



Graphics Standards & Guidelines

Westlake High School
WESTLAKE VILLAGE, CALIFORNIA

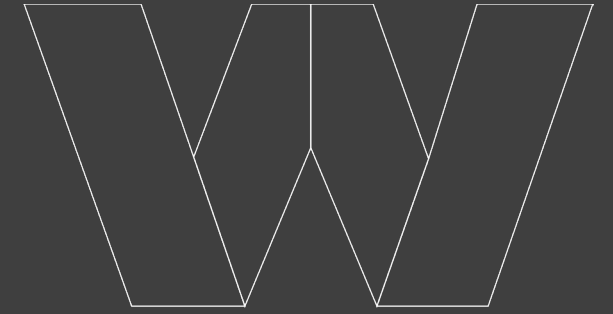
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WESTLAKE GRAPHICS

STANDARDS & GUIDELINES

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Using logo standards and guidelines is crucial for maintaining consistency, professionalism, and brand integrity. Logo standards provide a set of rules and recommendations that dictate how a logo should be used in different contexts, ensuring that it is represented accurately and consistently across various mediums. These guidelines outline specifications regarding logo size, color variations, placement, and clear space requirements. By adhering to these standards, companies can establish a unified and cohesive brand identity, which helps build trust and recognition among their target audience. Logo guidelines also ensure that the logo remains visually appealing and legible across different platforms and materials, enhancing its versatility and adaptability. Furthermore, these standards facilitate brand recognition and make it easier for students, groups, and teams to use the logo correctly, thereby avoiding any misuse or distortion that could dilute the brand's impact.



PRIMARY VARIATION “ORANGE RIBBONS”

CONTINUITY

The bold orange W builds on the rich tradition of Westlake’s consistent brand appearance. The fine white stroke around each ribbon signifies the historical bisecting of the W using a more contemporary approach.

SIMPLICITY

The logo is simple and clean, providing a visually appealing look that can remain aesthetically attractive over time. The bold simplicity of the logo looks great on uniforms, spirit wear, print, and digital media.

REPRESENTATIVE

The logo appropriately represents the four classes of students that make up Westlake High School.





SECONDARY VARIATION "BLUE RIBBONS"

ITERATIVE

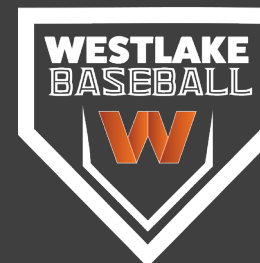
The logo adapts to many Westlake activities and sports without compromising brand integrity.





POSSIBLE* LOGO “VARIATIONS”

*NOTE: Variations outside of standards must be approved by the administration. Submit requests at WestlakeLogos.com

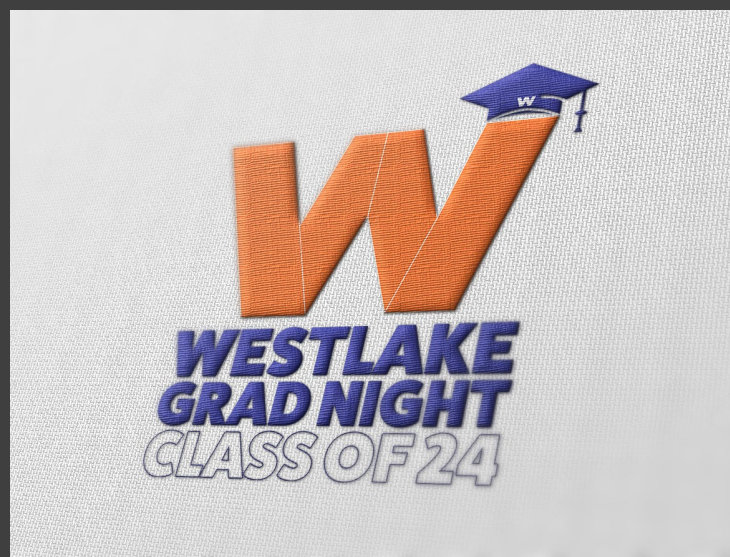




POSSIBLE LOGO “MOCKUPS”

Visual representations of logo designs in real-world contexts are called logo mockups. These mockups are used for presenting and approving designs, creating marketing materials, establishing brand guidelines, and showcasing work. They help clients and designers visualize how the logo will appear on different mediums. Design software or specialized tools are used to create mockups, which enhance the presentation and effectiveness of logo designs.

