WORTHINGTON SCHOOLS

Brand Guidelines

JUNE 2022

TABLE OF CONTENTS

1.0

INTRODUCTION

BRAND MANAGEMENT

To download a copy of the most recent version of guidelines and official brand assets, visit:

worthington.k12.oh.us/Brand

These guidelines are intended to ensure that the academic brand for Worthington Schools is articulated in a consistent and approved manner. They are a source of guidance and insight for creating communications that engage and inform our key partners while reinforcing a consistent brand message to our community. Each time the brand is represented correctly, it gains strength. Conversely, with each incorrect use, the brand loses equity.

Think of these guidelines as a framework for creating strong and effective communications that:

- Reinforces our academic brand positioning and graphic identity

- Helps create a consistent experience across all communications

- Creates a unique, ownable and differentiated look that stands out from other districts

Please reach out to the following to request files, seek approval, or for clarification when using these new brand assets.

Vicki Gnezda
Director, Communication

Worthington Schools
200 E. Wilson Bridge Road
Worthington, Ohio 43085

(614) 565-2080

vgnezda@wscloud.org

USING THESE GUIDELINES

To download a copy of the most recent version of guidelines and official brand assets, visit:

worthington.k12.oh.us/Brand

These standards provide you with rules which define the acceptable ways to communicate, and also function as a compass, enabling you to make thoughtful decisions as you create and evaluate work. As a member of Worthington Schools, you are responsible for ensuring that everything that communicates our brand is consistent with these guidelines. No guidelines can anticipate every possible future need. Guidelines like these are always a work in progress.

To achieve the greatest benefit from these guidelines, we suggest that you:

1. Browse through the guidelines to get acquainted.

2. Share them with the appropriate users and assist upon their use.

3. Visit **worthington.k12.oh.us/Brand** to view these guidelines electronically and to stay current with updates and enhancements.

GLOSSARY OF TERMS

To download a copy of the most recent version of guidelines and official brand assets, visit:

worthington.k12.oh.us/Brand

What is the difference between CMYK, RGB, Spot Color, BW and WH?

CMYK

- CMYK refers to Cyan, Magenta, Yellow, and Black.

- An offset printer (not color copying or desktop printing) needs CMYK versions of the logo in order to print in full-color process.

RGB

- RGB refers to Red, Green, and Blue.

- RGB type files are used on-screen and when printing on a color copier or a desktop printer.

SPOT

- Spot Colors are specified with the PANTONE MATCHING SYSTEM®.

- Colors created without screens or dots, such as those found in the PANTONE MATCHING SYSTEM®, are referred to in the industry as Spot or Solid Colors.

BW/WH

- BW is an abbreviation for Black on White. WH is an abbreviation for White on Black. Any good logo should reproduce well in black and white.

When do I use Digital or Print assets?

Our logo library is divided into these folders:

- Black
- White
- Digital
- Print

Two sub-folders are labelled: **DIGITAL** and **PRINT**. Please use the proper files for the media you are using.

- DIGITAL assets are used for designs that will be featured on screen—web sites, social media, email and PowerPoint presentations, etc.

- DIGITAL file formats are JPG and PNG.

- PRINT assets are used for printing—apparel, promo items, banners, etc.

- PRINT files are AI, EPS.

- The vendor you are working with to print an item will prefer a file format, so it is best to check with them first to send correct file.

File formats for DIGITAL/RGB

JPG

JPG (or JPEG) is a raster image that is often used for photographs on the web. A JPG can't have a transparent background so they are always in the shape of a rectangle or square with a solid background.

Best use = rectangle or square logos, photos and photographs on your web site.

PNG

PNG is another raster image type. The main difference to understand between a PNG and JPG is that a PNG *can have a transparent background* and is generally larger and higher quality. Therefore a PNG is ideal for saving logo files for web sites because they can be placed over a colored background.

Best use = logos, icons and other images where a transparent background is preferred.

