

Western School Corporation Logo and Branding Information **August 15, 2017**

The Branding Manual outlines the use of the now official Western School Corporation brand/logo. As outlined in the manual, to maintain our brand consistency, all parties utilizing any element of our brand/logo need to meet the specifications outlined in the manual. The only approved exception to the manual is that red has now been officially adopted as an accent or outline color for the black or white “W” or black or white lettering.



Changing from the many variations of Panthers, “W”, etc. will take time. The key is to use the new brand/logo from this point forward and replace previous displayed or used logos as it is economically feasible.

Official Western Uniforms and Attire

Athletic uniforms, co-curricular attire, and extracurricular uniforms/attire, and any other school uniform or attire used by an individual or team representing Western is to follow this manual.

Unofficial Western Attire

At times, school organizations have T-shirts, signs etc. made to promote the school organization or to memorialize an event, that are not part of an official Western Uniform. The manual is to be followed for these types of attire, signs, etc. any time a Panther, “W”, Western, or initialing such as “WHS”, “WMS”, etc. is used that would identify Western. Additional graphics, wording or lettering to individualize the organization can be added and does not need to follow the

guidelines (e.g. Drama Club  , Soccer,  , *Class of 2018*, etc. As stated in the manual, the logo is recommended to be used against Black, Silver Grey, transparent or neutrals such as Grey/Silver. Other non-official school color backgrounds (e.g. light blue, pink, tie dye, etc.) require building level administrative approval.

Promotional Equipment, Attire, Signs, Mats, Etc.

We will contact outside companies, businesses, and vendors who have used our previous logos or have created their own and work with them to move to our new brand/logo.