

**BRAND GUIDE** 





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#### **Using This Document**

This document serves as the guideline for using the Willow Lake logo system. It is important to follow the guidelines of this document to ensure the continued strength and growth of the Willow Lake brand.

Any deviation of the logo and its usage can potentially create a historical error in the Willow Lake brand and therefore continue down a path of misusage. In order to prevent this from happening, this document should be referred to by outside vendors, internal staff and anyone planning to use the Willow Lake logo, and/or its logo iterations, in any physically printed or digital deliverables.

Anyone with questions or concerns about the usage of the Willow Lake logo should contact:

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**Primary Logo** 



**Primary Wordmark** 





**Secondary Logo** 

**Mascot Mark** 

# LIOW LAKE LIONS

#### **Mascot Wordmark**

ſ	PRIMARY			SECONDARY			
PMS	295 CP	117 CP	120 CP	123 CP	139 CP	7733 CP	
RGB	0, 45, 91	213, 166, 25	255, 234, 121	255, 206, 52	182, 115, 25	0, 114, 57	
CMYK	100, 69, 8, 54	6, 27, 100, 12	0, 5, 64, 0	0, 19, 89, 0	7, 49, 100, 25	89, 0, 91, 43	
HTML	002D5B	D5A618	FFEA79	FFCE34	B67319	007239	
Madeira	1243	1192	1224	1172	1056	1351	

