



Worthington

CHRISTIAN SCHOOL

BRAND IDENTITY GUIDE

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WC Brand Identity Policy

Worthington Christian School considers its trademarks valuable assets. It is essential that Worthington Christian prevent unauthorized and inappropriate use of its trademarks in order to ensure that they remain reliable indicators of the school's unity and mission.

This policy covers the general rules for Worthington Christian trademarks, including logo, name and any likeness. (collectively, our "Marks"). Use of each Mark is also subject to the specific trademark guidelines below.

As a general rule, our Marks may not be used in any manner other than (a) as permitted by this policy or (b) as expressly authorized by Worthington Christian.

We reserve the right to revoke the authorizations granted in this policy at any time in our sole discretion. If we determine that any use of our Marks is in violation of this policy or is otherwise unacceptable or detrimental to any of our Marks, we will revoke the authorization and usage of those Marks must cease.

Certain activities may constitute infringement or dilution of Worthington Christian's trademarks, and are not permitted.

- No one may use any of our Marks without the written permission of Worthington Christian.
- No one may use any of our Marks in combination with or as part of company names, trademarks, or logos
- No one may use a Worthington Christian trademark or name in a manner that is likely to dilute, defame, disparage, or harm the reputation of Worthington Christian.

If anyone becomes aware of any unauthorized use of our Marks or any use of any marks, logos, icons, or images that are confusingly similar to our Marks, please notify us by sending an email to advancement@worthingtonchristian.com.

Email Questions and Requests
advancement@worthingtonchristian.com

WC Logos and Uses



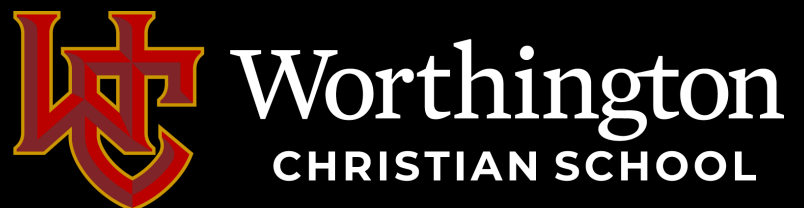
The Seal

Limited Use

Examples

- Diplomas
- Baccalaureate and Commencement
- Transcripts
- Board and Head of School Communications

WC Logos and Uses



The Academic Logo

Frequent Use

Examples

- Stationery Package (Print and Electronic)
- Presentations
- Signage
- Report Cards

WC Logos and Uses



The WC

Frequent Use

Examples

- School Uniforms
- Car Decals
- Social Media and Favicons
- Two-Color Spirit and Athletic Applications
- Two-Color Promotional Items

WC Logos and Uses



The Spirit WC

Frequent Use

Examples

- Warrior Wear and Gear
- Athletic Uniforms
- Student Activities
- Promotional Items
- Athletic Social Media

WC Logos and Uses

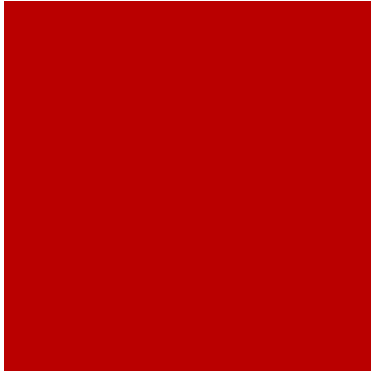


The Warrior *Frequent Use*

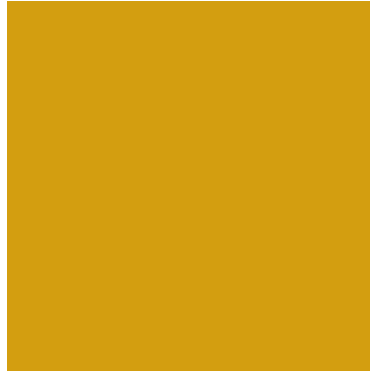
Examples

- Warrior Wear and Gear
- Athletic Uniforms
- Student Activities
- Promotional Items
- Athletic Social Media

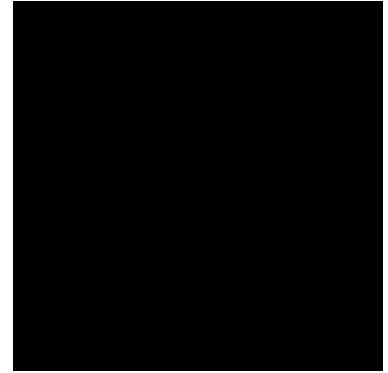
WC Colors and Fonts



Pantone 200C
Hex BA0000
C 3 M 100 Y 66 K 12
R 187 G 0 B 0



Pantone 117C
Hex D39E10
C 2 M 22 Y 100 K 15
R 199 G 153 B 0



BLACK
Hex 000000
C 30 M 30 Y 30 K 100
R 10 G 2 B 3

Noto Serif

Montserrat

Available free at font.google.com.