**Washoe County School District**
Every Child, By Name And Face, To Graduation℠

# WCSD Graphic Standards and Logo Use Guide
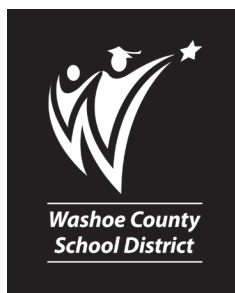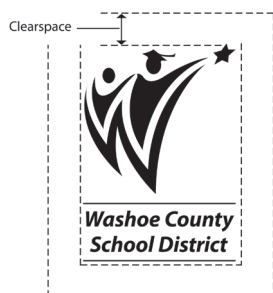
# WCSD Logo



WCSD logo with slogan



Horizontal WCSD logo



Stacked WCSD logo





The WCSD logo should be used on all school district signage and every District-generated publication, website or webpage, preferably in the upper left hand corner. At the end of documents, centering the logo is acceptable as well as placing the logo in the lower left hand corner.

The WCSD logo is comprised of the graphic or symbol, logotype and, sometimes, the slogan. It is available in different configurations and the user may choose the version that best suits the end product.

## Minimum Size Requirements

To ensure the logo's integrity, clarity and impact, it should never be reproduced so that it is smaller than 2" wide (tagline version), 1.25" wide (horizontal version) or 0.75" deep (stacked/vertical version.)

## Clear Space

Clear space is used to help define and maintain the integrity of the WCSD logo. Do not allow any distracting graphic elements, such as copy, photography, or background patterns to occupy the clear space.

## Reversing the Logo

The effectiveness of clear space can be seen in the example shown (the logo in negative). This example also shows a proper use of the WCSD logo when it is "reversed out" which is defined as appearing in white on a dark colored background.

# Current Variations of the Logo
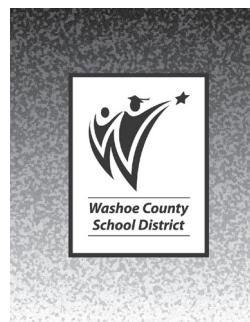


WCSD_horizRGB.jpg



WCSD_horizBW.jpg

There are variations of the logo that accommodate many different media and print parameters. Examples of the WCSD logo in different configurations are seen below along with their jpg file names. These jpgs are available to download from the WCSD website at *www.washoeschools.net/* under the Staff tab or by contacting Melissa Gillis at mgillis@washoeschools.net.



WCSD_horiz2RGB.jpg



WCSD_horiz2BW.jpg



WCSD_vertRGB.jpg



WCSD_vertBW.jpg



WCSD_boxvertRGB.jpg



WCSD_boxvertBW.jpg

# Improper Logo Usage

**DO NOT** separate the logo symbol from the logo type. They must always be used together. (This may change eventually when the WCSD logo has been used consistently and the WCSD brand is universally recognized.)

**DO NOT** break the "lock up" (the relationship) between the graphic and the type. For example: do not move the type above the graphic as shown.

**DO NOT** distort the shape of the logo. It is extremely important that when placing the logo in a document and then resizing it, that the height and width remain constrained in the proper aspect ratio (proportion.) For example: When placing the logo in a Word document and then reducing it, click and drag on a corner of the picture box. This will ensure that the logo does not get distorted.

**DO NOT** use any color other than accepted colors.

**DO NOT** place a drop shadow behind the logo.

**DO NOT** place the symbol on a patterned background. There is an accepted logo variation for placement on an image or texture.

# Logo Color

**Full color logo**



**Washoe County School District**

**One color logo**



**Washoe County School District**

**Reversed logo**



**Washoe County School District**

The logo should only appear in colors specified. The full color version is blue and gold (color mixes are detailed below) and the one color version is black. The logo can also be reversed out to appear white on a solid, dark background.

Graphic devices such as outlines, drop shadows, etc., should not be used. The logo is designed to work on a white background. Two versions of the logo are available when it is necessary for the design to place it on a textured or photographic background. These versions are displayed below. Both have a white background with a rule around the white area and one is for color, one for black and white applications.

