



As of September 2019

# IDENTITY STYLE GUIDE

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IDENTITY STYLE GUIDE

# INTRODUCTION

# What's Inside

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## WHO IS THIS BOOK FOR?

Anyone at Wasatch Academy who communicates on behalf of the school should find this book a beneficial resource. Administrators can use this guide as a platform to focus their initiatives. Likewise it can be used to create impactful stories about the achievements of Wasatch Academy and its students. Alternatively this book can be a design blueprint for faculty and staff by giving direction to their creations with typography, color palettes, and photography.

## HOW WILL THIS BOOK HELP WASATCH ACADEMY?

As part of the Wasatch Academy experience, we all want to tell compelling stories. While there are many different audiences, the tools in this book should inspire each of us to take part in the academy's story, and to collectively and individually benefit from being part of it.

## WHAT SHOULD THIS BOOK BE USED FOR?

**To define** Wasatch Academy's uniqueness, its advantages and value to customers.

**To ensure** that key themes are present in all communications.

**To motivate** internal and external advocates for Wasatch.

**To assist** in understanding the established branding for Wasatch Academy in a coherent and thorough way through reliable and tested messaging, branding, color palettes, typography, and images.

IDENTITY STYLE GUIDE

**CORE IDENTITY:  
LOGOS & WORDMARKS**

# *The School Names*

## **STANDARD NAME: WASATCH ACADEMY**

The common and most frequently used name for the school is “Wasatch Academy.” Wasatch Academy may appear as the first and only reference to the school. It is a stand alone name and can be used in both formal and informal settings. The standard name is preferred for most materials since it addresses a general audience. Such audiences usually include, but are not limited to: students, prospective students, consultants, agents, campus employees, donors, alumni and the general public.

## **NICKNAME: WASATCH**

The nickname for the school is “Wasatch” — a name that has been long used with affection by students, alumni and the local community. It should only be used on material intended for an audience that is highly familiar with and close to the school, such as current students, staff, faculty and recent alumni. In certain situations the nickname “Wasatch” is admissible in the use of athletic team design as long as the shield and wordmark is likewise implemented in the design.

Contact [marcom@wasatchacademy.org](mailto:marcom@wasatchacademy.org) for more information.

# Symbolism

## SHIELD LOGO

The Wasatch Academy logo is composed of a shield, vertical wordmark, and a 3 bend graphic element. The bends represent the Wasatch Mountains and the WA for Wasatch Academy. The logo is inspired by the quality of learning, diversity, and leadership that Wasatch Academy has long symbolized. The orange element of the shield represents creativity fostered in each student at Wasatch Academy. The W bend can be used as separate graphic elements under strict guidance from the Office of Marketing and Communications.

## STACKED WORDMARK

The standard name of the school is typeset in the font Nimbus Roman No 9. All-caps evokes strength, while the thin serifs of the font are friendly and welcoming.

## COLORS

School colors are Tiger Orange and Wasatch Black. Logos have strict color guidelines. See [Color Palettes Section](#) for color breakdowns (Pantone, RGB, CMYK, HEX, etc.)



## LOGO COLORS



# Core Identity: Primary Logos

## CORE IDENTITY

The core identity represents the entire academy. The names Wasatch Academy, Wasatch and their correlating marks are the preferred school logos and wordmarks.

## LOGOS, WORDMARKS AND OFFICIAL SEAL

The logos and wordmarks in this section represent Wasatch Academy – its image, values, goals and personality. Consistent application and precise production will reinforce public awareness of the academy, its departments, offices and other areas. When the logos are used properly with the school's colors and fonts, a unique and effective visual style can be established. The primary logos are appropriate for most situations and should be considered first before other logos or wordmarks. Print- and digital- quality images of the logo and wordmarks may be obtained online at [marketing.wasatchacademy.org](http://marketing.wasatchacademy.org). All materials using Wasatch Academy logos and wordmarks must meet the Identity Style Guide requirements.

## APPROVAL PROCESS

To ensure that materials meet the required visual identity standards, they must be approved by the Office of Marketing & Communications prior to finalization. Send a PDF of the project to [marcom@wasatchacademy.org](mailto:marcom@wasatchacademy.org) and briefly describe the goal, project, the intended audience, and how the approved item will be used or distributed. Allow no fewer than five working days for review. More time may be required for larger projects.

### PRIMARY EMBLEM



*WA Shield*

### SECONDARY COMBINATION MARKS



**WASATCH  
ACADEMY**

*1875 shield + Wasatch Academy  
vertical wordmark*



**WASATCH ACADEMY**

*1875 shield + Wasatch Academy  
horizontal wordmark*

### SECONDARY WORDMARK

**WASATCH  
ACADEMY**

*Wordmark vertical*

**WASATCH ACADEMY**

*Wordmark horizontal*

### OFFICIAL SEAL





# Primary Emblem

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## USAGE AND CONFIGURATIONS WITH THE PRIMARY EMBLEM

The primary emblem is the preferred logo used for most branding applications at Wasatch Academy. The primary emblem along with the secondary combination marks can be used where possible, especially in advertising and promotional materials.



### FIND IT ONLINE

Download Wasatch Academy logos at  
[marketing.wasatchacademy.org](http://marketing.wasatchacademy.org)

# Primary Emblem Sizing

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## MINIMUM SIZE

In all applications, the logo should be prominent, relative to the size of the piece. It should be visually clear to the audience that the material presented to them is from Wasatch Academy. When reducing the logo size for very small ads or small promotional materials, the logo must remain clear and legible. Remember whatever the reproduction technique, that the logo is always legible at its size and can be clearly executed/reproduced.

Minimum sizes have been established to the right. Logo size should be approximately 10% of the overall communication. There is no maximum size.



# Primary Emblem Clear Space

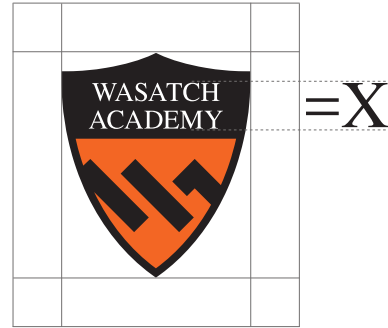
---

## CLEAR SPACE

It is important to maintain a minimum amount of white or clear space surrounding the logo or wordmark to ensure visual integrity. This clear space must be kept free of other elements.

The correct minimum amount of clear space is defined as “X” as shown. The measurement “X” is equal to the height of the “WASATCH ACADEMY” letters in the logo.

Please note these are only minimum measurements.



# Primary Emblem Colors

## COLOR

Color plays an important role in communicating the Academy's identity. The 3-color version of the logo is preferred in most applications. The 1-and 2-color versions are alternatives and are intended for 1-or 2-color printing or occasions when a 3-color logo does not have enough contrast with a background color or image.

### LOGOS PLACED ON COLORED BACKGROUNDS



*The 2- and 3-color version should only be placed on backgrounds with at least 50% contrast.*



*NOTE: Please reach out to MarCom if wanting to use a background color other than the approved colors white and black.*




Contact [marcom@wasatchacademy.org](mailto:marcom@wasatchacademy.org) for more information.



#### FIND IT ONLINE



Download Wasatch Academy logos at [marketing.wasatchacademy.org](http://marketing.wasatchacademy.org)

### 3-COLORS

-  Tiger Orange
-  Wasatch Black
-  White



### 2-COLORS

-  Wasatch Black
-  White



### 1-COLOR Tiger Orange Wasatch Black Grey

*The 1-color version can only be reproduced in one of the three approved colors — Tiger Orange (PMS 165), Wasatch Black (PMS 6), or Grey (PMS 421). Otherwise the logo must reverse to white out of a color from the approved color palette for the appropriate voice. See [Colors Section](#).*



# Primary Emblem Uses & Misuses

## IMPROPER USE

Shown here are examples of improper uses of the primary emblem. The logo should always be used in the configuration in which it was designed and not combined or made part of other words or design elements. Always use the approved artwork and follow the guidelines when using it. If you are unsure, please contact [marcom@wasatchacademy.org](mailto:marcom@wasatchacademy.org) for more information.

