INTRODUCTION

Westlake City Schools’ use of a single “W” as its identity is both bold and modern – while helping to build a consistent brand for the district. The new identity should be used to communicate the Westlake Schools name and purpose across all segments of the district.

By applying these visual standards thoroughly and consistently, we will ensure that Westlake City Schools’ identity has maximum impact.

Your role in this important process is to implement Westlake’s identity system in your specific area of responsibility or oversight.

How to Use This Style Guide

Within this document you will find guidelines for the correct use of the Westlake City Schools (WCSD) logo and related design elements. It includes resources such as logos, a color palette, and typography.

You will also find examples to illustrate common WCSD letterhead, business card, and envelope uses.

Please read through this document to make sure that you are familiar with all of the concepts and resources available to you. This guide should serve as a reference for developing District marketing communications so that messaging and visual identities are clear and consistent.

If after reading this guide you have further questions or feedback, please contact Kim Bonvissuto, Communications Coordinator, Westlake City School District - (440) 250-1258 or bonvissuto@wlake.org

Purpose

Any communication developed from the School District - newsletter, brochure, shirt, uniform, webpage - is a reflection on the District’s reputation. Clear identity standards, both graphic and editorial, help us project a professional image that immediately identifies an object, article, or publication as originating from the Westlake City Schools. Consistent imagery and tone eliminate confusion and establish a cohesive message. Professional format, content, and delivery convey a clear, unified message. Creativity, while still working within the framework of graphic and editorial standards, makes that message memorable.
Logo description

The approved Westlake City School District logo design serves as a literal translation of the word “Westlake.” The redesigned logo has at its center of Green (Pantone 350) bordered by white then black.

Ideally, the District would like to only use the “W” as the visual representing all aspects of the School District.

A second version of the “W” logo may be used when appropriate. The center of the logo is white and is bordered by green (Pantone 350).

It is appropriate to use the “W” logo in black and white format.

The “Number One Rule:

The “Number One Westlake W” rule is: “Don’t alter the logo - in any way. Meaning, no symbols or content should ever be dominant over the “W” logo. In order for the Westlake City Schools’ logo to communicate effectively, a minimum amount of surrounding clear space is necessary to properly stage the “W” logo. In a 3” x 3” logo the clear space is a minimum of one-half inch.
Primary Font

- Westlake City Schools (Century Gothic)
  - Use Century Gothic font style for organizational descriptions in conjunction with the logo, letters, web pages, flyers, etc.

The font for “Westlake” is Rockwell Extra Bold. The font for text descriptions is Century Gothic. Both fonts are incorporated into the image.

How We’ll Get There.

There is an expected transition phase to the current use of the logo and where we would like to be in the future.

Phase I: Linking the “W” logo with the word “Westlake” and/or the type of activity/organization. Additional options include “curving” the words “Westlake” and “Football” or adding a symbol in the word “Football” – for example – a helmet or a football would be acceptable under the branding guidelines.

![Phase I examples](image)

Phase II: Leveraging the “W” in lieu of the word “Westlake” and linking with the team/activity/group.

![Phase II example](image)

Phase III: Leveraging the stand-alone “W” to represent “Westlake”

![Phase III examples](image)
Use of taglines with the logo.

Taglines are allowed under the branding guidelines; however, the “Number One Westlake W” rule will apply to its application. Meaning that taglines, symbols or content should never be dominant over the “W” logo. In order for the Westlake City Schools’ logo to communicate effectively, a minimum amount of surrounding clear space is necessary to properly stage the “W” logo. Keep a reasonable space between the tagline and the logo. Taglines are appropriate below the logo and front/back areas of a shirt.

- Allowed but need to follow the Number One Westlake W rule. Keep a reasonable space between the tagline and the logo.
- Appropriate below the logo; front or back areas of a shirt.
- Font style – whatever fits the occasion

The “Demon”

The Westlake mascot is the “Demon.” There are two types of imagery that can be used to incorporate the Demon in communication materials. Remember the “Number One Westlake W” rule: “Don’t alter the logo – in any way. Meaning that the use of the word “Demon” or the image of the mascot should not be on the “W” logo nor should the image/text should be within the standard one-half inch of space.

WESTLAKE DEMONS

The Demon image may be used as a stand-alone image or in conjunction with “Westlake” or “Westlake Demons” images in Rockwell Extra Bold Font. Never use the Westlake “W” with the Demon image; instead use the text “Westlake Demons” or “Demons” in Rockwell Extra Bold (in Black or in Green Pantone 350)
Variations of the words “Westlake” or “Demon” or “Demon Pride”
There are times when the approved words associated with the branding guidelines would be placement vertical instead of the more typical horizontal placement. Similar guidelines for the use of various words with the “W” logo would apply.
Appropriate Clothing colors

- Dark Green or Hunter Green
- White
- Gray
- Black

Branding Guidelines Toolkit

This guide and all of the available and approved logos are on the Westlake City Schools’ website for downloading. The website address is [http://www.wlake.org](http://www.wlake.org).

Logo/Collateral/Typography

Westlake City Schools - Letterhead.
Font: Century Gothic
8.5” x 11”

Westlake City Schools - Business Card
Font: Century Gothic
Oops! Incorrect logo usage.

Do not alter the “W” logo with text.

Do not include additional imagery to the “W” logo.

Never use the “W” as the letter “W” for a word.

Don’t use the two images “W” and the “Demon Image” side by side. Instead use the words “Westlake Demons” or “Demons” in **Rockwell Extra Bold** font type.
**Internally Created materials**

For internally created documents, the logo is always placed in the upper left-hand corner of the page. Contact information should always be placed in the upper right hand corner of the page. Utilize the primary fonts identified above for documents.

**Vendor/Resources**

A number of local vendors have been identified that can assist in the production of Westlake-branded materials. These approved vendors are familiar with the Westlake standards and are available to confirm that any custom designed materials are within the branding standards. Visit the Westlake City Schools’ website at http://www.wlake.org

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