**Logo Colors**



**PANTONE®
2955**

**PANTONE®
117**

WCSD Blue
PMS: 2955*
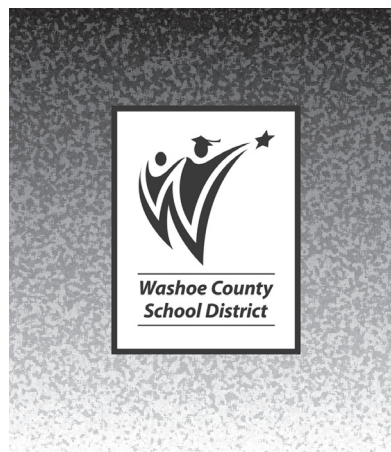RGB: 0/59/106
CMYK: 100/45/0/37
Indexed: #005288

WCSD Gold
PMS: 117*
RGB: 222/180/8
CMYK: 0/18/100/15
Indexed: #deb408

\* PMS = Pantone Matching System

**Full color "boxed" logo over photo background**



**One color "boxed" logo over textured background**

# WCSD Branding Color Palette

*Color Palette*

**Primary Colors**

WCSD Blue
PMS: 2955
CMYK: 100/45/0/37
RGB: 0/82/136
Indexed: #005288

WCSD Gold
PMS: 117
CMYK: 0/18/100/15
RGB: 222/180/8
Indexed: #deb408

WCSD Red
PMS: 185
CMYK: 0/91/76/0
RGB: 239/62/66
Indexed: #ef3e42

WCSD Brown
PMS: 497
CMYK: 0/70/100/78
RGB: 89/31/0
Indexed: #591f00

WCSD Green
PMS: 371
CMYK: 43/0/100/56
RGB: 79/111/25
Indexed: #4f6f19

WCSD Purple
PMS: 2685
CMYK: 96/100/0/10
RGB: 51/42/134
Indexed: #332a86

*Secondary Colors (Bright)*

WCSD Bright Teal
PMS: 3165
CMYK: 100/0/28/65
RGB: 0/83/94
Indexed: #00535e

WCSD Bright Blue
PMS: 3135
CMYK: 100/0/16/9
RGB: 0/159/194
Indexed: #009fc2

WCSD Bright YellOrange
PMS: 130
CMYK: 0/30/100/0
RGB: 253/185/19
Indexed: #fdb913

WCSD Bright Orange
PMS: 158
CMYK: 0/61/97/0
RGB: 245/128/37
Indexed: #f58025

WCSD Bright Yellow
PMS: 114
CMYK: 0/8/73/0
RGB: 255/227/98
Indexed: #ffe363

WCSD Bright Green
PMS: 390
CMYK: 22/0/100/8
RGB: 193/205/35
Indexed: #c1cd23

2/3/2022

# WCSD Branding Color Palette (continued)



**PANTONE® 464**

**PANTONE® 644**

**PANTONE® 4545**

**PANTONE® 424**

### *Secondary Colors (Subdued)*

Light Brown
PMS: 464
CMYK: 10/49/100/35
RGB: 158/102/20
Indexed: #9e6614

Light Blue
PMS: 644
CMYK: 42/15/0/6
RGB: 135/178/216
Indexed: #87b2d8

Cream
PMS: 4545
CMYK: 0/3/19/6
RGB: 241/229/199
Indexed: #f1e5c7

WCSD Gray
PMS: 424
CMYK: 0/0/0/61
RGB: 126/128/131
Indexed: #7e8083

# WCSD Brand Typefaces

Myriad Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

**Myriad Pro Semibold**
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**abcdefghijklmnopqrstuvwxyz**
**1234567890**

**Myriad Pro Bold**
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**abcdefghijklmnopqrstuvwxyz**
**1234567890**

***Myriad Pro Bold Italic***
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***
***abcdefghijklmnopqrstuvwxyz***
***1234567890***

### *Myriad Pro*

This san serif typeface and its family of fonts is used primarily for headlines and subheads, but can be used as body copy in certain situations.