## APPROVAL PROCESS

To ensure that materials meet the required visual identity standards, they must be approved by MarCom prior to finalization or “going live.” Send a PDF of the project to [marcom@wasatchacademy.org](mailto:marcom@wasatchacademy.org) and briefly describe the goal, project, the intended audience, and how the approved item will be used or distributed. Allow no fewer than five working days for review. More time may be required for larger projects.



Do not rearrange the relationship of the shield and the school name.



Do not outline or place a stroke around any portion of the logo.



Do not re-create the logo with any other typeface.



Do not contain or surround the logo in other graphic devices or elements.



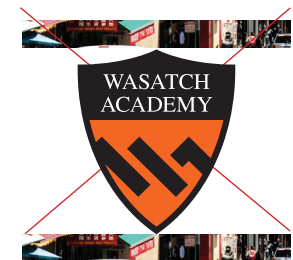
Do not use any colors other than those designated as the primary logo colors.



Do not add drop shadow or other effects to logo.



Do not place logo over complex backgrounds.



Do not place any images or elements into the clear space area.

# Primary Emblem Uses & Misuses *continued*

## IMPROPER USE

Shown here are examples of improper uses of the primary emblem. The logo should always be used in the configuration in which it was designed and not combined or made part of other words or design elements. Always use the approved artwork and follow the guidelines when using it. If you are unsure, please contact [marcom@wasatchacademy.org](mailto:marcom@wasatchacademy.org) for more information.

## APPROVAL PROCESS

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Do not distort, squeeze, or stretch the logo elements.



Do not change the opacity of logo in any way.



Do not use any part of the shield as a stand alone element.



Do not re-create a new logo by combining, surrounding, adding or overprinting type.

## Secondary Combination Mark *continued configuration*

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### USAGE AND CONFIGURATIONS WITH THE SECONDARY COMBINATION MARK

There are two secondary combination mark configurations. The 1875 shield + Wasatch Academy vertical wordmark and the 1875 shield + Wasatch Academy horizontal wordmark. The vertical configuration is the preferred version and should be considered first with applications.

The horizontal version is available for applications with restricted vertical spacing or is an option when a smaller size is needed. Make sure the logo at smaller sizes is legible.

The secondary combination marks can be used where possible, especially in advertising and promotional materials.

*1875 shield + Wasatch Academy vertical wordmark*



*1875 shield + Wasatch Academy horizontal wordmark*



#### FIND IT ONLINE

Download Wasatch Academy logos at  
[marketing.wasatchacademy.org](http://marketing.wasatchacademy.org)

## Secondary Combination Mark Sizing *continued configuration*

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### MINIMUM SIZE

In all applications, the logo should be prominent, relative to the size of the piece. It should be visually clear to the audience that the material presented to them is from Wasatch Academy. When reducing the logo size for very small ads or small promotional materials, the logo must remain clear and legible. In the horizontal configuration it can be necessary to remove Est. 1875 due to certain reproduction techniques but only with permission from MarCom. Remember whatever the reproduction technique, that the logo is always legible at its size and can be clearly executed/reproduced.

Minimum sizes have been established to the right. Logo size should be approximately 10% of the overall communication. There is no maximum size.

*1875 shield + Wasatch Academy vertical wordmark*



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*1875 shield + Wasatch Academy horizontal wordmark*





# Secondary Combination Mark Clear Space *continued configuration*

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## CLEAR SPACE

It is important to maintain a minimum amount of white or clear space surrounding the logo or wordmark to ensure visual integrity. This clear space must be kept free of other elements.

The correct minimum amount of clear space is defined as “X” as shown. The measurement “X” is equal to the height of the “WASATCH” letters in the wordmark.

Please note these are only minimum measurements.

*1875 shield + Wasatch Academy vertical wordmark*



*1875 shield + Wasatch Academy horizontal wordmark*



## Secondary Combination Mark Colors continued configuration

### COLOR

Color plays an important role in communicating Wasatch Academy's identity. The 3-color version of the vertical logo is preferred in most applications. The 1-and 2-color versions are alternatives and are intended for 1-or 2-color printing or occasions when a 3-color logo does not have enough contrast with a background color or image.

#### LOGOS PLACED ON COLORED BACKGROUNDS



*The 2- and 3-color version should only be placed on backgrounds with at least 50% contrast.*



*NOTE: Please reach out to MarCom if wanting to use a background color other than the approved colors white and black.*

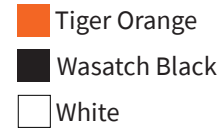
Contact [marcom@wasatchacademy.org](mailto:marcom@wasatchacademy.org) for more information.



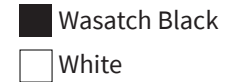
#### FIND IT ONLINE

Download Wasatch Academy logos at [marketing.wasatchacademy.org](http://marketing.wasatchacademy.org)

#### 3-COLORS



#### 2-COLORS



#### 1-COLOR Tiger Orange Wasatch Black Grey

*The 1-color version can only be reproduced in one of the three approved colors — Tiger Orange (PMS 165), Wasatch Black (PMS 6), or Grey (PMS 421). Otherwise the logo must reverse to white out of a color from the approved color palette for the appropriate voice. See [Colors Section](#).*



## Secondary Combination Mark Colors *continued configuration*

### LOGOS PLACED ON COLORED BACKGROUNDS

The 2-and 3-color version should only be placed on backgrounds with at least 50% contrast.



NOTE: Please reach out to MarCom if wanting to use a background color other than the approved colors white and black.



3-COLOR  Tiger Orange  Wasatch Black  White



2-COLOR  Wasatch Black  White



1-COLOR  Tiger Orange  Wasatch Black  Grey

The 1-color version can only be reproduced in one of the three approved colors — Tiger Orange (PMS 165), Wasatch Black (PMS 6), or Grey (PMS 421). Otherwise the logo must reverse to white out of a color from the approved color palette for the appropriate voice. See [Colors Section](#).

Contact [marcom@wasatchacademy.org](mailto:marcom@wasatchacademy.org) for more information.



#### FIND IT ONLINE

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# Secondary Combination Mark Uses & Misuses continued configuration

## IMPROPER USE

Shown here are examples of improper uses of the secondary combination mark. The logos should always be used in the configuration in which it was designed and not combined or made part of other words or design elements. Always use the approved artwork and follow the guidelines when using it. If you are unsure, please contact [marcom@wasatchacademy.org](mailto:marcom@wasatchacademy.org) for more information.

## APPROVAL PROCESS

To ensure that materials meet the required visual identity standards, they must be approved by MarCom prior to finalization or “going live.” Send a PDF of the project to [marcom@wasatchacademy.org](mailto:marcom@wasatchacademy.org) and briefly describe the goal, project, the intended audience, and how the approved item will be used or distributed. Allow no fewer than five working days for review. More time may be required for larger projects.



Do not rearrange the relationship of the shield and the school name.



Do not outline or place a stroke around any portion of the logo.



Do not re-create the logo with any other typeface.



Do not contain or surround the logo in other graphic devices or elements.



Do not use any colors other than those designated as the primary logo colors.



Do not add drop shadow or other effects to logo.



Do not place logo over complex backgrounds.



Do not place any images or elements into the clear space area.

# Secondary Combination Mark Uses & Misuses continued configuration

## IMPROPER USE

Shown here are examples of improper uses of the secondary combination mark. The logos should always be used in the configuration in which it was designed and not combined or made part of other words or design elements. Always use the approved artwork and follow the guidelines when using it. If you are unsure, please contact [marcom@wasatchacademy.org](mailto:marcom@wasatchacademy.org) for more information.

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Do not distort, squeeze, or stretch the logo elements.



Do not change the opacity of logo in any way.

Do not use any part of the shield as a stand alone element.



DEPARTMENT

Do not re-create a new logo by combining, surrounding, adding or overprinting type.

# Secondary Wordmark

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## USAGE AND CONFIGURATIONS WITH THE WORDMARK

The secondary wordmark has two configurations. The horizontal configuration is the preferred version and should be considered first. The horizontal wordmark can be used where possible, especially in advertising and promotional materials when the primary logo is not appropriate.

The vertical version is available for applications with restricted horizontal spacing or is an option when a smaller size is needed. Always make sure the wordmark is legible at smaller sizes with configurations of the secondary wordmark.

