Westminster
Public Schools
Where Education is Personal

Identity Usage Guidelines

v1.0 – Summer 2016

Icon

Logotype

Westminster
Public Schools
Where Education is Personal
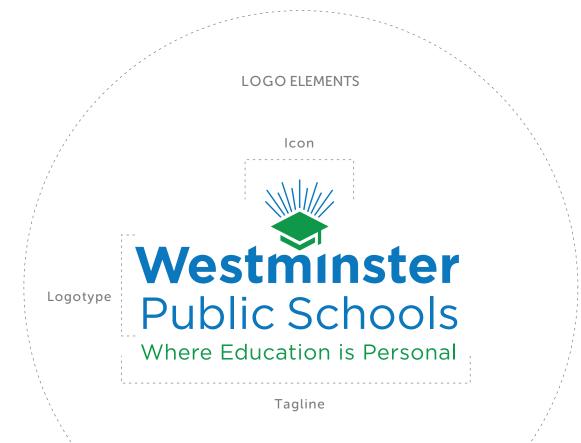
Tagline

The Primary Logo Lock-Up

The logo is comprised of three main elements, The icon, logo type and tagline. Together, these three elements comprise the logo lock-up. This lockup is the only way the logo should be displayed or printed.

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Logo Lock-Up Variation

In certain instances it may be necessary to utilize a more horizontal logo lock-up. This variation is provided for such instances.

Incorrect Logo Usage

Do not alter the color arrangement.

Do not distort the logo. Always scale proportionately.

The examples on this page demonstrate incorrect use. If there is a question about proper use, consult with other sections of these guidelines or contact the WPS marketing department.

Do not use the logo in any solid colors other than the specified green and blue colors.

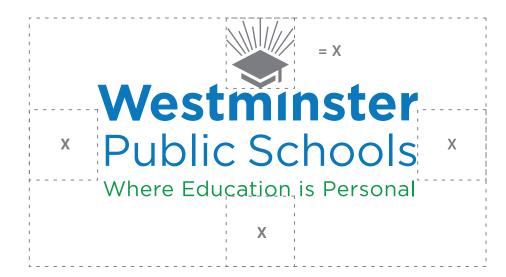**Do not** use graphic effects (e.g. drop shadows) or outlines.

The integrity of the signatures must be respected at all times. The basic rule is to not alter or distort the logo in any way. Do not stretch, squeeze or otherwise morph or manipulate any element of the logo. Never redraw the logo, alter the placement, change the size relationship, or recreate the logotype.

Do not alter the placement or size of the logo components.

Do not use screens (tint percentages) of the approved color palette in positive or reverse logo usage.

Be particularly careful that the logo is not applied on background colors, patterns, or photographs that visually compete with the logo.

Electronic files of logos are available to ensure the consistent and proper use.

Do not place on backgrounds that have insufficient contrast and limit legibility.

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Logo Safe Space

This is the area around the logo that nothing should encroach upon. This space is derived from the graduation cap icon.

Logo Color Variations

These are the acceptable color variations for the logo. With the two-color variation being the preferred option to be used whenever appropriate.

PANTONE	CMYK	RGB	HEX
3005 U and C	89/49/0/0	10/119/187	0A77BB
347 U and C	83/15/80/2	0/151/73	009749

Color Specifications

The WPS identity color palette is comprised of two primary colors. Spot color printing is the preferred process and should be used whenever possible. However, four-color process printing may be used when spot color reproduction is not available.

Each color is shown as a Pantone spot color with its CMYK process color match, on-screen RGB breakdown and Hex code.

The information on this page provides specifications to manage the color palette in PANTONE® and CMYK color systems. Colors do look different in application, from match color to 4-color process, and even coated to uncoated paper stocks. When trying to match the colors in other media, such as thread for stitching or silkscreen, use the PANTONE coated color swatch to match.