WAUKEE
COMMUNITY SCHOOL DISTRICT

DISTRICT LOGO STYLE GUIDE

COMMITMENT
Waukee Community School District is committed to the individual growth of each student. Our students excel with the comprehensive programming we are able to offer all students in the areas of academics, activities, arts and athletics.

CONCEPT
- Waukee purple signifies the district's history.
- Chartreuse green represents district innovation.
- Gray symbolizes our focus on fiscal integrity.
- Light purple conveys the district's ability to grow and adapt with the community.

The overall design illustrates how Waukee, West Des Moines, Clive, Urbandale and surrounding areas come together to create Waukee Community School District. As a district, we honor individual differences, while working together to do what is best for all students. When the five pieces are brought together, they create W's (Waukee Community School District). Together we create Waukee.

WHY A STYLE GUIDE?
Waukee Community School District's style guide has been developed to establish a consistent and solid visual identity both internally and externally. It is important that the standards set in this style guide are carefully read and understood before beginning production on any district material. When working with outside agencies/vendors, please make sure to review our district standards with them before any materials are produced.

WHO IS THE DISTRICT STYLE GUIDE FOR?
The district style guide is for all persons involved in any phase of designing, ordering and producing collateral or promotional material branded as Waukee Community School District. Thank you in advance for your cooperation.

CONTACT INFO
If you have any questions regarding these guidelines or would like to request artwork, additional information or licensing options please contact the Executive Director of Communications.

Amy Varcoe, Executive Director of Communications
avarcoe@waukeeschools.org
515.987.5161

GENERAL RULES FOR USE OF DISTRICT LOGOS INCLUDE:

- So that Waukee Community School District can maintain the brand integrity of its identity, it is mandatory that all logos be applied as indicated in the style guide without modification.

- All artwork should be approved by the communications coordinator before printing.

- Use of the logos and trademarks, and any messages, graphics or designs with the logo may not conflict with the mission, vision, values, goals, objectives or policies of the Waukee Community School District.

- Promotional use must be in compliance with all state and federal laws governing the school district.

- A logo may not be used to disparage or taunt other schools.

- The school district reserves the right to order any company, individual or organization to immediately cease and desist use of a logo, or to deny use of its logos to any individual, company or organization for any reason, but especially to those:

  - who violate the rules noted within board policy, those in the logo use guide or in the licensing agreements

  - whose products are deemed inappropriate for minors by the district or by law

  - whose advertising or promotion is deemed inappropriate by the school district

  - who make inappropriate or fraudulent claims or offers as determined by the school district

  - which are under investigation or are not in good standing in the community

  - who have engaged in activities or events have transpired with which association would be detrimental to the reputation of the school district

- Waukee Community School District reserves the right to request submission of designs for approval at any time during the licensing agreement.

- Waukee Community School District reserves the right to require tagging of merchandise in its local program. As of the time of this printing, tagging is not required through the local program.

The district logo was designed to visually express who we are and what we represent. The design illustrates how Waukee, West Des Moines, Clive, Urbandale and surrounding areas come together to create Waukee Community School District. As a district, we honor individual differences, while working together to do what is best for all students. When the five pieces are brought together, they create W's (Waukee Community School District). Together we create Waukee.

The figure to the left shows the preferred district logo. Our logo consists of:

Element A: Icon (PMS 2607, PMS 7446, PMS 382 and PMS Cool Gray 8)

Element B: Logotype (PMS Cool Gray 8 and PMS 7446)

WAUKEE
COMMUNITY SCHOOL DISTRICT

WAUKEE
COMMUNITY SCHOOL DISTRICT

When the preferred logo will not work in an application or design, the logos on left may be used in its place.

