



NORTHWEST
WOLVES

BRAND GUIDELINES

ABOUT THIS GUIDE

This document is designed to guide the usage of the Northwest Wolves brand and its assets. Adherence to the guidelines outlined in this document is critical to maintaining the strength and integrity of the brand with our students, faculty and within our community.

QUESTIONS?

For additional information regarding this document, the Northwest Wolves brand and its use, or the specifications included in this guide, please contact:

Communications Team

info@waukeeschools.org

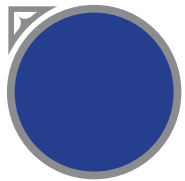


SECTION 1
PRIMARY LOGO

NORTHWEST WOLF MARK

The brand's primary mark is the Northwest Wolf. The mark combines a stylized compass pointing to the Northwest with the head of a snarling wolf. Together they embody the leadership and excellence of our students and faculty.

CONCEPT



THE COMPASS

A symbol of guidance, the compass is always able to point travelers in the right direction.

THE WOLF

Fierce and loyal, the wolf and its pack are capable of defeating foes many times their own size.



CLEAR SPACE AND MINIMUM SIZE

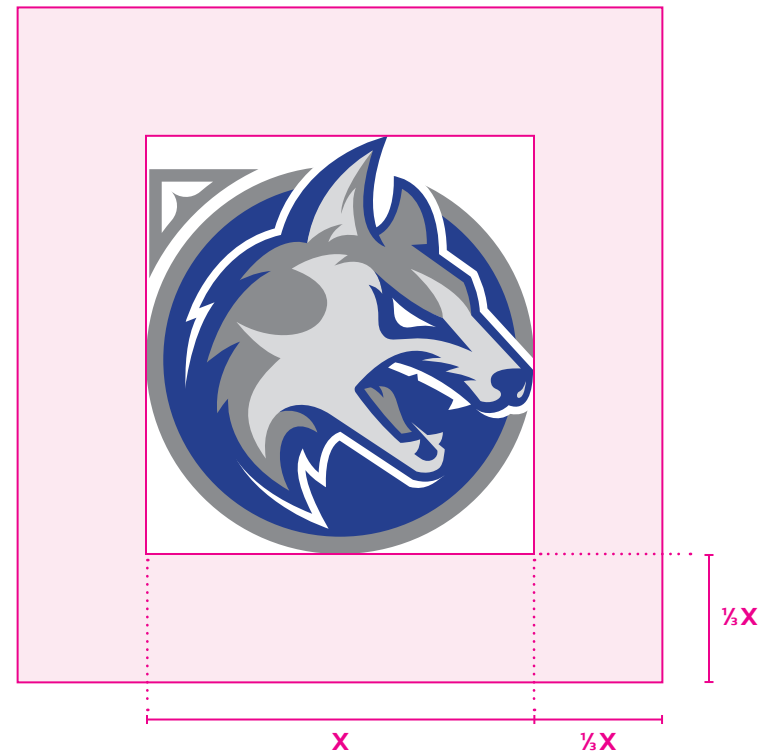
CLEAR SPACE

In all instances, an area of isolation around the Northwest Wolf mark should be maintained. This space ensures headlines, text or other visual elements do not infringe on the mark.

The clear space is measured at $\frac{1}{3}$ the mark's width. This is the minimum amount of space, however more space should be used whenever possible.

SIZING

To ensure legibility, the minimum size the mark can appear is .75" wide for print applications or 70px wide for digital applications.



.75" / 70px

NORTHWEST WOLVES SIGNATURE

In addition to the mark, the Northwest Wolves brand includes a type-only signature that also may be used. “Northwest” is set in the brand’s primary display typeface, **Kanit**, while “Wolves” has been customized specifically for the brand.

More information regarding these typefaces and their use can be found on page 21.

NORTHWEST
WOLVES

CLEAR SPACE AND MINIMUM SIZE

CLEAR SPACE

In all instances, an area of isolation around the signature should be maintained. This space ensures headlines, text or other visual elements do not infringe on the signature.

The clear space is measured by the height of the uppercase "V" in the signature. This is the minimum amount of space, however more space should be used whenever possible.

SIZING

To ensure legibility, the minimum size that the signature can appear is 1.25" wide for print applications or 120px wide for digital applications.