If you're interested in various mockups, you can find them on WestlakeLogos.com. If you need a specific mockup for a different sport, event, or activity, you can submit a request on the website.

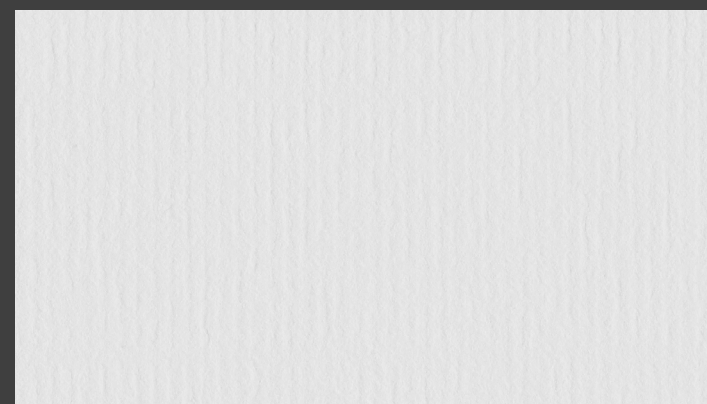
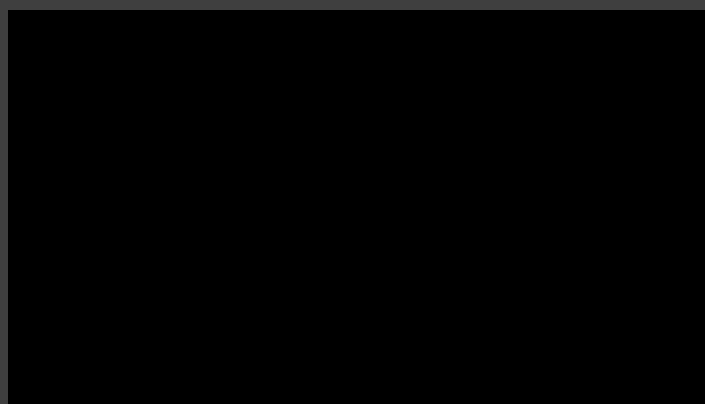
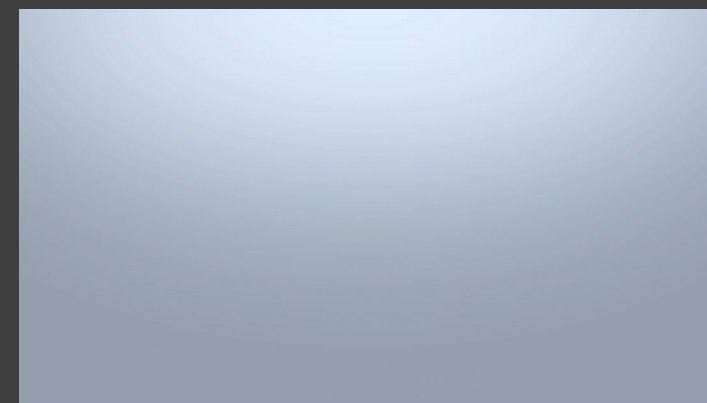
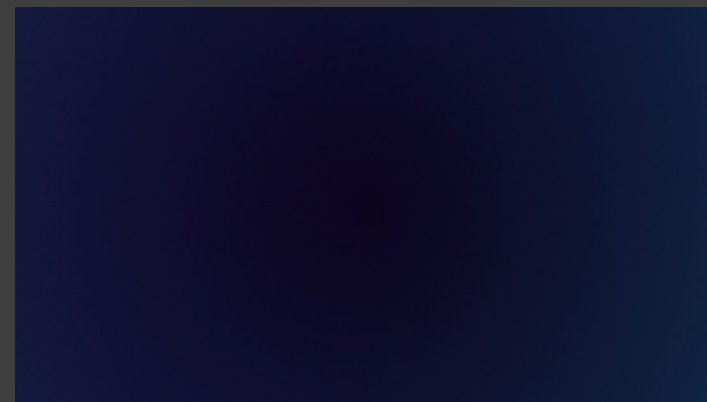
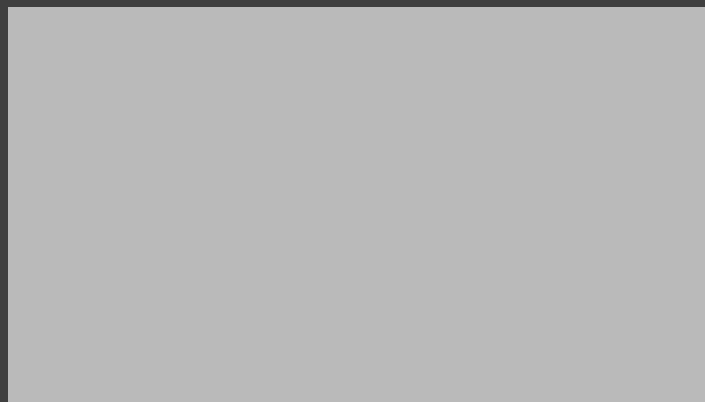