File formats for PRINT/CMYK

EPS*

An EPS file is a vector file of a graphic, text or illustration. Because it is vector it can easily be resized to any size it needs to be. An EPS file can be reopened and edited.

Best use = master logo files and graphics for print designs.

AI

AI files are the native vector file type for Adobe Illustrator. With an AI file, designers can scale their graphics, drawings, and images infinitely with no impact on resolution.

Best use = master logo files and graphics for print designs.

***Note:** Generally, you can't view an EPS file unless you have the appropriate software such as Adobe Illustrator, Adobe InDesign or Adobe Photoshop.*

Our Mission

To empower a community of learners who will change the world.

Our Vision

We will engage each student with diverse opportunities to maximize every student's potential.

We will provide a safe environment where every student can grow intellectually, emotionally, socially and physically.

We will provide consistent communication and promote dialogue with our community.

We will be responsible and transparent with our community's resources.

2.0

ACADEMIC IDENTITY

OUR PRIMARY COLOR

Our primary color is Worthington Blue.

The CMYK, RGB and HEX values should be used and should never be substituted for another color.

When ordering items from the Nike® Catalog, our Worthington Blue is named "Team Navy."

Sherwin-Williams® paint swatches are also specified. "Dress Blues" closely match our brand color.

Keep in mind that each vendor will have different names for their product colors—it is best to order samples of promo merchandise or uniforms to determine which of the vendor's color closely matches our brand colors.

PRIMARY COLOR

WORTHINGTON BLUE
—
**PANTONE
295C**

C 100
M 69
Y 8
K 54
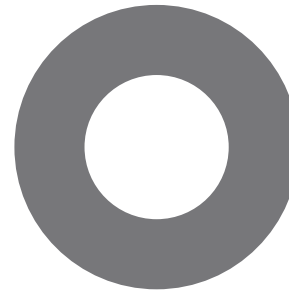
R 0
G 40
B 85

HEX 002855

—
NIKE CATALOG
Team Navy

—
SHERWIN WILLIAMS
Dress Blues
SW 9176
253-C1

OUR SECONDARY COLORS

ATHLETIC GRAY
—
PANTONE
COOL GRAY 9C

C 30
M 22
Y 17
K 57

R 117
G 120
B 123

HEX 75787b
—
SHERWIN WILLIAMS
Software
SW 7074
235-C5
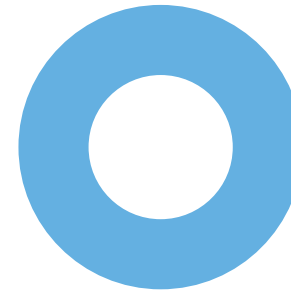
LIGHT BLUE
—
PANTONE
292C

C 56
M 16
Y 0
K 0

R 103
G 177
B 226

HEX 66b1e1
—
SHERWIN WILLIAMS
X
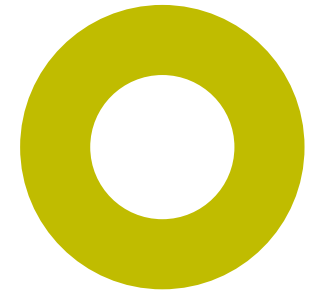
BRIGHT GREEN
—
PANTONE
390

C 35
M 12
Y 100
K 0

R 180
G 189
B 0

HEX b4bc00
—
SHERWIN WILLIAMS
X

OUR TYPOGRAPHY

HIND BOLD

Headline

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890'?'"!"(%)[#]{@}/&\<-
+=>™©®$:;,.*

LATO BLACK

Headline

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890'?'"!"(%)[#]{@}/&\<-
+=>™©®$:;,.*

HIND MEDIUM

Subhead

ABCDEFGHIJKLMNOPQRST
UVWXYZabcdefghijklmnopq
rstuvwxyz 1234567890'?'"!"
(%)[#]{@}/&\<-+=>™©®$:;,.*

