



## WEBSITE STYLE GUIDELINES



NORWIN BAND  
Presence Pride Artistry

# INTRODUCTION

## **Style Guide Purpose**

Style guides are a resource to be used to strengthen and unify a website. They unite and ensure consistency, giving multiple authors the ability to be presented as one. One look, one feel, one tone, one site.

Our style guide is a reference point for visual and messaging standards. It is a guide with examples and rules set out to be utilized for all touch-points to create consistency and strengthen our website.

# DEFINITIONS

## Overview

Each logo has several different file types that can be used with various applications. Be sure to use the appropriate logo file type for your application. A master set of all available logo file types are available for use, however not all file types will be visually represented in this guide.

The following are definitions and explanations of the different logo file types, color types, and the logo file names. Understanding these terms will prove beneficial when using the logos.

## File Types

**EPS:** Files with suffix of .eps

These logos are vector file formatted, created in Pantone Matching System (PMS) color and CMYK process color. Scaleable to any size without losing quality. Transparent background. Best format to give vendors and printers.

**JPG:** Files with suffix of .jpg

These logos are raster file formatted, created in CMYK process color. They are size specific 300dpi high-resolution with a white background. They can be reduced in size, but not enlarged, as quality will degrade. Suitable for print at 100% of size or less. (Note: There is NOT a JPG of every file as white design elements cannot be seen on a white background.)

**PNG:** Files with suffix of .png

These logos are raster file formatted, created in RGB color. They are size specific 300dpi high-resolution with a transparent background. They can be reduced in size, but not enlarged, as quality will degrade. Suitable for web and PowerPoint.

## Color Usage

**PMS:** Pantone Matching System (PMS) colors are exact ink formulas. Common uses include items printed by vendors such as t-shirts, stationery, etc. If you are printing with just 1 or 2 colors, you would most likely use the PMS colors.

**CMYK:** For printing. Most printing uses CMYK inks, also known as 4-color, process, or full-color printing.

**RGB:** For web, PowerPoint, etc. Web images are RGB.

**HEX:** HEX #s are color designations for the web. Used for solid areas of color, for example, a background color, type color, or shape color.

## LOGO DESIGN ELEMENTS

### Our Logo

When anyone sees our logo, it should be unmistakably The Norwin Band.



NORWIN BAND  
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### Use

For knock-out versions use a white or clear background.



Background colors or imagery should be as dark-as-possible.  
The District's recommended dark blue is #002855.

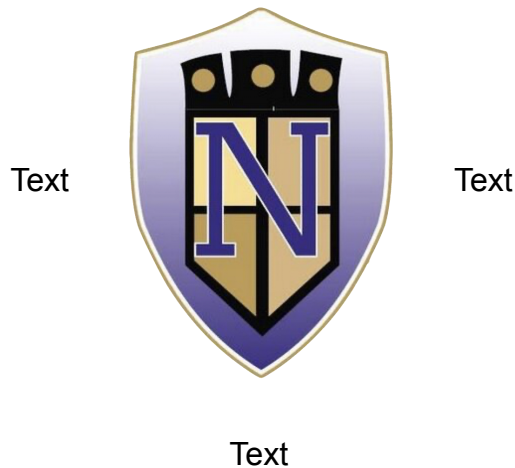


Do not use knock-out versions on a busy background.



## Space

Maintain clear space proportionately as the logo is enlarged or reduction in size. A 1/4 inch boarder around the logo is desirable so the the logo is readable and undistorted.



## Size

Constrained Proportions or Lock Aspect Ratio should always be turned on to prevent distortion when resizing the logo.

### CORRECT



### INCORRECT



## District Logo

The Norwin School District's logo shall be treated in the same manner as the Band's logo.

Never manipulate or change proportions of the logo. Do not resize or reorganize individual elements. Do not change colors or use drop shadows or other visual effects.

The knight should never be looking backwards, always forward.

### CORRECT



### INCORRECT



## COLOR PALLETTE

A united color palette helps elevate our presence and recognition.

Colors separate content and make things easily navigable for readers.

For simplicity, our colors are typically used monochromatically – a single color (such as dark blue) is paired with a range of tints, shades, and variations of that color.

A secondary color (like gold) can be used as a highlight within an illustration or layout.

