



Westview Graphic Identity Manual

September 2002

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Introduction

This manual is your guide to implementing the Westview Wolverines graphic standards program. It establishes a school-wide standard for the use of the logo, and guidelines for printed communications. The key to the success of the program is the proper and consistent use of these standards by every employee and vendor involved in the development of school associated materials. If questions arise after consulting this manual, contact the Westview Principal.

The Westview Wolverines logo is a valuable identity and the exclusive property of Westview. Its use by any person or organization other than the Poway School District is strictly forbidden unless prior written authorization is prepared or reviewed by the Westview Principal.

Thank you to Keith Opstad, Fine Arts Teacher, Westview, for the creation of the logos.

Glossary

Baseline	The baseline is the alignment point of letterforms along their bottom edges.
Bleed	Bleed is the appearance of an image to continue off the page of the format.
Cap Height	A measurement from the baseline of a capital letter to the top of the capital letter.
Clear Space	Area around the logo that must remain “clear” of graphics and type.
EPS	“Encapsulated Postscript” is the name for a format attributed to a file that can be imported into layout documents. These files are usually graphic files.
Flash	Layer of white ink used on colored surface prior to overprinting to prevent change of color saturation in imprint color.
Font	Typeface.
Large Caps/ Small Caps	Two sizes of capital letters made in one size of type, commonly used in most roman typefaces.
Leading	The space between one line of type and the next, measured from baseline to baseline.
Logo	A logo is the graphic element used to represent the school.
Tracking	The space between letters in a word.
Screen	A percentage of color tint in printing terms.
Word Spacing	The space between words in lines of typography.
Westview Wolverines	Name used for the logo/wordmark of Westview.
Wordmark	The wordmark is a graphic device in place of the logo, used to signify Westview.

WESTVIEW

COLORS & MASCOT STANDARDS

Colors

Primary Color #1 Primary Color #2 Secondary Color #1



Black



Color Ink PANTONE PMS 4525



White

Fonts

CopperPlate Gothic Light(12point)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
&1234567890

CopperPlate Gothic Light(24point)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
&1234567890

CopperPlate Gothic Bold(12point)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
&1234567890

CopperPlate Gothic Bold(24point)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
&1234567890

Logo

The impact and success of the Westview Wolverines graphic identity program will suffer greatly if it is not executed with careful attention to detail and quality. Whenever possible it is preferable to use electronic files (.eps) of the logo and/or wordmark. When this is not possible, always use the original reproduction art provided with this manual.

Never use the word(s) “High School” in any logo usage.

The corporate color for the logo/wordmark is Black and Tan/Gold. For ink use Gold PANTONE (PMS)4525. For fabric use Vegas Gold. For thread use Robison-Anton 2201 (Rayon), 5501 (Polyester) or Madeira 1192. If you are just using the W only AND in one color, AND there is no additional logo usage, you may use thread Madeira 1305.

Electronic art is available in EPS format. Original art should always be used when possible.

Preferred Original “Claw” Logo



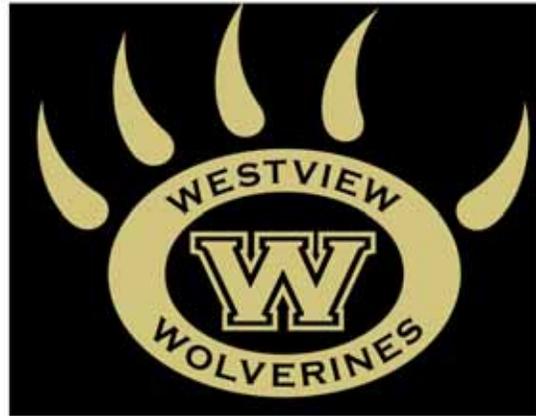
Use of the “Claw” logo is generally the preferred configuration for the identity of the Westview Wolverines. This Claw can only be imprinted on a white or clear background.

Reversed Original “Claw” Logo



Use of the “Claw” in the above colors is generally the preferred configuration for the identity of the Westview Wolverines when used on a Black background. The reversed Claw can ONLY be used on a black background

One-Color Claw Logo



When a two-color version of the logo cannot be used, a one-color version is approved.

The one-color Black logo can only be imprinted on a white or clear background.

The one-color PMS 4525 logo can only be imprinted on a black background.

A white version (not shown) can only be imprinted on a black background.

Approved “Claw” Variation



When using a team or group name within the logo, it MUST be placed in the same location and font as the word “Wolverines” as shown above. This can be used in the one or two-color “Claw” versions. It can also be used on embroidery. However, the original font MUST be used when placing within the “Claw”. The same overall guidelines apply for the logo usage.

Original and Reversed “Stacked” Logo

There are certain situations where use of the “Stacked” logo is preferred, such as when space is limited or legibility is an issue.



The “Stacked” logo (on the left) should be used in the two-color version as shown. The “Stacked” logo is to be used only on white or clear backgrounds.

The “Stacked” logo (on the right) should be used in the two-color version as shown. The “Stacked” logo is to be used only on a Black background in the colors shown above.

