
BRAND STANDARDS

2015-2016



West Ada School District

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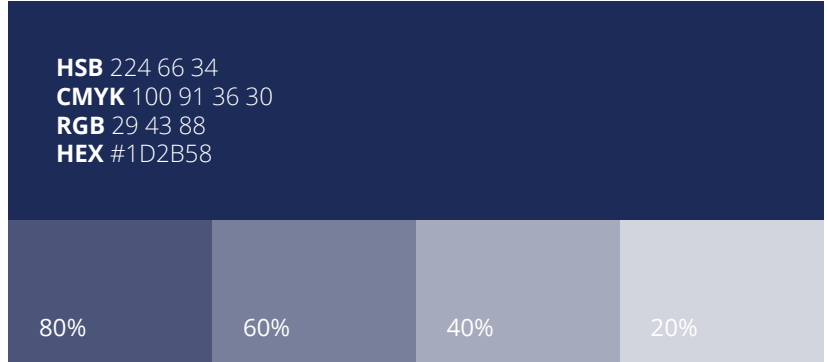
WEST ADA SCHOOL DISTRICT BRAND STANDARDS COLORS

PRIMARY COLOR

Our primary color is Regal Blue.

Blue symbolizes depth, stability, trust, loyalty, wisdom, confidence and intelligence.

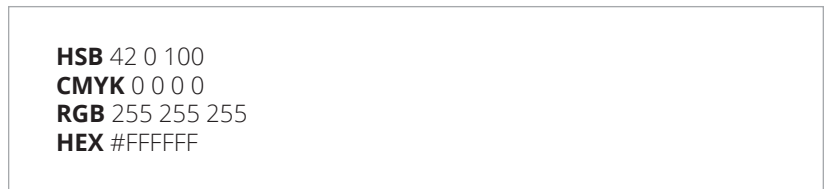
Tints of regal blue may be used as accents.



SECONDARY COLOR

White is our secondary color.

White symbolizes cleanliness, goodness, innocence, light and purity.

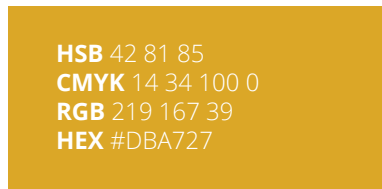


White

ACCENT COLORS

Goldenrod and gray are accent colors which may be used occasionally with restraint.

Goldenrod is preferred over gray for graphics. Gray is preferred over goldenrod for type.



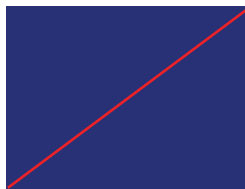
Goldenrod



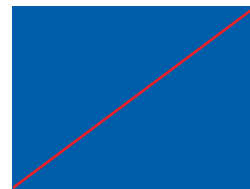
Gray

CORRECT COLORS

Commonly misused colors are navy blue, royal blue, and red.



Navy Blue



Royal Blue



Red

WEST ADA SCHOOL DISTRICT

BRAND STANDARDS

TYPOGRAPHY

PRIMARY FONT

Merriweather Regular is our brand's primary font.

Merriweather Heavy
Merriweather Bold
Merriweather Regular

SECONDARY FONT

Open Sans is our secondary font. It is a clean, modern, sans-serif font. It is an open source font which you can find online and download for free.

Open Sans Extrabold
Open Sans Bold
Open Sans Semibold
Open Sans Regular
Open Sans Light

ALTERNATE FONTS

A common font used for print ads and publications is Myriad Pro.

Myriad Pro Semibold
Myriad Pro Regular
Myriad Pro Light

Fira Sans has a modern, artistic tone. It's wide selection weights make it very versatile. Fira is used primarily in publications geared toward student activity and engagement.

Fira Sans

These are additional fonts for use in emails, letters, memos, and documents.

SERIF

Book Antiqua
Garamond
Georgia
Times New Roman

SANS SERIF

Arial
Calibri
Lucida Sans Unicode

WEST ADA SCHOOL DISTRICT BRAND STANDARDS LOGOS

PRIMARY LOGO

This is our primary logo. There is a vertical and a horizontal version, and a letters-only version (with white versions of both).

- On light backgrounds, the blue logo should be use.



West Ada School District

NOTE: Both the seal and the letters-only version of the logo may be used as stand-alone logos. The district name text is not required.



West Ada
SCHOOL DISTRICT



WHITE LOGO

The white logo should be used on darker backgrounds.



BLACK LOGO

The logo may be rendered in black for black and white publications.



West Ada School District



West Ada
SCHOOL DISTRICT

SUB-BRANDS

When appropriate, offices and services within the district may request to use a sub-brand. Those requests will be approved or denied by Eric Exline.



West Ada School District

Curriculum



West Ada
SCHOOL DISTRICT

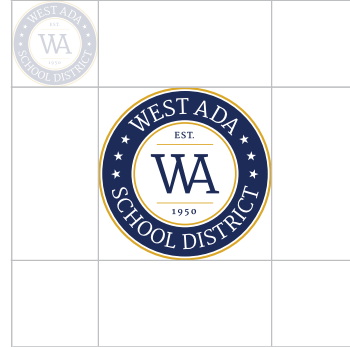
Curriculum

WEST ADA SCHOOL DISTRICT BRAND STANDARDS PRIMARY LOGO

LOGO CLEAR ZONES

In order to preserve the logo's clarity, cleanliness and visual impact, a clear zone around the logo must be maintained. Aside from the official text of the district logo, no other graphic elements or text are to be placed within the clear zone.

For both the vertical and horizontal versions of the logo, the clear zone is determined by half of the size of the seal, as indicated by the opaque seal.



WEST ADA SCHOOL DISTRICT BRAND STANDARDS PRIMARY LOGO

INCORRECT USAGE

There are many ways to incorrectly modify the logo. Here are the most common improper uses.

1. Do not stretch, compress or skew the logo.
2. Do not change the colors of the logo.
3. Do not use the blue logo on dark backgrounds. The blue logo is only to be used on white. Likewise, do not use the white version on light backgrounds.
4. Do not create your own sub-brands. Individual office sub-brands are issued by the Office of Communications.
5. Do not place text, objects or photography within the logo's clear zone.
6. Do not use the wordmark separate from the logo.
7. Do not reposition the logo in relationship to the wordmark.
8. Do not rotate or tilt the logo.
9. Do not use outdated versions of the district logo.

1



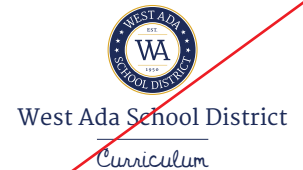
2



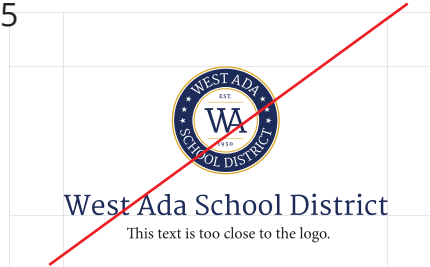
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4



5



6



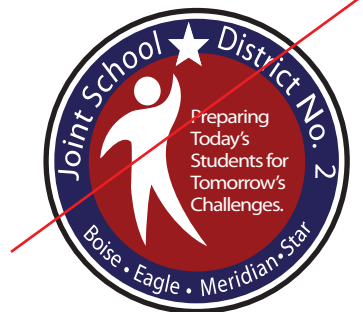
7



8



9



WEST ADA SCHOOL DISTRICT BRAND STANDARDS *PHOTOGRAPHY*

Our photography should be:

Authentic
Energetic
Positive
Professional



WEST ADA SCHOOL DISTRICT BRAND STANDARDS LETTERHEAD

When writing letters, set the page margins to one inch. Make sure to allow enough space for the primary logo at the top of the page.

	1 inch		1 inch
1 inch		 West Ada SCHOOL DISTRICT	
1.5 inches			
		Date	
		Name of Recipient Title of Recipient Name of Company Street Address City, State Zip Code	
		Salutation,	
		Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris nunc augue, pharetra a malesuada non, sollicitudin dapibus nisi. Suspendisse potenti. Donec eget orci sed sapien laoreet consequat non sit amet libero. Sed mauris tortor, volutpat non facilisis vel, pulvinar sit amet odio. Phasellus porttitor rutrum est vitae cursus.	
		<ul style="list-style-type: none">▪ Lorem ipsum dolor sit amet, consectetur adipiscing elit.▪ Morbi a enim enim, vitae porttitor est.▪ Curabitur rhoncus urna nec urna condimentum facilisis.	
		Cras placerat, metus id scelerisque dictum, justo ante euismod ante, sit amet adipiscing diam magna id nisi. Donec viverra faucibus magna, aliquam faucibus velit scelerisque sit amet. Praesent commodo congue mauris, ut tempus urna sagittis vitae. Aliquam erat volutpat. Sed pharetra tortor convallis est aliquet et commodo magna tincidunt.	
		Complimentary close,	
		Typed Signature Title	
		Dr. Linda Clark, <i>Superintendent</i> <small>1303 E. Central Drive • Meridian, ID 83642 • P: (208) 855-4500 • F: (208) 350-5962</small>	