### **Blue**

Hex #002855  
C 100, M 69, Y 8, K54  
R 0, G 40, B 85  
PMS 295



### **Gold**

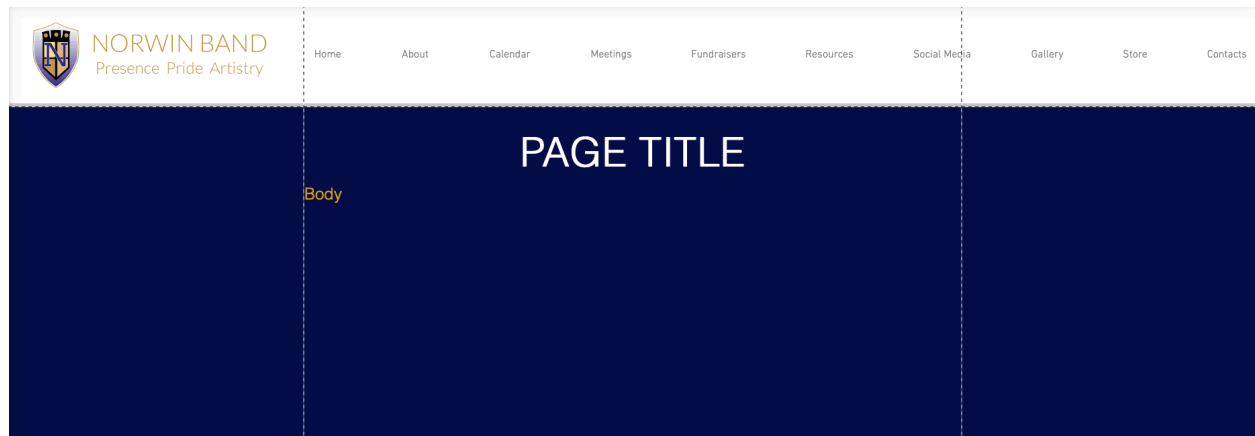
Hex #EAAA00  
C 0, M 30, Y 100, K 5  
R 234, G 170, B 0  
PMS 124



Norwin School District colors are based on the Nike College Navy and Nike Sundown Gold color palettes, and should not be altered. Show pride in the established brand color palette by staying true to it. Using the brand colors of Navy, Gold and White in a consistent manner ensures brand integrity and builds brand equity. Colors may be screened in marketing materials.

Avoid red since it has such a strong negative tone.

## PAGE STYLE



### Title

#### Industry Black

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#\$%^&\*()-=[]{}\\;:'"<>/?

#### Industry Demi

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#\$%^&\*()-=[]{}\\;:'"<>/?

Font Type = Industry  
Attribute = Bold  
Justification = Center  
Font size = 60 point  
Font color = White (FFFFFF)  
Theme = Heading 3



## Body

### Helvetica Neue Regular

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#\$%&\*()-=[]\;:’”<>/?

### Helvetica Neue Bold

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#\$%&\*()-=[]\;:’”<>/?

Font Type = Helvetica Light  
Attribute = None  
Justification = Left  
Font size = 24 point  
Font color = Gold (EAAA00)  
Theme = Heading 1

## Background



Blue 002855

## FILE NAMING

When naming a file and entering it into the website, the following naming convention should be utilized.

### YEAR

+/- 2022

### BAND TYPE

#### Abbreviation

MB  
CB  
JE  
OC  
PE  
CG  
WG  
MS

#### Meaning

Marching Band  
Concert Band  
Jazz Ensemble  
Orchestra  
Percussion Ensemble  
Color Guard  
Winter Guard  
Miscellaneous

### EVENT

#### Abbreviation

BOA  
PIMBA  
USA  
WGI  
GN  
RE  
FR

#### Meaning

Bands of America  
PA Interscholastic Marching Band Assoc  
USA Bands  
Winter Guard International  
Grand Nationals  
Regional  
Fundraiser