These logos must be used as shown. Do not try to re-create, scan or screen capture the logo. Use of the provided artwork will ensure the highest level of quality, accuracy and consistency in all applications. You can contact the Communications Department for electronic art files of any logo.
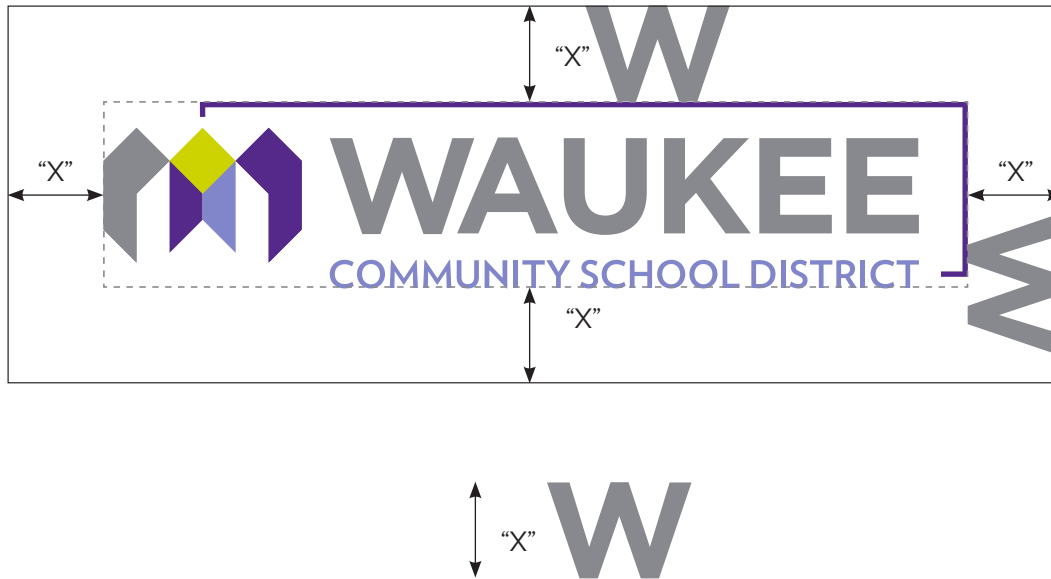
The height of the W is a reference for the minimum suggested spacing around the logo.

ELECTRONIC USE

The graphic standards in this booklet apply to electronic media as well as traditional print production. To maintain the integrity of the district logo when working electronically, always move the logo as a complete graphic element without separation of elements. Use your software's appropriate resize tool to maintain the logo's original proportions. Never drag or "stretch" the logo when trying to move or resize.

SAFE ZONE

Each logo has an established safe zone. This safe zone is the height of the "W" and is intended to maintain the logo's integrity and avoid visual confusion. No other type or graphic element should fall within the safe zone shown. This applies to all versions of the logo. It is important for the district logo to maintain its own presence and message; crowding of the safe zone would affect the presentation of the logo.
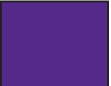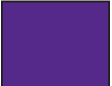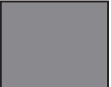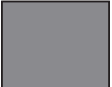
5 inches

While the district logo is clean and reproduces well down to small sizes, it is necessary to maintain readability. Logos should be no smaller than one and a half inches in width. On a typical 8.5 inch x 11 inch sheet, keep logos no larger than five inches in width. Please monitor your application/design for integrity and quality of reproduction.

1.5 inches

DISTRICT COLOR PALETTE

PRIMARY PALETTE

2607 C — Coated Paper
2607 U — Uncoated Paper

CMYK EQUIVALENT
(for four-color process)
Cyan 83%
Magenta 99%
Yellow 0%
Black 2%

RGB EQUIVALENT
(for web, multimedia and MS Office applications)
Red 80
Green 7
Blue 120

WEB COLOR
(for web use)
500778

CG8 C — Coated Paper
CG8 U — Uncoated Paper

CMYK EQUIVALENT
(for four-color process)
Cyan 23%
Magenta 16%
Yellow 13%
Black 46%

RGB EQUIVALENT
(for web, multimedia and MS Office applications)
Red 136
Green 139
Blue 141

WEB COLOR
(for web use)
888B8D

SECONDARY PALETTE

7446 C — Coated Paper
7446 U — Uncoated Paper

CMYK EQUIVALENT
(for four-color process)
Cyan 50%
Magenta 46%
Yellow 0%
Black 0%

RGB EQUIVALENT
(for web, multimedia and MS Office applications)
Red 137
Green 134
Blue 202

WEB COLOR
(for web use)
8986CA

382 C — Coated Paper
380 U — Uncoated Paper

CMYK EQUIVALENT
(for four-color process)
Cyan 28%
Magenta 0%
Yellow 100%
Black 0%

RGB EQUIVALENT
(for web, multimedia and MS Office applications)
Red 196
Green 214
Blue 0

WEB COLOR
(for web use)
C4D600

7540 C — Coated Paper
433 U — Uncoated Paper

CMYK EQUIVALENT
(for four-color process)
Cyan 41%
Magenta 28%
Yellow 22%
Black 70%

RGB EQUIVALENT
(for web, multimedia and MS Office applications)
Red 75
Green 79
Blue 84

WEB COLOR
(for web use)
4B4F54

Unwavering use of the system color scheme is another way of preserving the design integrity. The Pantone colors for the district are PMS 2607, PMS Cool Gray 8, PMS 7446, PMS 382 and PMS 7540 for coated paper stock applications. In situations where an uncoated paper stock is being used, PMS 382 must be substituted with PMS 380 and PMS 7540 must be substituted with PMS 433.

