



# 2017 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.



## **Who should use this guide?**

This guide is essential for any individual or group responsible for communicating on behalf of Waconia Public Schools – in-house or by vendors.

## **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 some of the benefits of building our brand?**

### **CONSISTENCY**

This will bolster the trust the community has in us.

### **LOYALTY**

Projecting a unified message and image bonds the community, staff and students.

### **BRAND RECOGNITION**

We want members of ISD110 and beyond to make the connection between the district, its imagery and its messages.



## **The Role of Key Messages**

Key messages are used to drive your future communications and keep writing consistent across all platforms – including print, PR, social and web. They represent the core of Waconia Public Schools's beliefs and are written to bring these values to the forefront of community members' minds.

The Waconia Public Schools key messages were developed based on feedback from our target audience of students, parents and staff. As such, they should be a significant force in the development of all communications with the community.

## **Waconia Public Schools Key Messages**

- At Waconia Public Schools, we want to know the students. Not just their names, not just their faces – we do everything we can to know them as individuals, and embrace and nurture what makes them unique.
- Our first focus is on the student – the whole student. Every step we take is guided by the knowledge that investing in each child and addressing their specific needs, personalities and interests will ultimately help them grow, academically and into adulthood.
- We aim to organically boost confidence in our students by fostering self-expression, independent thinking and real relationships with each other, their families and staff across the school district.
- When we treat students as the individuals they are and teach to their unique learning styles, we uplift, inspire and assure them they have a bright future. And in doing so, we are investing long-term in our communities.
- We are inclusive. We accept that not everyone is the same, and we welcome each student as they are yet encourage them to grow and explore in a safe learning environment.
- The same acceptance we extend to the students, we strive to teach. In ISD110, we prime each person to be compassionate, empathetic, articulate adults who are unafraid to step beyond their sphere and act with integrity.



Always use the full name “Waconia Public Schools.” In order to maintain consistency, “the School District or “Waconia Schools” should be used sparingly.

**The tagline (“Explore your passions. Create your success.”) may only be written in sentence case or all caps. Words may not be substituted under any circumstances.**

While our logo is not the sole identifier of our brand, we want people to be able to recognize it and associate it with our values, mission and commitment to the community as a school district.

### Logo Guidelines

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

- Logos must be the proper, original files obtained from the brand “steward” 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.”





ISD110



### 4-COLOR PROCESS

	c.0	m.30	y.100	k.0
	c.75	m.100	y.5	k.0
	c.90	m.100	y.35	k.35

### 3-COLOR PMS

	Pantone 130 PC
	Pantone 2603 PC
	Pantone 269 PC



The following logo variations will be provided upon request from the brand steward, Paul David, at [pdavid@isd110.org](mailto:pdavid@isd110.org) or (952) 856-4531.



**GRAYSCALE**



**BLACK & WHITE**



**REVERSED**

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 the "W" from the graphic.



BAYVIEW ELEMENTARY ISD110

## 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.



## 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:**  
**Substitute:**

**Gotham Bold**  
**Myriad Bold**

## Subheads

Recommended:  
Substitute:

Gotham Book  
Myriad Roman

## Body Copy

Recommended:  
Substitute:

Gotham Book  
Myriad Roman



## Note:

The Gotham font family is available from the type foundry Hoefler & Frere-Jones at [http://www.typography.com/fonts/font\\_styles.php?productLineID=100008](http://www.typography.com/fonts/font_styles.php?productLineID=100008).



## Secondary Color Palette

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

	Pantone 402 C	c.40	m.37	y.43	k.2
	Pantone 2563 C	c.18	m.39	y.0	k.0
	Pantone 7402 C	c.7	m.12	y.47	k.0

## 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 brand steward. Please do not attempt to recreate artwork.



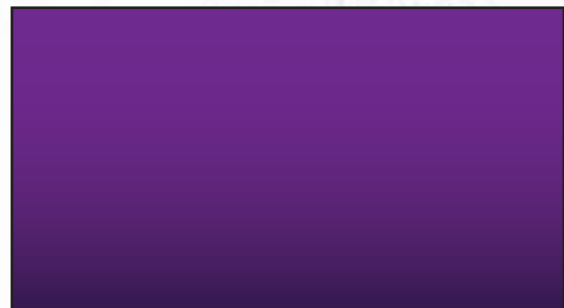
## Texture

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



## 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.



## 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.



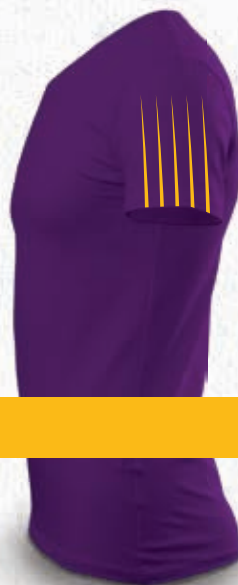


### Examples of Possible Branded Materials

The claws, texture and gradient backgrounds can be obtained from the brand steward. Please do not attempt to recreate artwork. The following are examples of how different components of the Waconia Public Schools brand come together for a complete, distinct, recognizable look.