Times Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

*Times Italic*
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*
*abcdefghijklmnopqrstuvwxyz*
*1234567890*

**Times Bold**
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**abcdefghijklmnopqrstuvwxyz**
**1234567890**

***Times Bold Italic***
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***
***abcdefghijklmnopqrstuvwxyz***
***1234567890***

### *Times*

This serif typeface and its family of fonts should be used for body copy.

# Typefaces for Desktop Applications

The District website uses a web content management system and is controlled by a default style sheet. In order to comply with ADA guidelines, use the fonts specified in the system. For clarification, check with the District webmaster.

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

*Arial Oblique*
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*
*abcdefghijklmnopqrstuvwxyz*
*1234567890*

**Arial Bold**
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**abcdefghijklmnopqrstuvwxyz**
**1234567890**

***Arial Bold Oblique***
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***
***abcdefghijklmnopqrstuvwxyz***
***1234567890***

For individuals who don't have Myriad Pro on their computers, the use of Arial is an acceptable alternative typeface.

Times Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

*Times Italic*
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*
*abcdefghijklmnopqrstuvwxyz*
*1234567890*

**Times Bold**
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**abcdefghijklmnopqrstuvwxyz**
**1234567890**

***Times Bold Italic***
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***
***abcdefghijklmnopqrstuvwxyz***
***1234567890***

***Times***

This serif typeface and its family of fonts should be used for body copy.

# WCSD Stationery



Above: Example of full-color and black and white District letterhead.
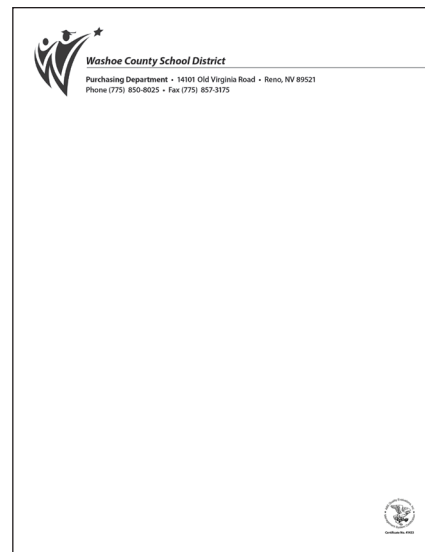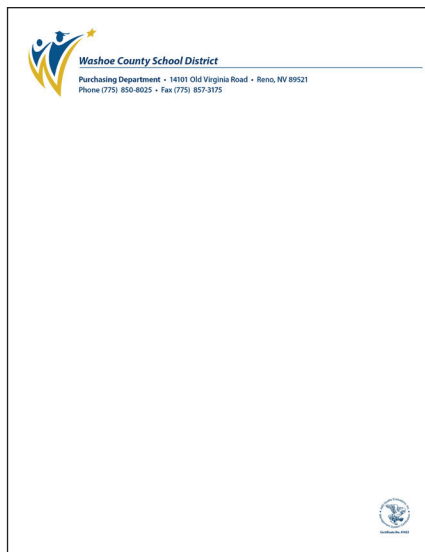


Above: Example of full-color and black & white department letterhead.

# WCSD Business Cards

**FRONT**

**BACK** (can also be left blank by special request)





Above: Example of WCSD business cards for employees

**FRONT**

**BACK**





Above: Example of WCSD business cards for schools and departments

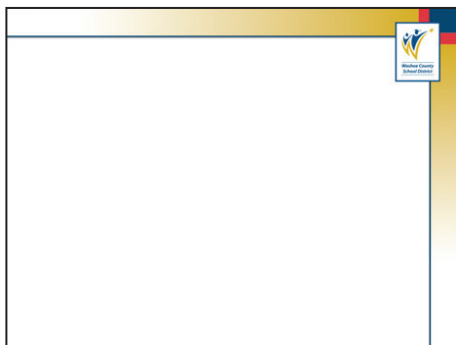Contact Melissa Gillis at mgillis@washoeschools.net with any questions about your business card layout
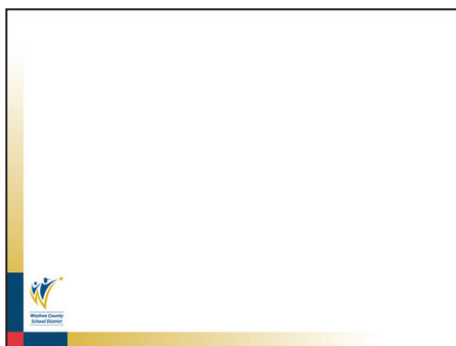
# PowerPoint
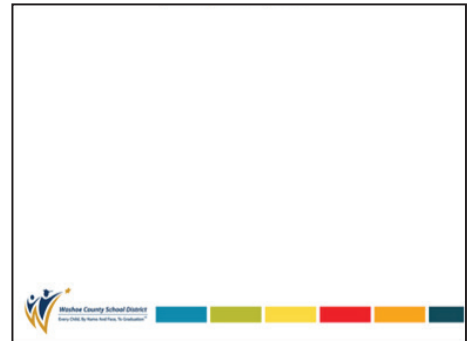

WCSDtemplate1


WCSDtemplate2


WCSDtemplate3


WCSDtemplate4

PowerPoint templates can be downloaded at:

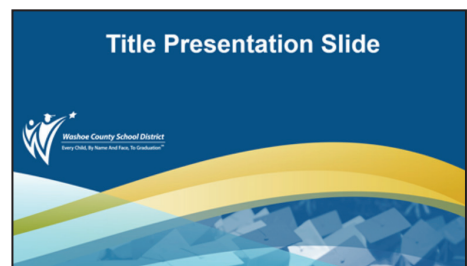*https://www.washoeschools.net/site/Default. aspx?PageID=1270*

There are six different designs from which to choose. Please do not alter the design elements of the master slide.
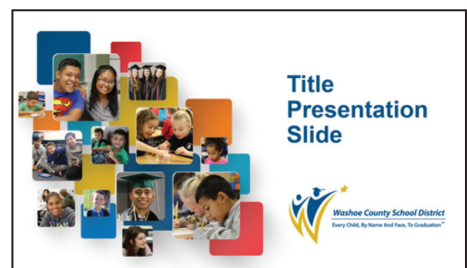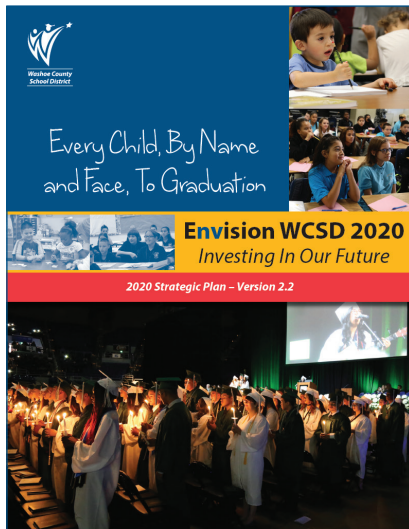