*Horizontal wordmark*

WASATCH ACADEMY

---

*Vertical wordmark*

WASATCH  
ACADEMY



### FIND IT ONLINE

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[marketing.wasatchacademy.org](http://marketing.wasatchacademy.org)

# Secondary Wordmark Sizing

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## MINIMUM SIZE

In all applications, the wordmark should be prominent, relative to the size of the piece. It should be visually clear to the audience that the material presented to them is from Wasatch Academy. When reducing the wordmark size for very small ads or small promotional materials, the wordmark must remain clear and legible. Remember whatever the reproduction technique, that the wordmark is always legible at its size and can be clearly executed/reproduced.

Minimum sizes have been established to the right. Wordmark size should be approximately 10% of the overall communication. There is no maximum size.

### *Horizontal wordmark*

WASATCH ACADEMY .0937"

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### *Vertical wordmark*

WASATCH  
ACADEMY .25"

# Secondary Wordmark Clear Space

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## CLEAR SPACE

It is important to maintain a minimum amount of white or clear space surrounding the logo or wordmark to ensure visual integrity. This clear space must be kept free of other elements.

The correct minimum amount of clear space is defined as “X” as shown. The measurement “X” is equal to the height of the “WASATCH” letters in the logo.

Please note these are only minimum measurements.

## Horizontal wordmark



## Vertical wordmark





# Secondary Wordmark Colors

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## COLOR

Color plays an important role in communicating the Academy's identity. The 1-color black version of the stacked wordmark is preferred in most applications. The other 1-color versions are alternatives that can be used with most printing, website, or digital applications.

### REVERSED WORDMARK ON COLORED BACKGROUNDS



*NOTE: Please reach out to MarCom if wanting to use a background color other than the approved colors white and black.*

Contact [marcom@wasatchacademy.org](mailto:marcom@wasatchacademy.org) for more information.



#### FIND IT ONLINE

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## 1-COLOR

 Tiger Orange

 Wasatch Black

WASATCH  
ACADEMY

WASATCH  
ACADEMY

---

1-COLOR  Tiger Orange  Wasatch Black  Grey

*The 1-color version can only be reproduced in one of the three approved colors — Tiger Orange (PMS 165), Wasatch Black (PMS 6), or Grey (PMS 421). Otherwise the wordmark must reverse to white out of a color from the approved color palette for the appropriate voice. See [Colors Section](#).*



WASATCH  
ACADEMY



WASATCH  
ACADEMY



WASATCH  
ACADEMY

## Secondary Wordmark Colors *continued*

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### COLOR

Color plays an important role in communicating the Academy's identity. The 1-color black version of the stacked wordmark is preferred in most applications. The other 1-color versions are alternatives that can be used with most printing, website, or digital applications.

#### REVERSED WORDMARK ON COLORED BACKGROUNDS



*NOTE: Please reach out to MarCom if wanting to use a background color other than the approved colors white and black.*

Contact [marcom@wasatchacademy.org](mailto:marcom@wasatchacademy.org) for more information.



#### FIND IT ONLINE

Download Wasatch Academy logos at [marketing.wasatchacademy.org](http://marketing.wasatchacademy.org)

### 1-COLOR

 Tiger Orange

 Wasatch Black

WASATCH ACADEMY      WASATCH ACADEMY

---

1-COLOR  Tiger Orange  Wasatch Black  Grey

*The 1-color version can only be reproduced in one of the three approved colors — Tiger Orange (PMS 165), Wasatch Black (PMS 6), or Grey (PMS 421). Otherwise the wordmark must reverse to white out of a color from the approved color palette for the appropriate voice. See [Colors Section](#).*



# Secondary Wordmark Uses & Misuses

## IMPROPER USE

Shown here are examples of improper uses of the secondary wordmark. The wordmark should always be used in the configuration in which it was designed and not combined or made part of other words or design elements. Always use the approved artwork and follow the guidelines when using it. Please contact [marcom@wasatchacademy.org](mailto:marcom@wasatchacademy.org) for more information.

## APPROVAL PROCESS

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Do not rearrange the relationship of the wordmark and the school name.



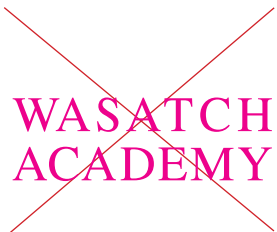
Do not outline or place a stroke around any portion of the wordmark.



Do not re-create the wordmark with any other typeface.



Do not contain or surround the wordmark in other graphic devices or elements.



Do not use any colors other than those designated as the primary wordmark colors.



Do not add drop shadow or other effects to wordmark.



Do not place wordmark over complex backgrounds.



Do not place any images or elements into the clear space area.

# Secondary Wordmark Uses & Misuses

## IMPROPER USE

Shown here are examples of improper uses of the secondary wordmark. The wordmark should always be used in the configuration in which it was designed and not combined or made part of other words or design elements. Always use the approved artwork and follow the guidelines when using it. Please contact [marcom@wasatchacademy.org](mailto:marcom@wasatchacademy.org) for more information.

## APPROVAL PROCESS

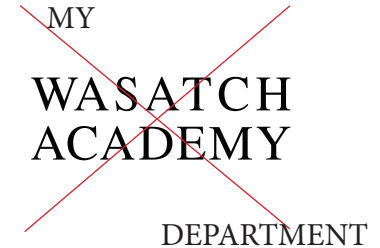
To ensure that materials meet the required visual identity standards, they must be approved by MarCom prior to finalization or “going live.” Send a PDF of the project to [marcom@wasatchacademy.org](mailto:marcom@wasatchacademy.org) and briefly describe the goal, project, the intended audience, and how the approved item will be used or distributed. Allow no fewer than five working days for review. More time may be required for larger projects.



Do not distort, squeeze, or stretch the wordmark elements.



Do not change the opacity of wordmark in any way.



Do not re-create a new logo by combining, surrounding, adding or overprinting type.

# The Official Seal

## USAGE

As the formal symbol of the school, the official seal is used selectively and with the discretion which is appropriate for such symbols. It is intended for formal occasions and materials. Examples include diplomas, certificates or medals given on behalf of the school, programs for presentations by dignitaries and collateral for formal events. The official seal is also used on school letterhead and envelopes for the Head Master, the Head Master's office, or board members.

The official seal is not for common use. It should not be used as a department logo, design element, on publicity fliers, in newsletters or in clothing design unless explicitly approved by Assistant Head of School for MarCom.

The official seal is available by request only. Written approval must be secured in advance, and all materials using the official seal must be approved through [marcom@wasatchacademy.org](mailto:marcom@wasatchacademy.org). Allow a minimum of five working days for approvals.



*The Official Seal ties in elements from the logo, using the shield and 3 bend graphic element, and includes the name, location, year of school founding, and “The Truth will set you Free” in Latin.*

## LOGO COLORS

 Tiger Orange

*Orange: creativity*

 Wasatch Black

*Black: strength*

 White

# The Official Seal Clear Space & Sizing

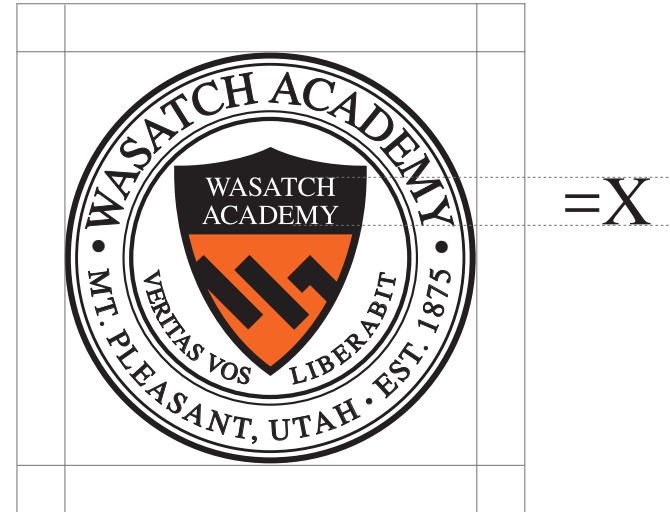
## CLEAR SPACE

To ensure visual integrity, there must always be a minimum amount of white or clear space surrounding the seal. This clear space must be kept clear of other elements. The correct minimum amount of clear space shall be defined as “X” as shown. The measurement “X” is equal to the height of “Wasatch Academy in the shield.” Please note these are only minimum measurements.

