

Subject: WCSD Branding – Clear Expectations for Unified Excellence

Dear WCSD Staff,

Several years ago, the Waunakee Community School District embarked on a transformative journey to unify and elevate our branding and visual identity. This initiative, approved by the Board of Education and informed by a year-long collaborative process with students, staff, parents, and community members, marked a pivotal step in ensuring that our district's values and commitment to excellence are reflected in everything we do.

As we move forward, it is essential to revisit the branding guidelines and reaffirm the expectations that help us present WCSD as a cohesive and professional organization. Consistency in how we represent our schools, programs, and school district is not just about logos and colors—it's about building trust, enhancing our reputation, and fostering a sense of unity within our community.

Our Branding Journey

In May 2021, the Board of Education approved the development of a comprehensive district brand. Over the next year, a Core Branding Committee—representing a diverse cross-section of our community—worked with our branding partner, Foundry, to create a unified identity. This process included seven focus groups and multiple opportunities for input, ensuring the final design reflected the spirit and pride of WCSD.

The new brand was officially approved and launched in May 2022, with comprehensive guidelines for its use in all print, digital, and social media platforms. Over the past several years, we've made great strides in adopting this new identity. However, as with any district-wide initiative, periodic reviews are crucial to ensuring continued alignment and consistency.

Setting Clear Expectations

To maintain the integrity and impact of our brand, I ask that all staff take a moment to review the branding guidelines and recommit to using them in their daily work in classrooms, meetings, clubs and organizations, and athletics. Key expectations include:

- **Consistency Across Platforms:** All print materials, digital content, and social media posts must adhere to the approved branding standards. For example, classroom/school newsletters, athletic event programs, meeting agendas and powerpoint presentations, and club announcements should all feature consistent fonts, colors, and layouts in line with our guidelines.
- **Correct Logo Usage:** Only official district and school logos should be used, in their appropriate formats and colors, as specified in the guidelines. This includes classroom presentations, athletic team uniforms and apparel, signage for events, and email signatures to ensure we present a unified identity.
- **Unified Messaging:** Our tone and visuals should reflect the professionalism and pride of WCSD, whether we are communicating with families, students, or external partners. Whether it's a teacher sending home classroom updates, a coach creating a game

schedule or roster, or a staff member presenting at a professional conference, the consistent use of approved visuals and a positive, clear tone reinforces our district's values and mission.

- **Representing the School District**

- All Waunakee Community School District employees, when serving in an official capacity for the school district, must represent the district using the official Board of Education-approved school logo. Outdated, altered, or unapproved versions of the district logo must **not** be worn or used on apparel, materials, communications, and anything else representing the district.

Resources and Support

The branding guidelines, logo files, and templates remain available on the [district website/Communications](#). Additional resources are also located on the [Staff Portal/Branding website](#). These resources provide detailed instructions on appropriate logo usage, color schemes, and typography. If you have specific needs or questions regarding branding, please contact Anne Blackburn at anneblackburn@waunakee.k12.wi.us. All printed apparel and material must be approved by the Building Principal, Athletic Director, and/or Communications office. **Any organizations needing financial support to reflect the Board approved branding can reach out to the Communications office.**

Looking Ahead

This review is an opportunity to ensure we are collectively aligned in how we represent the district. By adhering to these guidelines, we continue to strengthen our image, promote trust within our community, and showcase Waunakee Community School District as a district of excellence.

Thank you for your dedication to maintaining the high standards that set WCSD apart. Together, we can ensure our district's identity remains as strong and vibrant as the community we serve.

Go Warriors!

With Appreciation,
Monica Kelsey-Brown, Ph. D.
Superintendent
Waunakee Community School District

Handbook Draft - March 2025

School District Branding Employee Expectations

Effective July 1, 2025

All Waunakee Community School District employees, when serving in an official capacity for the school district, must represent the district using the official Board of Education-approved school logo.

Official capacity refers to any instance in which a district employee is performing duties on behalf of the district while on the clock or receiving compensation for their time, including during the school day, extracurricular activities and programming, school-sponsored programming, and events where they are representing the Waunakee Community School District.

Employees are expected to uphold the district's visual identity in all professional settings, including classroom instruction and decor, meetings, extracurricular activities, and internal/external communications.

Outdated, altered, or unapproved versions of the district logo must **not** be worn or used on apparel, materials, or communications.

All apparel, materials, and digital or print content must adhere to the district's official branding guidelines. Approval for printed apparel and materials must be obtained from the Building Principal, Athletic Director, or Communications Office before use or purchase. Branding resources, including logos, templates, and guidelines, are available on the district website/Communications portal. [Link to Guidelines](#)

Consistent and professional branding strengthens our district's identity and reinforces the values we represent. Thank you for your commitment to maintaining a unified and respectful image.