HIND REGULAR

Body

ABCDEFGHIJKLMNOPQRST
UVWXYZabcdefghijklmnopq
rstuvwxyz 1234567890'?'"!"
(%)[#]{@}/&\<-+=>™©®$:;,.*

LATO MEDIUM

Subhead

ABCDEFGHIJKLMNOPQRST
UVWXYZabcdefghijklmnopq
rstuvwxyz 1234567890'?'"!"
(%)[#]{@}/&\<-+=>™©®$:;,.*

LATO REGULAR

Body

ABCDEFGHIJKLMNOPQRST
UVWXYZabcdefghijklmnopq
rstuvwxyz 1234567890'?'"!"
(%)[#]{@}/&\<-+=>™©®$:;,.*

Download Hind (Adobe Font) for free, with Creative Cloud here:

Hind

Download Lato (Google Font) for free here:

Lato

PRIMARY MARK

The Worthington W mark represents our students and is vitally important to our brand. It acts as a signature, an identifier and a stamp of pride and spirit. It is, and should always be, the most consistent component in our academic communications. In order to maintain this consistency, a few simple guidelines should be followed.

This logo is the cornerstone of our academic visual brand identity. Our logo consists of these defining elements—the W and the Wordmark.

If you have any questions or special requests to use our athletic logos in any way other than as prescribed herein, please contact:

Vicki Gnezda
Director, Communication
vgnezda@wscloud.org

NOTE:

The Worthington W logo should never be recreated or typeset. Only official logo files should be used in all applications.

Official logo files can be downloaded at:

worthington.k12.oh.us/Brand

Worthington W

Worthington Schools

Wordmark

PRIMARY MARK: COLORWAYS

The primary mark is Worthington Blue.

Color applications are to be used as demonstrated.

Artwork is supplied for both Digital and Print applications.

Do not change or modify the mark.

1-COLOR: PANTONE® 295

1-COLOR: WHITE

WHITE ON BLACK

BLACK ON WHITE

SIZE

To maintain full legibility, never reproduce the logo at widths smaller than .375" (for Print) or 27 pixels (for Digital).

There is no maximum size limit, but use discretion when sizing the logo. It should never be the most dominant element on the page, but instead should live comfortably and clearly as an identifying mark.

.375" or
27 pixels minimum

CLEAR SPACE

To ensure that clear space is maintained around the logo for legibility and prominence, all photos, text, and graphic elements must follow the guidelines illustrated here.

Use the x-measurement (defined by the top half of the W) as a tool to help maintain clearance.

The W should also appear to the left of the school name, or centered above school name.
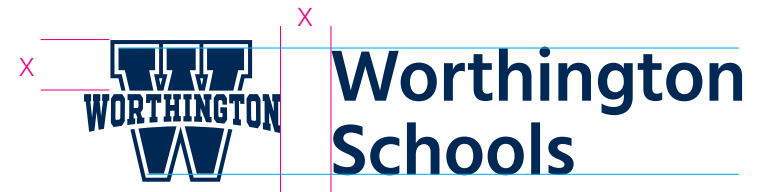
IMPROPER USAGE

Here are a few examples of practices to avoid.

Don't stretch, condense or change the dimensions of the mark.

Don't alter the placement or scale of the elements.

Don't crop the mark in any way.

Don't change the colors of the individual elements.

Don't alter or change the typefaces.

Don't skew or bend the mark in any way.

Don't rotate the mark.

Don't use gray for the outline of the mark.