## MINIMUM SIZE

The sizes at right indicate the smallest size the official seal can be reproduced. Whatever the reproduction technique, be sure the seal is always legible and can be clearly executed/reproduced. Official seal size should be approximately 10% of the overall communication. There is no maximum size.

## CLEAR SPACE



## SIZING



# The Official Seal Colors

---

3-COLOR  Tiger Orange  Wasatch Black  White



1-COLOR  Tiger Orange  Wasatch Black  Grey

*The 1-color version can only be reproduced in one of the three approved colors — Tiger Orange (PMS 165), Wasatch Black (PMS 6), or Grey (PMS 421). Otherwise the logo must reverse to white out of a color from the approved color palette for the appropriate voice. See [Colors Section](#).*



Contact [marcom@wasatchacademy.org](mailto:marcom@wasatchacademy.org) for more information.



**FIND IT ONLINE**

Download Wasatch Academy logos at [marketing.wasatchacademy.org](http://marketing.wasatchacademy.org)

# The Official Seal Uses & Misuses

## IMPROPER USE

Shown here are examples of improper uses of the official seal. The seal should always be used in the configuration in which it was designed and not combined or made part of other words or design elements. Always use the approved artwork and always follow these guidelines when using it.

## APPROVAL PROCESS

To ensure that materials meet the required visual identity standards, they must be approved by MarCom prior to finalization or “going live.” Send a PDF of the project to [marcom@wasatchacademy.org](mailto:marcom@wasatchacademy.org) and briefly describe the goal, project, the intended audience, and how the approved item will be used or distributed. Allow no fewer than five working days for review. More time may be required for larger projects.



Do not distort, squeeze, or stretch the seal elements.



Do not outline or place a stroke around any portion of the logo.



Do not change the opacity of logo in any way.



Do not use any part of the shield as a stand alone element.



Do not re-create a new logo by combining, surrounding, adding or overprinting type.



# Department & Office Logos

---

## IDENTITY EXTENSIONS

Identity extensions serve or support the school through administrative units, departments, offices, centers, and initiatives, among others. They are visually represented by a combination mark logo; they cannot be represented by a separate logo.

## DEPARTMENT & OFFICE LOGO CONFIGURATIONS

Units of the school can integrate their name with a primary logo to create a unique combination mark. Names can be integrated as horizontal and vertical versions. Examples to the right show how a single campus unit should be presented.

Contact [marcom@wasatchacademy.org](mailto:marcom@wasatchacademy.org) for more information.



### FIND IT ONLINE

Download Wasatch Academy logos at [marketing.wasatchacademy.org](http://marketing.wasatchacademy.org)

*Department & office horizontal logo*



*Department & office vertical logo*



## LOGO COLORS

 Tiger Orange

 Wasatch Black

 White

# Department & Office Logos Sizing

---

## MINIMUM SIZE

In all applications, the department & office logos should be prominent, relative to the size of the piece. It should be visually clear to the audience that the material presented to them is from Wasatch Academy. When reducing the wordmark size for very small ads or small promotional materials, the wordmark must remain clear and legible. Remember whatever the reproduction technique, that the wordmark is always legible at its size and can be clearly executed/reproduced.

Minimum sizes have been established to the right. Wordmark size should be approximately 10% of the overall communication. There is no maximum size.

*Department & office horizontal logo*



*Department & office vertical logo*



# Department & Office Logos Clear Space

---

## CLEAR SPACE

To ensure visual integrity, there must always be a minimum amount of white or clear space surrounding the combination mark logo. This clear space must be kept clear of other elements. The correct minimum amount of clear space shall be defined as “X” as shown. The measurement “X” is equal to the height of “Wasatch Academy in the shield.” Please note these are only minimum measurements.

## CLEAR SPACE



# Athletic Logos & Wordmark

---

## LOGOS AND LETTERMARK

The lockup of the Wasatch Academy shield and sport team wordmark is the primary official logo of Wasatch Academy sports teams and is therefore reserved primarily for use on athletic uniforms and retail merchandise.

The secondary logo consists of the athletic mascot (a.k.a. Timothy Tiger) and athletic wordmark. Also an authorized logo for the Wasatch Academy athletic teams, each component can be combined in the configuration shown here as well as additional options shown in the style guide. Consider your audience when deciding which version to use. If you have questions about the most appropriate usage, contact MarCom to help you.

## APPROVAL PROCESS

To ensure that materials meet the required visual identity standards, they must be approved by the Office of Marketing & Communications prior to finalization. Send a PDF of the project to [marcom@wasatchacademy.org](mailto:marcom@wasatchacademy.org) and briefly describe the goal, project, the intended audience, and how the approved item will be used or distributed. Allow no fewer than five working days for review. More time may be required for larger projects.

## ATHLETIC LOGO



## ATHLETIC MASCOT



---

## WA ATHLETIC LETTERMARK



# Athletic Logo

## USAGE AND CONFIGURATIONS WITH THE ATHLETIC LOGO

The athletic logo is the preferred logo used for most athletic branding applications at Wasatch Academy. The athletic logo can be used where possible, especially in clothing, advertising and promotional materials.



### FIND IT ONLINE

Download Wasatch Academy logos at [marketing.wasatchacademy.org](http://marketing.wasatchacademy.org)



**BASKETBALL**



**BASEBALL**



**X C**



**SWIMMING**



**EQUESTRIAN**



**GOLF**



**RODEO**



**T & F**



**SKI**



**SNOWBOARD**



**SOCCER**



**VOLLEYBALL**



**TENNIS**

# Athletic Logo Sizing

---

## MINIMUM SIZE

In all applications, the logo should be prominent, relative to the size of the piece. It should be visually clear to the audience that the material presented to them is from Wasatch Academy. When reducing the logo size for very small ads or small promotional materials, the logo must remain clear and legible. Remember whatever the reproduction technique, that the logo is always legible at its size and can be clearly executed/reproduced.

Minimum sizes have been established to the right. Logo size should be approximately 10% of the overall communication. There is no maximum size.



# Athletic Logo Clear Space

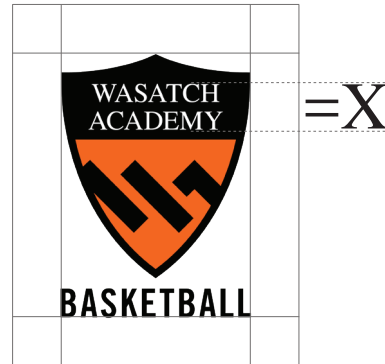
---

## CLEAR SPACE

It is important to maintain a minimum amount of white or clear space surrounding the logo or wordmark to ensure visual integrity. This clear space must be kept free of other elements.

The correct minimum amount of clear space is defined as “X” as shown. The measurement “X” is equal to the height of the “WASATCH ACADEMY” letters in the logo.

Please note these are only minimum measurements.



# Athletic Logo Colors

## COLOR

Color plays an important role in communicating the academy's identity. The 3-color version of the athletic logo is preferred in most applications. The 1-and 2-color versions are alternatives and are intended for 1-or 2-color printing or occasions when a 3-color logo does not have enough contrast with a background color or image.

### LOGOS PLACED ON COLORED BACKGROUNDS



*The 2-and 3-color version should only be placed on black or grey backgrounds with at least 50% contrast.*



*NOTE: Please reach out to MarCom if wanting to use a background color other than the approved colors white and black.*

### 3-COLORS

- Tiger Orange
- Wasatch Black
- White



**BASKETBALL**

### 2-COLORS

- Wasatch Black
- White



**BASKETBALL**

### 1-COLOR Tiger Orange Wasatch Black Grey

*The 1-color version can only be reproduced in one of the three approved colors — Tiger Orange (PMS 165), Wasatch Black (PMS 6), or Grey (PMS 421). Otherwise the logo must reverse to white out of a color from the approved color palette for the appropriate voice. See [Colors Section](#).*

Contact [marcom@wasatchacademy.org](mailto:marcom@wasatchacademy.org) for more information.



**FIND IT ONLINE**  
Download Wasatch Academy logos at [marketing.wasatchacademy.org](http://marketing.wasatchacademy.org)





# Athletic Logo Uses & Misuses

## IMPROPER USE

Shown here are examples of improper uses of the athletic logos. The logos should always be used in the configuration in which it was designed and not combined or made part of other words or design elements. Always use the approved artwork and follow the guidelines when using it. If you are unsure, please contact [marcom@wasatchacademy.org](mailto:marcom@wasatchacademy.org) for more information.