POSSIBLE LOGO “ANIMATIONS”

Logo animations are dynamic versions of a logo design with motion and effects. They increase brand recognition, enhance online presence, and add visual interest to video content. They are created using motion graphics software and can be used in various mediums and events.

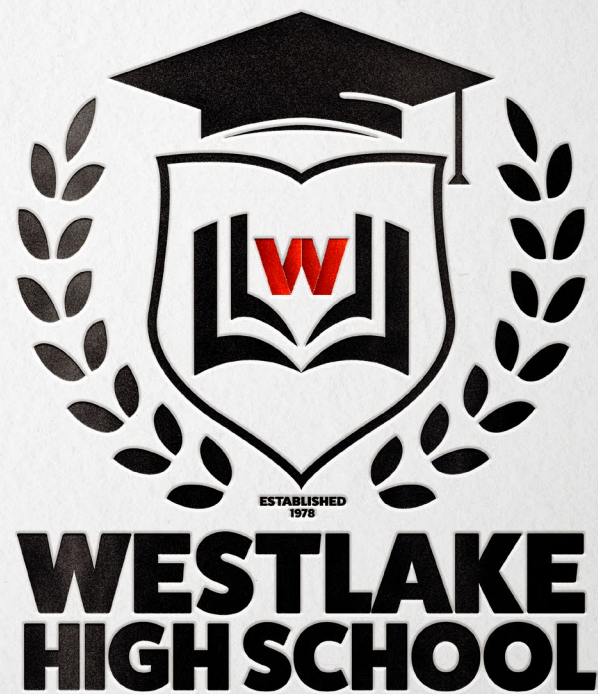
If you're interested in various animations, you can find them on WestlakeLogos.com. If you prefer a specific animation for a different sport, event, or activity, you can submit a request on the website.





ACADEMIC CREST

An academic crest holds great significance for Westlake High School as it symbolizes the school's heritage, values, identity, and academic excellence. The crest embodies various elements such as the school's "W" logo, emblem, and important symbols that represent its unique identity. It serves as a visual representation of the school's history, traditions, and achievements, fostering a sense of pride and belonging among students, alumni, and staff. The academic crest is often displayed on official documents, uniforms, and school merchandise, acting as a recognizable and unifying symbol for the entire school community. It not only reinforces the school's identity but also serves as a reminder of the importance of education, learning, and personal growth.





COLOR SPECIFICATIONS

Using only approved colors in a logo is crucial as it helps maintain brand integrity and recognition. Colors play a significant role in conveying emotions, establishing brand identity, and differentiating businesses from their competitors. Approved colors are carefully selected to align with a brand's values, target audience, and overall brand strategy. Consistently using these colors across all branding materials and touchpoints fosters visual cohesion and reinforces brand recognition. Deviating from approved colors can dilute brand consistency and confuse consumers, potentially leading to a loss of brand identity and recall. By adhering to approved colors, Westlake can establish a strong visual presence, evoke the desired emotions, and build trust and loyalty within our community.

FLAT COLORS

WESTLAKE ORANGE DETAILS HEX# F26522 RGB (242,101,34) CYMK (0,58,86,5) PANTONE 165C	WESTLAKE BLUE DETAILS HEX# 2E3192 RGB (46,49,146) CYMK (69,67,0,43) PANTONE 10249C	WESTLAKE CHARCOAL DETAILS HEX# 414042 RGB (65,64,66) CYMK (2,3,0,74) PANTONE 446C	WESTLAKE WHITE DETAILS HEX# FFFFFFFF RGB (255,255,255) CYMK (0,0,0,0)
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NOTE: Please refrain from using the color black and instead opt for this charcoal color.