One-Color “Stacked” Logo



The “Stacked” logo can also be used in one color. When printed on a black background, the logo can be either white or PMS 4525.

When printed on a white or clear background the logo must be printed in black.

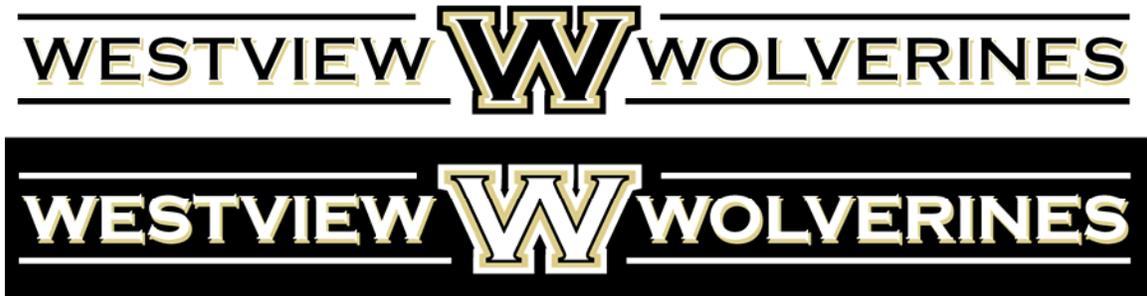
Approved “Stacked” Variation



The “Stacked” logo can also have a team or group name incorporated into the logo. The name should be used in the approved type font on all printed materials Copperplate Gothic. For embroidery, the preferred font, Copperplate Gothic, should be used when possible, however the Arial Large font can be substituted as an alternate font for embroidery ONLY.

Names and titles will be set in *typeface here* at 75% size. The size of the letters should remain proportional to the logo as shown. The letters should be tracked apart at the same spacing. Typesetting programs vary greatly in how they measure tracking. Visually match the letter spacing shown.

“Horizontal” Two-Color Logo



The “Horizontal” logo should only be used in a space that is restricted vertically, such as on certain types of checks, forms, letterhead etc.

The “Horizontal” logo should be used in a two-color version (top logo shown above).

The black and PMS 4525 will be used on a white or clear background.

The white and PMS 4525 will be used on a black background (bottom logo shown above).

No additional group or team names may be used with this logo.

No variations exist for this logo.

“Horizontal” One-Color Logo



The “Horizontal” one-color logo is used primarily in photocopy or facsimile applications.

Use of this logo in one-color is discouraged.

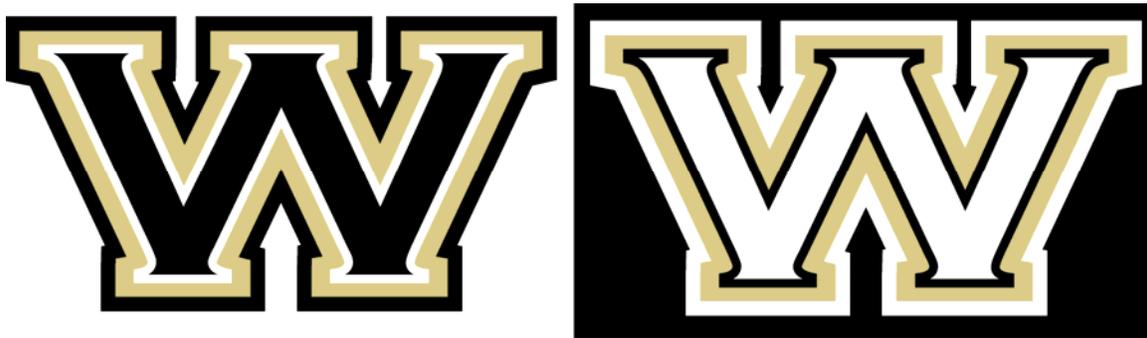
The one-color black should only appear on a white background. (As shown on top)

The one-color white or gold should only appear on a black background. (As shown on bottom).

No variations exist.

“W” Two-Color Wordmark

The letter “W” alone can be used as an approved wordmark. It is also used in every version of every logo. The “W” guidelines apply within all various versions, as well as when used alone.



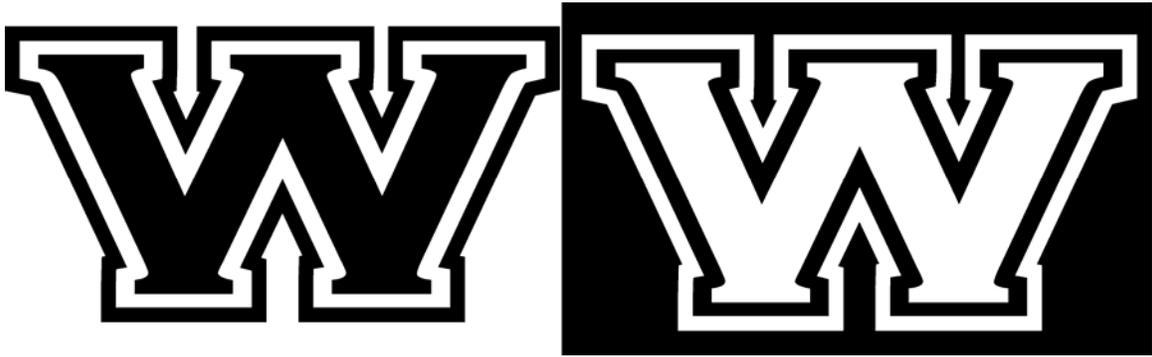
The “W” on the left side above can only be used on a white or clear background. The colors or positions of the colors cannot be changed. The “W” will have four sections within the wordmark. When printed on white or clear the colors of the “W” are in this order:

