



Westonka
PUBLIC SCHOOLS

BRAND GUIDELINES

JULY 2024



Small School Advantages. Big School Opportunities.

Contents

District Logos	3
Athletic Logos	12
Typography	26
Color	28
Brand Patterns	30
Email Signature	32



OUR LOGO

Our strong, stable W reflects the comfort and spirit of our close-knit community. The shield embracing the W underscores this strength and security, with the waved shield top giving a subtle nod to Lake Minnetonka. The top left of the W points westward while hinting at the wing of our White Hawks logo and implying a sense of motion to propel our district forward.



WESTONKA_STACKED_PRIMARY



WESTONKA_HORIZ_PRIMARY

District Logos

PRIMARY DISTRICT LOGOS

These are the primary *Westonka School District* logos. These logos should be prioritized for use whenever possible. These logos must only be displayed over white or light-colored backgrounds.

The colors used in the logo are Westonka Red, White and Dark Gray from the district's color palette (see page 28 for color information).

Where do I find these assets?



PNG and JPG logo files are located on the district website at westonka.k12.mn.us/brand.

For vector art files needed by outside vendors, please contact the Communications Coordinator.



DISTRICT LOGOS

1-COLOR WHITE



WESTONKA_STACKED_WHITE

1-COLOR BLACK



WESTONKA_STACKED_BLACK

INVERSE



WESTONKA_STACKED_INVERSE

SECONDARY DISTRICT LOGOS

1-COLOR WHITE

When placed over a red background, the white logo may also be utilized as a primary logo (e.g., slide deck title screen, document cover page, folder).

1-COLOR BLACK

The black logo should be used only in print applications when color printing is not available.

INVERSE

The inverse logo should be used over black or dark-colored backgrounds when needed.



WESTONKA_HORIZ_WHITE



WESTONKA_HORIZ_WHITE



WESTONKA_HORIZ_INVERSE

Where do I find these assets?



PNG and JPG logo files are located on the district website at westonka.k12.mn.us/brand.

For vector art files needed by outside vendors, please contact the Communications Coordinator.



DISTRICT LOGOS

PRIMARY



WESTONKA_SHIELD_RED

1-COLOR WHITE



WESTONKA_SHIELD_WHITE

WESTONKA W ICON

The *Westonka W* icon should be used only in the color combinations shown. It can be used in the following scenarios:

- Marketing materials in tandem with the full logo, when the full logo has already been presented.
- When the full logo is too small to be legible or feels off balance (e.g., social media and web favicons).
- As an emblem on apparel, such as a shirt pocket or baseball cap.

Where do I find these assets?



PNG and JPG logos are located on the district website at westonka.k12.mn.us/brand.

For vector art files needed by outside vendors, please contact the Communications Coordinator.



DISTRICT LOGOS



TITLE PAGES: 2.375" wide



TITLE PAGES: 3" wide



DOCUMENTS: 1.5" wide



DOCUMENTS: 2" wide



MINIMUM SIZE: 1" wide



MINIMUM SIZE: 1.5" wide

PREFERRED SIZES

To ensure readability and aid in recognition of the logo, please adhere to these recommended sizes. Always take into account the logo's relationship to other elements on the page and any factors that would affect readability, such as viewing distance.

For large format printing, be sure to request a vector logo to avoid quality issues when scaling to a large size.



DISTRICT LOGOS



CLEAR SPACE

To ensure the integrity of the logo and minimize competition from other visual elements, a minimum clear space must be maintained on all sides of the logo. No other text or graphics should appear inside this space. Maintain a space equivalent to the height of the W in the "Westonka" wordmark on all sides.



DISTRICT LOGOS



USE WITH PHOTOGRAPHY

When using the W icon, the primary version (Westonka Red and White) is permissible over a photo background (1). Do not use a version of the icon that is transparent (2, 3).

When using the full district logo, the 1-color white logo should be used over a red background and layered over the photo to ensure a strong brand presence (4). Do not layer any version of the district logo directly over photography (5, 6).



DISTRICT LOGOS

STACKED



SCHOOL LOGOS

School and department name logos are available in stacked and horizontal formats, in full-color and 1-color.



HORIZONTAL



This is an example of the horizontal format that is available for all schools and departments.

Where do I find these assets?



PNG and JPG logo files are located on the district website at westonka.k12.mn.us/brand.

For vector art files needed by outside vendors, please contact the Communications Coordinator.



DISTRICT LOGOS

1



2



3



4



COMMUNITY ED LOGOS

This is the Westonka Community Ed logo, in stacked (1) and horizontal (2) formats.