WCSDtemplate5
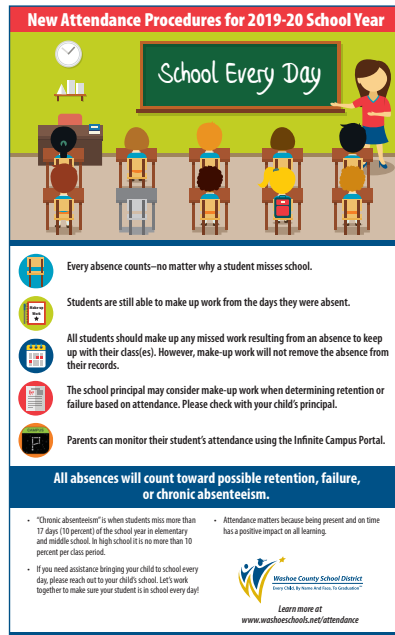

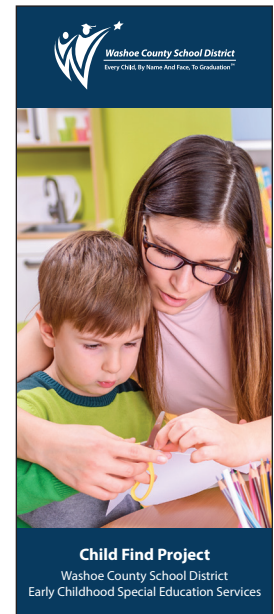WCSDtemplate6


WCSDtemplate6


WCSDtemplate6

# Examples of WCSD Branded Material
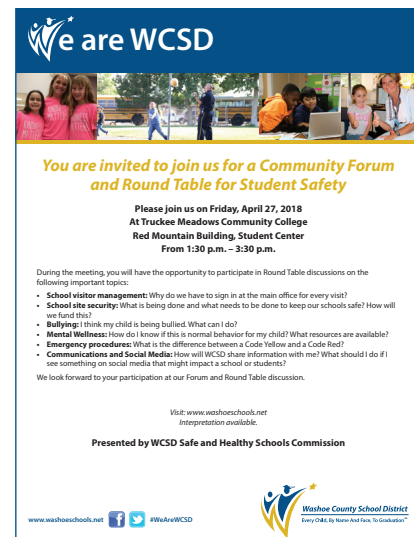

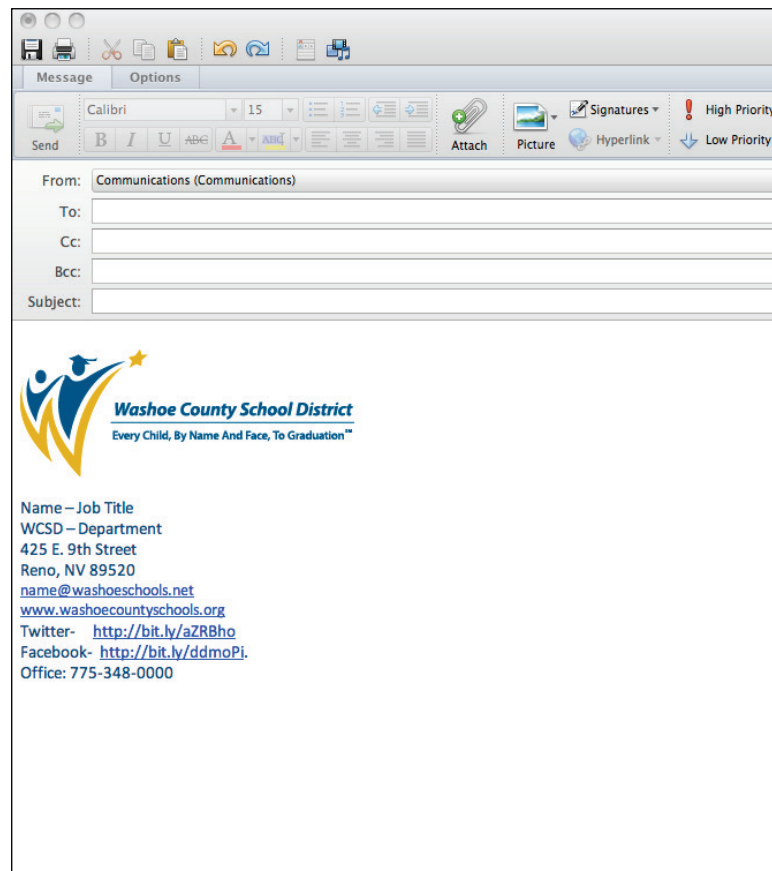Strategic Plan cover


Poster


Brochures


front


back

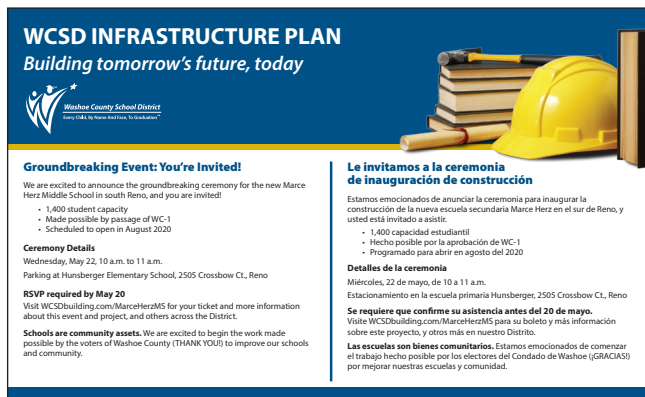Information sheets (double-sided)


Information sheets (single-sided)

# Examples of WCSD Branded Material (continued)



Email signature

# Examples of WCSD Branded Material (continued)



Direct Mail



Event Program



ID badge

# Glossary

Baseline – The alignment point of letterforms along their bottom edges.