From inside out on a white or clear background: Black, White, PMS4525, Black

The “W” on the right side above can only be used on a black background. The colors or positions of the colors cannot be changed. The “W” will have four sections within the wordmark. When printed on black, the colors of the “W” are in this order:

From inside out on a black background: White, Black, PMS4525, White

“W” One-Color Wordmark



When using the “W” in one color, the approved look is shown above.

The “W” on the left can be printed in black on a white or clear background.

The “W” on the right can be printed in white or PMS 4525 (not shown) on a black background.

Brush Script Wordmark



The Brush Script should be used primarily for sport or cheer uniforms when the Copper Plate Gothic Bold lettering cannot be used. The brush script wordmark can be used as a two-color or a one-color. When using as a two-color on white, the color will be black letters with an outline in PMS4525. When used as a two-color wordmark on black, the color will be PMS4525 letters with an outline in white.

Color Usage

The corporate color for the logo/wordmark is Black and Pantone 4525 (ink). Your printer should be able to match the color with this identification. When printing on a black surface, ensure that a “flash” is used prior to printing logo.

There may be times when these colors are not available when printing, or a one-color logo or wordmark is needed. When the one-color logo/wordmark is needed, the guidelines for each individual logo will be followed. Do not ever screen back the colors of the logos (i.e. black to gray). Screening will break-up the letters and impair legibility.

The PMS 4525 will never be imprinted on a White background when used in any one-color version of any kind.

No Color Usage

Emboss, deboss and a clear color may be used by following the guidelines of the one-color version logo.

Clear Space

Clear space is the area around the logo/wordmark that must be free of other typography or graphics, so as not to interfere with the legibility or integrity of the logo. Follow the guide for staging the logo/wordmark whenever possible. When using the horizontal logo spacing should be the height of the W in the center of the logo. When using the claw logo spacing should be the height or width of the oval (not including the five individual claws on top). When using the stacked logo spacing should be the height or width of the large W underneath the word Westview. Examples are shown below:

Example #1



WESTVIEW STUDENT CELEBRATION!

Example #2



*Calling
All Faculty!*



*Calling
All Students!*

Example #3



*Congratulations to the following students
for being named to the California ...*

Improper Usage

The uniform and consistent appearance of the logo and wordmark is essential to the success of the Westview Wolverines Graphic Standards program. The logo and wordmark must never be altered in any way. Having a thorough understanding of the graphic standards in this manual will insure a clean professional image.

Demonstrated below are a few typical misuses to be avoided.

1. Never relocate the elements of the logo/wordmark
2. Never change the alignment of the logo/wordmark
3. Never use unapproved colors.
4. Never use unapproved background colors or change color positions.
5. Never create a positive of the outline of the logo/wordmark if it is not shown in this manual.
6. Never change the typeface of the logo/wordmark
7. Never use colors in or around the logo/wordmark. The blank areas should always just reverse out to the color of the background.
8. Never pull elements out of the logo/wordmark or circle.
9. Never add a circle or square around any logo/wordmark.
10. Never add patterns to the logo/wordmark
11. Never use the word(s) High School with any logo/wordmark.

Exceptions and Approvals

Any exceptions to this manual must have approval of the principal of Westview.

Exceptions include ANY variation not covered in this manual.

ACKNOWLEDGEMENT

I acknowledge receipt and compliance with the logo standards covered in this manual. I agree to be liable for any logo that is printed outside of the guidelines covered, that is used without written approval of the Principal of Westview.

If you are an employee, you will be responsible for adhering to all guidelines internally as well as externally, including, but not limited to imprinted items, printed materials, uniforms and communications. Any use of the logo/wordmark that is incorrect will not be used and must be returned and/or destroyed.

If you are a vendor, you will be responsible for complying with all of the guidelines of this manual. If goods are received outside of these guidelines they will be returned to you for correction at your cost. Westview will not be responsible for payment of any goods that do not fall within these guidelines.

Date: _____ Issued by: _____

Name of Recipient: _____

Signature of Recipient: _____

Employee: Yes No If Yes, Stop here

Vendor: Yes No If Yes, please answer the questions below:

Name: _____

Company: _____

Type of Service provided to Westview: _____

Your position/title: _____

Phone number: _____

Email: _____

Mailing address: _____