The colors used in the logo are Westonka Red, White, and Dark Gray from the district color palette (page 28).

Group logos, as shown in examples 3 and 4, are available by contacting the Communications Coordinator.

Where do I find these assets?



PNG and JPG logo files are located on the district website at westonka.k12.mn.us/brand.

For vector art files needed by outside vendors, please contact the Communications Coordinator.



DISTRICT LOGOS

1



2



3



4



5



6



LOGO MISUSE

1. Do not stretch or distort the logo. Always maintain the original proportions.
2. Do not remove any elements from the complete Westonka School District logo.
3. Do not set the logo text in alternate fonts.
4. Do not use alternate colors for the logo.
5. Do not use the logo on backgrounds with poor contrast.
6. Do not apply any outlines or shadows to the logo.





WHITE HAWKS LOGO_PRIMARY



WHITE HAWKS LOGO_PRIMARY_WHITE TEXT



WHITE HAWKS LOGO_INVERSE



WHITE HAWKS LOGO_1C_RED



WHITE HAWKS LOGO_1C_BLACK

Athletic Logos

WHITE HAWKS LOGO

Logos 1, 2 and 3 are the primary *White Hawks* logos to be used for athletics. Use the appropriate logo depending on the background color it will be displayed upon according to the examples shown.

Logo 1: Use over white or lightly-colored backgrounds.

Logo 2: Use over red backgrounds.

Logo 3: Use over gray or black backgrounds.

Logos 4 and 5 are 1-color athletic logos, which should be used only in printing scenarios when only one color is available.

Where do I find these assets?



PNG and JPG logo files are located on the district website at westonka.k12.mn.us/brand.

For vector art files needed by outside vendors, please contact the Communications Coordinator.

ATHLETIC LOGOS

1



2



3



4



5



6



LOGO MISUSE

1. Do not stretch or distort the logo. Always maintain the original proportions.
2. Do not rearrange or remove any elements from the complete athletic logo.
3. Do not set the logo text in alternate fonts.
4. Do not use alternate colors for the logo.
5. Do not use the logo on backgrounds with poor contrast.
6. Do not apply any outlines or shadows to the logo.

ATHLETIC LOGOS

1



HAWK HEAD_PRIMARY



HAWK HEAD_PRIMARY

2



HAWK HEAD_INVERSE

3



HAWK HEAD_1C_RED

4



HAWK HEAD_1C_BLACK

5



HAWKS HEAD_1C_WHITE

HAWK HEAD ICON

Icons 1 and 2 are the primary *Hawk Head* icons. Use the appropriate icon depending on the background color it will be displayed upon.

Icon 1: Use over white or lightly-colored backgrounds.

Icon 2: Use over gray or black backgrounds.

Icons 3, 4 and 5 are 1-color icons which should be used in printing scenarios when only one color is available. Use the appropriate icon depending on the background color it will be displayed upon.

Where do I find these assets?



PNG and JPG logos are located on the district website at westonka.k12.mn.us/brand.

For vector art files needed by outside vendors, please contact the Communications Coordinator.



ATHLETIC LOGOS

1



2



3



4



5



6



ICON MISUSE

1. Do not stretch or distort the icon. Always maintain the original proportions.
2. Do not add text or create custom logos for specific activities.
3. Do not layer or combine the icon with other elements.
4. Do not use alternate colors for the icon.
5. Do not use the icon on backgrounds with poor contrast.
6. Do not apply any outlines or shadows to the icon.

ATHLETIC LOGOS



ATHLETIC W_WHITE



ATHLETIC W_RED



ATHLETIC W_INVERSE



ATHLETIC W_WINGS_WHITE



ATHLETIC W_WINGS_RED



ATHLETIC W_WINGS_INVERSE



WINGS_WHITE



WINGS_RED

ATHLETIC W ICON AND WING MARKS

The athletic *W* icon and wing marks should be used only in custom designs, such as athletic uniforms and spirit wear. They are not available for general use. Please contact the Communications Coordinator if these icons are needed by your organization.

These icons should not be used as a substitute for the Westonka School District logo, Westonka *W* icon or the athletic logo.

Where do I find these assets?



For vector art files, please contact the Communications Coordinator.