*Always match digital CMYK color to coated swatches. Only use combinations of these colors. Do not introduce other colors into the district color family.

LOGOS & COLOR VARIATIONS

Full Color	Black	White

VERTICAL

HORIZONTAL

ICON

LOGO TYPE

There are three color options for logo color usage:
1. Full Color
2. Black
3. White

The examples on this page illustrate the only approved color options for the logo in print applications. Strong logo visibility is important when selecting options for background colors assuring every part of the logo contrasts.

The White logo can be printed one color using any of the colors identified on page 9 of the style guide (Example: PMS 2607 C, PMS Cool Gray 8, PMS 7446 C, PMS 382 & PMS 7540 C).

ETCHING/ENGRAVING/EMBOSSING
It is permissible to etch, engrave or emboss the district logo into wood, glass or other materials. However, take extreme care that all parts of the logo are visible and accurately represented. Use one of the approved logos provided.

SCHOOL & DEPARTMENT SPECIFIC LOGOS - VERTICAL

Full Color	Black	White	Full Color	Black	White
BROOKVIEW ELEMENTARY SCHOOL	BROOKVIEW ELEMENTARY SCHOOL	BROOKVIEW ELEMENTARY SCHOOL	SHULER ELEMENTARY SCHOOL	SHULER ELEMENTARY SCHOOL	SHULER ELEMENTARY SCHOOL
WAUKEE COMMUNITY EDUCATION	WAUKEE COMMUNITY EDUCATION	WAUKEE COMMUNITY EDUCATION	SOUTH MIDDLE SCHOOL	SOUTH MIDDLE SCHOOL	SOUTH MIDDLE SCHOOL
EASON ELEMENTARY SCHOOL	EASON ELEMENTARY SCHOOL	EASON ELEMENTARY SCHOOL	TIMBERLINE SCHOOL	TIMBERLINE SCHOOL	TIMBERLINE SCHOOL
GRANT RAGAN ELEMENTARY SCHOOL	GRANT RAGAN ELEMENTARY SCHOOL	GRANT RAGAN ELEMENTARY SCHOOL	WALNUT HILLS ELEMENTARY SCHOOL	WALNUT HILLS ELEMENTARY SCHOOL	WALNUT HILLS ELEMENTARY SCHOOL
MAPLE GROVE ELEMENTARY SCHOOL	MAPLE GROVE ELEMENTARY SCHOOL	MAPLE GROVE ELEMENTARY SCHOOL	WAUKEE ELEMENTARY SCHOOL	WAUKEE ELEMENTARY SCHOOL	WAUKEE ELEMENTARY SCHOOL
WAUKEE NUTRITION SERVICES	WAUKEE NUTRITION SERVICES	WAUKEE NUTRITION SERVICES	WAUKEE HIGH SCHOOL	WAUKEE HIGH SCHOOL	WAUKEE HIGH SCHOOL
PRAIRIEVIEW SCHOOL	PRAIRIEVIEW SCHOOL	PRAIRIEVIEW SCHOOL	WAUKEE MIDDLE SCHOOL	WAUKEE MIDDLE SCHOOL	WAUKEE MIDDLE SCHOOL
RADIANT ELEMENTARY SCHOOL	RADIANT ELEMENTARY SCHOOL	RADIANT ELEMENTARY SCHOOL	WOODLAND HILLS ELEMENTARY SCHOOL	WOODLAND HILLS ELEMENTARY SCHOOL	WOODLAND HILLS ELEMENTARY SCHOOL

