



# WCA Branding & Style Guide

# Overview

Windsor Charter Academy's Branding & Style Guide provides basic guidelines to brand, build awareness, and promote consistency across all Windsor Charter Academy communications. The standards encourage uniformity across elementary, middle, and early college high schools.

Consistency in visual representation across all Windsor Charter Academy communication, from typeface to logos, fosters familiarity and allows us to communicate in a coordinated manner. The guide outlines official uses of: WCA logos, mascot, tagline, typeface, color palette, photography, and social media.

## Official Color Palette

Windsor Charter Academy's official color palette is an essential part of presenting a consistent image across all media types. The approved Windsor Charter Academy color palette is listed below.

| Color Type                          | Navy Blue    | Kelly Green  | Light Green | Cool Grey   |
|-------------------------------------|--------------|--------------|-------------|-------------|
| <b>PMS</b> - Professional Printing  | 540C         | 356C         | 368C        | Cool Grey 5 |
| <b>CMYK</b> - Professional Printing | 100/80/38/37 | 96/27/100/15 | 59/2/100/0  | 31/25/26/0  |
| <b>RGB</b> - Digital Printing       | 10/50/84     | 0/121/64     | 118/188/67  | 179/178/177 |
| <b>HEX</b> - Web Design             | #0A3254      | #007940      | #76BC43     | B3B2B1      |

# Windsor Charter Academy Logos

| School Business & Academics                                                          |  | Formal Academics                                                                  |  | School Apparel, Spirit Wear, and Fan Gear                                                                                                                      |  |
|--------------------------------------------------------------------------------------|--|-----------------------------------------------------------------------------------|--|----------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
| Leaf                                                                                 |  | Crest                                                                             |  | Wings                                                                                                                                                          |  |
|     |  |  |  |                                                                              |  |
| Business and academic documents                                                      |  | Formal academic documents and recognition                                         |  | Athletic and club logos                                                                                                                                        |  |
| Examples: Letterhead, handbooks, catalogs, or other official business correspondence |  | Examples: Diplomas, graduation programs, yearbooks, and academic pennants         |  | Staff apparel, athletic uniforms, and school-sponsored club shirts. Spirit wear and promotional fan gear for all students, families, and community supporters. |  |

## Academic Logo

The Windsor Charter Academy logo is:

- Used across elementary, middle, and high school communications. This logo is considered our “academic” or “leaf” logo and is used in our internal communications and academically focused documents and apparel (academic clubs).
- Sent to external partners in an approved file format to prevent distorted images or color manipulation.
- Used with or without the tagline, depending on the use case.
- It is not to be altered or manipulated in any way unless given prior approval in special circumstances.

| Official Logo                                                                     | Download Links                                                                                                                                                                     | Details                                                                                                                                                                                                                                                                                                                                                                                   |
|-----------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  | <b>Academic Logo</b> <ul style="list-style-type: none"> <li>• <a href="#">.PDF File</a></li> <li>• <a href="#">.PNG File</a></li> <li>• .AI File available upon request</li> </ul> | <b>Design Specifications</b> <ul style="list-style-type: none"> <li>• Use with a light-colored background (grey or white).</li> </ul> <b>Use Cases</b> <ul style="list-style-type: none"> <li>• Business and academic documents</li> </ul> <b>Examples</b> <ul style="list-style-type: none"> <li>• Letterhead, handbooks, catalogs, or other official business correspondence</li> </ul> |

## Tagline

"Growing Life-Long Learners" is the official WCA tagline. The tagline should be used consistently:

- Punctuation: There should be a hyphen in the word "life-long".
- Sizing: The tagline should be sized in proportion when used with the logo.
- Color: When appropriate, use green in WCA to offset the WCA blue color.

