Washoe County School District

WCSD Graphic Standards and Logo Use Guide
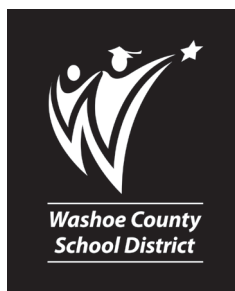
January 2025

WCSD Logo

Horizontal WCSD logo

Vertical WCSD logo

The WCSD logo should be used on all school district signage and every district-generated publication, website, or webpage. Preferred placement of the vertical logo is at the top left corner. The horizontal logo typically works best in the bottom right corner or centered at the bottom of documents.

The WCSD logo 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 1.25" wide (horizontal version) or 0.75" tall (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 text, 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

There are variations of the logo that accommodate many different media and print parameters. Examples of the WCSD logo in different configurations are seen here. Logo files are available in .png with transparent backgrounds and .jpg formats and may be downloaded from the WCSD website at *www.washoeschools.net/* under the Staff tab or by contacting Melissa Gillis at mgillis@washoeschools.net.
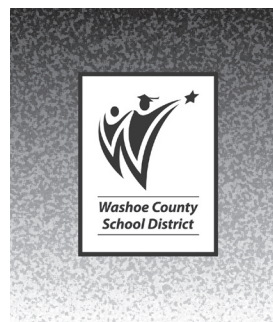
Improper Logo Usage

DO NOT separate the logo symbol from the logo type. They must always be used together.

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

One color logos

Reversed logo

The logo should only appear in specified colors. The full color version is blue and gold (color mixes are detailed below) and the one color versions are blue and 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. Variations of the logo are available for situations in which the logo must appear on a textured or photographic background. These versions are displayed below and have a white background with a rule around the white rectangle.

Logo Colors

PANTONE®
2955

PANTONE®
117

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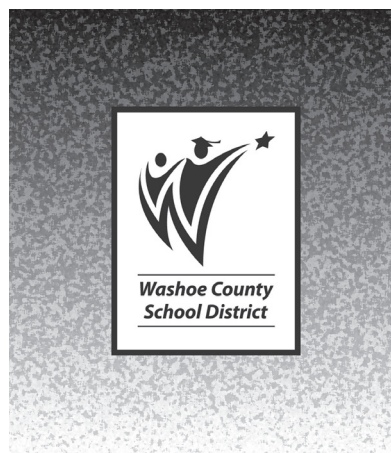PMS: 2955*
RGB: 0/59/106
CMYK: 100/45/0/37
Indexed: #005288

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

The primary colors used by WCSD are the blue and gold shown below. A secondary palette of approved color options is provided for graphic elements requiring additional colors.

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

Secondary Colors (Bright)

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

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 Yellow Orange
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

WCSD Branding Color Palette (continued)

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 Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro

This sans serif typeface and its family of fonts is the primary typeface for WCSD. It is available in several weights, as well as in condensed and extended versions.

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
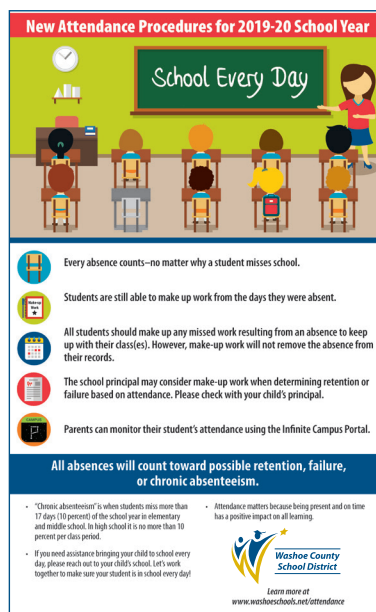***1234567890***

