ABOUT THIS GUIDE
This document is designed to guide the usage of the Northwest Wolves brand and its assets. Adherence to the guidelines outlined in this document is critical to maintaining the strength and integrity of the brand with our students, faculty and within our community.

QUESTIONS?
For additional information regarding this document, the Northwest Wolves brand and its use, or the specifications included in this guide, please contact:

Amy Varcoe
DIRECTOR OF COMMUNICATIONS
avarcoe@waukeeschools.org
(515) 987-5161 ext. 2002
NORTHWEST WOLF MARK

The brand’s primary mark is the Northwest Wolf. The mark combines a stylized compass pointing to the Northwest with the head of a snarling wolf. Together they embody the leadership and excellence of our students and faculty.

CONCEPT

THE COMPASS
A symbol of guidance, the compass is always able to point travelers in the right direction.

THE WOLF
Fierce and loyal, the wolf and its pack are capable of defeating foes many times their own size.
CLEAR SPACE AND MINIMUM SIZE

CLEAR SPACE
In all instances, an area of isolation around the Northwest Wolf mark should be maintained. This space ensures headlines, text or other visual elements do not infringe on the mark.

The clear space is measured at ⅓ the mark’s width. This is the minimum amount of space, however more space should be used whenever possible.

SIZING
To ensure legibility, the minimum size the mark can appear is .75” wide for print applications or 70px wide for digital applications.
NORTHWEST WOLVES SIGNATURE

In addition to the mark, the Northwest Wolves brand includes a type-only signature that also may be used. “Northwest” is set in the brand’s primary display typeface, Kanit, while “Wolves” has been customized specifically for the brand.

More information regarding these typefaces and their use can be found on page 21.
CLEAR SPACE AND MINIMUM SIZE

CLEAR SPACE
In all instances, an area of isolation around the signature should be maintained. This space ensures headlines, text or other visual elements do not infringe on the signature.

The clear space is measured by the height of the uppercase "V" in the signature. This is the minimum amount of space; however, more space should be used whenever possible.

SIZING
To ensure legibility, the minimum size that the signature can appear is 1.25" wide for print applications or 120px wide for digital applications.
NORTHWEST WOLVES LOGO

The Northwest Wolf mark and Northwest Wolves signature may be used together as a logo in two formats: stacked and horizontal. The stacked version is the primary format and should be used wherever possible. The horizontal format may be used if it's better suited for the application.

Note: Only use approved, supplied logo files. Never rearrange or piece together either logo format from separate mark and signature assets.
CLEAR SPACE AND MINIMUM SIZE

CLEAR SPACE
In all instances, an area of isolation around the logo should be maintained. This space ensures headlines, text or other visual elements do not infringe on the logo.

The clear space is measured by the height of the uppercase “V” in the signature. This is the minimum amount of space, however more space should be used whenever possible.

SIZING
To ensure legibility, the minimum size that the stacked logo can appear is 1” wide for print applications or 140px wide for digital applications.

The minimum size the horizontal logo can appear is 1.5” for print applications or 220px for digital applications.
FULL-COLOR

The standard full-color logo should be used on white or light-colored backgrounds. When used independently from one another, the Northwest Wolf mark and Northwest Wolves signature should still follow the color specification shown here.

**Note:** The inside of the compass arrow is hollow and will allow the background to show.

ALTERNATE FULL-COLOR

May be used on white backgrounds as needed.
**REVERSED FULL-COLOR**

The reversed full-color logo should be used on blue or dark-colored backgrounds. When used separately, the Northwest Wolf mark and Northwest Wolves signature should still follow the color specification shown here.

**Note:** The inside of the compass arrow should be blue.
ONE-COLOR AND GRAYSCALE

A one-color or grayscale version of the logo may be used in select instances where a full-color logo is not permitted by the application or would otherwise render poorly.
INCORRECT USAGE
Incorrect usage of the brand's primary logo includes, but is not limited to, the below modifications. Do not:

- STRETCH, ROTATE, OR DISTORT ELEMENTS
- SCALE ELEMENTS OR ALTER PROPORTIONS
- REARRANGE ELEMENTS
- CHANGE COLORS OR ADD OUTLINES
- ADD OR ALTER ELEMENTS
- ADD SHADOWS OR EFFECTS
SECTION 2
SECONDARY MARKS
WOLF HEAD

The wolf head may be used without a surrounding compass as a standalone mark, particularly when space is limited or when the physical orientation of the compass would be undesirable.

Note: Use good judgment when using the wolf head. The wolf head alone should not be treated as a substitute for the brand’s primary mark.

CLEAR SPACE

MINIMUM SIZE

COLOR

1. Full-color
2. Full-color over silver
3. Full-color over blue
4. Full-color over black
5. Grayscale
6. One-color
7. One-color reversed
SECTION 2 SECONDARY MARKS

NW LETTERMARK

CLEAR SPACE  MINIMUM SIZE

COLOR

**NW COMPASS**

The NW lettermark also may be used with the compass.