ATHLETIC LOGOS

RED

WHITE

1

**WESTONKA
WHITE HAWKS**

WESTONKA_WHITE HAWKS_ATHLETIC WORDMARK_RED

3

WHITE HAWKS

WHITE HAWKS_ATHLETIC WORDMARK_RED

2

**WESTONKA
WHITE HAWKS**

WESTONKA_WHITE HAWKS_ATHLETIC WORDMARK_WHITE

4

WHITE HAWKS

WHITE HAWKS_ATHLETIC WORDMARK_RED

5

**WHITE
HAWKS**

6

WHITEHAWKS

WHITE HAWKS WORDMARK

The *White Hawks* wordmark is available with the word *Westonka* (1, 2) and without (3, 4). Use the red version over white or lightly-colored backgrounds, and use the white version over red backgrounds only.

LOGO MISUSE

Do not rearrange or alter the wordmark. White Hawks should never be displayed on two lines (5) and should never be one word (6).

Where do I find these assets?



PNG and JPG logo files are located on the district website at westonka.k12.mn.us/brand.

For vector art files needed by outside vendors, please contact the Communications Coordinator.



RED



WESTONKA_WHITE HAWKS_SCRIPT_RED



WHITE HAWKS_SCRIPT_RED



WESTONKA_SCRIPT_RED

WHITE



WESTONKA_WHITE HAWKS_SCRIPT_WHITE



WHITE HAWKS_SCRIPT_WHITE



WESTONKA_SCRIPT_WHITE

SCRIPT WORDMARKS

The script wordmarks should be used only in custom designs, such as athletic uniforms and spirit wear. They are not available for general use. Please contact the Communications Coordinator if these icons are needed by your organization.

Where do I find these assets?



For vector art files, please contact the Communications Coordinator.



ATHLETIC LOGOS

RED



WINGS UP_WINGS_RED

WINGS UP

WINGS UP_RED

WHITE



WINGS UP_WINGS_WHITE

WINGS UP

WINGS UP_WHITE

WINGS UP WORDMARKS

The *Wings Up* wordmarks are for use in special circumstances only, such as on the district's official social media channels in coordination with the #WingsUpWestonka hashtag.

The official hashtags of the school district are:

#WingsUpWestonka
#WestonkaPride
#GoWhiteHawks
#theWestonkaEdge



RED

WESTONKA

WESTONKA_WORDMARK_RED

WHITE

WESTONKA

WESTONKA_WORDMARK_WHITE

WESTONKA WORDMARK

The *Westonka* wordmark is intended for use when the White Hawks name is not needed. It should be used only in custom designs, such as athletic uniforms and spirit wear. It is not available for general use. Please contact the Communications Coordinator if this wordmark is needed by your organization.

Use the red version over white or lightly colored backgrounds, and use the white version over red backgrounds.

Where do I find these assets?



For vector art files, please contact the Communications Coordinator.



ATHLETIC LOGOS

1



2



3



TEAM LOGOS

Individual team logos are available for each team or group (1, 2). Use only when appropriate as a substitute for the primary athletic logo.

Team or group names should not be paired with the primary Westonka School District logo (3).



ATHLETIC LOGOS

FONT

POSTER
GOTHIC
EXCOND
ATF HEAVY



ATHLETIC CUSTOM FONT

When additional type needs to be displayed alongside an icon, it should be displayed only in the font shown (Poster Gothic ExCond ATF Heavy) to maintain brand consistency.

This font is also the basis for the White Hawks wordmark. It is available to download [here](#) with an Adobe subscription.

If your team or group is in need of custom typed logo marks, please contact the Communications Coordinator.



ATHLETIC LOGOS



UNIFORM STANDARDS

COLORS

The primary uniform colors are Red and White. Alternate jerseys can be Black, Dark Gray or Gray.

AWAY JERSEYS

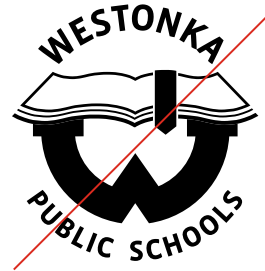
The word *Westonka* should always be displayed on away jerseys, either as a standalone or as *Westonka White Hawks*.

HOME JERSEYS

Westonka, *Westonka White Hawks* or *White Hawks* can be displayed on home jerseys.

These are appropriate examples of athletic logos in use. Please contact the Communications Coordinator for questions about the design and application of logos on school uniforms.





RETIRED LOGOS

To maintain brand consistency, these historic logos should no longer be used in any setting. As of July 2024, the use of these logos will be phased out incrementally as budget allows.



Figtree Black
Figtree Black Italic

Figtree ExtraBold
Figtree ExtraBold Italic

Figtree Bold
Figtree Bold Italic

Figtree SemiBold
Figtree SemiBold Italic

Figtree Medium
Figtree Medium Italic

Figtree Regular
Figtree Regular Italic

Figtree Light
Figtree Light Italic

Typography

TYPE FAMILIES

Figtree is intended for general use throughout all printed and web materials, including marketing materials and internal documents. Figtree is an open source typeface available for free download from Google Fonts.

