

**WESTERN SCHOOL
CORPORATION**

BRAND GUIDE



HOME OF THE PANTHERS



Letter To The School

Congratulations for being a part of VIP Branding Powered by Varsity Brands. We hope that your school will enjoy your brand identity for decades to come! Your brand has been designed to reflect your all-around standard of excellence in academics, athletics and all other programs valued by your school. It will also serve to reinforce the core essence of your school pride, accomplishment and spirit.

To help you maintain brand consistency, we recommend you require all parties utilizing any element of your brand identity to meet the specifications outlined within this manual.

Thank you in advance and should you have any questions regarding any content involved within this brand guide, please contact VIP Branding.

Sincerely,

VIP Branding
Powered by Varsity Brands

TABLE OF CONTENTS

1.1 Introduction/Legal Notes

Approved Logos

- 2.1 Logo Uses
- 2.2 Official Logos
- 2.3 Logo Modifications
- 2.4 Logo Modifications (Cont.)

Approved Colors

- 3.1 Identity Colors
- 3.2 Logo Against Background Colors
- 3.3 One Color Logos
- 3.4 Color Variations/Logo Enhancements

4.1 Typography



The following manual provides you with specifications to accurately utilize the Western School Corporation brand elements. The Western School Corporation brand has been designed to reflect your all-around standard of excellence in academics, athletics and all other programs valued by the school. It will also serve to reinforce the core essence of your school pride, accomplishment and spirit. It is critical that all parties utilizing any of the Western School Corporation brand elements follow this manual with attention to detail in order to preserve and protect the Western School Corporation brand image.

Thank you in advance for reviewing this manual, thoroughly understanding its contents, and abiding by the specifications provided.



Creation, application or any use of the Western School Corporation brand elements must conform to approved standards as authorized by Western School Corporation. Additionally, it is imperative that Western School Corporation brand elements are used properly on all merchandise, web, printed materials, signage, etc. in a quality manner.

When using the Western School Corporation brand elements, whether the item on which the element is applied is for internal use, departmental use, organization use, being publicly displayed, being sold or otherwise distributed in commerce, all specifications for usage must be met and visually approved by an authorized party within Western School Corporation.

Introduction

Legal Notes

USE OF THE ELEMENTS



Approved Logos

Primary School Logo

Can be used on official school documents and displays such as on the front of the school, diplomas, stationery, business cards, website home page, etc.

Wordmarks

Can be used on general fashion gear, uniforms, general club designs, general sport designs, stadiums, gym floor, signage, informal letterhead, etc.

Initial(s) or Interlock

Interchangeable with Wordmarks and Activity Mark, but is more appropriate for embroidery or applications requiring less detail. (eg. Left Chest Polo Shirt)

Activity Mark

Can be used on specific activity fashion gear, uniforms, specific club designs, specific sport designs, signage, informal letterhead, etc. (eg. Football, Baseball, etc.)

ELECTRONIC FILES

Electronic files in EPS or AI format are available. Original art should always be used when possible.



1

Approved Logos



2



3



4



5



6



7



8



9



10

- 1 Primary Mark
- 2 Primary Wordmark
- 3 Activity Mark
- 4 Initial 1
- 5 Initial 2
- 6 Mascot with Initial
- 7 Mascot Full Body 1
- 8 Mascot Full Body 2
- 9 Mascot Head
- 10 Panther Eyes



Secondary Text in Ribbon

Secondary wording in the activity logo can be changed to reflect individual names, clubs, organizations and/or sports.

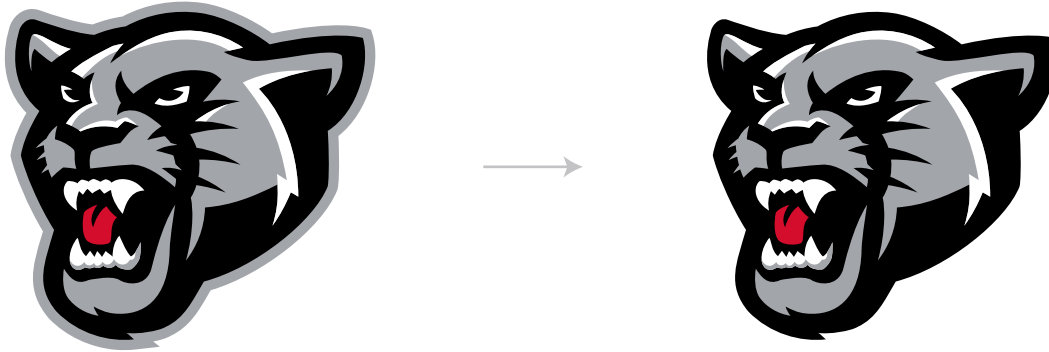
The text within the banner is editable and can be customized to your needs. To do this, you will need a vector based program; such as, Adobe Illustrator or Corel Draw. Simply highlight the text and type in the name of your desired sport, club or event.