Full Color	Black	White	Full Color	Black	White
BROOKVIEW ELEMENTARY SCHOOL	BROOKVIEW ELEMENTARY SCHOOL	BROOKVIEW ELEMENTARY SCHOOL	SHULER ELEMENTARY SCHOOL	SHULER ELEMENTARY SCHOOL	SHULER ELEMENTARY SCHOOL
WAUKEE COMMUNITY EDUCATION	WAUKEE COMMUNITY EDUCATION	WAUKEE COMMUNITY EDUCATION	SOUTH MIDDLE SCHOOL	SOUTH MIDDLE SCHOOL	SOUTH MIDDLE SCHOOL
EASON ELEMENTARY SCHOOL	EASON ELEMENTARY SCHOOL	EASON ELEMENTARY SCHOOL	TIMBERLINE SCHOOL	TIMBERLINE SCHOOL	TIMBERLINE SCHOOL
GRANT RAGAN ELEMENTARY SCHOOL	GRANT RAGAN ELEMENTARY SCHOOL	GRANT RAGAN ELEMENTARY SCHOOL	WALNUT HILLS ELEMENTARY SCHOOL	WALNUT HILLS ELEMENTARY SCHOOL	WALNUT HILLS ELEMENTARY SCHOOL
MAPLE GROVE ELEMENTARY SCHOOL	MAPLE GROVE ELEMENTARY SCHOOL	MAPLE GROVE ELEMENTARY SCHOOL	WAUKEE ELEMENTARY SCHOOL	WAUKEE ELEMENTARY SCHOOL	WAUKEE ELEMENTARY SCHOOL
WAUKEE NUTRITION SERVICES	WAUKEE NUTRITION SERVICES	WAUKEE NUTRITION SERVICES	WAUKEE HIGH SCHOOL	WAUKEE HIGH SCHOOL	WAUKEE HIGH SCHOOL
PRAIRIEVIEW SCHOOL	PRAIRIEVIEW SCHOOL	PRAIRIEVIEW SCHOOL	WAUKEE MIDDLE SCHOOL	WAUKEE MIDDLE SCHOOL	WAUKEE MIDDLE SCHOOL
RADIANT ELEMENTARY SCHOOL	RADIANT ELEMENTARY SCHOOL	RADIANT ELEMENTARY SCHOOL	WOODLAND HILLS ELEMENTARY SCHOOL	WOODLAND HILLS ELEMENTARY SCHOOL	WOODLAND HILLS ELEMENTARY SCHOOL

LOGO VIOLATIONS - DO NOTS

Never change the
colors of the logo.

Never distort
the logo.

Never flip the logo.

It is important for the district logo to appear as it was intended. Do not try to re-create the district logo or alter logo or the color of the logo in any way.

Never change the typeface/font
in any part of the logo.

Never use logo on dark
or busy backgrounds.

Never switch the colors
on the logo.

Never individually re-size any
element of the logo.

Never place boundaries
around the logo.

Never alter
any logo.

PREFERRED PHOTO USAGE

LIMITED PHOTO USAGE

WCSD students & staff preferred.

Stock photography usage is limited.

The term 'graphics' defines all photography and illustration – created or chosen – for promotional or communications material for the district. When selecting graphics, make sure they reflect the district brand.

When creating a visual communication piece, please use appropriate photography.

It is unacceptable to obtain images from websites or other sources without obtaining the proper permissions. Legal action can be taken against our district regarding any licensing violations.

It is unacceptable to obtain images from websites due to their poor print reproduction quality (images on the Internet are typically 72 DPI – Dots Per Inch – which is considered low resolution, and not suitable for printing. Print – high resolution – graphics are usually 300 DPI or higher).

PREFERRED ILLUSTRATION USAGE

Choose graphs, charts, maps, diagrams and illustrations that are simple, clean and easy to understand.

LIMITED ILLUSTRATION USAGE
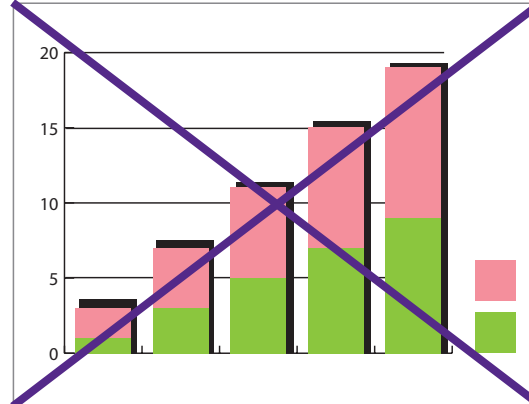
Usage of graphs, charts, maps, diagrams and illustrations that are unprofessional, cartoonish or cluttered are to be used on a limited basis.

The term 'graphics' defines all photography and illustration – created or chosen – for promotional or communications material for the district. When selecting graphics, make sure they reflect the district brand.

When creating a visual communication piece, please use appropriate illustrations.

It is unacceptable to obtain illustrations from websites or other sources without obtaining the proper permissions. Legal action can be taken against our district regarding any licensing violations.

