



WATERLOO
Community School District

Engaged in Learning ● Prepared for Success

**Waterloo Community Schools
Visual Brand Guidelines**

Introduction

The Waterloo Community School District has invested considerable time and resources in creating a distinctive and respected brand/logo ID.

It is in the District's best interest that its brand/logo ID be presented in a consistent and accurate manner.

The District corporate identity is associated by the visual representation of our logo. Therefore, it is vital that it receives uniform treatment whenever and wherever it is displayed.

This document describes our basic visual identity tools and provides guidelines on the use of the Waterloo Community School District logo/trademark.

Please forward any question you may have to millers@waterloo.k12.ia.us.

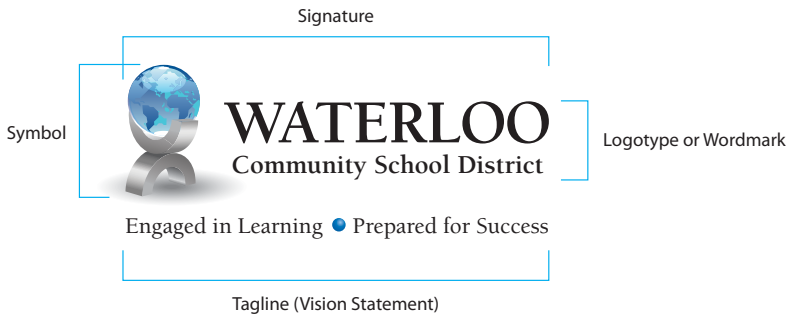
Waterloo Community School District Trademark

The District trademark is the exclusive property of the Waterloo Community School District. It represents our corporate signature and visually expresses the district personality and character. Its proper use is important to the success of the District brand because it reflects our institution, our vision, and our values in the marketplace.

The logotype always appears with the symbol in the approved size and relationship and should not be approximated or imitated. The symbol may be used without the logotype as shown to the right. Always use approved digital artwork when reproducing the District signature.



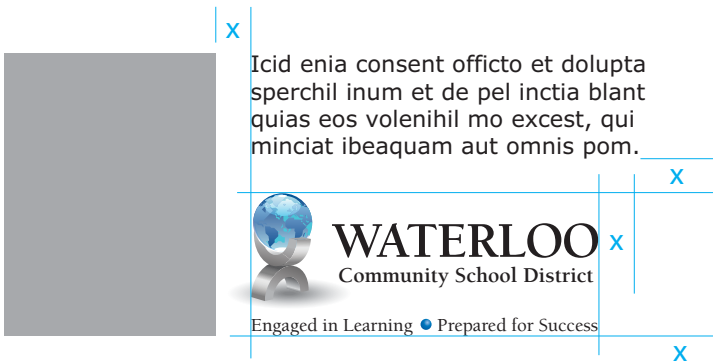
When resizing the logo and tagline (vision statement), maintain the proper proportions and avoid distortions.



Clear Space is the area surrounding the signature that should be free of any text, graphics, borders, or other images. This ensures the signature’s visibility and impact. The minimum clear space requirement for the signature is based on the measurement “X”, which is equal to the height of the letter “W” in the logotype.



Maintain a clear space zone around the logo and tagline (vision statement) as displayed in this example. Adhering to the proper clear space promotes greater readability of the logo and tagline (vision statement) in communications.



Ab ipsam et eum in nat rehent dera cus sequia dolorpo ritatemquiae prernatis et pel moluptatiae excerchilit rempora dolor ratis aped qui blaut vent in haria nat vent.

Minimum Size refers to the smallest size the signature may be reproduced through offset printing with acceptable clarity and legibility.

The minimum size for the Waterloo Community School District signature is when the symbol reaches 3/8” in height. Only the process color or grayscale versions can be reproduced at this small size. Any smaller versions do not reproduce effectively below a symbol height of 3/8”.



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Colors

The Primary Logo must always be printed with a 4-color process or as a grey scale when 4-color process is not available.

The logotype must always be solid black or solid white when used on dark backgrounds.

Background

The District signatures are often placed on varied backgrounds. They may appear on light, dark, photographic, or gradated backgrounds. The key is to always make sure there is sufficient contrast between the signature and the background it is being placed on so the signature can be displayed with clarity and visibility.

Waterloo Community Schools Name

Waterloo Community School District, Waterloo Community Schools, or Waterloo Schools name should be used when it is referenced in body copy or text. The name should always appear with initial capitalization, in the same style and weight as the rest of the copy. One may use the initials “WCSD” to refer to the district or brand.

