



**BRAND  
STYLE GUIDE**

**This living document provides guidelines to support Westwind School Division's brand, including recommendations for logo usage, color, typography, and other visual elements of the brand. Please refer to the online version of this document for brand applications as it will reflect the latest updates and revisions.**

## Introduction to WWSD Brand

Our logo is the most visible representation of our division and the division's brand. It serves as a reminder of what Westwind School Division (WWSD) represents as well as its values as a learning community.

The focal point of the logo is Chief Mountain standing stalwart, looking over and protecting the foothills that Westwind is nestled into. Since 1998 Chief Mountain has been the visual representation of WWSD in different forms and continues to be the focal part of our newest logo.

Chief Mountain is a geographical landmark that transcends boundaries and unites communities. "Ninaistako" or "Old Chief" stands ahead of other mountains and represents guidance, shelter, and a landmark for those that are lost or traveling. Chief represents the uniting of communities - part of it lies within the boundaries of the Blood Reservation, part within Glacier National Park, and we here in Southern Alberta also claim it as one of our landmarks. In First Nations culture, Chief Mountain is a sacred representation of power, ritual and ceremony and is a place of vision quests and knowledge.

The chosen shade of green is a nod to previous WWSD logos and displays a sense of familiarity and a tie to the past. It represents learning and growth. The lower Westwind green mark denotes our windy foothills where our connected communities begin. The flowing lines are a reflection of the importance of flexibility and adaptability. Standing watch over the foothills is the blue silhouette of Chief, representing trust and stewardship. Note the detail of light reflecting off the face of Chief hinting to a sunrise, the dawn of a new day and hope in ever moving forward.

## Design Considerations

*Do not rotate, redraw, or change elements. Proportion sizing between the text and image should always remain consistent.*

## Logo Orientation

Horizontal and vertical versions of the logo are available. The horizontal iteration is meant for banner-like applications such as website headers or the top of documents. Available space will determine whether or not the version with the framed sky is used. The vertical logo is preferred in most other instances.

