



WEST FORK STYLE GUIDE

1

INTRODUCTION

page 3

2

LOGO USE

pages 4-7

3

COLOR SPECIFICATIONS

page 8-10

1

INTRODUCTION

USING THE STYLE GUIDE

It all starts here. Your school needs a consistent and uniform look and feel. Your West Fork Style Guide is a document that contains vector formatted artwork of your official school logo, secondary logos and word marks, along with your official school Pantone® colors and fonts. This document is meant to be shared with sign makers, t-shirt printers, media, other schools and anyone else who may need to reproduce your logo. You work hard to build your reputation and culture and your Style Guide from SportsGraphics allows you to be confident that it is being represented correctly.

2 *LOGO USE*

2.1 Expectations & Standards

2.2 Logos & Marks

2.3 Logo Colors

2 **LOGO USE**

2.1 Expectations & Standards

Constant and consistent use of the West Fork logos ensure brand awareness and positive school spirit. It is imperative that everyone associated with the West Fork Community School District does their part to follow and incorporate the official West Fork logos into all visual elements. Examples include, but are not limited to:

- Wall graphics, banners and wall padding
- Print and digital advertising
- Athletic uniforms and apparel
- Websites
- Letterhead, envelopes and business cards
- Direct mail
- Email Signatures

Outside vendors must be held to high standards and must be required to follow the guidelines laid out in this guide. Anyone found not abiding by these standards should be reported to the West Fork Community School District.

2 **LOGO USE**

2.2 Logos & Marks

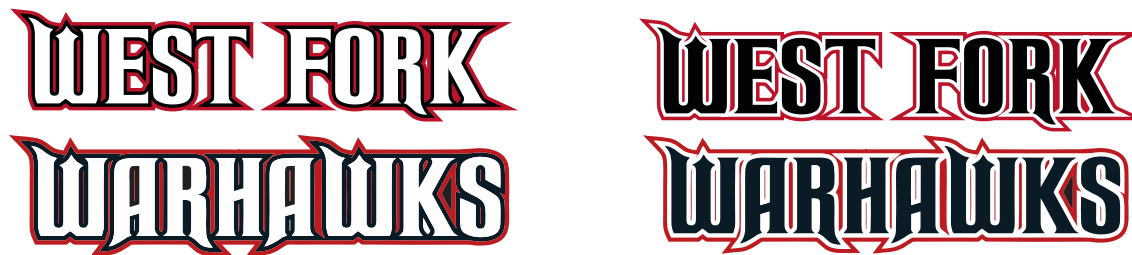
PRIMARY



SECONDARY



WORD MARKS



2

LOGO USE

2.3 Logo Colors

FULL COLOR

When possible, the logos should always appear in full color.

BLACK & WHITE

The one-color version of the logos should be used for black and white publications or when color is not an option.

NEGATIVE BLACK & WHITE

Only for rare occasions, the negative black and white logo can be used when the background color is too dark for the one-color version to show nicely.

These one-color variations can be made by approved vendors with the approval of the West Fork Community School District.

3 ***COLOR SPECIFICATIONS***

3.1 Color Palette

3.2 Color Conversions

3 ***COLOR SPECIFICATIONS***

3.1 Color Palette

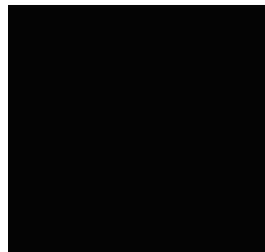
Consistent and strict use of the official West Fork color palette is strongly encouraged. When used this way, it will convey professionalism and brand unity to all of the visual marketing material while building trust and school spirit.



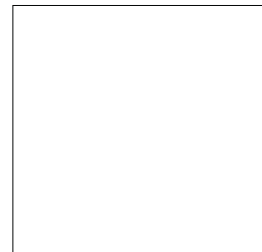
Pantone® 200 C



Pantone®
Cool Grey 7 C



Black



White

3 ***COLOR SPECIFICATIONS***

3.2 Color Conversions

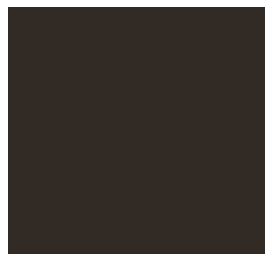
There is inconsistency in color across different media and printing processes. When working in media that does not use Pantone® color, use the values in the chart below.



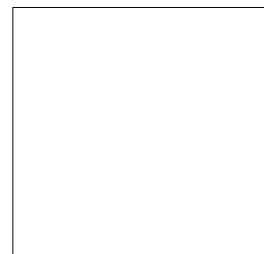
Pantone® 200 C



Pantone®
Cool Grey 7 C



Black



White

CMYK

18/100/100/12

40/33/35/0

60/40/40/100

0/0/0/0

RGB

186/18/43

163/161/158

0/0/0

225/225/225

HEX

#BA122B

#A3A19E

#000000

#FFFFFF

WEST FORK