ACADEMIC LOCK-UPS

Worthington
Schools

Thomas Worthington
High School

Worthington Kilbourne
High School

Linworth Experiential
Program

Worthington
Academy

Kilbourne
Middle School

McCord
Middle School

Perry
Middle School

Phoenix
Middle School

Worthingway
Middle School

Bluffsview
Elementary School

Brookside
Elementary School

Colonial Hills
Elementary School

Evening Street
Elementary School

Granby
Elementary School

Liberty
Elementary School

Slate Hill
Elementary School

Wilson Hill
Elementary School

Worthington Estates
Elementary School

Worthington Hills
Elementary School

Worthington Park
Elementary School

Sutter Park
Preschool

ACADEMIC LOCK-UPS
REVERSED

Worthington Schools

Thomas Worthington High School

Worthington Kilbourne High School

Linworth Experiential Program

Worthington Academy

Kilbourne Middle School

McCord Middle School

Perry Middle School

Phoenix Middle School

Worthingway Middle School

Bluffsview Elementary School

Brookside Elementary School

Colonial Hills Elementary School

Evening Street Elementary School

Granby Elementary School

Liberty Elementary School

Slate Hill Elementary School

Wilson Hill Elementary School

Worthington Estates Elementary School

Worthington Hills Elementary School

Worthington Park Elementary School

Sutter Park Preschool

3.0
APPLICATION

Worthington Schools
200 E. Wilson Bridge Road
Worthington, Ohio 43085

Dr. Trent Bowers
Superintendent

Worthington Schools
200 E. Wilson Bridge Road
Worthington, Ohio 43085
(614) 450-6000

tbowers@wscloud.org

UPDATE

Dr. Trent Bowers, Superintendent

Worthington Schools
200 E. Wilson Bridge Road | Worthington, Ohio 43085 | (614) 450-6000
tbowers@wscloud.org

STATIONERY: BUSINESS CARDS

Please use the following specifications when creating standard 3.5" x 2" business cards. The cards, as with all athletic stationery components, are printed in Pantone® 200C (Thomas Red) and Pantone® 295C (Worthington Blue).

Business Card

Use this design for the athletic department staff business cards.

- **Hudson NY Pro Slab Bold**, 10pt: Staff member name

- **Hudson NY Pro Slab Thin**, 8pt: Staff member title

- **Lato Bold**, 8pt: School name and email address

- **Lato Regular**, 8 pt: Address phone

Monogram

The TW Monogram is featured front of the card, located in the corner.
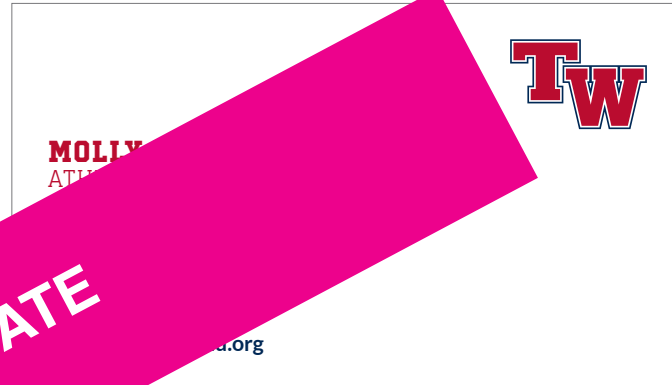
Spirit Mark

The Thomas Worthington Cardinals Spirit Mark is featured on the back of the card, on a solid Pantone® 200C (Thomas Red) background.

Printing Business Cards

To print business cards, please contact:

Vicki Gnezda
Director, Communication
vgnezda@wscloud.org

STATIONERY: LETTERHEAD

Please use the following specifications when creating a standard 8.5" x 11" letterhead. The letterhead, as with all athletic stationery components, is printed in Pantone® 200C (Thomas Red) and Pantone® 295C (Worthington Blue).

Spirit Mark

The Thomas Worthington Cardinals Spirit Mark is featured at the top, center of the page.