## Firebird Mascot Logo

Windsor Charter Academy's official mascot is the Firebird. This version of the mascot should be used on all Windsor Charter Academy athletic gear, sports-related spirit wear, or for other athletic purposes.

| Official Logo                                                                       | Download Links                                                                                                                                | Details                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
|-------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  | <b>Firebird Logo</b> <ul style="list-style-type: none"> <li>• <a href="#">.PNG File</a></li> <li>• .AI File available upon request</li> </ul> | <b>Design Specifications</b> <ul style="list-style-type: none"> <li>• Use with a light-colored background (grey or white).</li> </ul> <b>Use Cases</b> <ul style="list-style-type: none"> <li>• Athletic and club logos</li> <li>• Staff apparel, athletic uniforms, and school-sponsored club shirts. Spirit wear and promotional fan gear for all students, families, and community supporters.</li> </ul> <b>Examples</b> <ul style="list-style-type: none"> <li>• Examples: Staff apparel, athletic uniforms, school-sponsored club shirts, hats, sweatshirts, T-shirts, bumper stickers, mugs, socks, foam fingers, blankets, etc.</li> </ul> |

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|    | <p><b>Firebird Outline Logo</b></p> <ul style="list-style-type: none"> <li>• <a href="#">.PNG File</a></li> <li>• .AI File available upon request</li> </ul> | <p><b>Design Specifications</b></p> <ul style="list-style-type: none"> <li>• This version is outlined in white.</li> <li>• Use with a dark-colored background (navy blue, kelly green).</li> </ul> <p><b>Use Cases</b></p> <ul style="list-style-type: none"> <li>• Athletic and club logos</li> <li>• Staff apparel, athletic uniforms, and school-sponsored club shirts. Spirit wear and promotional fan gear for all students, families, and community supporters.</li> </ul> <p><b>Examples</b></p> <ul style="list-style-type: none"> <li>• Examples: Staff apparel, athletic uniforms, school-sponsored club shirts, hats, sweatshirts, T-shirts, bumper stickers, mugs, socks, foam fingers, blankets, etc.</li> </ul> |
|    | <p><b>Firebird Text</b></p> <ul style="list-style-type: none"> <li>• <a href="#">.PNG File</a></li> <li>• .AI File available upon request</li> </ul>         | <p><b>Design Specifications</b></p> <ul style="list-style-type: none"> <li>• Use with a light-colored background (grey or white).</li> </ul> <p><b>Use Cases</b></p> <ul style="list-style-type: none"> <li>• Athletic and club logos</li> <li>• Staff apparel, athletic uniforms, and school-sponsored club shirts. Spirit wear and promotional fan gear for all students, families, and community supporters.</li> </ul> <p><b>Examples</b></p> <ul style="list-style-type: none"> <li>• Examples: Staff apparel, athletic uniforms, school-sponsored club shirts, hats, sweatshirts, T-shirts, bumper stickers, mugs, socks, foam fingers, blankets, etc.</li> </ul>                                                       |
|  | <p><b>Firebird Text Outline</b></p> <ul style="list-style-type: none"> <li>• <a href="#">.PNG File</a></li> <li>• .AI File available upon request</li> </ul> | <p><b>Design Specifications</b></p> <ul style="list-style-type: none"> <li>• This version is outlined in white.</li> <li>• Use with a dark-colored background (navy blue, kelly green).</li> </ul> <p><b>Use Cases</b></p> <ul style="list-style-type: none"> <li>• Athletic and club logos</li> <li>• Staff apparel, athletic uniforms, and school-sponsored club shirts. Spirit wear and promotional fan gear for all students, families, and community supporters.</li> </ul> <p><b>Examples</b></p> <ul style="list-style-type: none"> <li>• Examples: Staff apparel, athletic uniforms, school-sponsored club shirts, hats, sweatshirts, T-shirts, bumper stickers, mugs, socks, foam fingers, blankets, etc.</li> </ul> |