It is unacceptable to obtain illustrations from websites due to their poor print reproduction quality (images on the Internet are typically 72 DPI – Dots Per Inch – which is considered low resolution, and not suitable for printing. Print – high resolution – graphics are usually 300 DPI or higher).

Microsoft clip art, cartoons and abstract art that do not align with our message should not be used to maintain an impression of quality and professionalism.

GOTHAM BOOK

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

GOTHAM BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

VERLAG BOOK

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

VERLAG BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Gotham & Verlag should be used for any official marketing pieces* associated with the district logos. Consistent and limited font use helps to keep our message clear. These are the only fonts we use in communications to the public, and should not be altered in any way.

Special projects using different fonts may be used ONLY if approved by the Communications Department.

*Materials made at the building level by teachers or other staff are not considered official marketing pieces. Official marketing pieces are created in cooperation with the communications department or other designated district staff.

	DOS	DON'TS
When referring to the school district:	**Waukee Community School District** (should be used most of the time) **WCSD** **district** (remember lowercase d) **WaukeeCSD** (usually only used in social media/internal audiences)	Waukee Schools Waukee Waukee School District
When referring to the district office:	**District Administration Office** **DO**	Admin Office District Office
When referring to the school board:	**Waukee Community School District Board of Education** **WCSD Board of Education** **Board of Education** **district school board** **the board** **BOE** **WCSD BOE** (usually only used in social media/casual settings)	Waukee Board Education Board district board
Titles should never be capitalized:	**principal**	Principal
Phone numbers should be written with periods:	XXX.XXX.XXX	(XXX) XXX-XXXX or XXX-XXX-XXXX
Numbers (that aren't dates) **TEN AND UNDER** should be written as words:	five	5
Dates should **NEVER** have st, nd, rd, or th attached (neither as superscripts nor written out)**:	April 1, May 2, July 3 & March 24	April 1st, May 2nd, July 3rd & March 24th
Sentences should start exactly one space after the previous sentence's period:	**We are very proud of all the wonderful happenings at our schools. We welcome and encourage visitors to come and share in the excitement of all our buildings.**	We are proud the happenings at our schools. We encourage visitors to come and share in the excitement of all our buildings.
Beyond the Bell:	B's should be capitalized with lowercase 'the' or abbreviate **(BTB)**	beyond the bell Beyond The Bell
child care services:	all lowercase (child care services)	Child Care Services
physical education:	**should always be spelled out** (physical education)	P.E./PE

**Exception: when the date is written without a specified month or when the month is implied. The cut-off date for leaves is the 12th day of each month as established by the Business Office. If termination of care is not received by the 20th then payment of services will be charged.
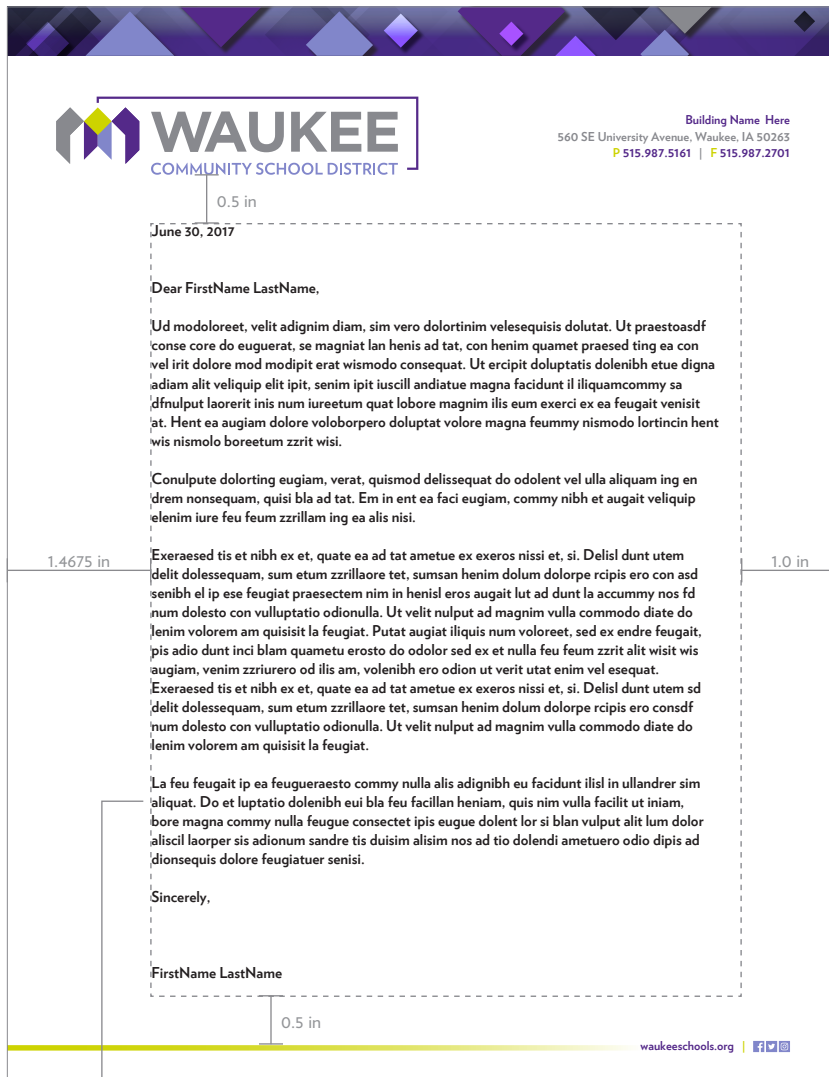
	DOS	**DON'TS**
When referring to the nutrition department:	**Waukee Nutrition Services** (should be used most of the time) **nutrition services** **#waukeenutrition** (usually only used in social media)	Waukee Nutrition Department
When referring to the community education:	**Waukee Community Education** **Community Education** **WCE** **CE**	

DISTRICT LETTERHEAD (8.5"x11")

Building Name Here
560 SE University Avenue, Waukee, IA 50263
P 515.987.5161 | **F** 515.987.2701

0.5 in

June 30, 2017

Dear FirstName LastName,

Ud modoloreet, velit adignim diam, sim vero dolortinim velesequisis dolutat. Ut praestoasdf conse core do euguerat, se magniat lan henis ad tat, con henim quamet praesed ting ea con vel irit dolore mod modipit erat wismodo consequat. Ut ercipit doluptatis dolenibh etue digna adiam alit veliquip elit ipit, senim ipit iuscill andiatue magna facidunt il iliquamcommy sa dfnulput laorerit inis num iureetum quat lobore magnim ilis eum exerci ex ea feugait venisit at. Hent ea augiam dolore voloborpero doluptat volore magna feummy nismodo lortincin hent wis nismolo boreetum zzrit wisi.

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La feu feugait ip ea feugueraesto commy nulla alis adignibh eu facidunt ilisl in ullandrer sim aliquat. Do et luptatio dolenibh eui bla feu facillan heniam, quis nim vulla facilit ut iniam, bore magna commy nulla feugue consectet ipis eugue dolent lor si blan vulput alit lum dolor aliscil laorper sis adionum sandre tis duisim alisim nos ad tio dolendi ametuero odio dipis ad dionsequis dolore feugiatuer senisi.

Sincerely,

FirstName LastName

0.5 in

waukeeschools.org |

Verlag Book, 12pt, 14pt Lead,
Flush Left, Ragged Right, 100% Black

DISTRICT BUSINESS CARD - 2 SIDED (3.5"x2")