**CLEAR SPACE**

**MINIMUM SIZE**

1. Full-color
2. Full-color over silver
3. Full-color over blue
4. Full-color over black
5. Grayscale
6. One-color
7. One-color reversed

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**WAUKEE NORTHWEST WOLVES**
**PAW PRINT**

**CLEAR SPACE**

**MINIMUM SIZE**

|-------|---------------|---------------------------|------------------------|-------------------------|-------------|-------------|---------------------|

- 6. One-color
- 7. One-color reversed

**SECTION 2 SECONDARY MARKS**
INCORRECT USAGE
Incorrect usage of the brand’s secondary marks includes, but is not limited to, the below modifications. Do not:

- Flip, stretch, rotate, scale or distort elements
- Rearrange, add or remove elements
- Change colors or add outlines
- Add shadows or effects
SECTION 3
TYPOGRAPHY
TYPE FAMILIES

The Northwest Wolves brand uses two typefaces, Kanit and Open Sans. Both are open source and available for free download from Google Fonts.

KANIT
Kanit is a display typeface used for headlines and subheads. Its distinct characteristics blend well with the brand’s logo and custom type assets.

fonts.google.com/specimen/Kanit

OPEN SANS
Open sans is a hardworking sans serif typeface. Its legibility and ease of use makes it suitable for body and other copy.

fonts.google.com/specimen/Open+Sans

WEIGHTS

Kanit
Kanit Regular
Kanit Medium
Kanit SemiBold
Kanit Bold

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

SPECIMEN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

USAGE

• Headlines
• Subheads
• Display Type

• Body
• Callouts
• Captions and Labels
TYPE STYLES

POINT SIZE
In print media, the minimum recommended point size for all fonts and weights is 9pt although 8pt may be used if space is limited. For digital applications, a minimum size of 11px is recommended.

LEADING
As a general rule, the leading on body copy set in Open Sans should always be set +4 point sizes greater than the text point size. Headlines and subheads set in Kanit should be the same as the text point size. This rule can be modified if doing special typesetting that leans to larger leading.

TRACKING
Tracking on body copy set in Open Sans should be set to -10. Tracking on headlines and subheads set in Kanit should be set to +50.

CASE
Type set in Kanit always should be uppercase.

DISPLAY TYPE
High-level impact messaging not a part of running copy can be set in Kanit and tracked out to +160 for visual effect.

LOREM IPSUM DOLOR
Um quianti onseque laut apelique pelic tem quis pratur vit quistiaestia volor maxim int ium isi incienem.

SI DI REREST EATURERI VOLUPTA
Sitem rernam num exped enis san volorrovit alienducium cusdandes aditas aliassi voloria imo optaquam inciatcon quorparum ad ulparum dollorunt a quaturio etureiusa adit volores ipsandu cipsundis esseque.

Vum isi incienem et eosanda ndesseq uodirro officiendia cones molupatlid eturios sectur. Im voles veliquam ipsundi onsequam inus.

ECTO OFFICIA NI DEM VOLUPTAM
Quatum quatemo lupitaquia niandae volore invelest, te nonsed exerum ipsae ni qui illat harum excest, consequid mint. Im voles veliquam ipsundi onsequam inus consedi cilissum adi vendae vene voles sim remporuptas dellam delit lam fugit optatii sitistibus quae cuscipicit re invel moleni omniscient quodicto optiosa solores tibusan dendis iunt.

FEAR THE PACK
BRANDED WORDS

A small library of branded words has been created in the style of the Northwest Wolves signature. Branded words should be used sparingly and in situations where messaging will be impactful.
INCORRECT USAGE
Incorrect usage of the brand’s typographic assets includes, but is not limited to, the below modifications. Do not:

- **SWAP HEADLINE AND BODY TYPEFACES**
- **USE BRANDED WORDS TO ALTER ESTABLISHED LOGOS OR MARKS**
- **MIX BRANDED WORDS WITH RUNNING TEXT**
- **PIECE TOGETHER NEW BRANDED WORDS**
SECTION 4
COLOR
COLOR PALETTE

The Northwest Wolves color palette is anchored by blue, silver and gray.

**BLUE**

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<th>PMS</th>
<th>PMS 661 C</th>
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<tr>
<td>CMYK</td>
<td>C100 M90 Y10 K0</td>
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<tr>
<td>RGB</td>
<td>R41 G64 B137</td>
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<tr>
<td>HEX</td>
<td>#294089</td>
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**WHITE**

| RGB     | R255 G255 B255 |
| HEX     | #ffffff |

**SILVER**

<table>
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</tr>
<tr>
<td>RGB</td>
<td>R216 G216 B214</td>
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<tr>
<td>HEX</td>
<td>#d8d8d6</td>
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</tbody>
</table>

**GRAY**

<table>
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<th>Cool Gray 8 C</th>
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</thead>
<tbody>
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<td>CMYK</td>
<td>C0 M0 Y0 K55</td>
</tr>
<tr>
<td>RGB</td>
<td>R138 G139 B142</td>
</tr>
<tr>
<td>HEX</td>
<td>#8a8b8e</td>
</tr>
</tbody>
</table>

**BLACK**

| CMYK    | C0 M0 Y0 K100 |
| RGB     | R0 G0 B0 |
| HEX     | #000000 |