Purpose

The Wilson Area School Board of Directors believes a cohesive and consistent visual identity promotes the WARRIOR values, presents a sense of unity, builds awareness and pride in our School District. The success of creating a visual identity requires everyone’s cooperation and, in the end, the entire community is stronger for having it.

Definition

1. VISUAL IDENTITY: Visible elements, such as a name, logo and design scheme, used to represent the District; the symbolic embodiment of all the information, values and vision of the District
2. LOGO: Visual images that represent our District.
3. WORDMARK: Word or text sequence that can include variations in size, weight (e.g., bold), slope (e.g., italic), width (e.g., condensed), used to represent our District.
4. COMBINATION LOGO: Any logos and wordmarks combinations used to represent our District.

Guidelines

To ensure the Wilson Area School District maintains and presents a consistent appearance, the Board of Education approves the use of the following visual identities (logos and wordmarks) to represent the District.

Logos
Wordmarks

<table>
<thead>
<tr>
<th>Warrior</th>
<th>Wilson</th>
</tr>
</thead>
<tbody>
<tr>
<td>Warriors</td>
<td>Little Warriors</td>
</tr>
<tr>
<td>Wilson Area</td>
<td>WASD</td>
</tr>
</tbody>
</table>

- All Wilson Area schools, departments, and teams must use approved visual identities.
- Approved logos and wordmarks can be combined to create a combination logo.
- School District coaches continue to be permitted to design their team’s uniforms using approved visual identities.
- “Warrior” must be present on all uniforms using the Warrior logo or in word form.
- The use of approved visual identities by Wilson Area School District-sponsored clubs and organizations is strongly encouraged.

Beginning 2023, the Board of Education will review this policy at least once a year and update it as necessary.