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|------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|   | <p><b>Firebird Text</b></p> <ul style="list-style-type: none"> <li>• <a href="#">.PNG File</a></li> <li>• .AI File available upon request</li> </ul>         | <p><b>Design Specifications</b></p> <ul style="list-style-type: none"> <li>• This version has the full school name above "Firebirds."</li> <li>• Use with a light-colored background (grey or white).</li> </ul> <p><b>Use Cases</b></p> <ul style="list-style-type: none"> <li>• Athletic and club logos</li> <li>• Staff apparel, athletic uniforms, and school-sponsored club shirts. Spirit wear and promotional fan gear for all students, families, and community supporters.</li> </ul> <p><b>Examples</b></p> <ul style="list-style-type: none"> <li>• Examples: Staff apparel, athletic uniforms, school-sponsored club shirts, hats, sweatshirts, T-shirts, bumper stickers, mugs, socks, foam fingers, blankets, etc.</li> </ul>                                                       |
|  | <p><b>Firebird Text Outline</b></p> <ul style="list-style-type: none"> <li>• <a href="#">.PNG File</a></li> <li>• .AI File available upon request</li> </ul> | <p><b>Design Specifications</b></p> <ul style="list-style-type: none"> <li>• This version has the full school name above "Firebirds."</li> <li>• This version is outlined in white.</li> <li>• Use with a dark-colored background (navy blue, kelly green).</li> </ul> <p><b>Use Cases</b></p> <ul style="list-style-type: none"> <li>• Athletic and club logos</li> <li>• Staff apparel, athletic uniforms, and school-sponsored club shirts. Spirit wear and promotional fan gear for all students, families, and community supporters.</li> </ul> <p><b>Examples</b></p> <ul style="list-style-type: none"> <li>• Examples: Staff apparel, athletic uniforms, school-sponsored club shirts, hats, sweatshirts, T-shirts, bumper stickers, mugs, socks, foam fingers, blankets, etc.</li> </ul> |

# Firebird Wing Logo

| Official Logo                                                                       | Download Links                                                                                                                                                                  | Information                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|-------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|    | <b>Firebird Wings</b> <ul style="list-style-type: none"> <li>• <a href="#">.PNG File</a></li> <li>• .AI File available upon request</li> </ul>                                  | <b>Design Specifications</b> <ul style="list-style-type: none"> <li>• Use with a light-colored background (grey or white).</li> </ul> <b>Use Cases</b> <ul style="list-style-type: none"> <li>• Athletic and club logos</li> <li>• Staff apparel, athletic uniforms, and school-sponsored club shirts. Spirit wear and promotional fan gear for all students, families, and community supporters.</li> </ul> <b>Examples</b> <ul style="list-style-type: none"> <li>• Examples: Staff apparel, athletic uniforms, school-sponsored club shirts, hats, sweatshirts, T-shirts, bumper stickers, mugs, socks, foam fingers, blankets, etc.</li> </ul>                                                                                                                         |
|   | <b>Firebird Wings - White Outline</b> <ul style="list-style-type: none"> <li>• <a href="#">.PNG File</a></li> <li>• .AI File available upon request</li> </ul>                  | <b>Design Specifications</b> <ul style="list-style-type: none"> <li>• This version is outlined in white.</li> <li>• Use with a dark-colored background (navy blue, kelly green).</li> </ul> <b>Use Cases</b> <ul style="list-style-type: none"> <li>• Athletic and club logos</li> <li>• Staff apparel, athletic uniforms, and school-sponsored club shirts. Spirit wear and promotional fan gear for all students, families, and community supporters.</li> </ul> <b>Examples</b> <ul style="list-style-type: none"> <li>• Examples: Staff apparel, athletic uniforms, school-sponsored club shirts, hats, sweatshirts, T-shirts, bumper stickers, mugs, socks, foam fingers, blankets, etc.</li> </ul>                                                                   |
|  | <b>Firebird Wings - White Outline with Grey Shadow</b> <ul style="list-style-type: none"> <li>• <a href="#">.PNG File</a></li> <li>• .AI File available upon request</li> </ul> | <b>Design Specifications</b> <ul style="list-style-type: none"> <li>• This version is outlined in white.</li> <li>• This version has additional grey shadows and outlines.</li> <li>• Use with a dark-colored background (navy blue, kelly green).</li> </ul> <b>Use Cases</b> <ul style="list-style-type: none"> <li>• Athletic and club logos</li> <li>• Staff apparel, athletic uniforms, and school-sponsored club shirts. Spirit wear and promotional fan gear for all students, families, and community supporters.</li> </ul> <b>Examples</b> <ul style="list-style-type: none"> <li>• Examples: Staff apparel, athletic uniforms, school-sponsored club shirts, hats, sweatshirts, T-shirts, bumper stickers, mugs, socks, foam fingers, blankets, etc.</li> </ul> |

