BRAND GUIDELINES

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The following brand guidelines were established to maintain a clear and consistent message, regardless of medium. They should be followed for effective spoken, visual and written communications.

INTRODUCTION

What is a Brand?

A brand is more than just a logo, color palette, or tagline—it's the complete perception people have of an organization. It's the sum of every interaction, experience, and impression, both visual and emotional, that shapes how audiences feel about who we are and what we stand for. A strong brand communicates a consistent story, builds trust, and creates a lasting connection with its audience. Our brand is our identity and reputation, and it should be represented thoughtfully and consistently in everything we do.

Who should use this guide?

These brand guidelines are for anyone creating materials or communications on behalf of our organization—whether you are a staff member, designer, vendor, partner, or volunteer. They provide the standards and tools needed to ensure our brand is represented accurately and consistently across all platforms and formats. By following these guidelines, every piece of work—big or small—helps strengthen our identity and reinforce the trust and recognition we've built with our audience.

Why is there a need for this guide?

In order to project a consistent identity and effectively communicate established key messages, Waconia Public Schools and its surrogates must have a clear set of brand guidelines to follow.

WHAT ARE THE BENEFITS OF BUILDING OUR BRAND?

Consistency

A consistent brand ensures that every message, visual, and interaction feels connected and intentional. When our tone, design, and values are applied the same way across all touchpoints, our audience knows what to expect—and that predictability builds trust.

Loyalty

A strong brand fosters emotional connections with our audience. When people identify with our values and experiences, they're more likely to engage, support, and advocate for us over time. Brand loyalty turns occasional interactions into lasting relationships.

Brand Recognition

Clear and consistent branding makes us instantly identifiable. The more people see and experience our brand in a unified way, the quicker they can recall who we are and what we stand for. This recognition helps us stand out in a crowded marketplace and reinforces our credibility.

NAME & LOGO USAGE

Name Usage

Whenever possible, use the full name **“Waconia Public Schools”**, especially the first time the school district is mentioned. In subsequent references within the same communication, shorter forms such as **“the District,” “Waconia Schools,”** or **“ISD 110”** may be used. When writing **“the District,”** always capitalize the “D.” When using **“ISD 110,”** keep “ISD” in all capital letters and include a space between “ISD” and “110.”

The Tagline

Our tagline, **“Explore Your Passions. Create Your Success.”**, is a central element of our brand voice and should be used thoughtfully to reinforce our mission and values. The tagline should always reflect the spirit of our brand: encouraging exploration, personal growth, and achievement.

- Always present the tagline exactly as written, with each word capitalized and the period after *Passions*.
- Use the tagline in contexts that inspire and motivate—such as marketing materials, presentations, and recruitment campaigns.

Logo Guidelines

The Waconia Public Schools primary logo should be used on official school documents and displays such as stationary, business cards, district website, building signage, school to home communications, etc. An alternate horizontal logo is available when needed and can be found on page 5.

Always follow these rules when using the Waconia Public Schools logo:

- Logos must be the proper, original files obtained from the Director of Communications and may never be re-created or reconstructed.
- The logo must always be used in its original dimensions. It should not be stretched, compressed or otherwise distorted in any way, even to fill a space.
- The color of the logo should never be changed. Variations include black and white, grayscale and reversed and will be provided upon request from the steward.
- Logo may not be broken apart and should not use different words or symbols.
- Do not use the logo when the width will be less than one inch.*

**Certain applications, such as pens and wearables, will require the logo to be produced smaller than the one-inch threshold set in in these guidelines. In these instances, “Waconia Public Schools” and the tagline, “Explore your passions. Create your success.” should be removed from the logo itself but appear on the same page, surface, etc. as the simplified logo, along with “ISD110.”*

LOGO VARIATIONS

The following logos can be downloaded for use by Waconia Public Schools employees by visiting the Communications Department website: isd110.org/departments/communications. If you are an outside organization looking to use one of our logos, please contact Director of Communications Matt Thomas (mthomas@isd110.org) to receive permission.