## APPROVAL PROCESS

To ensure that materials meet the required visual identity standards, they must be approved by MarCom prior to finalization or “going live.” Send a PDF of the project to [marcom@wasatchacademy.org](mailto:marcom@wasatchacademy.org) and briefly describe the goal, project, the intended audience, and how the approved item will be used or distributed. Allow no fewer than five working days for review. More time may be required for larger projects.



Do not rearrange the relationship of the shield and the school name.



Do not outline or place a stroke around any portion of the logo.



Do not re-create the logo with any other typeface.



Do not contain or surround the logo in other graphic devices or elements.



Do not use any colors other than those designated as the primary logo colors.



Do not add drop shadow or other effects to logo.



Do not place logo over complex backgrounds.



Do not place any images or elements into the clear space area.

# Athletic Logo Uses & Misuses *continued*

## IMPROPER USE

Shown here are examples of improper uses of the athletic logos. The logo should always be used in the configuration in which it was designed and not combined or made part of other words or design elements. Always use the approved artwork and follow the guidelines when using it. If you are unsure, please contact [marcom@wasatchacademy.org](mailto:marcom@wasatchacademy.org) for more information.

## APPROVAL PROCESS

To ensure that materials meet the required visual identity standards, they must be approved by MarCom prior to finalization or “going live.” Send a PDF of the project to [marcom@wasatchacademy.org](mailto:marcom@wasatchacademy.org) and briefly describe the goal, project, the intended audience, and how the approved item will be used or distributed. Allow no fewer than five working days for review. More time may be required for larger projects.



Do not distort, squeeze, or stretch the logo elements.



Do not change the opacity of logo in any way.



Do not use any part of the shield as a stand alone element.



Do not re-create a new logo by combining, surrounding, adding or overprinting type.

# Athletic Mascot Logo

---

## USAGE AND CONFIGURATIONS WITH THE ATHLETIC MASCOT LOGO

The athletic mascot logo is an additional logo that can be used for athletic branding applications at Wasatch Academy. The athletic mascot must include the logo with the Wasatch Academy Tigers wordmark and can be used in clothing, advertising and promotional materials.



### FIND IT ONLINE

Download Wasatch Academy logos at  
[marketing.wasatchacademy.org](http://marketing.wasatchacademy.org)

# Athletic Mascot Logo Sizing

---

## MINIMUM SIZE

In all applications, the logo should be prominent, relative to the size of the piece. It should be visually clear to the audience that the material presented to them is from Wasatch Academy. When reducing the logo size for very small ads or small promotional materials, the logo must remain clear and legible. Remember whatever the reproduction technique, that the logo is always legible at its size and can be clearly executed/reproduced.

Minimum sizes have been established to the right. Logo size should be approximately 10% of the overall communication. There is no maximum size.



# Athletic Mascot Logo Clear Space

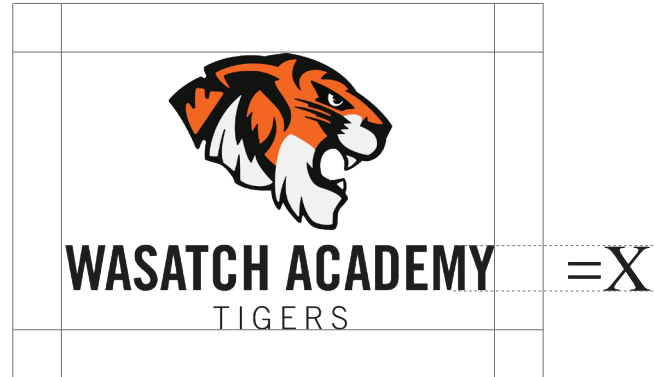
---

## CLEAR SPACE

It is important to maintain a minimum amount of white or clear space surrounding the logo or wordmark to ensure visual integrity. This clear space must be kept free of other elements.

The correct minimum amount of clear space is defined as “X” as shown. The measurement “X” is equal to the height of the “WASATCH ACADEMY” letters in the logo.

Please note these are only minimum measurements.



# Athletic Mascot Logo Colors

---

## COLOR

Color plays an important role in communicating the Academy's identity. The 3-color version of the athletic mascot logo is preferred in most applications. The 1-color versions is an alternative and are intended for 1-color printing or occasions when a 3-color logo does not have enough contrast with a background color or image.




Contact [marcom@wasatchacademy.org](mailto:marcom@wasatchacademy.org) for more information.



### FIND IT ONLINE

Download Wasatch Academy logos at [marketing.wasatchacademy.org](http://marketing.wasatchacademy.org)



## 3-COLORS

-  Tiger Orange
-  Wasatch Black
-  White



**WASATCH ACADEMY**  
TIGERS

---

1-COLOR  Tiger Orange  White  Grey

*The 1-color version can only be reproduced in one of the three approved colors — Tiger Orange (PMS 165), White, or Grey (PMS 421). Otherwise the logo must reverse to white out of a color from the approved color palette for the appropriate voice. See [Colors Section](#).*



Please note these examples are the tiger without the wordmark and are only an example of color. The wordmark is necessary to include for all athletic applications.

# Athletic Mascot Logo Uses & Misuses

## IMPROPER USE

Shown here are examples of improper uses of the athletic mascot logo. The logo should always be used in the configuration in which it was designed and not combined or made part of other words or design elements. Always use the approved artwork and follow the guidelines when using it. Please contact [marcom@wasatchacademy.org](mailto:marcom@wasatchacademy.org) for more information.

## APPROVAL PROCESS

To ensure that materials meet the required visual identity standards, they must be approved by MarCom prior to finalization or "going live." Send a PDF of the project to [marcom@wasatchacademy.org](mailto:marcom@wasatchacademy.org) and briefly describe the goal, project, the intended audience, and how the approved item will be used or distributed. Allow no fewer than five working days for review. More time may be required for larger projects.

~~WASATCH ACADEMY~~



Do not rearrange the relationship of the shield and the school name.



~~WASATCH ACADEMY  
TIGERS~~

Do not outline or place a stroke around any portion of the logo.



~~WASATCH  
ACADEMY~~

Do not re-create the logo with any other typeface.



~~WASATCH ACADEMY  
TIGERS~~

Do not contain or surround the logo in other graphic devices or elements.



~~WASATCH ACADEMY  
TIGERS~~

Do not use any colors other than those designated as the primary logo colors.



~~WASATCH ACADEMY  
TIGERS~~

Do not add drop shadow or other effects to logo.



~~WASATCH ACADEMY  
TIGERS~~

Do not place logo over complex backgrounds.



~~WASATCH ACADEMY  
TIGERS~~

Do not place any images or elements into the clear space area.

# Athletic Mascot Logo Uses & Misuses *continued*

## IMPROPER USE

Shown here are examples of improper uses of the athletic mascot logo. The logos should always be used in the configuration in which it was designed and not combined or made part of other words or design elements. Always use the approved artwork and follow the guidelines when using it. Please contact [marcom@wasatchacademy.org](mailto:marcom@wasatchacademy.org) for more information.

## APPROVAL PROCESS

To ensure that materials meet the required visual identity standards, they must be approved by MarCom prior to finalization or “going live.” Send a PDF of the project to [marcom@wasatchacademy.org](mailto:marcom@wasatchacademy.org) and briefly describe the goal, project, the intended audience, and how the approved item will be used or distributed. Allow no fewer than five working days for review. More time may be required for larger projects.



Do not re-create a new logo by combining, surrounding, adding or overprinting type.



# ***WA Athletic Lettermark***

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## **USAGE AND CONFIGURATIONS WITH THE WA ATHLETIC LETTERMARK**

The WA athletic lettermark is an additional piece that can only be used for certain athletic branding applications at Wasatch Academy. The lettermark cannot be used without permission from the Office of Marketing and Communications and is not available to download.



# Graphic Elements 3 Bend Inside Shield

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## 3 BEND INSIDE SHIELD

An element in the primary logo is the 3 bend graphic contained within the shield. This bend is a defining feature of the Wasatch Academy logo and can be used as a graphic element in certain situations.

