



WILLOW LAKE
ELEMENTARY SCHOOL

BRAND GUIDE



Willow Lake Elementary School

Logo Usage



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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 misuse. 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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WILLOW LAKE
ELEMENTARY SCHOOL

Primary Logo

WILLOW LAKE
ELEMENTARY SCHOOL

Primary Wordmark



WILLOW LAKE
LIONS







Secondary Logo



Mascot Mark

WILLOW LAKE
LIONS

Mascot Wordmark

	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



WILLOW LAKE
ELEMENTARY SCHOOL

Primary Logo Reverse

WILLOW LAKE
ELEMENTARY SCHOOL

Primary Wordmark Reverse



WILLOW LAKE
LIONS

Secondary Logo Reverse



Mascot Mark Reverse

WILLOW LAKE
LIONS

Secondary Wordmark Reverse

	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 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 all-encompassing and require overall branding material should use this iteration.



WILLOW LAKE
ELEMENTARY SCHOOL

Primary Logo Specification

Safe Area

Avoid placing anything, such as logos or type inside the safe area



•Measurements and Safe Area

The safe area is the perimeter area around the logo that should remain clear of any logos, type, or design elements.

•Colors and Specifications

Using the color guide ensures continuity of the logo, especially in cases when the logo is being reproduced by outside vendors.

All other marks and logo iterations will use this color palette. One-color options can expand options to black and white.

Center line

Center is taken off the width of the words 'Willow Lake'



WHITE

BLACK

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
Madeira	1243	1192	1224	1172	1056	1351

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 Usage

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.

WILLOW LAKE
ELEMENTARY SCHOOL

WILLOW LAKE
LIONS



WILLOW LAKE
ELEMENTARY SCHOOL

WILLOW LAKE
LIONS



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.

One-color Usage



WILLOW LAKE
ELEMENTARY SCHOOL



WILLOW LAKE
LIONS

WILLOW LAKE
LIONS

WILLOW LAKE
LIONS



WILLOW LAKE
ELEMENTARY SCHOOL



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.



WILLOW LAKE



LIONS



WILLOW LAKE



LIONS

Logo Misuse Examples

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



Stretch or compress



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



Take parts of the logo and create new logos



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!