Note: Install the "Static" family of fonts only. The typeface will not perform correctly if only the "Variable" version is installed.

Rig Sans is the typeface used to create the Westonka School District logo. It is available through Adobe Fonts.

Where do I find these assets?



Click here to download Figtree.

Click here to download Rig Sans (available with Adobe subscription only).



HEADER ONE

Figtree Black
Size 46 pt

Westonka Public Schools

HEADER TWO

Figtree ExtraBold
Size 26 pt

Small School Advantages. Big School Opportunities.

SUBHEADER

Figtree Medium
Size 18 pt

An educational community experience
unlike any other.

BODY COPY

Figtree Light
Size 10 pt

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TYPOGRAPHY IN USE

These are recommended font weights and sizes for use in graphic design and district literature to maintain proper hierarchy.



COLOR

PRIMARY

WESTONKA RED

C:0 M:95 Y:100 K:0
R:218 G:43 B:31
HEX:DA2B1F
PMS 485 C

WHITE

C:0 M:0 Y:0 K:0
R:255 G:255 B:255
HEX:FFFFFF

SECONDARY

BLACK

C:0 M:0 Y:0 K:100
R:44 G:42 B:41
HEX:2C2A29
PMS Black C

DARK GRAY

C:59 M:48 Y:58 K:44
R:80 G:83 B:76
HEX:50534C
PMS 418 C

GRAY

C:33 M:24 Y:20 K:2
R:167 G:169 B:180
HEX:A7A9B4
PMS Cool Gray 6C

TERTIARY

DARK RED

C:0 M:98 Y:77 K:37
R:172 G:36 B:42
HEX:94292E
PMS 7622 C

MAROON

C:16 M:83 Y:63 K:56
R:109 G:50 B:53
HEX:6D3235
PMS 7629 C

BRIGHT RED

C:0 M:90 Y:94 K:0
R:255 G:58 B:30
HEX:FF3A1E
PMS Bright Red C

Color

PALETTE

Color is an important part of the Westonka Public Schools brand, and can be a powerful tool when used effectively. This is the approved color palette.

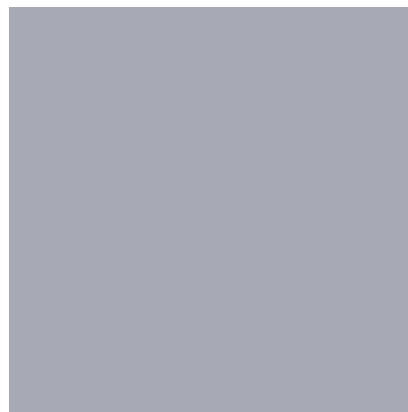
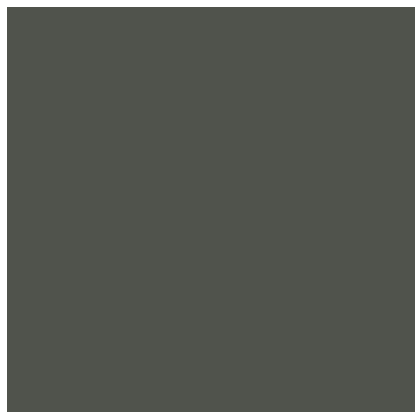


COLOR



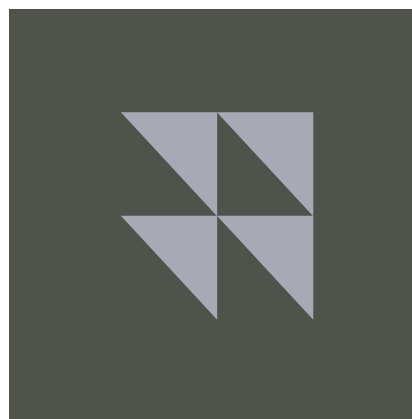
BALANCE

Appropriate color balance should be maintained to ensure a strong brand presence. Westonka Red should be used most often, followed by White, followed by Dark Gray and Gray. The four accent colors should be used less frequently to provide visual interest and variety.





Logo_File_Name.eps



Brand Pattern

TRIANGLE PATTERN

The triangle shape is taken from the W icon and arranged in a square grouping of four. Use the pattern as a brand element on designed materials.

Any combination of brand colors may be used depending on what is appropriate for the application.