RIBBON COLORS

			
VERTICAL GRADIENT #F47421 - #A63C23	VERTICAL GRADIENT #3E54A5 - #262267	VERTICAL GRADIENT #616366 - #231F20	VERTICAL GRADIENT #FFFFFF - #D1D3D4



BACKGROUND

The background-color property sets the background color of an element. The background of an element is the total size of the element, including padding and border.





CLEAR SPACE

Using clear space around a logo is essential for ensuring its visual impact and legibility. Clear space refers to the empty area surrounding a logo that is free from any other visual elements, such as text, images, or graphics. This space allows the logo to breathe and stand out from its surroundings, creating a sense of visual balance and enhancing its overall visibility.

Clear space also helps to maintain the integrity and integrity of the logo's design, preventing it from being crowded or overshadowed by other elements. By incorporating clear space around a logo, it becomes more recognizable, memorable, and versatile in various applications, whether it's on a website, printed materials, or digital media. Ultimately, clear space serves as a visual buffer, allowing the logo to command attention and communicate its message effectively.





ASPECT RATIO

Maintaining a proper aspect ratio in a logo is of utmost importance due to its significant impact on brand recognition and visual consistency. The aspect ratio refers to the proportional relationship between the logo's width and height. When a logo is scaled or resized, preserving its original aspect ratio ensures that its distinctive elements and overall design remain intact. A distorted or stretched logo can result in a loss of brand identity and make it difficult for customers to recognize and associate with a particular brand. By maintaining the proper aspect ratio, a logo retains its visual harmony across various applications, such as websites, social media profiles, printed materials, and merchandise. This consistency enhances brand recall, professionalism, and credibility, ultimately strengthening the brand's impact and recognition in the minds of consumers.

W CAN BE SCALED, PROVIDING 9 X 17 RATIO IS MAINTAINED

NOTE: When resizing in many applications, hold "shift" while resizing to maintain the aspect ratio.

HEIGHT 9



WIDTH 17



TYPOGRAPHY

Using consistent fonts for branding and logo design is essential for establishing a strong and cohesive visual identity. Fonts contribute significantly to the overall tone, personality, and recognition of a brand. Consistency in font selection across different brand elements, such as logos, marketing materials, websites, and social media, creates a unified and memorable brand experience. When fonts are consistent, they create a harmonious and professional appearance, reinforcing brand recognition and recall. Moreover, consistent fonts help to establish a sense of trust, reliability, and credibility with the audience. By using the same fonts consistently, the Westlake brand can convey its core values and messaging effectively, regardless of the medium or platform. Consistent font choices also contribute to better readability and comprehension as the audience becomes familiar with the brand's typography over time. Overall, employing consistent fonts for branding and logo design is a fundamental practice that enhances brand recognition, creates a cohesive visual language, and fosters a strong connection with the community.

When to Use :

Use this font to indicate any entity that is school-wide such as “Westlake”, “Warriors”, or “High School.”

FAT FRANK HEAVY FONT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 . ! # \$ % ^ & * () _ + /



When to Use :

Use this font to indicate any team, activity, department, or club.

NCAA UNCONQUERED FONT

A B C D E F G H I J K L M

N O P Q R S T U V W X Y Z



LOGO CORE PACKS

Westlake Logo “Core packs” are available at WestlakeLogos.com to use for various graphic needs such as presentation templates, stationery, uniforms, spirit wear, and more.

These graphics have transparent backgrounds to make them easy to apply to various situations.

Please use only the images downloaded from WestlakeLogo.com rather than logo files emailed from friends or on various share points. This will ensure you are using an image that properly adheres to these standards and guidelines.

LOGO USE GUIDELINES

Our orange 'W' cannot be altered or adjusted including putting items through or on the 'W'. Also, you will notice that the 'W' has lines through it to represent the four ribbons of each of the four classes of Westlake High School

Do Not: Logo mark

Do not resize or change the position of the logo mark.



Do Not: Fonts

Do not use any other font, no matter how close it might look to Raleway.



Do Not: Sizing

Do not use squish or squash the logo. Any resizing must be in proportion.



Do Not: Color

Do not change the colors even if they look similar. Use the official color specifications detailed in these guidelines





DISTRIBUTION

All graphics are available at
WestlakeLogos.com