Partial use of this element is not acceptable. It cannot be stretched, manipulated or distorted in anyway; it must maintain its proportional shape.

The 3 bend inside the shield can only be used with permission from the Office of Marketing and Communications and is best suited in situations where the primary logo is difficult to place. Note that the wordmark must be included in such applications alongside the graphic element.



# Graphic Elements 3 Bend Without Shield

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## 3 BEND WITHOUT SHIELD

Another graphic element is the 3 bend contained without the shield. This bend is a defining feature of the Wasatch Academy logo and can be used as a graphic element in a number of applications.

Partial use of this element is not acceptable. It cannot be stretched, manipulated or distorted in anyway; it must maintain its proportional shape.

The 3 bend can be used in all types of communications, but is best suited in materials as a complimentary element and should not replace the primary logo. All uses of this graphic element must receive permission from the Office of Marketing and Communications.



# Logos & Wordmarks on Images

## PLACING LOGOS AND WORDMARKS ON TOP OF PHOTOS

When placing one of the school logos or wordmarks over a photograph, it must remain completely legible. Use the following guidelines when choosing where to place it on your image:

- The image area behind and around the logo or logotype must have very little texture or activity.
- Allow for the logo or logotype individual clear space requirement. [See Clear Space Section.](#) The edge of the page, major color shifts, active areas and major elements of the image visually distract and should not fall within the clear space.
- Effects should only be applied to the logo or logotype to increase legibility and should not change the logo or logotype. Be cautious about:
  - using program filters to make the logos or logotypes look embossed or beveled
  - outlining the logos or logotypes
  - applying heavy shadows or glows

EXAMPLE OF THE LOGO REVERSED OUT OF A PHOTO



MISUSE OF THE LOGO REVERSED OUT OF A PHOTO



IDENTITY STYLE GUIDE

# **BUSINESS SYSTEM**

## ***Letterhead***

***New design & guidelines coming soon!***

# *Envelopes*

*New design & guidelines coming soon!*

## ***Business Cards***

***New design & guidelines coming soon!***



# Email Signatures

---

The presentation of your email signature is just as important as letterhead and business cards. It is important that faculty and staff use one of the following standard email signature templates.

Be sure to keep the formatting used in the sample. The required font is Arial and the optimal size is font size 11.

## OVERALL EMAIL SIGNATURE DO'S AND DON'TS

- When you customize the signature with your personal information, please be sure to adhere to the existing layout, formatting, and text attributes.
- **Do not use graphics of any kind**, including the Wasatch Academy family of logos, as some email services do not support images. In addition to inconsistency with size, quality, and insertion method, an image in the signature may become a source of spam or virus, so some services automatically reject it or send as an attachment.
- Do not alter the font size or color of your contact information.
- No additions to the email signature are allowed, such as quotations or icons including social media.
- Do not alter the size of the email wordmark. Use exactly as provided.
- Do not use the email wordmark in any other application.
- The email background should be all white (no graphics or colors of any kind permitted).

# Email Signatures *continued*

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## EMAIL SIGNATURE EXAMPLES

Timothy Tiger  
Administrative Assistant  
Wasatch Academy  
Department of Mathematics  
120 SOUTH 100 WEST  
MOUNT PLEASANT, UT 84647  
PHONE: 435.432.1234  
WasatchAcademy.org

TIMOTHY TIGER  
ADMINISTRATIVE ASSISTANT  
WASATCH ACADEMY  
DEPARTMENT OF MATHEMATICS  
120 SOUTH 100 WEST  
MOUNT PLEASANT, UT 84647  
PHONE: 435.234.1234  
WasatchAcademy.org

Timothy Tiger  
Administrative Assistant  
Wasatch Academy  
Department of Mathematics  
120 South 100 West | Mount Pleasant, UT 84647  
PHONE: 860.486.1234 | CELL: 860.679.1234 | FAX: 860.679.1234  
WasatchAcademy.org

TIMOTHY TIGER  
ADMINISTRATIVE ASSISTANT  
WASATCH ACADEMY  
DEPARTMENT OF MATHEMATICS  
120 SOUTH 100 WEST | MOUNT PLEASANT, UT 84647  
PHONE: 435.283.1234 | CELL: 860.679.1234 | FAX: 860.679.1234 WasatchAcade-  
my.org

IDENTITY STYLE GUIDE

# VISUAL ELEMENTS

# Color

## OUR COLOR PALETTE

Beyond the Wasatch Academy logo, color is the most recognizable aspect of our brand identity. Colors were selected that reflect our bold, diverse community and given names that reflect their inspiration. Using color appropriately is one of the easiest ways to make sure our materials reflect a cohesive school image or visual story.

The Wasatch Academy color palette has two layers: primary and secondary palettes. The secondary palette is broken into three groups: brights, vibrants and neutrals. It is used primarily for background colors and font color in print and other appropriate materials. Each is represented by a column in the grid below, with colors getting progressively lighter in value from left to right. The following pages break down each column into individual colors.

## THINGS TO CONSIDER

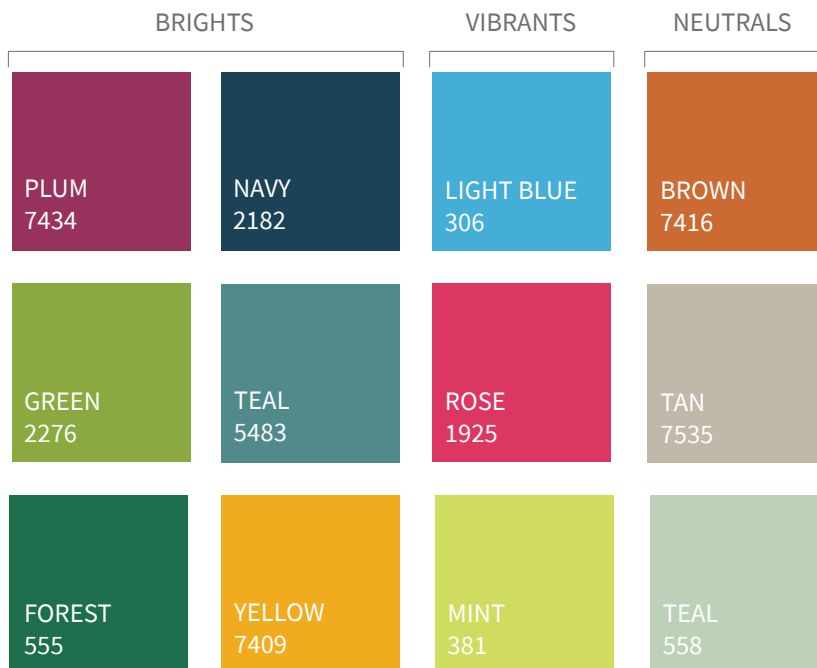
When wordmarks are displayed using special print and/or fabrication techniques such as embossing or engraving, colors other than the official colors may be necessary. These colors should be the result of the requirements of the technique and they should be natural, neutral, and compatible with the official identity (e.g., silver, gold, wood grain). Approval required from MarCom.

Note: PANTONE and all other Pantone trademarks are the property of Pantone LLC.

## PRIMARY PALETTE



## SECONDARY PALETTE



## PRIMARY COLORS

Our primary colors, are Tiger Orange, Wasatch Black and Grey. They represent Wasatch Academy at the highest level and should be present in all communications.

# *Tiger Orange*

**PANTONE:165**  
**CMYK:0 / 75 / 100 / 0**  
**RGB:0 / 14 / 47**  
**HEX:#FB6619**

headlines | subheads | lead-ins | pull quotes | reversed type

# *Wasatch Black*

**PANTONE:6**  
**CMYK:100 / 79 / 44 / 93**  
**RGB:16 / 24 / 32**  
**HEX:#101820**

headlines | subheads | lead-ins | pull quotes  
body copy | callouts | captions | reversed type

# *Grey*

**PANTONE:421**  
**CMYK:31 / 24 / 26 / 0**  
**RGB:179 / 180 / 178**  
**HEX:#B3B4B2**

headlines | subheads | lead-ins | pull quotes | reversed type

## SECONDARY COLORS: BRIGHTS

Our secondary colors are broken down in sections, Brights, Vibrants and Neutrals. Our Brights are Plum, Green, Forest, Navy, Teal and Yellow. These colors look good in web, print and digital pieces.