T-Shirt



Hat





Sticker



Golf Ball



Pencils



Coffee Mug

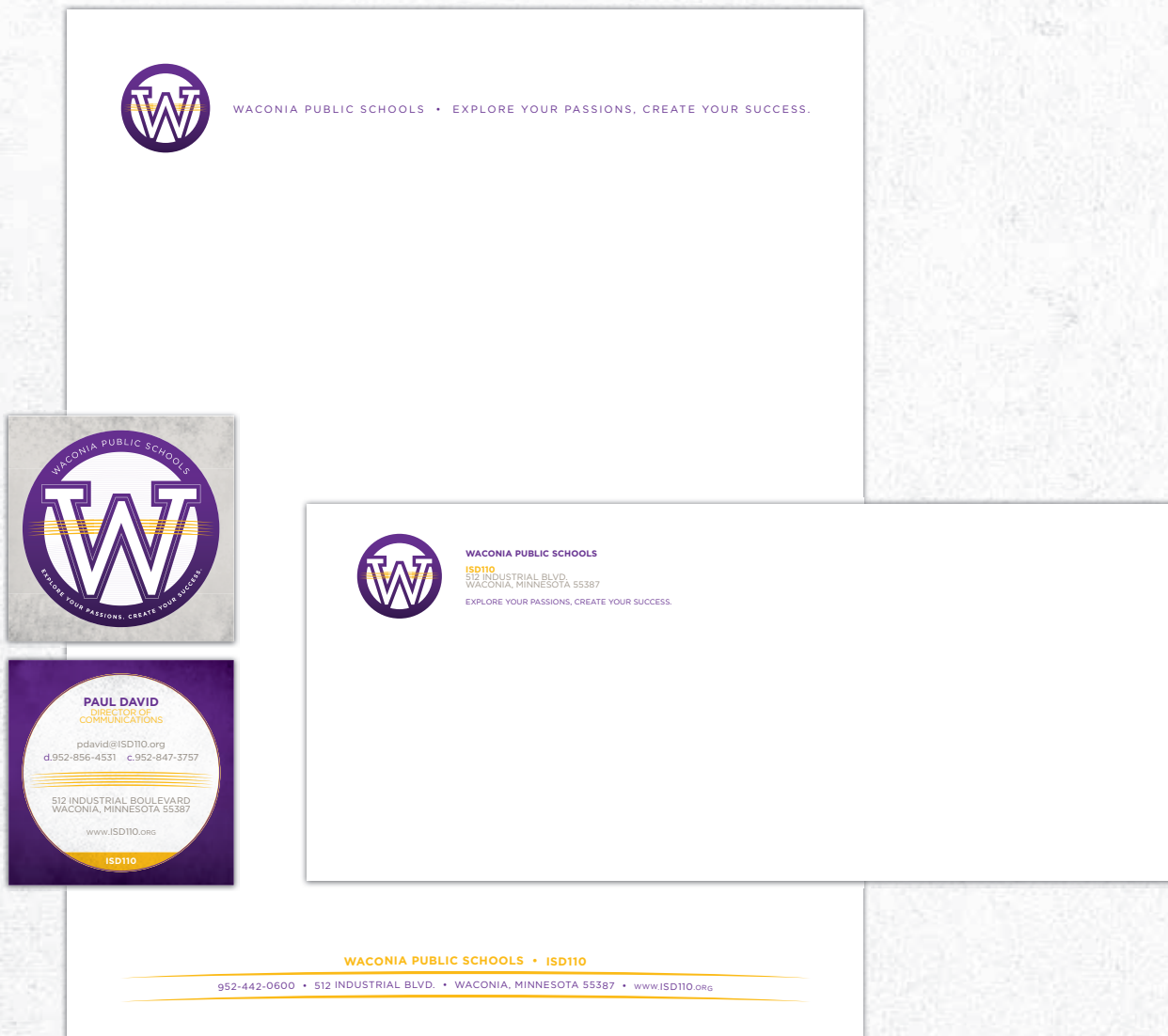




## Print and Electronic Communications

Correspondence and presentations that originate from Waconia Public Schools are a reflection of the organization. The goal is to achieve a professional and consistent image throughout the district.

Files for letterhead, PowerPoint presentations, etc. and business cards are available from the brand steward.



## Email Signatures

Electronic signatures may be used with or without the simplified logo.

**PAUL DAVID**  
DIRECTOR OF COMMUNICATIONS

o.952-123-4567 c.952-123-4567

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**PAUL DAVID**  
DIRECTOR OF COMMUNICATIONS

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## Forms

All forms should be created in Microsoft Word, Adobe Acrobat or Google Forms using the approved header and/or footer. A Google Form template has been created.



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## Protecting Your Property

To protect your intellectual property (logos, taglines, etc.) and allow those protections to stand up in court, be sure to use the appropriate trademark symbol (®, ™ or a service mark) in the most prominent location on the page, such as in a headline or first reference in body copy. The ® mark is only necessary upon first mention, but trademarks should also be noted at the end of a document or communication.





## QUESTIONS?

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 Director of Communications Matt Thomas, at [mthomas@isd110.org](mailto:mthomas@isd110.org) or (952) 856-4531.



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