### Horizontal



### Vertical



### Icon

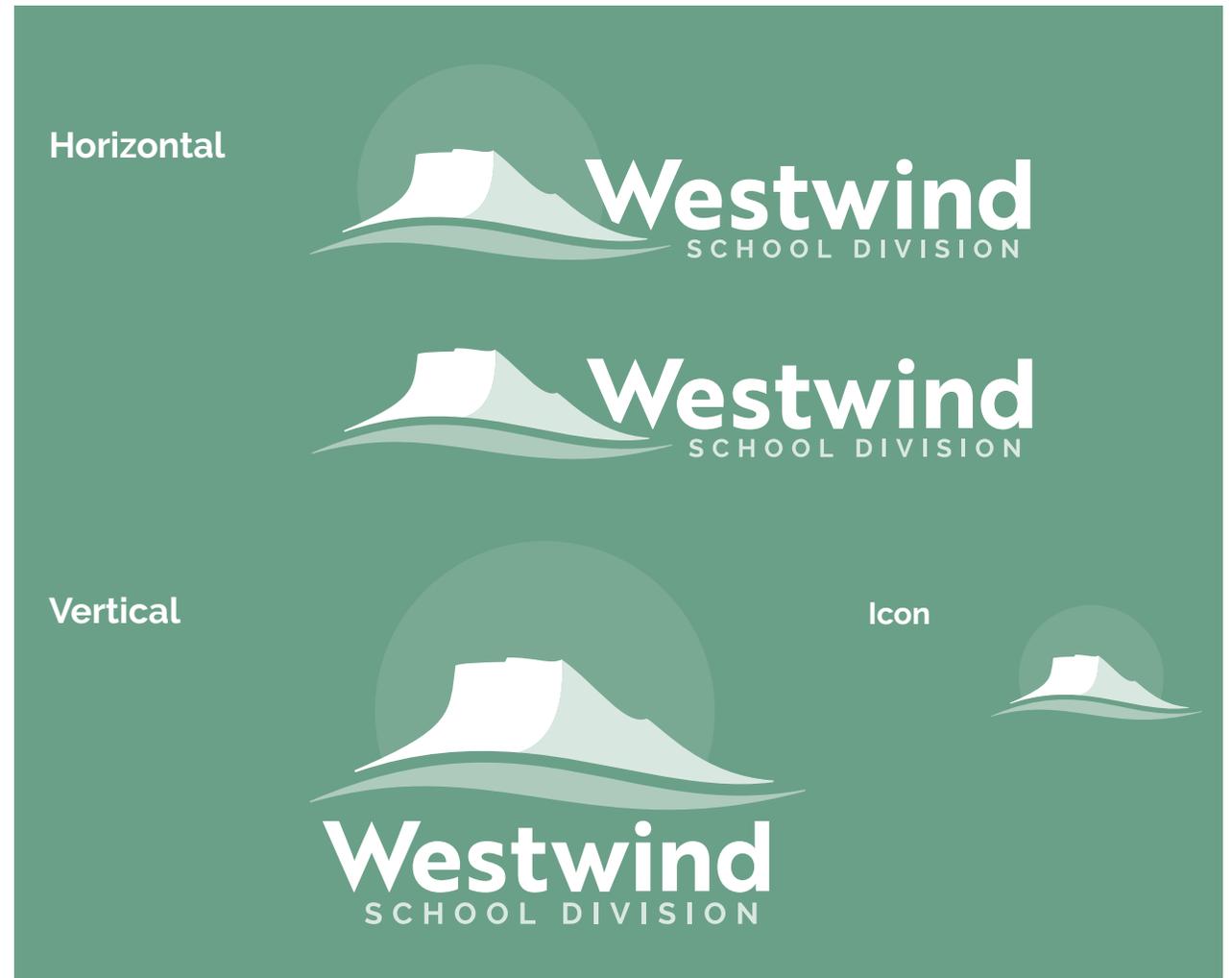


## Design Considerations

*The version of the Westwind School Division logo laid out in this document is the only logo to be used to represent Westwind School Division #74. Previous versions should not be used in any circumstance other than historical reference.*

## Logo Colours

The WWSD logo should only be displayed in full colour or in white monochromatic (unless gray-scale or black and white are the only options). The preferred version is the full coloured logo on a white background as illustrated on the previous page.



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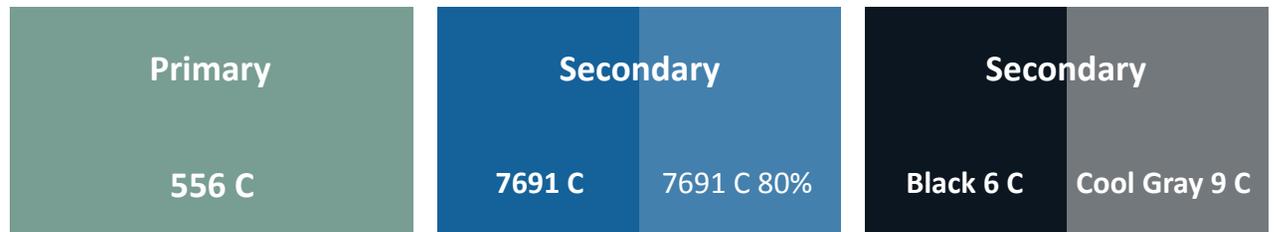
## Design Considerations

*Colour is an important component of how a brand is perceived. The WWSD colour palette offers options that allow for creative expression; however, colours should be limited to those provided.*

*The secondary and accent colours are used to broaden the WWSD palette. These colours may be used to provide variety and visual interest without leaving the recognized palette. Accent colors are to be used sparingly. Westwind green should always dominate the overall design.*

## Brand Colours

Green (as specified below) is the primary colour of the Westwind School Division brand. Use only the colours listed to reinforce Westwind's brand and build audience recognition and association.



COLOUR	PANTONE	CMYK	RGB	HEX
<b>WWSD Green</b>	<b>556 C</b>	<b>54-8-47-14</b>	<b>111-162-135</b>	<b>6FA287</b>
Blue	7691 C	100-43-0-30	0-98-152	006298
Black	Black 6 C	100-79-44-93	16-24-32	101820
Gray	Cool Gray 9 C	30-22-17-57	117-120-123	75787B

Light Green	2288 C	24-0-57-0	200-227-121	C8E379
Bright Blue	637 C	62-0-8-0	78-195-224	4EC3E0
Orange	715 C	0-54-87-0	246-141-46	F68D2E

RGB (red, green, blue) colours are used for screen applications: web, email, video; they represent the values of three types of pixels that make up all the colours in a screen or monitor. The value of each of the pixels can range from 0 to 255.

CMYK colours are used for print applications: they represent the four inks used to create all colours for printing: cyan, magenta, yellow and black. K, for black, means "key" colour and is added to the other three to produce rich shadows and contrast. The values of each of the ink densities can range from 0 to 100%.

PMS (Pantone Matching System) colours are used for specialty print applications - T shirts, banners etc. - especially when printing large blocks of solid colour.

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## Design Considerations

*Do not use the logo on complex patterns, textures, or on backgrounds that do not provide adequate contrast. Legibility should not be impaired.*

*Use photographs that depict engagement and learning. Avoid landscapes, empty classrooms, and posed subjects.*

## WWSD Logo over Photography/Colour Backgrounds

The Westwind School Division logo should not be placed over busy images or backgrounds. The logo must always be legible. The examples on this page show unacceptable and acceptable uses of the logo on various backgrounds. Choose the logo that will be the clearest on the background that you have selected.