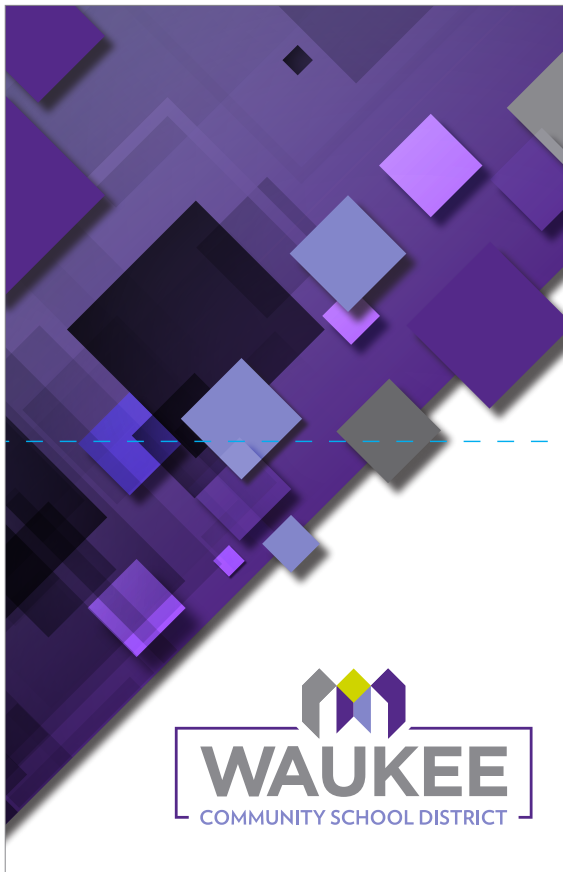

NAME
Title
email

P 515.987.5161 x4520
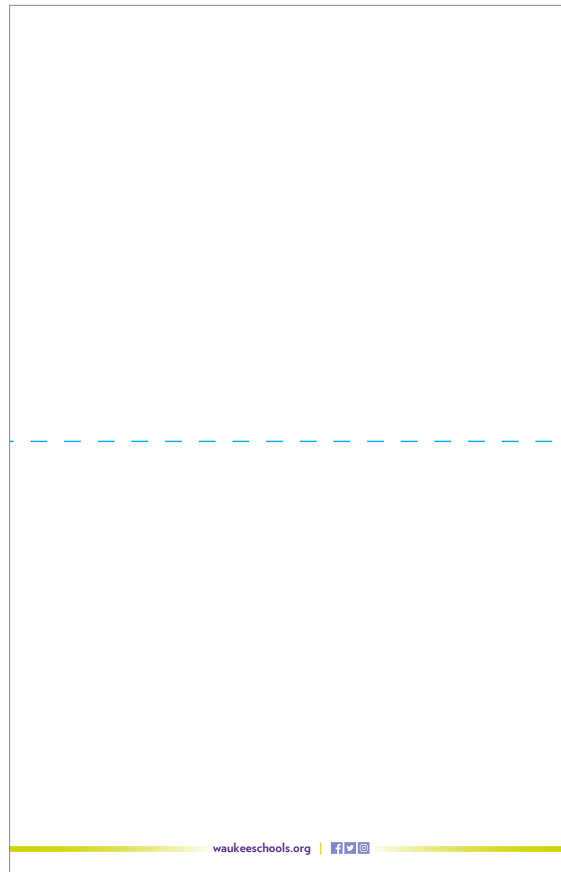**F** 515.987.2701

560 SE University Ave
Waukee, IA 50263

waukeeschools.org
@waukeecsd
@waukeecsd
@waukeecsd

DISTRICT NOTECARD & ENVELOPE (Notecard: 5.5"x8.5" folded in half to 5.5"x4.25", Envelope: A2, 5.75"x4.375")
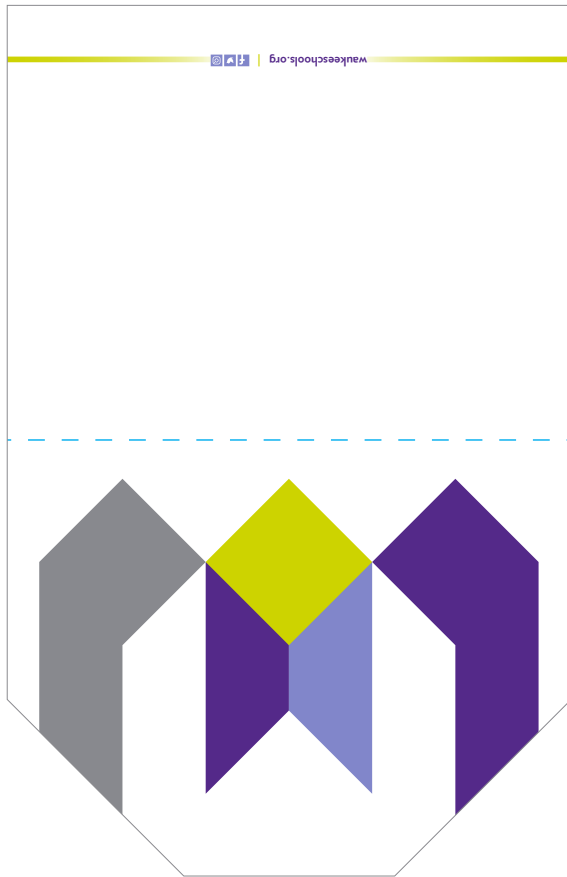

