

District: West Point Consolidated School District
Section: A - School District Organization
Policy Code: ACB - School Logo and/or Motto

SCHOOL DISTRICT LOGO

The West Point Consolidated School District's graphic identity is designed to distinguish all official communications from the District. The official logo is recommended for all visual representations of the District - for signs, apparel, video productions, exhibit materials, vehicles, and the like, in addition to printed publications and web sites.

The official logo of the West Point Consolidated School District is presented below. The graphic elements of the logo consist of the capital letters "W" and "P" with a wave over the W and the letters as presented here. Acceptable colors to be used in the logo are green, white, and black. The green used in the logo is PMS 349 Green and should be used in printing when possible. If a CMYK mix is used, the formulation should be 90% C, 33.27% M, 99.65% Y and 25.56% K. For the web, the Hex color is #026937. When using the logo, the following guidelines should be followed:

1. The image resolution should reflect the same quality as the original file and not be a copy of a copy.
2. The logo may be used in 100% or reversed out of an image.
3. The original district logo should be used - not redesigned, redrawn or altered.
4. Re-sizing of the logo image is acceptable, but all proportions should be retained to avoid distortion.
5. Type is never to be printed over the log.

Both color and black and white logos in eps, pdf, jpg and png formats can be found at www.westpoint.k12.ms.us. Please email or contact the Office of the Superintendent if another format is needed.

Anyone wanting to create an alternative logo or graphic identity for an event, organization or project should get approval from the Superintendent of Education.

Adopted Date: 9/14/2015
Approved/Revised Date: