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.

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.

CORRECT COLORS

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

Questions? Contact Eric Exline at exline.eric@westada.org.
**PRIMARY FONT**

Merriweather Regular is our brand's primary font.

**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.

**ALTERNATE FONTS**

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

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

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

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**Questions?** Contact Eric Exline at exline.eric@westada.org.
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.

**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.

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.

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.

Questions? Contact Eric Exline at exline.eric@westada.org.
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.

Questions? Contact Eric Exline at exline.eric@westada.org.

Last Updated: August 2014
WEST ADA SCHOOL DISTRICT
BRAND STANDARDS
PHOTOGRAPHY

Our photography should be:

Authentic
Energetic
Positive
Professional
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.

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.
- Morbi a magna sit amet, vitae auctor nisl
- Curabitur pharetra, erat non venenatis laoreet, dui


Complimentary close,

Typed Signature
Title

Dr. Linda Clark, Superintendent
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