Body Copy

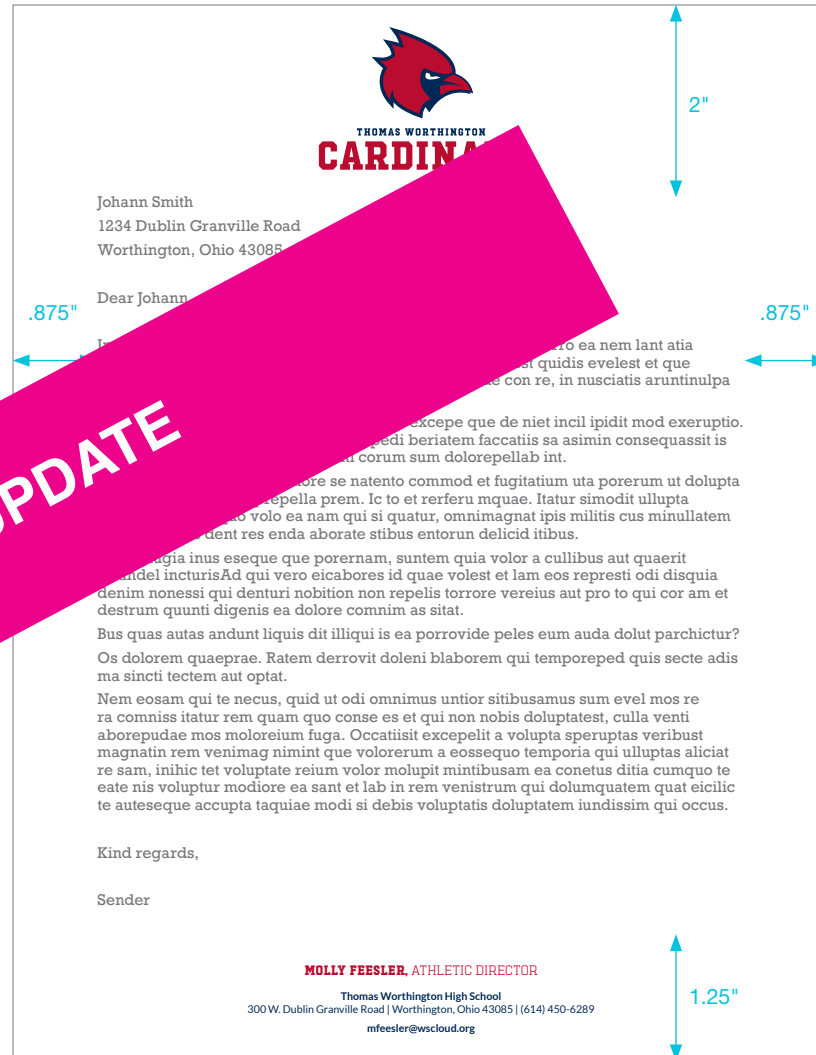The body of the letter should be placed according to the measurements in the example.

The font used in the body of the letter is Rockwell or other compatible system font available.

Word Template

Letterhead templates, for use in Microsoft Word, are available f...

Vicki Gnezda
Director, Communication
vgnezda@wscloud.org

Johann Smith
1234 Dublin Granville Road
Worthington, Ohio 43085

Dear Johann

...ro ea nem lant atia
...st quidis evelest et que
...le con re, in nusciatis aruntinulpa

...excepe que de niet incil ipidit mod exeruptio.
...gedi beriatem faccatiis sa asimin consequassit is
...h corum sum dolorepellab int.

...iore se natento commod et fugitatium uta porerum ut dolupta
...repella prem. Ic to et rerferu mquae. Itatur simodit ullupta
...o volo ea nam qui si quatur, omnimagnat ipis militis cus minullatem
...dent res enda aborate stibus entorun delicid itibus.

...fugia inus eseque que porernam, suntem quia volor a cullibus aut quaerit
...ndel incturisAd qui vero eicabores id quae volest et lam eos represti odi disquia
denim nonessi qui denturi nobition non repelis torrore vereius aut pro to qui cor am et
destrum quunti digenis ea dolore comnim as sitat.

Bus quas autas andunt liquis dit illiqui is ea porrovide peles eum auda dolut parchictur?

