



WAUKEE HIGH SCHOOL

MASCOT & ACTIVITY LOGOS STYLE GUIDE

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COMMITMENT

At the Waukee Community School District, we are committed to the individual growth of each student. Our students are Warriors excelling in the comprehensive programming we are able to offer all students in the areas of academics, activities, arts and athletics.

CONCEPT

The Waukee “W” represents tradition and “The Waukee Way” which includes quality, caring teachers, dedicated staff and supportive families. The spirit of a Waukee Warrior can be defined by the drive and will it takes to succeed in life. The mascot represents the intensity, pride and passion of a Waukee Warrior. So that Waukee Community School District can maintain the brand integrity of its identity, it is mandatory that all logos be applied as indicated in the style guide without modification.

CONTACT INFO

If you have any questions regarding these guidelines or would like to request artwork, additional information or licensing options please contact Amy Varcoe, Director of Communications, Waukee Community School District.

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WARRIOR PURPLE

Pantone® 2607c*

Process Equivalent: 81c 100m 0y 7k

RGB Equivalent: 85r 41g 136b

Hex Code: #542989



WARRIOR YELLOW/GOLD

Pantone® 116c*

Process Equivalent: 0c 16m 100y 0k

RGB Equivalent: 255r 210g 0b

Hex Code: #ffd204

PRIMARY PALETTE

Only use combinations of these colors.
Do not introduce other colors into the
Warrior color family.

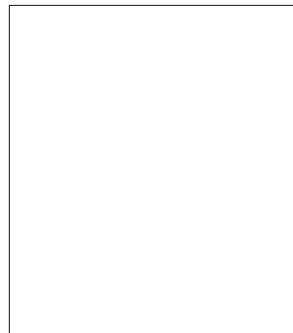


WARRIOR BLACK

Process Equivalent: 0c 0m 0y 100k

RGB Equivalent: 0r 0g 0b

Hex Code: #000000



WARRIOR WHITE

Process Equivalent: 0c 0m 0y 0k

RGB Equivalent: 225r 225g 225b

Hex Code: #ffffff



WARRIOR GRAY

Pantone® Cool Gray 8C

Process Equivalent: 0c 0m 0y 55k

RGB Equivalent: 138r 139g 142b

Hex Code: #8a8b8e

SECONDARY PALETTE

*Pantone® is a registered trademark of Pantone, Inc. The colors shown on this page and throughout this manual are not intended to match the PANTONE Color Standards.
For the PANTONE Color Standards, refer to the current edition of the PANTONE Color Formula Guide.

HELMET (PRIMARY MASCOT LOGO)



MASCOT LOGOS & COLOR VARIATIONS

1 color - black

1 color - white

1 color - purple

1 color - yellow/gold

2 color

full color



HELMET (PRIMARY)



WARRIOR






























WARRIOR + WAUKEE

W (PRIMARY ACTIVITY LOGO)



ACTIVITY LOGOS & COLOR OPTIONS

1 color - black	1 color - white	1 color - purple	1 color - yellow/gold	2 color	full color	
						W (PRIMARY)
						W SIMPLE
						W + TYPE_CENTERED
						WARRIORS TYPE
						W SHIELD

SILVER CORD (PRIMARY LOGO)



WAUKEE SILVER CORD OPTIONS

1 color - black



1 color - white



1 color - purple



1 color - yellow/gold



2 color

full color



PRIMARY

MARCHING BAND (PRIMARY LOGO)



WAUKEE MARCHING BAND

1 color - black



1 color - white



1 color - purple



1 color - yellow/gold



2 color

full color

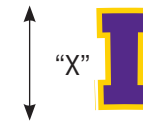


PRIMARY

SAFE ZONE



Each logo has an established safe zone. This safe zone is the height of the I and is intended to maintain the logo's integrity and avoid visual confusion. No other type or graphic element should fall within the safe zone shown.



The height of the I is a reference for the minimum suggested spacing around the logo.

ALIGNMENT OF TEXT WITH LOGOS



SQUARE SLAB SERIF 711 LIGHT

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Square Slab Serif 711 should be used for any activity title associated with the activity and mascot logos. It is recommended to add kerning (minimum 50) to this font to aid in readability.

SQUARE SLAB SERIF 711 MEDIUM

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

SQUARE SLAB SERIF 711 BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890



Never change the colors of any logo.



Never distort any logo.



Never use the Warrior facing to the left, except on a sports helmet.



Never change the typeface in any part of any logo.



Never allow any pattern or photo to fill in any logo.



Never switch the colors on any logo.



Never re-size any element in any logo.



Never skew or tilt any logo.



Never alter any of the logos.

APPAREL APPLICATION EXAMPLES



In a retail design, if the fabric color matches one of the Warrior colors, the fabric can show through in place of printing that color. If the fabric color does not match any official color, all official colors must be used to print the logo.

If the fabric color does not match one of the official colors then the art should be used in either all white or all black.

When printing on black fabric, the TM is to be changed to purple.

Reproduction without the expressed written consent of the Waukee Community School District is strictly prohibited.

References are examples.