NORTHWEST WOLVES LOGO

The Northwest Wolf mark and Northwest Wolves signature may be used together as a logo in two formats: stacked and horizontal. The stacked version is the primary format and should be used wherever possible. The horizontal format may be used if it's better suited for the application.

Note: Only use approved, supplied logo files. Never rearrange or piece together either logo format from separate mark and signature assets.



STACKED

HORIZONTAL



CLEAR SPACE AND MINIMUM SIZE

CLEAR SPACE

In all instances, an area of isolation around the logo should be maintained. This space ensures headlines, text or other visual elements do not infringe on the logo.

The clear space is measured by the height of the uppercase "V" in the signature. This is the minimum amount of space, however more space should be used whenever possible.

SIZING

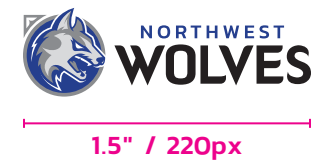
To ensure legibility, the minimum size that the stacked logo can appear is 1" wide for print applications or 140px wide for digital applications.

The minimum size the horizontal logo can appear is 1.5" for print applications or 220px for digital applications.



STACKED

HORIZONTAL



FULL-COLOR

The standard full-color logo should be used on white or light-colored backgrounds. When used independently from one another, the Northwest Wolf mark and Northwest Wolves signature should still follow the color specification shown here.

Note: The inside of the compass arrow is hollow and will allow the background to show.



ALTERNATE FULL-COLOR

May be used on white backgrounds as needed.



PRIMARY FULL-COLOR



REVERSED FULL-COLOR

The reversed full-color logo should be used on blue or dark-colored backgrounds. When used separately, the Northwest Wolf mark and Northwest Wolves signature should still follow the color specification shown here.

Note: The inside of the compass arrow should be blue.



ONE-COLOR AND GRAYSCALE

A one-color or grayscale version of the logo may be used in select instances where a full-color logo is not permitted by the application or would otherwise render poorly.



NORTHWEST
WOLVES

ONE-COLOR



NORTHWEST
WOLVES

GRAYSCALE



NORTHWEST
WOLVES

ONE-COLOR REVERSED



NORTHWEST
WOLVES

GRAYSCALE

INCORRECT USAGE

Incorrect usage of the brand's primary logo includes, but is not limited to, the below modifications. Do not:



⊘ STRETCH, ROTATE, OR DISTORT ELEMENTS



⊘ SCALE ELEMENTS OR ALTER PROPORTIONS



⊘ REARRANGE ELEMENTS



⊘ CHANGE COLORS OR ADD OUTLINES



⊘ ADD OR ALTER ELEMENTS



⊘ ADD SHADOWS OR EFFECTS



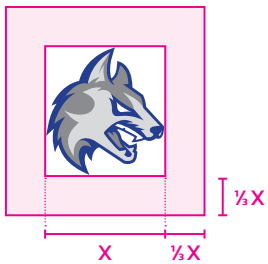
SECTION 2
SECONDARY MARKS

WOLF HEAD

The wolf head may be used without a surrounding compass as a standalone mark, particularly when space is limited or when the physical orientation of the compass would be undesirable.

Note: Use good judgment when using the wolf head. The wolf head alone should not be treated as a substitute for the brand's primary mark.

CLEAR SPACE



MINIMUM SIZE



COLOR



1. Full-color



2. Full-color over silver



3. Full-color over blue



4. Full-color over black



5. Grayscale



6. One-color

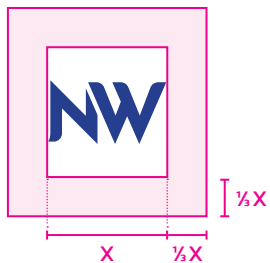


7. One-color reversed

NW LETTERMARK



CLEAR SPACE



MINIMUM SIZE



COLOR



1. Blue on white



2. Blue on silver



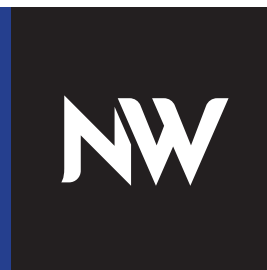
3. Gray on white



4. Gray on silver



5. Reversed on blue



6. Reversed on black



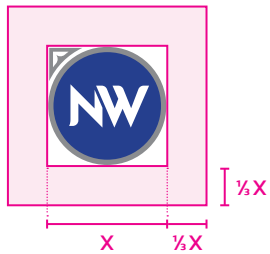
7. Black on white

NW COMPASS

The NW lettermark also may be used with the compass.