# Plum

**PANTONE® 7434**

**C** | 036 **M** | 092 **Y** | 044 **K** | 019

**R** | 150 **G** | 051 **B** | 091

headlines | subheads | lead-ins | pull quotes | reversed type

# Green

**PANTONE® 2276**

**C** | 051 **M** | 018 **Y** | 098 **K** | 001

**R** | 139 **G** | 169 **B** | 064

headlines | subheads | lead-ins | pull quotes | reversed type

# Forest

**PANTONE® 555**

**C** | 084 **M** | 033 **Y** | 080 **K** | 022

**R** | 036 **G** | 111 **B** | 077

headlines | subheads | lead-ins | pull quotes | reversed type

# *Navy*

**PANTONE® 2182**

**C** | 092 **M** | 067 **Y** | 045 **K** | 034

**R** | 027 **G** | 066 **B** | 087

headlines | subheads | lead-ins | pull quotes | reversed type

# *Teal*

**PANTONE® 5483**

**C** | 070 **M** | 031 **Y** | 044 **K** | 005

**R** | 083 **G** | 138 **B** | 137

headlines | subheads | lead-ins | pull quote | reversed type

# *Yellow*

**PANTONE® 7409**

**C** | 004 **M** | 036 **Y** | 099 **K** | 000

**R** | 240 **G** | 171 **B** | 032

headlines | subheads | lead-ins | pull quotes | reversed type

## SECONDARY COLORS: VIBRANTS

Our brights are Light Blue, Rose and Mint. These colors look good in web, print and digital pieces.

# *Light Blue*

**PANTONE® 306**

**C** | 079 **M** | 000 **Y** | 006 **K** | 005

**R** | 000 **G** | 176 **B** | 218

headlines | subheads | lead-ins | pull quotes | reversed type

# *Rose*

**PANTONE® 1925**

**C** | 000 **M** | 098 **Y** | 046 **K** | 000

**R** | 238 **G** | 031 **B** | 096

headlines | subheads | lead-ins | pull quotes | reversed type

# *Mint*

**PANTONE® 381**

**C** | 023 **M** | 000 **Y** | 089 **K** | 000

**R** | 207 **G** | 221 **B** | 069

headlines | subheads | lead-ins | pull quotes | reversed type



## SECONDARY COLORS: NEUTRALS

Our neutrals are Brown, Tan and Tea. These colors look good in web, print and digital pieces.

# *Brown*

**PANTONE® 7416**

**C** | 000 **M** | 069 **Y** | 098 **K** | 012

**R** | 216 **G** | 102 **B** | 031

headlines | subheads | lead-ins | pull quotes | reversed type

# *Tan*

**PANTONE® 7535**

**C** | 007 **M** | 010 **Y** | 022 **K** | 020

**R** | 194 **G** | 185 **B** | 167

headlines | subheads | lead-ins | pull quotes | reversed type

# *Teal*

**PANTONE® 558**

**C** | 025 **M** | 002 **Y** | 030 **K** | 004

**R** | 185 **G** | 211 **B** | 182

headlines | subheads | lead-ins | pull quotes | reversed type

# Typography

---

## OUR TYPOGRAPHIC PALETTE

When used thoughtfully, typography becomes a powerful brand tool that can add visual meaning to what is communicated. Wasatch Academy's typography communicates clearly and cleanly, and is flexible in a wide range of situations.

Our school typeface, Nimbus Roman No. 9, Trade Gothic Bold Condensed No. 20 and Source Sans Pro features Extra Light, Light, Regular, Semibold, Bold and Black.

## NIMBUS ROMAN NO 9

---

Wasatch Academy

Aa

Regular

## TRADE GOTHIC

---

Wasatch Academy

Aa

Bold Condensed  
No. 20

## SOURCE SANS PRO

---

Wasatch Academy

Aa Aa Aa Aa Aa Aa

Extra Light Light Regular SemiBold Bold Black

## USING TYPE

The way we use type is crucial to making our designs look thoughtful and professional. Use these tips to make sure the typography is consistent.

Line spacing, called leading, is critical to setting professional-looking type that is easy to read. Leading should be set tight, but not too tight. The Source Sans Pro generally looks best with leading set slightly loose.

Leading that is too loose leaves  
too much pause between lines.

28 pt. type / 39 pt. leading

Leading that is too tight leaves  
too little pause between lines.

28 pt. type / 25 pt. leading

When leading is correct,  
the reader won't even notice.

28 pt. type / 30 pt. leading

Correct letter spacing, called tracking, is needed to make the type easy to read. The Source Sans Pro should always be tracked slightly tighter than the default setting, and optical kerning should be used when available.

Tracking that is too  
loose leaves too much  
space between letters.

+60 tracking

Tracking that is too  
tight leaves too little  
space between letters.

-80 tracking

When tracking is  
correct, the reader  
won't even notice.

-5 tracking

Note: A good rule of thumb is to start with leading that is two points higher than the point size of the text. This won't always be right, but leading can most easily be adjusted from there. This applies to all fonts within the Source Sans Pro Fonts.

# Lorem Ipsum Dolor Sit Amet

## HEADLINE

Source Sans Pro Black  
Size: 57 pt.  
Leading: 59 pt.  
Kerning: Optical  
Tracking: -5

## SUBHEAD

Source Sans Pro Light Italic  
Size: 31 pt.  
Leading: 33 pt.  
Kerning: Optical  
Tracking: -5

## LEAD-IN / PULL QUOTE

Source Sans Pro Bold  
Size: 17 pt.  
Leading: 19 pt.  
Kerning: Optical  
Tracking: -5

## BODY

Source Sans Pro Regular  
Size: 10 pt.  
Leading: 12 pt.  
Kerning: Optical  
Tracking: -5

## CALLOUT

Source Sans Pro Semibold  
Size: 8 pt.  
Leading: 9 pt.  
Kerning: Optical  
Tracking: -5

*Soloreperciat la doloriatum a  
doluptate dolora exera ad ex  
earum, as aut odit, voluptis di.*

**Otae. Axime vellabo ratiorr ovidunt  
exlab iunto et harum consequam  
qui blabo. Nis mi, sit pa vel et repedi  
tem elitem ellandic tempori repro.**

Uptam ipsam repudi ommoles sincimi, secepta cor autaeibus  
destrum asped quam, ut vel ipieniment moditat aut volor reici te  
expedi antia sequi sanihil luptati rae mos ad quiati doles nobis.

Ectinimil ist iumquati odicae et audantium vellorum fuga. Sed  
modipsunt aut latiumquae. Itate vendis que eaquam quidene  
sendictus si to quis sit voluptiur?

Me nest lanis accumqu ationectia  
sequisti ulligendam harciem stinim  
iliquo iduciae culloraecto beator  
emquisq uibusam dolore exerror  
fugia quid molutaque nonsedi gen,  
quatinis nonsequ aeculles diciis ex  
sum quam que liquo odipiet, qui  
bea sum este cum quiatur.

# LOREM IPSUM DOLOR SIT AMET CONSECTETUR ADIPISCING ELIT

Soloreperciat la doloriatum a  
doluptate dolora exera ad ex  
earum, as aut odit, voluptis di.

**Otae. Axime vellabo ratiorr ovidunt  
exlab iunto et harum consequam  
qui blabo. Nis mi, sit pa vel et repedi  
tem elitem ellandic tempori repro.**

Uptam ipsam repudi ommoles sincimi, secepta cor autaeibus  
destrum asped quam, ut vel ipieniment moditat aut volor reici te  
expedi antia sequi sanihil luptati rae mos ad quiati doles nobis.