## Design Considerations

*EPS, PDF and PNG formats are the only file types that preserve background transparency.*

*The white logo is available as an EPS, PDF and PNG but not as a JPG because a JPG cannot maintain a transparent background. EPS and PDF are vector images, while JPG and PNG are raster images. Raster images may be reduced in size but never enlarged; enlarging them will result in poor reproduction.*

## File Format Recommendations

Every use of the logo will require a different file format. Please reference the chart below and use the recommended file format of the logo for each of your projects.

DESIGN APPLICATION	EPS	JPG	PNG	PDF
Banners/Signs	R			O
Embroidery	R			O
Excel Documents		R	O	O
Online		O	R	
Publisher Documents	O	R	O	O
Promotional Items	R			O
Power Point		R	O	O
Silk Screening	R			O
Word Documents		R	O	O
Video/Quicktime Movie	R			O
Vehicle Graphics	R			O

**R** - Recommended File Type

**O** - Optional File Type

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## Typography

Raleway and Arial (Google default) or Calibri (Microsoft default) are the font families to be used in all professionally-designed materials for the Westwind School Division.

### Heading & Subheading Font

**Raleway bold**  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmn  
opqrstuvwxyz  
1234567890

### Body Fonts

Arial regular (Google)  
(bold or italicized for accent)  
typically size 11  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmn  
opqrstuvwxyz  
1234567890

Calibri regular (Microsoft)  
(bold or italicized for accent)  
typically size 12  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmn  
opqrstuvwxyz  
1234567890

**ALL QUESTIONS ASKED**  
**By Five Watch Experts**  
**amaze the judges.**

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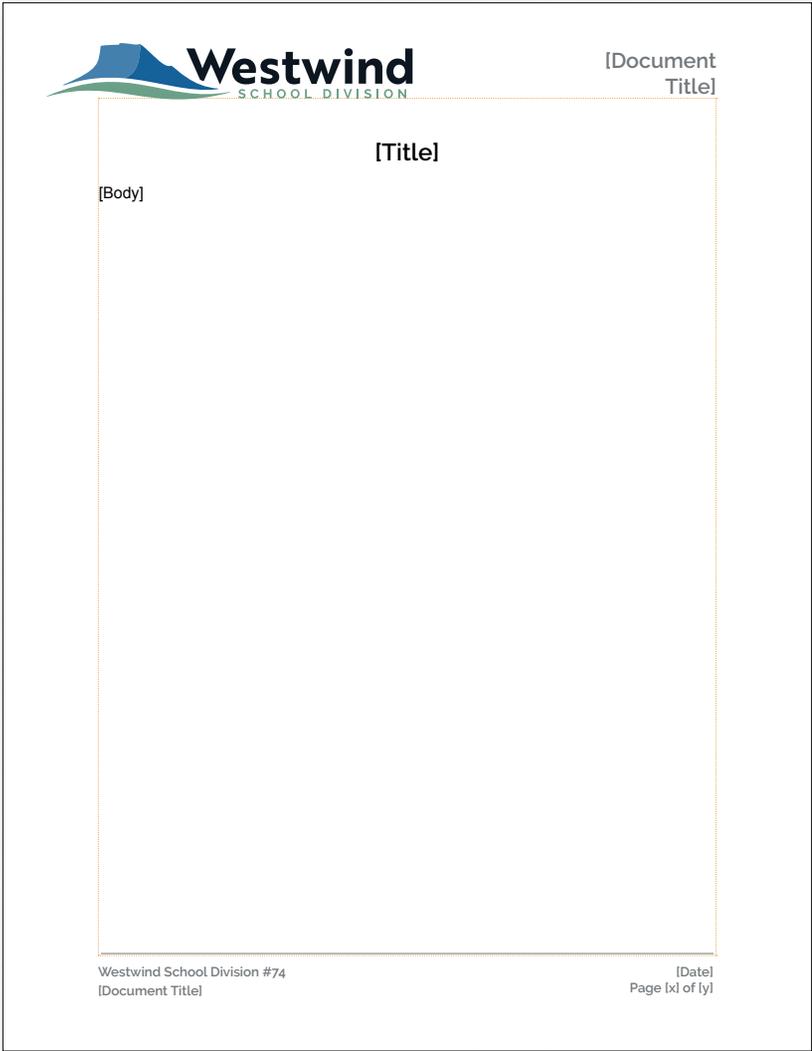
**ALL QUESTIONS ASKED**  
*By Five Watch Experts*  
amaze the judges.

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## Design Considerations

*A document template is available in the Westwind Staff template gallery within google docs. Content is adjustable according to needs; however, layout is to be maintained at all times.*

## Example Document Layout



## Design Considerations

*Unsure if artwork or your document or project meets brand standards? Need help with your design?*

*Contact us and we'll guide you to a solution.*



## Contact

### **WESTWIND SCHOOL DIVISION**

Communication Department  
455 Main Street, Cardston AB  
[inquiries@westwind.ab.ca](mailto:inquiries@westwind.ab.ca)  
403-653-4991

