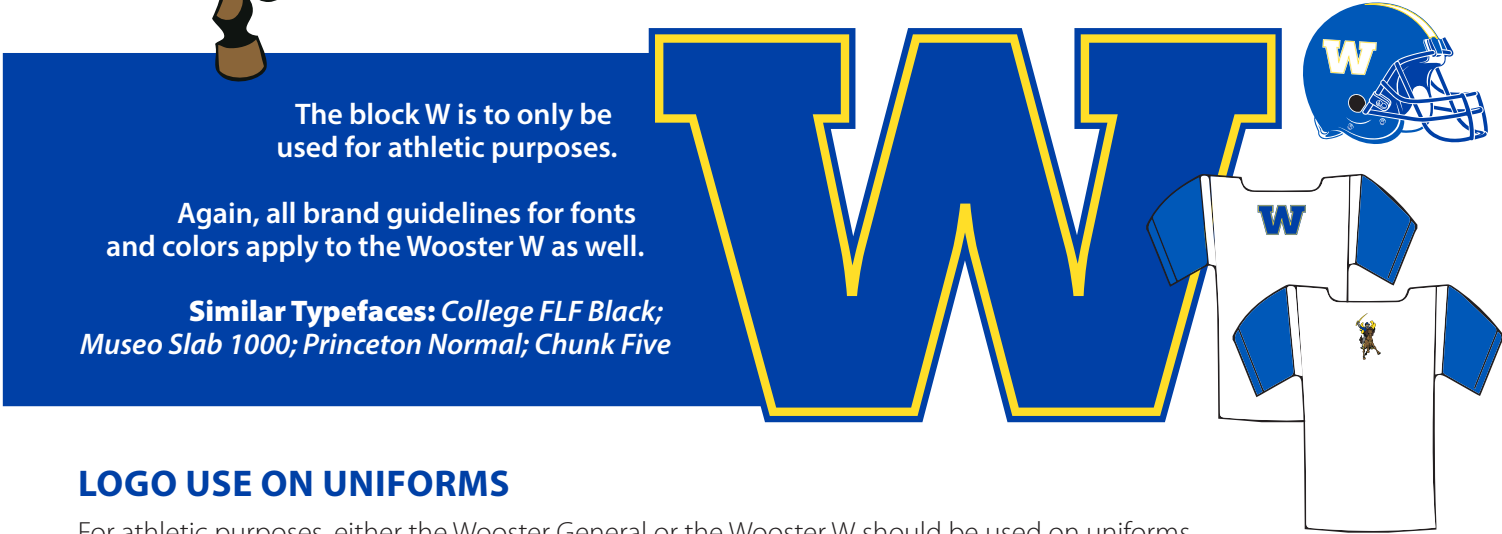

The Wooster W can also be used for music purposes.

ATHLETIC BRAND ELEMENTS

The Wooster General should only be used for athletic purposes. It should not be used on any official documents related to academics, clubs or activities.

All brand guidelines in regard to fonts and colors apply for the Wooster General as well. The tagline should not be included.

The block W is to only be used for athletic purposes.

Again, all brand guidelines for fonts and colors apply to the Wooster W as well.

Similar Typefaces: *College FLF Black; Museo Slab 1000; Princeton Normal; Chunk Five*

LOGO USE ON UNIFORMS

For athletic purposes, either the Wooster General or the Wooster W should be used on uniforms. The logo should be placed on the chest or on the helmet, using the approved WCSD colors and fonts. Additionally, at away games, all uniforms/jerseys should say Wooster. At home games, the uniforms/jerseys should say Generals.

SPIRIT WEAR

The Wooster General and Wooster W can also be used for spirit wear. All spirit wear must go through the official approval process and follow the brand standards for color and font usage.

APPROVAL PROCESS
Any use of the WCSD brand must be approved by an administrator. When using any of the brand elements, please adhere to the following process:
• Reference this Brand Standards Guide to ensure proper usage of district brand elements.
• Once the initial design or use of the brand elements is complete:
  - Send the file to your building principal if you are a teacher or staff member
  - Send the file to the athletic director if you are a coach or on the coaching staff
• In most cases, the administrator will be able to grant approval. If not, or if there is a question about the use of the brand, the file will be sent to central office for final approval.