Bleed – The appearance of an image to continue off the page or format.

Body Copy – generally ranges in size from 6 to 12 points and is used for the main text of an advertisement, brochure or publication.

Brand – The sum of all the characteristics, tangible and intangible, that makes a product or organization unique. The brand assures the customer of consistent quality and superior value, for which the customer is willing to give loyalty and pay a price that brings a reasonable return to the brand.

Brand Equity – The value of the brand to its owner as a group asset.

Branding – The process by which both a brand and brand identity are developed.

Capital Height – The height of an uppercase letter and is used as a standard of measurement. Also referred to as "Cap Height." Also see "X-Height."

Clear Space – refers to the minimum amount of space required around the logo that is free of any other element, representing the clearance that maximizes the visual impact of the signature.

Coated Paper – has a surface coating that produces a smooth finish. Coated paper and inks formulated for coated paper generally produce brighter colors and higher levels of contrast. Also see "Uncoated Paper."

Corporate Brand/Corporate Identity – A graphic system of identification of an organization, including its philosophy and culture as well as its physical characteristics.

Flush Left or Flush Right – refers to type and other design elements aligned at a common left or right margin. Also see "Ragged Right."

Four-Color Process – The printing process of reproducing full color by separating desired colors into screen values of primary ink colors (cyan, magenta, yellow and black) and printing them in combination.

Grid – The underlying structure used to organize typographic and graphic elements within a layout.

Heading or Headline Type – is generally in a larger point size and typeface weight, which titles, introduces or highlights the message of an advertisement or publication.

Italic Type – has main strokes slanting to the right (e.g., the word stroke is in italic type).

Layout – refers to the arrangement of graphic and typographic elements within a page or other format.

Leading – A typesetting term referring to the space from the baseline of a line of print to the baseline of the following line. Also referred to as "Line Spacing."

Letterspacing – The space between letters in a word.

Line Spacing – The space between lines of typography. Also referred to as "Leading."

Logotype – A style of specially drawn type specified to be used in conjunction with the symbol in the brand signature.

Media – refer to vehicles of communication.

Offset Lithography – The printing process in which a rubber-surfaced blanket transfers an image from a photographically etched metal plate onto paper.

# Glossary (continued)

PANTONE® Color Standard – The established standard used to match ink on paper to an approved formulation to ensure accurate re-creation of our core and secondary colors in print.

Positive – A printing term meaning dark in value against a light background – the opposite is "Reverse."

Ragged Right – refers to lines of text typeset so two or more lines of typography are aligned with the left margin. Also referred to as "Flush Left."

Reverse – A printing term meaning that an element is reversed (knocked out) from its surrounding environment, thus creating the impression of a light value against a dark background – the opposite is "Positive."

Screen – A device used in printing to alter color intensity by reproducing fine dots of the color, specified as a percentage of the color (e.g., a 10% screen of black simulates a light gray).

Secondary Graphic Element – A supporting visual element to primary design elements, such as signature, typography, color, composition, scale and use of white space.

Tagline – A succinct expression of the key branding message that is used as part of the brand signature.

Typeface – A specially chosen typestyle – serif or sans serif, display or text – that complements the WCSD logo. Myriad Pro and Times are the WCSD's typefaces.

Uncoated Paper – and ink can produce subtle colors and lower levels of contrast. Also see "Coated Paper."

Weight – refers to the boldness of a typographic element, such as a letter or a line, measured according to the thickness of its main strokes.

Word Spacing – The space between words in lines of typography.

X-Height – The height of the main body of the lowercase letter (excluding the ascender and descender) and is often used as a standard of measurement. Also see "Capital Height."