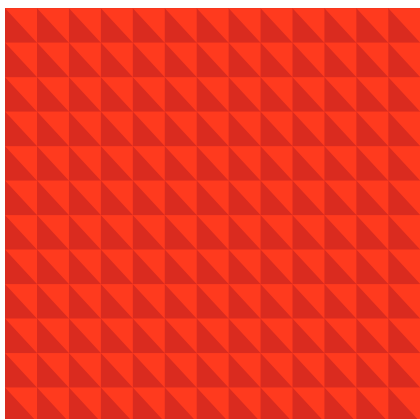


Where do I find these assets?

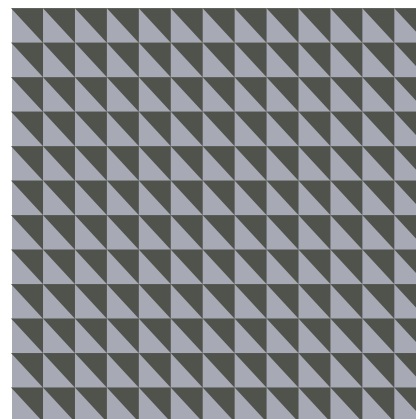
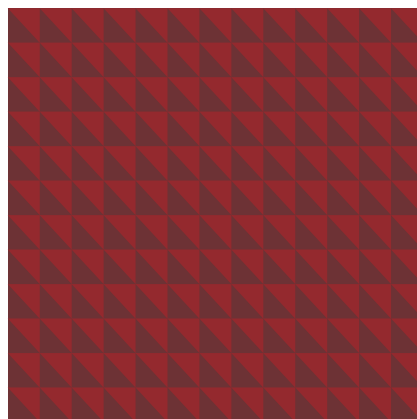


For vector art files, please contact the Communications Coordinator.

BRAND PATTERN



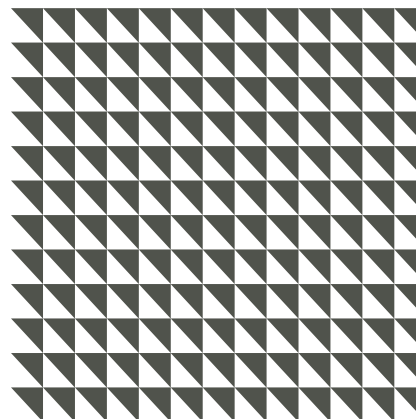
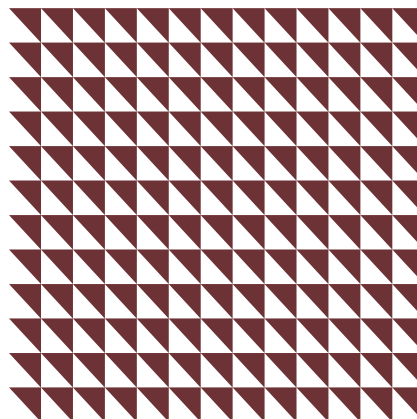
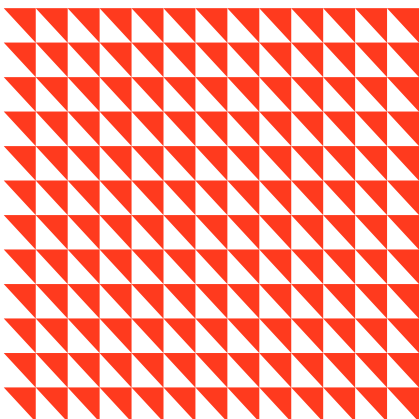
Logo_File_Name.eps



LARGE TRIANGLE PATTERN

The large triangle pattern can be used as a brand element on designed materials.

Any combination of brand colors may be used depending on what is appropriate for the application.



Where do I find these assets?



For vector art files, please contact the Communications Coordinator.



EMAIL SIGNATURE

1

Name

Title
Location
P: (XXX) XXX-XXXX
name@westonka.k12.mn.us



www.westonka.k12.mn.us
Small School Advantages. Big School Opportunities.

2

Name

Pronouns*
Title
Location
P: (XXX) XXX-XXXX
C: (XXX) XXX-XXXX*
name@westonka.k12.mn.us



www.westonka.k12.mn.us
Small School Advantages. Big School Opportunities.

[Other Optional Links]*

Email Signature

This is the template for district email signatures. The horizontal primary district logo (1) or your horizontal school logo (2) are the only approved logos for use in an email signature. Example 1 shows all required elements in an email signature, and example 2 indicates optional additions.

Where do I find these assets?



A copy/paste version of the email signature template is available on the district website under [Human Resources for Staff](#).



QUESTIONS?

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