Os dolorem quaeprae. Ratem derrovit doleni blaborem qui temporeped quis secte adis
ma sincti tectem aut optat.

Nem eosam qui te necus, quid ut odi omnimus untior sitibusamus sum evel mos re
ra comniss itatur rem quam quo conse es et qui non nobis doluptatest, culla venti
aborepudae mos moloreium fuga. Occatiisit excepelit a volupta speruptas veribust
magnatin rem venimag nimint que volorerum a eossequo temporia qui ulluptas aliciat
re sam, inihic tet voluptate reium volor molupit mintibusam ea conetus ditia cumquo te
eate nis voluptur modiore ea sant et lab in rem venistrum qui dolumquatem quat eicilic
te auteseque accupta taquiae modi si debis voluptatis doluptatem iundissim qui occus.

Kind regards,

Sender

MOLLY FEESLER, ATHLETIC DIRECTOR
Thomas Worthington High School
300 W. Dublin Granville Road | Worthington, Ohio 43085 | (614) 450-6289
mfeesler@wscloud.org

2"

.875"   .875"

1.25"

UPDATE

STATIONERY: #10 ENVELOPE

Please use the following specifications when creating a standard #10 envelope. The envelopes, as with all athletic stationery components, are printed in Pantone® 200C (Thomas Red) and Pantone® 295C (Worthington Blue).

Spirit Mark

The Thomas Worthington Cardinals Spirit Mark is featured at the top, left of the envelope. The return address is centered below the Spirit Mark.

Addressing

The font used in the addressing of the envelope is Rockwell or other compatible system font available.

Ordering Envelopes

To order envelopes, please conta

Vicki Gnezda
Director, Communication
vgnezda@wscloud.org

Johann Smith
1234 Dublin Granville Road
Worthington, Ohio 43085

UPDATE

EMAIL SIGNATURE

Literally millions of emails are sent to and from wscloud.org addresses each year. It is one more opportunity to make a positive and professional impression on the people we communicate with every day.

People will read your email on a variety of formats—smart phones, tablets or computers—a simple email signature is important.

Therefore, two rules for setting up the "look" of your email:

1. Do not use any sort of wallpaper as a background on your email messages.

2. For the signature line, at a minimum include, in this order: your name, title and school along with some combination of your physical address, phone number and email or social media site address.

Please refer to the example provided for information on the fonts and colors to use in setting your email signature.

12 pt Rockwell Bold and Regular, Thomas Red ⟶ **Molly Feesler,** *Athletic Director*

12 pt Lato Bold, Worthington Blue ⟶
12 pt Lato Regular, Worthington Blue ⟶ **Thomas Worthington High School**
Central District Athletic Board AAA rep
Dublin Granville Road
gton, Ohio 43085
6289

12 pt Lato Bold, Worthington Blue @wscloud.org

Optional: A logo
Digital file

UPDATE

THOMAS RED

R 186
G 12
B 47

HEX ba0c2f

WORTHINGTON BLUE

R 0
G 40
B 85

HEX 002855

PROMO MERCHANDISE

An official Thomas Worthington Cardinals logo—Spirit Mark, Mascot, Wordmark, or Monogram—must appear on all apparel and promotional items (for example, t-shirts, hats, water bottles, bags, etc.) produced by the Athletic Department.

The Thomas Worthington Cardinals logos and all text must be in compliance with these athletic graphic standards.

When ordering items from the Nike® Catalog, our Thomas Red is named "Team Scarlet" and our Worthington Blue is named "Team Navy." See page 2.1 for our official colors.

Keep in mind that each vendor will have different names for their products colors—it is best to order samples of promo merchandise or uniforms determine which of the vendors closely matches our brand colors.

If assistance is needed with the design of uniforms, apparel and promotional items, please contact:

Vicki Gnezda
Director, Communication
vgnezda@wscloud.org

UPDATE