Color Palette



**Primary Logo Reverse** 

# WILLOW LAKE ELEMENTARY SCHOOL

**Primary Wordmark Reverse** 



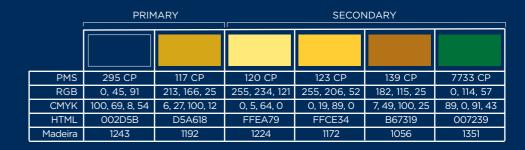


**Secondary Logo Reverse** 

**Mascot Mark Reverse** 

# LION LAKE

#### **Secondary Wordmark Reverse**



**Color Palette Reverse** 



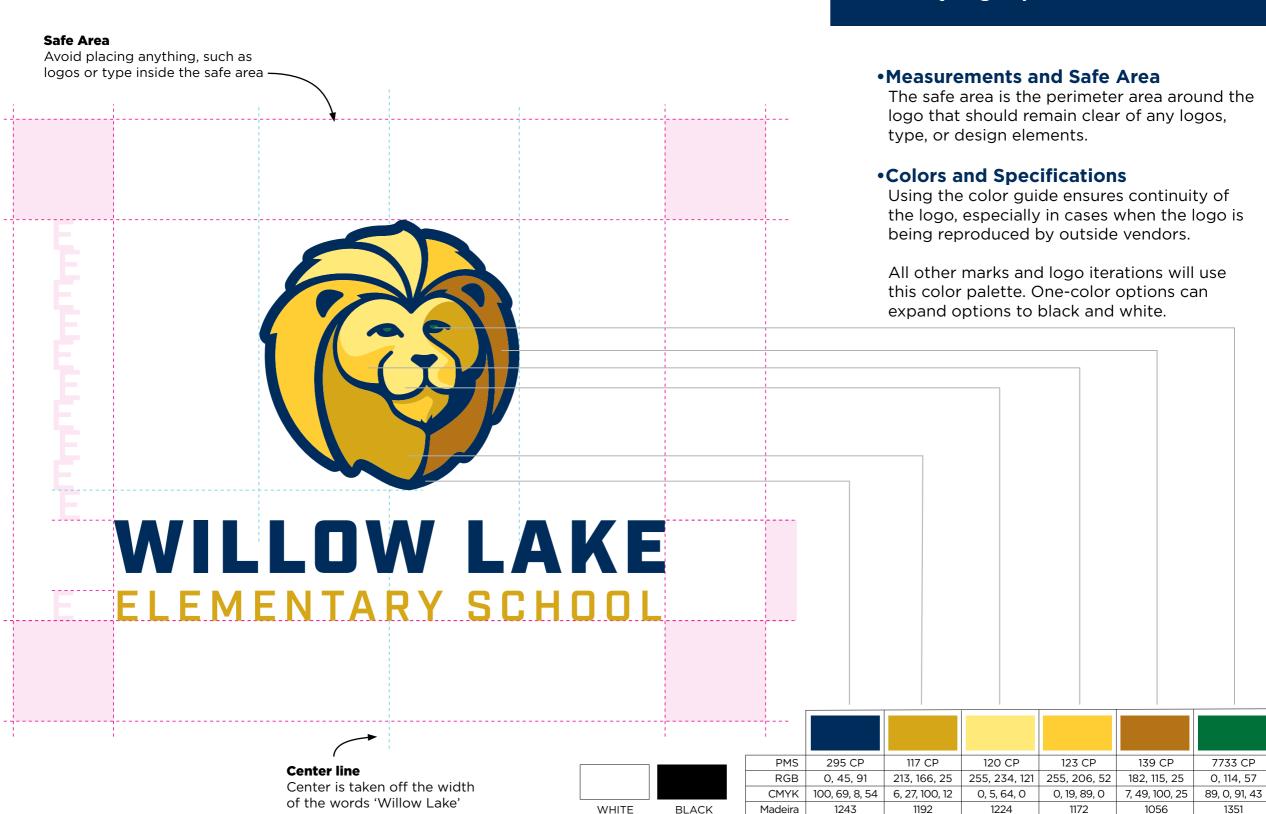
#### **Primary Logo Usage**

The Willow Lake primary logo should be used as the main logo.

It is the face of the institution and consistent use of the primary logo will build brand equity both internally and public-facing.

Use the primary logo in communications representing the institution of Willow Lake Elementary School as a whole. Topics such as academic issues, general school activities, and communications that are public-facing and deliverables that are allencompassing and require overall branding material should use this iteration.

#### **Primary Logo Specification**





#### **Secondary Logo Usage**

The secondary logo should be used when end deliverables are in reference to entities within the Willow Lake Elementary School, i.e., a sports or club team, a school event, PTO group or other support groups.

Any school event, fundraiser or extracurricular enterprise where a mascot presence would be beneficial should carry the secondary logo.







### **Mascot Mark Usage**

The mascot mark is considered a secondary mark that should only be used when Willow Lake is clearly branded elsewhere on the product. It should never be seen alone.

Consider its one-color iteration as a possible design element.

#### Wordmark

When reversing out the wordmark to be used on a dark background, the words "Willow Lake" in the primary wordmark and the word "Lions" in the mascot wordmark should knock out to PMS 120 C yellow for best visual contrast.







#### **Wordmark Usage**

The Willow Lake wordmark can be used in instances where a more serious tone is needed. Formal notices or communications where a mascot presence is deemed inappropriate can call on the wordmark as an alternative to the primary logo.

The wordmark can also be used in signage or products that need to be simplified for reproduction purposes.

This will act as the primary horizontal iteration.



**ELEMENTARY SCHOOL** 













WILLOW LAKE ELEMENTARY SCHOOL



#### **One-color Usage**

One-color iterations of all logos and wordmarks are available for instances where reproduction of the full-color logos and marks become prohibitive.

Outside merchandise and product vendors should adhere to provided one-color logos and marks and should not create their own versions of the one-color mark from the full-color versions.

The one-color mark can expand the color palette to include black and white.

Note: the lion mascot mark has a white stroke around the head so the mark stands out on darker backgrounds while remaining a positive color image. The wordmark simply reverses out the letters and inner strokes inside "Lions".







### **Simplified Logo for Embroidery**

The simplified logo should only be used in the cases for small embroidery application.

In this iteration, the mascot mark is reduced to two shades of yellow and the smaller words "ELEMENTARY SCHOOL" in the primary mark and "WILLOW LAKE" in the secondary mark are removed.

#### **Logo Misuse Examples**

With all iterations of the Willow Lake logo marks, avoid the following:





Adjust color or introduce new colors



Alter the logo with additional art or elements



Use the logo or parts of the logo as letter swap-outs in words



**Skew or distort the logo** 



Create custom wordmarks or text underneath the mascot mark to look like a new logo



Place the logo on busy or patterned backgrounds



Alter the proportions of the logo elements



Alter the orientation of the elements



Add drop shadows or any effects to the logo



**Change the fonts** 

## Rendered Application Examples









# GO LIONS!