CLEAR SPACE



MINIMUM SIZE



COLOR



1. Full-color



2. Full-color over silver



3. Full-color over blue



4. Full-color over black



5. Grayscale



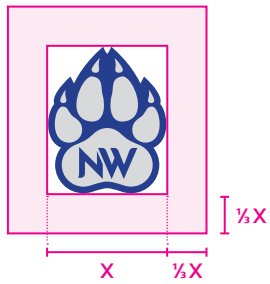
6. One-color



7. One-color reversed

PAW PRINT

CLEAR SPACE



MINIMUM SIZE



COLOR



1. Full-color



2. Full-color over silver



3. Full-color over blue



4. Full-color over black



5. Grayscale



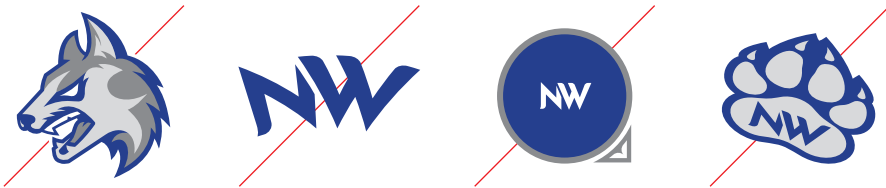
6. One-color



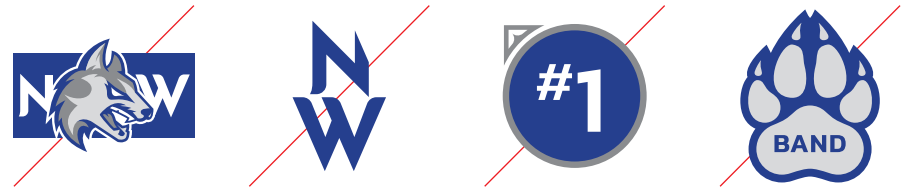
7. One-color reversed

INCORRECT USAGE

Incorrect usage of the brand's secondary marks includes, but is not limited to, the below modifications. Do not:



⊘ FLIP, STRETCH, ROTATE, SCALE OR DISTORT ELEMENTS



⊘ REARRANGE, ADD OR REMOVE ELEMENTS



⊘ CHANGE COLORS OR ADD OUTLINES



⊘ ADD SHADOWS OR EFFECTS

The background is a solid dark blue color with several overlapping, curved, organic shapes in a slightly lighter shade of blue. These shapes create a sense of depth and movement, resembling stylized waves or abstract architectural forms. The text is centered in the middle of the page.

SECTION 3
TYPOGRAPHY

TYPE FAMILIES

The Northwest Wolves brand uses two typefaces, **Kanit** and **Open Sans**. Both are open source and available for free download from Google Fonts.

KANIT

Kanit is a display typeface used for headlines and subheads. Its distinct characteristics blend well with the brand's logo and custom type assets.

fonts.google.com/specimen/Kanit

OPEN SANS

Open sans is a hardworking sans serif typeface. Its legibility and ease of use makes it suitable for body and other copy.

fonts.google.com/specimen/Open+Sans

Kanit

WEIGHTS

Kanit Regular

Kanit Medium

Kanit SemiBold

Kanit Bold

SPECIMEN

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

USAGE

- Headlines
- Subheads
- Display Type

Open Sans

Open Sans Light

Open Sans Regular

Open Sans Semibold

Open Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

- Body
- Callouts
- Captions and Labels

TYPE STYLES

POINT SIZE

In print media, the minimum recommended point size for all fonts and weights is 9pt although 8pt may be used if space is limited. For digital applications, a minimum size of 11px is recommended.

LEADING

As a general rule, the leading on body copy set in **Open Sans** should always be set +4 point sizes greater than the text point size. Headlines and subheads set in **Kanit** should be the same as the text point size. This rule can be modified if doing special typesetting that leans to larger leading.