# Historical Logo

| Historical Logo                                                                   |                                                                                                                                                                                                         |
|-----------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  | The previous Firebird mascot, used before 2014, is our historical logo. Windsor Charter Academy pays tribute to that logo, but it should not be used for athletic gear, spirit wear, or other purposes. |

# School Crest

| Official Logo                                                                       | Download Links                                                                                                                            | Details                                                                                                                                                                                                                                                                                                                                                                             |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  | <b>School Crest</b> <ul style="list-style-type: none"><li>• <a href="#">.PNG File</a></li><li>• .AI File available upon request</li></ul> | <b>Design Specifications</b> <ul style="list-style-type: none"><li>• Use with a light-colored background (grey or white).</li></ul> <b>Use Cases</b> <ul style="list-style-type: none"><li>• Formal academic documents and recognitions</li></ul> <b>Examples</b> <ul style="list-style-type: none"><li>• Diplomas, graduation programs, yearbooks, and academic pennants</li></ul> |



# Farm-to-School Logo

| Official Logo                                                                     | Download Links                                                                                                                                                                 | Details                                                                                                                                                                                                                                                                                                                                                                                   |
|-----------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  | <b>Farm-to-School Logo</b> <ul style="list-style-type: none"><li>• <a href="#">.JPG File</a></li><li>• <a href="#">.PDF File</a></li><li>• <a href="#">.PNG File</a></li></ul> | <b>Design Specifications</b> <ul style="list-style-type: none"><li>• Use with a light-colored background (grey or white).</li></ul> <b>Use Cases</b> <ul style="list-style-type: none"><li>• Department of Food Services' apparel, posters, and other advertising</li></ul> <b>Examples</b> <ul style="list-style-type: none"><li>• Food Service uniforms, posters, newsletters</li></ul> |

## Other Branding & Style Guidelines

### Official Fonts

Windsor Charter Academy has three official typefaces, which can be [accessed here](#):

- Hypatia Sans Pro: This font is primarily used in our academic logo. This font should primarily be used for titles and headers.
- Century Gothic: This font is used in general documents, flyers, presentations, and handbooks.
- Serpentine: This font is only used in our athletic logo and apparel.

### Photography

Using photography, WCA emphasizes what it is all about – children and learning. The use of children, teachers, parents, and volunteers in photographs quickly conveys to audiences a true picture of what makes WCA such a wonderful learning community. Photographs need to have a clean composition, provide a point of focus, and convey real emotion. Photographs should convey a sense of learning, be colorful, elicit joy, be vibrant, and have a personable and warm feeling.

## Best Use of Image Files by Type

Below are guidelines on how best to use digital files by type:

- Use .eps, .ai, or .pdf files to blow up the logo for large banners or billboards.
- Use .png or .jpg files when using logos for the web.
- Use .jpeg if you would like an image (white or colored box) behind the logo to encapsulate it.
- Use .png if you would like a transparent background so another background color can show through.

## Questions?

Copies of these logos, in various file types and sizes, can be requested from [sara.sanders@windsorcharteracademy.org](mailto:sara.sanders@windsorcharteracademy.org).