



WESTSIDE
COMMUNITY SCHOOLS

BRAND STANDARDS



Index

2	BRAND OVERVIEW
3	BRAND VALUES
4	BRAND VOICE
5	LOGO TREATMENTS
6	COLOR PALETTE
7	LOGO USAGE
10	TYPOGRAPHY
11	SYMBOL USAGE
12	TAGLINE USAGE
13	DEPARTMENT LOGOS
14	DISTRICT LOGO LOCKUPS



Brand Overview

A brand is not a logo or tagline. It's how community members, families, employees and the general public perceive us and the services we provide. It's what they think and feel when they hear our name. Westside Community Schools is a brand that embodies the characteristics of Community, Innovation and Excellence. We've built a reputation for reinvesting in our school system as opposed to expanding. There is a long tradition of forward-thinking, inclusivity, technological integration and thought leadership. There is also a unique and overwhelming sense of pride in the way the district talks about itself, both in regard to its current state and its storied history. The visual elements of the WCS brand were designed to convey and reinforce those qualities and position us for the future. Therefore, they need to be consistent in look and voice in every communication.

Brand Strengths

For generations, Westside Community Schools has proven itself as an educational leader and as a district of "firsts." We have a 75-year history of innovation and forward-thinking academics. Since the district is landlocked, we place a higher emphasis on the importance of community engagement and working collaboratively to support all students. WCS is uniquely positioned to reinvest in its district, providing more opportunities for modern renovations and technological advancements. There is an unwavering dedication to excellence and meeting the needs of every student, no matter what their career path may be. When you combine these strengths with quality leadership and vision, Westside Community Schools is poised for success for many years to come.

It's important that those who work with the brand have a shared understanding of the visual elements. To that end, the specifications outlined in this guide should be followed rigorously in order to ensure our visual branding creates a positive, professional and lasting impression in the minds of those who view them.



Brand Values

Westside Community School's brand values help define and shape our messaging. They include the guiding principles that drive our culture, vision and mission. Our key brand values are:

Community – Since Westside Community Schools was founded, community involvement, input and relationships have been key to its success. The small geographic footprint and landlocked nature of the district create a defined border for the Westside area, which means there are no spit allegiances between competing schools in the community.

Innovation – Westside is a district of firsts, constantly innovating to create programs that meet the needs of a wide range of learners and their families.

Excellence – Westside Community Schools take pride in their continuing effort to lead the way in educational excellence. This is reflected in our world-class faculty and facilities as well as our dedicated district leadership.

There are also secondary brand values that reflect Westside Community Schools' voice and image, including:

Tradition • Pride • Reinvestment

Brand Voice

In addition to our visual identity, how we sound influences how we're perceived. So it's important to understand who we are and how we speak before we address our audiences.

At Westside Community Schools, we produce a substantial amount of written communication across a variety of audiences. No matter who we are talking to, our voice and personality are integral components of our writing and should always remain consistent.

The way in which we write (or speak) is an opportunity to convey and promote our brand personality.

Community-Centered • Innovative • Educational Leader • Inclusive

.....

Many of the words used to describe our school system reflect our true brand image and help shape our identity.

Innovative

Welcoming

Accommodating

Authoritative

Dedicated

Professional

Forward Thinking

Proud

Inclusive

Leader

Trusted

Diverse

Holistic

Passionate

Westside Tone

- Be positive and optimistic
- Be natural and genuine
- Be direct, transparent and plain-spoken
- Be friendly and helpful
- Be intelligent and informative

Name Usage

In order to avoid confusion between Westside High School and the Westside school district, the name "Westside Community Schools" should be used in the first mention of any document. Any subsequent mentions may use "WCS." In addition, all schools should use the full name when first mentioned. Subsequent references can use a shortened version. The high school should be referred to as WHS and the middle school WMS.

Logo Treatments

PRIMARY LOGOS



VERTICAL

Use this primary four-color version of the logo whenever possible.