Outside

Inside

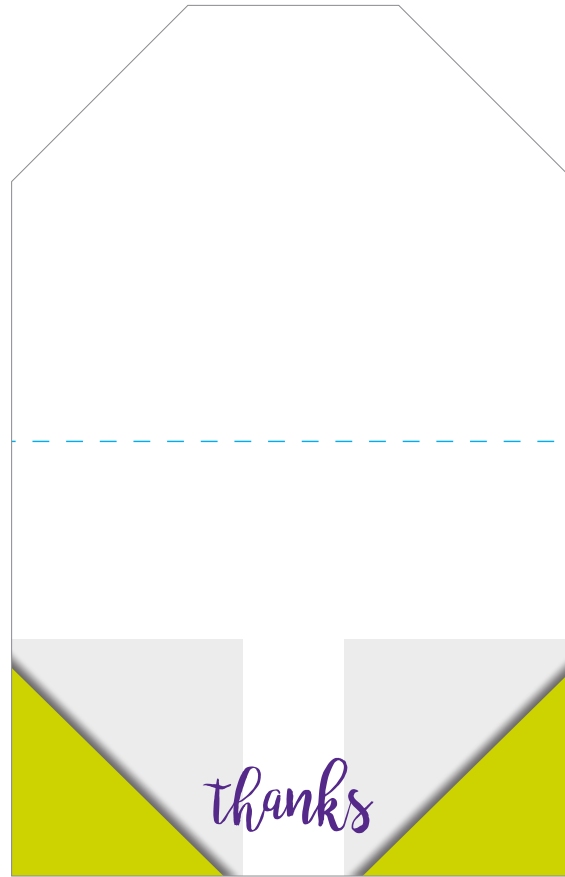## DISTRICT THANK YOU CARD & ENVELOPE (5.5"x8.5" folded in half to 5.5"x4.25", Envelope: A2, 5.75"x4.375")

Outside
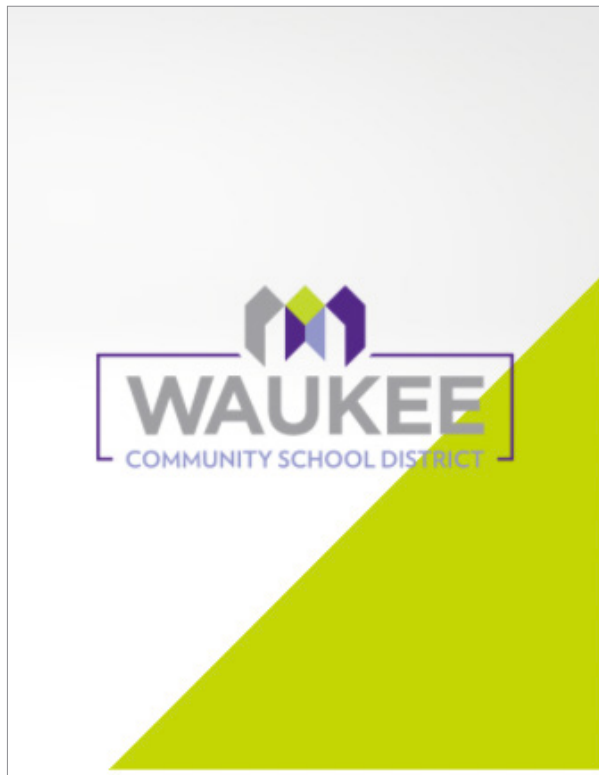

Inside

DISTRICT POCKET FOLDER (9"x12")

Front Cover

Back Cover

In a retail design, if the fabric color matches one of the District colors, the fabric can show through in place of printing that color. If the fabric color does not match any official color, all official colors must be used to print the logo or it must be approved by the communications coordinator.

If the fabric color does not match one of the official colors then the art should be used in either all white or all black unless prior permission is obtained by the communications coordinator.

Reproduction without the expressed written consent of the communications coordinator is strictly prohibited.

References are examples.

Brand:
The name that is associated with the attributes of a product or service.

Electronic Applications:
These include applications such as Internet sites and email newsletters/templates.

Graphics:
This defines all photography, imagery and graphs – created or chosen – for promotional or communications materials.

Icon:
The graphic used with the logotype.

Logotype:
The name of a company or product in a special design used as a trademark in advertising.

Palette:
A range of compatible elements.

PMS (Pantone* Matching System):
A color matching system that is used internationally to accurately specify colors.

Point:
A typesetting unit of measure used in specifying type size. There are 12 points to 1 pica (approximately 72 points per inch) or 28 points to 1 cm.

Resolution:
Describes the detail an image holds. In terms of print images, resolution is measured in Dots Per Inch (DPI). To maintain quality, images should remain around 300 DPI @ 100% of their usage size.

Safe Zone:
The minimum controlled area surrounding a logo that is to be clear of distracting imagery.

X-height:
This is the body or height of the letter without the ascender and descender.