Ectinimil ist iumquati odicae et audantium vellorum fuga. Sed  
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## HEADLINE

Trade Gothic Bold Condensed No 20  
Size: 35 pt.  
Leading: 32 pt.  
Kerning: Optical  
Tracking: -5

## SUBHEAD

Source Sans Pro Light Italic  
Size: 25 pt.  
Leading: 27 pt.  
Kerning: Optical  
Tracking: -5

## LEAD-IN / PULL QUOTE

Source Sans Pro Bold  
Size: 17 pt.  
Leading: 19 pt.  
Kerning: Optical  
Tracking: -5

## BODY

Nimbus Roman No. 9  
Size: 10 pt.  
Leading: 12 pt.  
Kerning: Optical  
Tracking: -5

## CALLOUT

Source Sans Pro Semibold  
Size: 8 pt.  
Leading: 9 pt.  
Kerning: Optical  
Tracking: -5

# LOREM IPSUM DOLORSIT AMET CONSECTETUR ADIPISCING ELIT

## HEADLINE

Nimbus Roman No. 9  
Size: 36 pt.  
Leading: 38 pt.  
Kerning: Optical  
Tracking: -20

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## SUBHEAD

Source Sans Light Italic  
Size: 26 pt.  
Leading: 26 pt.  
Kerning: Optical  
Tracking: -5

*Otae. Axime vellabo ratiorr ovidunt  
explab iunto et harum consequam  
qui blabo. Nis mi, sit pa vel et repedi  
tem elittem ellandic tempori repro.*

## LEAD-IN / PULL QUOTE

Source Sans Bold Italic  
Size: 17 pt.  
Leading: 19 pt.  
Kerning: Optical  
Tracking: -5

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Ectinimil ist iumquati odicae et audantium vellorum fuga. Sed  
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Me nest lanis accumqu ationectia  
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bea sum este cum quiatur.

## BODY

Source Sans Regular  
Size: 10 pt.  
Leading: 12 pt.  
Kerning: Optical  
Tracking: -5

## CALLOUT

Source Sans Semibold  
Size: 8 pt.  
Leading: 9 pt.  
Kerning: Optical  
Tracking: -5

# Photography

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Wasatch Academy takes a creative approach that exemplifies our curious, fun and optimistic tone. Three elements should guide you in your photographic decision making :

## BOLD IS BETTER

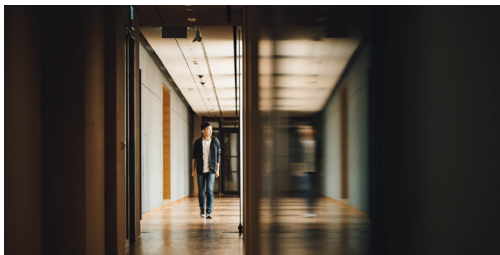
Showing our creative spirit photographically is simple. Remember composition is king. With a unique perspective or point of view we set a bold tone at Wasatch Academy. We see things differently here, share that perspective! Shooting at eye-level is great but showing things from below or above gives a more intriguing viewpoint.

Share unseen moments; show others a sneak peek into a moment of brilliance with students, faculty or activities on campus. Keep landscape in photography as much as possible. Remember bold is simple and open, not busy.

- DEPTH: Horizon and beyond, see full picture
- SPACE: Open, simple, expansive
- PERSPECTIVE: Above, below, etc.
- UNIQUE: Behind-the-scenes, unseen moments, asymmetry

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## BOLD



*This image is an example of bold photography. It's depth, space, perspective all contribute to its boldness.*

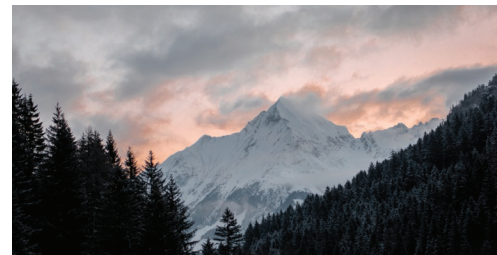
## DRAMATIC IS BEAUTIFUL

Wasatch Academy has a lot to be proud of. Our campus is one of those things. Our connectivity to nature and our geographic region are an integral part of our community and lifestyle. Lighting is key when creating dramatic images. Light should illuminate people, buildings and objects. Capturing our surroundings in a sunrise or sunset brings color and creates shadows. Shooting with a harmonious color palette among elements including the environment, attire and objects keeps things dramatic and beautiful.

- COLOR: Gradation using light, cohesive palette
- LIGHT: Sunrise and sunset, fades and shades, illumination

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## DRAMATIC



*This image is an example of dramatic photography. It's color and light contribute to its dramatic nature.*

## AUTHENTICALLY HUMAN

At Wasatch Academy, our brand is authentic, made up of real people doing amazing things. We believe human stories create a connection to our community and emphasize our efforts to create better students and a better world. Images should create a story and allow the audience to see themselves reflected in the photos

# Photography *continued*

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we take. Try showing juxtaposition, experiences and emotions. Showing students or faculty pursuing their passion in an authentic way and in natural moments is key. Consider interesting poses or a more photo-journalistic style. Above all, use images of people that create a personal connection with the audience.

- **STORYTELLING:** Authentic, inspiring
- **ACTION:** Engaging, energy and motion
- **PERSPECTIVE:** Sense of place, first person view

## AUTHENTIC



*This image is an example of authentic photography. It's action, storytelling and perspective all contribute to its authenticity.*

## MAKING IMAGES MEMORABLE:

- Featuring people in a unique or authentic moment or situation
- A bold and well thought out sense of light
- Interesting and asymmetric compositions
- Strong use of negative space
- A sense of place
- The inclusion of something orange (when appropriate)

## THINGS TO KEEP IN MIND

- Close-up and detailed images of your subject and their work is important.
- It is always a group idea to capture a sequence of images that supplement the main portrait and better tell your story. Examples include close-ups of a student's face, their hands or an object from their classroom or other setting.
- Use contrast, color and texture to highlight interesting details when photographing buildings.
- Use dramatic lighting and depth whenever possible to emphasize the beauty of campus, the facilities and the environment.
- Keep as much of the landscape or environment in the photo as possible.

## THINGS TO AVOID

- Flash photography unless necessary
- Unnatural or overly staged settings
- Subjects wearing popular branded materials
- Situations where safety procedures are not being followed

## TECHNICAL GUIDELINES

- Take photos at high resolution — photos must be at a resolution of 300 dpi (2700 x 3600 pixels)
- Use one of the following formats: high resolution JPEG files (.jpg), or TIFF (.tiff)
- Shoot photos in color and use 24-bit or higher color depth
- Do not crop the in-camera image too tight. Shoot so the photograph can be cropped later with a wide view or a tight focus



# Video

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## VIDEO GUIDELINES

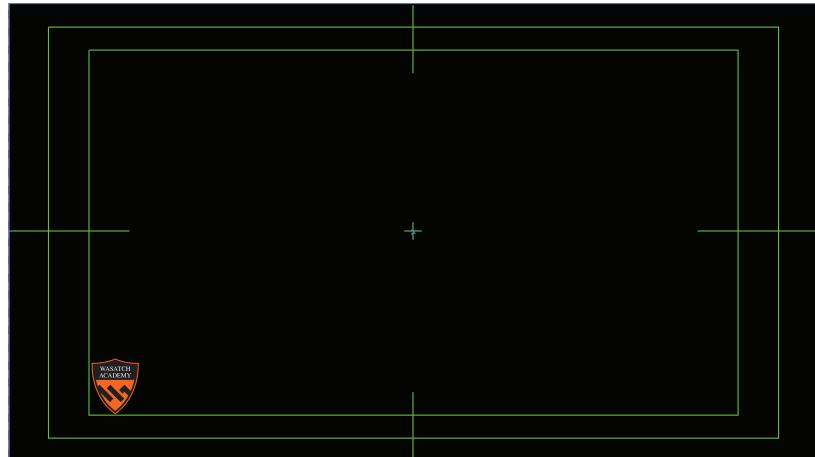
Like photographs, videos should be engaging and informative, advancing the school's image and messaging at every opportunity. The same guidelines for photographs apply to video as well.

## TECHNICAL GUIDELINES

1. Text, graphics and other elements that appear in videos should be inside the action-safe area (illustration at right).
2. Videos for public distribution should include an approved school graphic ("bug") within the action-safe area on the lower left. It should appear for the entirety of the video. This lets viewers know the video originated from and is approved by Wasatch Academy (illustration at right).

## VISUAL ASSETS

Approved video elements, including opening and closing graphics, lower-third banners, and the school "bug" are available for download.



An approved school mark (bug) within the action-safe area on the lower left

Text, graphics or other elements that appear in videos should be inside the action-safe area (inner green box)

# Office of Marketing & Communications

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**Contact Us**

Individual departments may have specific guidelines or preferences for brand implementation in their particular area. Please contact our team with questions.

435-462-1482