Spacing and size of lettering will need to be adjusted for any replacement text to stay cohesive with the brand.
(eg. Track and Field)

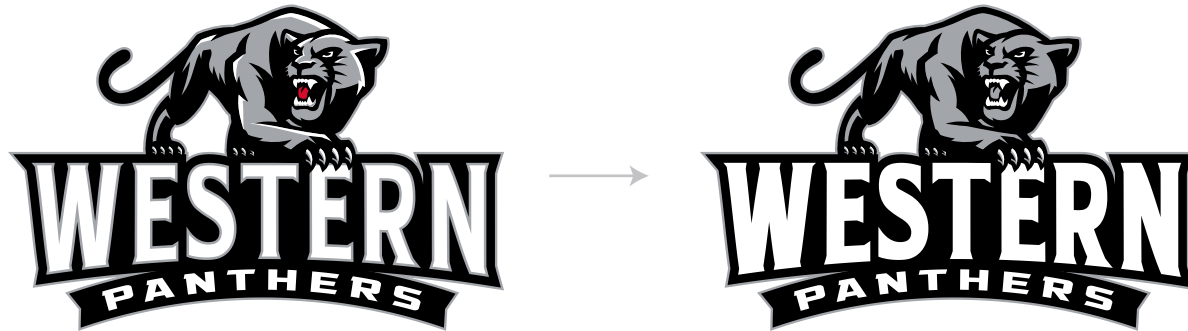
Please contact school administration for personalized logo.

Approved Logos

LOGO MODIFICATIONS



The outline shown in Grey, in the left image, is optional. The color of the outline can be altered, modified, or removed in order to enhance the overall aesthetics of the image as shown in the other examples. Red can be used for the Tongue. See Page 3.1





If present, highlights, shadows, bevels, halftones and/or gradients may be omitted to enhance the logos in various printing applications and where limited color variations are needed.



Approved Logos

LOGO MODIFICATIONS (CONT.)

SCHOOL APPROVAL

When possible, it is preferred to use the full color versions of all logos. Use of any other non-official colors in the logo mark **must be approved by the school administration.**

		
	Black	Silver Grey
Pantone	Black	PMS 429 C
Web	#000000	#A2AAAD
CMYK	C: 50 M: 50 Y: 50 K: 100	C: 21 M: 11 Y: 9 K: 23
RGB	R: 0 G: 0 B: 0	R: 162 G: 170 B: 173

		
	White	Scarlet Red
		(For Tongue Color Only)
Pantone	White	PMS 186 C
Web	#FFFFFF	#C8102E
CMYK	C: 0 M: 0 Y: 0 K: 0	C: 2 M: 100 Y: 85 K: 6
RGB	R: 255 G: 255 B: 255	R: 200 G: 16 B: 46

Black, Silver Grey, and White are the official approved colors of Western School Corporation and play a major role in supporting the core visual identity of the brand.

Black and Silver Grey are the primary foundation colors and should always be the first colors used in any application where a single color predominates. White should only be used as a secondary accent color.

Note: Red should only be used for the tongue. It is not to be used as a main color for the brand.

Approved Colors

IDENTITY COLORS

***All VIP Branding Logos were created using the PANTONE+ Solid Coated color book.**

***Pantone Uncoated shares the same PMS numbers as Pantone Coated.**

The colors shown on this page have not been evaluated by PANTONE, Inc. for accuracy and may not match the PANTONE color standards. Refer to the current edition of the PANTONE Color Formula Guide for accurate colors. PANTONE® is a registered trademark of PANTONE, Inc.

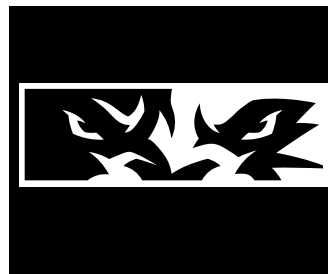


Approved Colors

LOGO GUIDELINES AGAINST BACKGROUND COLORS

The logo is recommended to be used against Black, Silver Grey, transparent or neutrals such as Grey/Silver. Please contact the school administration for approval on use of any other non-official school color backgrounds (eg. light blue, pink, etc).

The logo should always be used on a solid color (or transparent) background (vs. against an image, pattern or texture).



Approved Colors

ONE COLOR LOGOS



In one color designs, the eyes will always be dark.



Simply inverting the color will result in a photo negative look that is not acceptable for the brand.

Approved Colors

ACCEPTABLE COLOR VARIATIONS

The approved ink colors include the official primary and secondary colors, accent colors if mentioned on page 3.1, white and black.

Chuck Noon

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890



Government Agent BB

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Typography

The approved fonts are Chuck Noon and Government Agent BB. Chuck Noon and Government Agent BB should always be used for your school name and used when identifying a sport, department, club or other secondary priority associated with the school.

FONT FILES

*VIP Branding does not provide fonts to clients for use. Fonts are a licensed product from the manufacturer and need to be purchased from said manufacturer for clients personal and commercial use.



NOW IT IS TIME TO

ELEVATE YOUR BRAND

WITH...

Avenue Banners

Windscreens

Wall Murals

Vinyl Banners

Flags

Pop-Up Tents

Table Cloths

Decals

Window Graphics

Media Backdrop

AND MORE!

CONTACT VIP BRANDING FOR MORE INFO!

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