FULL COLOR

ALL BLACK

SOLID PURPLE CIRCLE (WHEN GRADIENTS AREN'T PERMITTED)

SIMPLIFIED (FOR SMALL SCALE USAGE)

HORIZONTAL WORDMARK FULL COLOR

HORIZONTAL WORDMARK ALL BLACK

HORIZONTAL WORDMARK ON PURPLE

KIDSPACE

COMMUNITY EDUCATION & RECREATION

ATHLETICS

IMPROPER LOGO USAGE

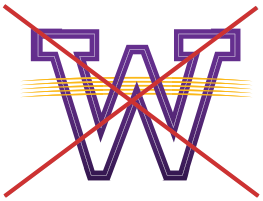
Always use the logo in its original dimensions and do not break apart or substitute other words, fonts, symbols or colors.

Do not distort the logo to fit a space.

Do not tilt the logo.

Do not alter the size relationship of the different graphic elements.

Do not change fonts.



Do not remove and use just the “W” from the logo mark.

Logo Clearance & Lockup

The logo “safe zone,” which is equal to two times the width of the outer circle, may only be breached when adding a school name beneath the circle.

Identity lockup defines how school names and other approved descriptors must appear when they are used with the logo. This applies to elements that appear within the lockup area.

Within the lockup area, the logo is always the primary brand element. Departments, school names, and other names are considered secondary brand elements within the lockup.

MISSION / VISION / CORE VALUES

Our Mission, Vision, and Core Values are the foundation of who we are and the guiding force behind every decision, initiative, and communication. They are not just statements on paper—they define our purpose, describe the future we are working toward, and set the standards for how we operate every day.

These elements are embedded in our **2024–2028 Strategic Plan**, which outlines the priorities and actions that will move our district forward. The Strategic Plan serves as the roadmap for bringing our Mission and Vision to life, with our Core Values acting as the compass to ensure we remain true to our identity and beliefs.

By incorporating the Mission, Vision, and Core Values into our brand, we ensure that every message, visual, and interaction consistently reflects the heart of Waconia Public Schools and reinforces the goals of the 2024–2028 Strategic Plan.

Our Mission

ISD 110 maximizes opportunities for all students to **explore their passions and create their success** by committing to a community that includes academic rigor, social growth, and emotional wellbeing.

Our Vision

ISD 110 commits to:

- Inspiring students to explore a variety of pathways including academic offerings and extracurricular activities that will allow them to recognize who they are and who they will become.
- Fostering a community with a collective sense of belonging and wellbeing.
- Establishing efficient systems and structures as part of a world-class school district that will create opportunities for staff to engage in innovative teaching and students to experience academic success.

Our Core Values

Respect
We honor and listen to all voices to ensure everyone feels valued.

Collaboration
We achieve our common goals through trust, teamwork, and partnership.

Inclusiveness
We welcome all and seek multiple perspectives to create one connected community.

Empathy
We listen and act with genuine care.

Resilience
We empower one another and persevere with courage, determination, and optimism.

TYPEFACE

Primary Typeface

The recommended typeface—or font—for use in the majority of external applications is Gotham. In the event that Gotham is unavailable, Myriad may be substituted.

Headlines

Recommended: **Gotham Bold**
Substitute: **Myriad Pro**

Subheads

Recommended: Gotham Book
Substitute: Myriad Regular

Body Copy

Recommended: Gotham Book
Substitute: Myriad Regular

Note: The Gotham font family is available from the type foundry Hoefler & Frere-Jones:
http://www.typography.com/fonts/font_styles.