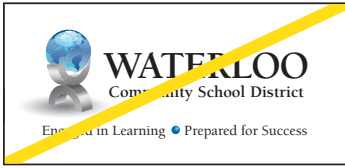
Typography

Use Verdana for Microsoft Office applications, such as Outlook, PowerPoint, Publisher, and Word. It’s clean and contemporary and is already installed as a standard font on most PCs.

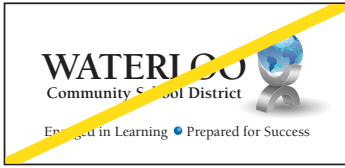
For the stationary products like business cards and letterhead use Berkley Oldstyle Book.

Book and medium weights are preferred, but bold, black and italic may be used sparingly. This typeface is for all titles, headlines, body text and captions and or other reproductions i.e., banners, embroidery, displays, etc.

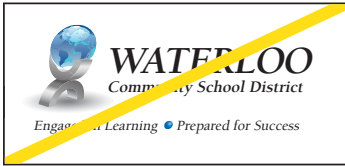
To preserve the integrity of the Waterloo Community School District identity, never alter the approved signature configurations. Below are examples of some common signature misuses:



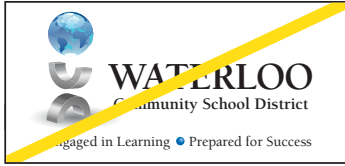
Do not change the direction of the symbol



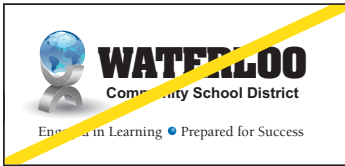
Do not reverse the placement of the symbol with the logotype.



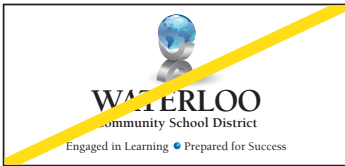
Do not distort the signature or logotype



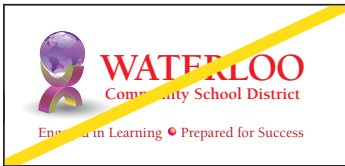
Do not separate the badge symbol from the logotype



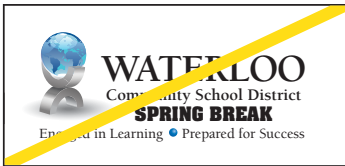
Do not substitute typefaces



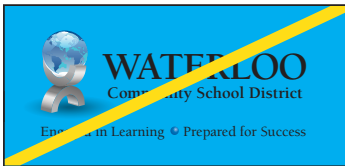
Do not stack symbol on top of logotype



Do not alter the color of the signature



Do not add words to the signature



Do not use the logo with an inappropriate background color.



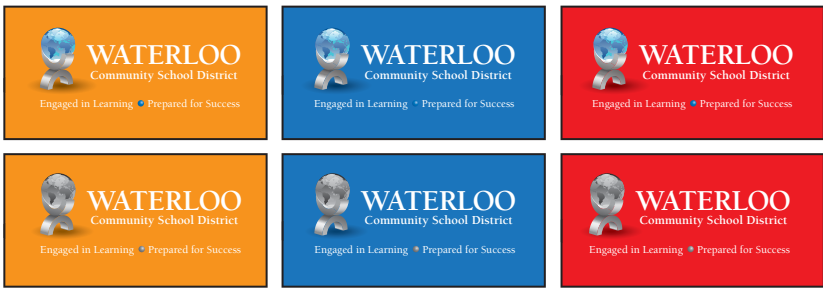
Do not place the logo on a picture or complex background.

Logo and Tagline (Vision Statement) Background Colors

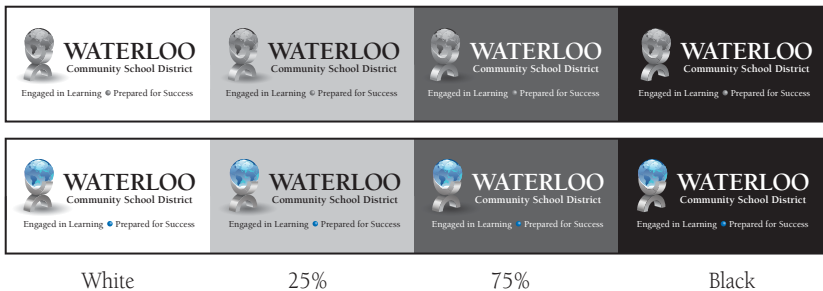
Background colors are an important element, and determine the proper color that's to be used for the logo and tagline (vision statement).



When printed on a white background, use the logo with the shadow and blue globe in the tagline (vision statement).



When printed on a color background, use a white logo and white tagline (vision statement).



White

25%

75%

Black

When printed on a gray background, ensure the logo and tagline (vision statement) print dark or light enough for easy readability. 50% Black is not recommended.



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