TRACKING

Tracking on body copy set in **Open Sans** should be set to -10. Tracking on headlines and subheads set in **Kanit** should be set to +50.

CASE

Type set in **Kanit** always should be uppercase.

DISPLAY TYPE

High-level impact messaging not a part of running copy can be set in **Kanit** and tracked out to +160 for visual effect.

HEADLINE

Family: Kanit
20pt / 20pt
Tracking: 50

LOREM IPSUM DOLOR

Um quianti onseque laut apeliqe pelic tem quis pratur vit quistiaestia volor maxim int ium isi incienem.

SUBHEAD

Family: Kanit
10pt / 10pt
Tracking: 50

SI DI REREST EATURERI VOLUPTA

Sitem rernam num exped enis sam volorrovit aligenducium cusdandes aditas aliassi voloria imo optaquam inctatium con nulparum ad ulparum dollorunt a quaturio etureiusa adit volores ipsandu cipsundis esequ.

CALLOUT

Family: Open Sans
11pt / 15pt
Tracking: -10

Vum isi incienem et eosanda ndesseq uodiorro officiendia cones moluptatId eturios sectur. Im voles veliquam ipsundi onsequam inus.

BODY

Family: Open Sans
8.5pt / 12.5pt
Tracking: -10

ECTO OFFICIA NI DEM VOLUPTAM

Quatum quatemo lupitaquiae niandae volore invelest, te nonsed exerum ipsae ni qui illat harum excest, consequid mint. Im voles veliquam ipsundi onsequam inus consedi cilissum adi vendae vene voles sim remporuptas dellam delit lam fugit optatii sitistibus quae cuscipicit re invel moleni omniscient quodicto optiosa solores tibusan dendis iunt.

DISPLAY TYPE

Family: Kanit
31pt / 31pt
Tracking: 160

FEAR THE PACK

BRANDED WORDS

A small library of branded words has been created in the style of the Northwest Wolves signature. Branded words should be used sparingly and in situations where messaging will be impactful.

WOLVES
WOLF
WOLFPACK
THE DEN
THE PACK
NORTHWEST
WAUKEE

INCORRECT USAGE

Incorrect usage of the brand's typographic assets includes, but is not limited to, the below modifications. Do not:

~~SI DI REREST EATURERI VOLUPTA~~

~~Sitem rernam num expedit enim et volutpat blandit. Suspendisse
adipiscing elit. Vestibulum ante ipsum primis in faucibus orci
luctus et ultrices sagittis congue. Donec euismod, nunc
dolor, sed ultricies. Donec euismod, nunc dolor, sed ultricies.~~

~~⊘ SWAP HEADLINE AND BODY TYPEFACES~~



~~NORTHWEST
WOLVES~~

~~⊘ USE BRANDED WORDS TO ALTER ESTABLISHED LOGOS OR MARKS~~

~~WELCOME TO WAUKEE
NORTHWEST HIGH SCHOOL,
HOME OF THE WOLVES.~~

~~⊘ MIX BRANDED WORDS WITH RUNNING TEXT~~

~~STATE CHAMPS~~

~~⊘ PIECE TOGETHER NEW BRANDED WORDS~~

The background is a solid dark blue color. Overlaid on this are several large, overlapping, curved shapes in a slightly lighter shade of blue. These shapes are reminiscent of stylized leaves or petals, arranged in a way that creates a sense of depth and movement. The curves are smooth and fluid, with some overlapping others, creating a layered effect.

SECTION 4
COLOR

COLOR PALETTE

The Northwest Wolves color palette is anchored by blue, silver and gray.

BLUE

PMS PMS 661 C
CMYK C100 M90 Y10 K0
RGB R41 G64 B137
HEX #294089

WHITE

RGB R255 G255 B255
HEX #ffffff

SILVER

PMS Cool Gray 1 C
CMYK C0 M0 Y0 K17
RGB R216 G216 B214
HEX #d8d8d6

GRAY

PMS Cool Gray 8 C
CMYK C0 M0 Y0 K55
RGB R138 G139 B142
HEX #8a8b8e

BLACK

CMYK C0 M0 Y0 K100
RGB R0 G0 B0
HEX #000000



SECTION 5
SAMPLE
APPLICATIONS