COLOR AND GRAPHICS

Primary Color Palette

The Waconia Public Schools color palette includes three primary colors to be used exclusively for all District related materials. These are the official school colors and their formulas are provided below for accurate

Pantone 2603 PC

C: 75
M: 100
Y: 5
K: 0

Hex: 672d8b

RGB: 103 / 45 / 139

Pantone 130 PC

C: 0
M: 30
Y: 100
K: 0

Hex: fdb913

RGB: 253 / 185 / 19

Pantone 269 PC

C: 90
M: 100
Y: 35
K: 35

Hex: 331b50

RGB: 51 / 27 / 80

Secondary Color Palette

Muted versions of the primary palette may be used as secondary accent colors only.

Pantone 2563 C

C: 18
M: 39
Y: 0
K: 0

Pantone 7402 C

C: 7
M: 12
Y: 47
K: 0

Pantone 402 C

C: 40
M: 37
Y: 43
K: 2

Graphic Elements

Specific textures, gradients and graphic elements are also used to enhance and promote the brand. The claws, texture and gradient backgrounds can be obtained from the Director of Communications. Please do not attempt to recreate artwork.

Texture

This black and white texture may be used as an overlay or background.

Gradient

The gradient is usually reserved for the bottom of an application, but may be used elsewhere as long as it does not detract from or interfere with other text or graphics.

Claws

Claw marks should be Waconia Public Schools yellow unless used in black and white or grayscale, where they should be black or gray, respectively.

BRANDED ASSETS

Branded assets refers to the tools and materials we use to represent Waconia Public Schools in written, visual, and digital communications. These assets—such as letterhead, business cards, slide deck templates, and email signatures—help ensure that every interaction with our audience reflects a consistent, professional, and recognizable identity. By using approved assets, we strengthen our brand presence, build trust, and present a unified image across all platforms and touchpoints.

Official letterhead can be downloaded on the Communications Department website.

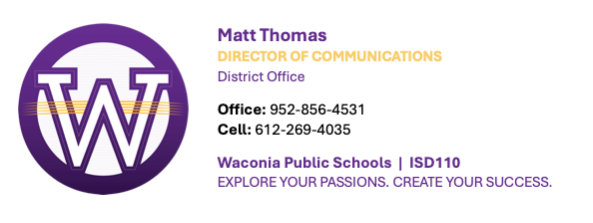
To order business cards, please contact Jessica Kilian in the District Office.

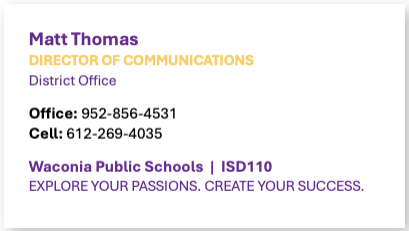
BRANDED ASSETS

Email Signatures

Maintaining a standardized email signature ensures that all district communications remain professional, on-brand, and free of content that could be misinterpreted as representing an official district position. Electronic signatures may be used with or without the simplified logo.

Contact Matt Thomas for an editable email signature template.





Email Signature Do's and Don'ts

Do:

- Use the approved email signature format provided in this guide.
- Include only the designated contact information (name, title, school/department, phone, email, website).
- Keep the font, size, and color consistent with the approved style.
- Use the district logo or approved graphic elements exactly as provided.

Don't:

- Add personal political statements, campaign endorsements, or opinions.
- Include inspirational quotes, personal mottos, or unrelated messages.
- Change the font style, size, or color.
- Add unapproved images, backgrounds, or animated graphics.
- Alter the logo's proportions, colors, or placement.

Slide Deck Templates

Slide deck templates are linked on the Communications Department website. Be sure to "make a copy" of the slidedeck template so as not to edit the template in Google Drive.

DESIGN/PRINTING REQUESTS

Requesting Design or Printing

Contact Matt Thomas for a list of approved vendor partners for graphic design, printing, mailing services.

Questions? We are happy to assist!

For additional information about the Waconia Public Schools brand identity or regarding the proper use of the Waconia Public Schools logo, tagline, fonts and other graphic elements, please contact Matt Thomas, Director of Communications, at mthomas@isd110.org or (952) 856-4531.

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