HORIZONTAL

Use this logo when space limitations require its use, as in a horizontal layout or instances where a vertical logo does not conform to the overall design.

SYMBOL ONLY



Use only as a design element. It never should be used without the full logo located nearby.

Color Palette

The CMYK, RGB and HEX breakdowns are provided for the Westside District family of colors. These color formulas must be adhered to on all platforms.

PRIMARY COLORS



C M Y K
0 92 77 22

R G B
200 16 46

H E X
C8102E



C M Y K
0 0 0 100

R G B
35 31 32

H E X
231F20

SECONDARY ACCENT COLORS

To increase design options, yet still stay within the brand lexicon, a palette of secondary accent colors is available. These colors can be used on all materials, but only in a complementary capacity. The colors of the primary palette should still be prominent on any collateral piece.



C M Y K
36 28 27 0

R G B
167 169 172

H E X
A7A9AC



C M Y K
8 6 6 0

R G B
230 231 232

H E X
E6E7E8

Logo Usage

For consistency, PNG files should be used in all cases. If you have questions or need the proper file types, please contact the communications department.



FULL COLOR

Use the full-color logo whenever possible. It should always be your primary option.



GRAYSCALE

Use of the logo in grayscale is allowed when conditions exist with limited color options.

The Frame and Star Points are 100% black.

"W" is 50% black.

Text is 100% black.



ONE-COLOR BLACK OR ONE-COLOR WHITE

Use of the logo in solid black or solid white reverse is allowed on fields of color. The logo must have maximum readability and contrast. Reverse with a red "W" is also acceptable.

Logo Usage



**FULL COLOR
ON PHOTO**

Use this option when colors do not interfere with readability.



ONE COLOR ON PHOTO

Use the one-color option when full color would interfere with readability.

Logo Usage

LOGO ON BACKGROUNDS

Utilize the full-color logo whenever possible. Use your discretion when using the logo on specific colored backgrounds in order to maximize readability. Reference the examples below.



NOT ACCEPTABLE



ACCEPTABLE

Typography

PRIMARY TYPEFACE

Ingra is Westside's primary font used in all branding and collateral materials. All weights available are acceptable for usage.

Ingra Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#%&^*()

Ingra Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#%&^*()

Ingra Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#%&^*()

Ingra Extra Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#%&^*()

AUXILIARY TYPEFACE (FALLBACK)

Use Calibri when Ingra is not available. All weights available are acceptable for usage.

Calibri Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#%&^*()

Calibri Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#%&^()*

Calibri Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#%&^*()

Calibri Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#%&^*()

Symbol Usage

The "Westside Star" symbol in the logo may be used as a graphic element in the following situations:



As a watermark background



As a watermark background



As a complementary design feature



As a central design feature



As a complementary design feature



As a central design feature

Tagline Usage



TAGLINE ON VERTICAL LOGO

"Community • Innovation • Excellence" should always be in upper case Ingra Extrabold and in red. It should always be positioned under the words "COMMUNITY SCHOOLS" as shown.



TAGLINE ON HORIZONTAL LOGO

"Community • Innovation • Excellence" should always be in upper case Ingra Extrabold and in red. It should always be positioned under the words "COMMUNITY SCHOOLS" as shown.



TAGLINE SIZE LIMITS

Remove tagline if logo text is 1 1/2 inch or less in width.



Department Logos



DEPARTMENT ON VERTICAL LOGO

Department name should always be in upper case Ingra Extrabold and in red. It should always be positioned under the words "COMMUNITY SCHOOLS" and the grey bar as shown.



DEPARTMENT ON HORIZONTAL LOGO

Department name should always be in upper case Ingra Extrabold and in red. It should always be positioned under the words "COMMUNITY SCHOOLS" and the grey bar as shown.

District Logo Lockups

Both versions of this logo setup are acceptable. All of the brand attributes apply to this logo.



CIRCLE LOCKUP



HORIZONTAL LOCKUP