Arial

For individuals who don't have Myriad Pro on their computers, the use of Arial is an acceptable alternative typeface.
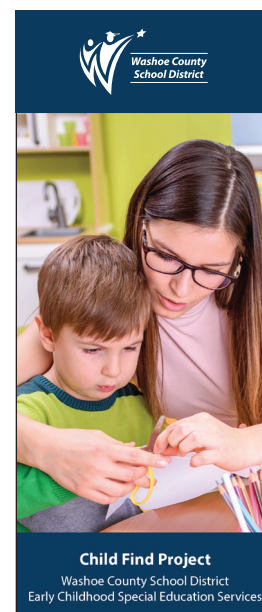
Examples of WCSD Branded Material
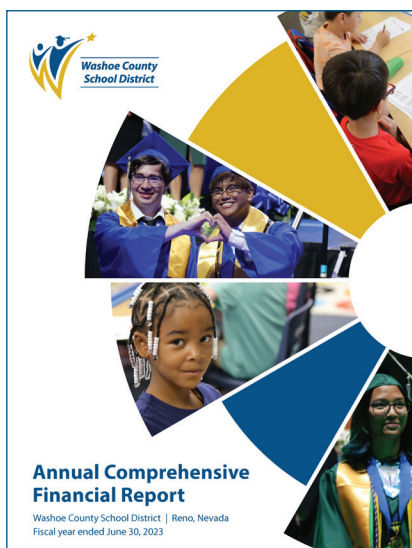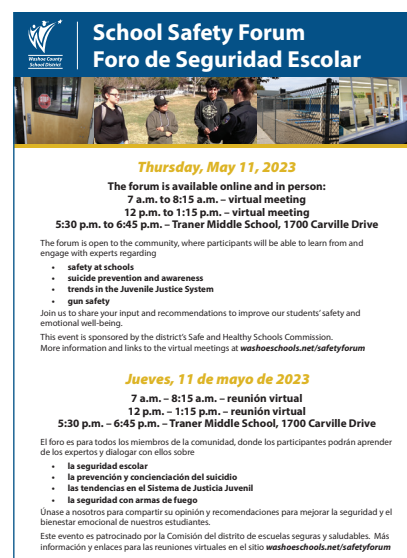
Report Cover

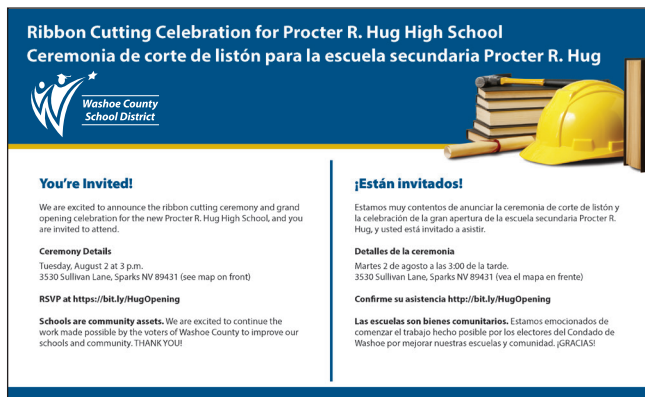Poster

Brochure

front

back

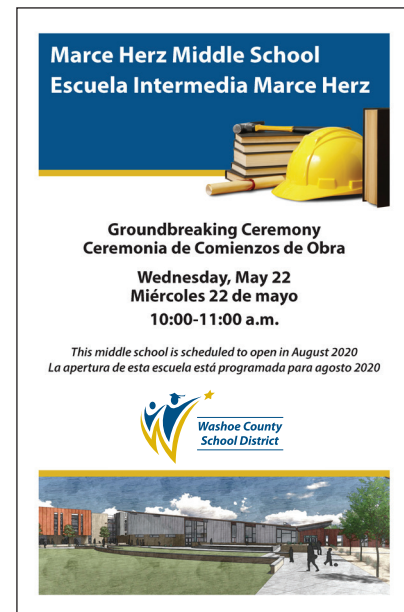Information sheets (double-sided)

Information sheets (single-sided)

Examples of WCSD Branded Material (continued)

Direct Mail

Event Program

ID badge

Glossary

Baseline – The alignment point of letter forms 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 – refers 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 is WCSD's primary typeface, and Arial is an acceptable substitute.

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."