### FILE TYPE

.JPG  
.PNG  
.MP4

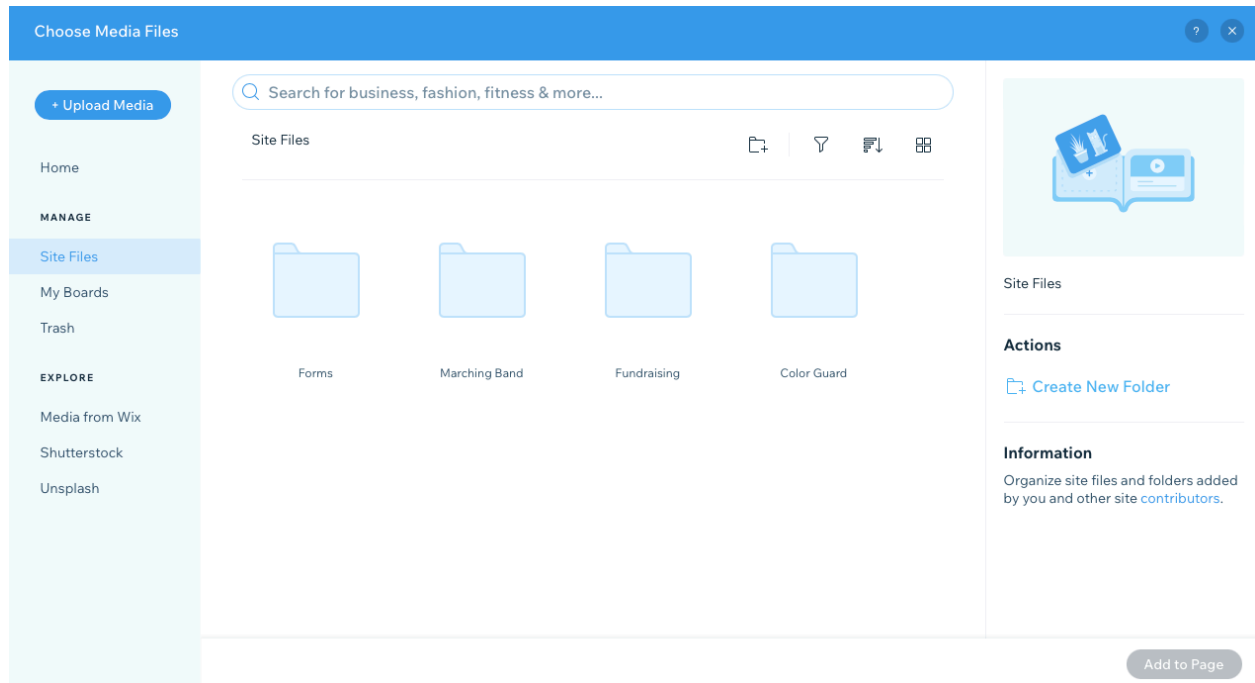
### Examples

2022\_MB\_BOAGN.jpg  
2022\_WG\_WGIRE.png  
2022\_FR\_CarWash..mp4

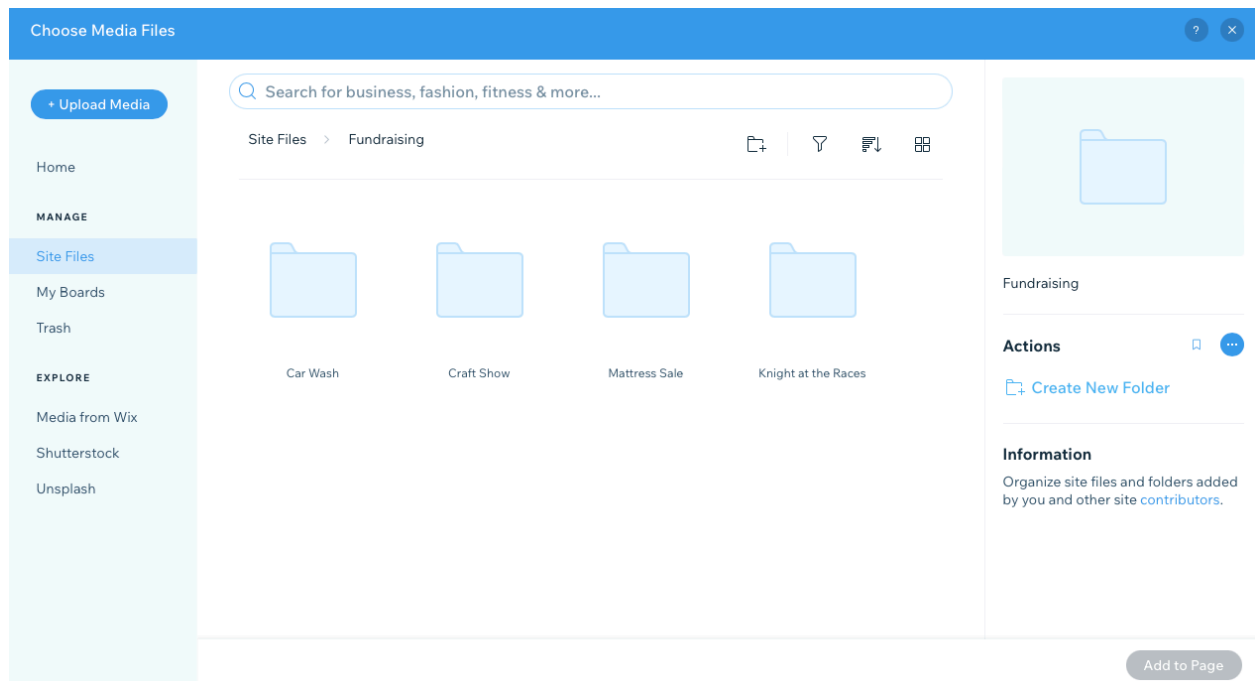
# FILE SAVING LOCATION

When saving a file, select the General Folder and the place the file into the Specific Folder.

## GENERAL FILE FOLDER



## SPECIFIC FILE FOLDER



File final location.

Choose Media Files

+ Upload Media

Home

MANAGE

Site Files

My Boards

Trash

EXPLORE

Media from Wix

Shutterstock

Unsplash

Search for business, fashion, fitness & more...

Site Files > Fundraising > Knight at the ...

2022\_KnightRace\_SignU...

2022\_KnightRaces\_FlyerI...

2022\_KnightRaces\_Sign...

2022\_KnightRaces\_Flyer...

Knight at the Races

Actions

Create New Folder

Information

Organize site files and folders added by you and other site contributors.

Add to Page

## VIDEOS and PHOTOGRAPHS

All videos and photographs should be posted into the Gallery.



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### NORWIN BAND AIDES



These media are an easy way for people to identify us and helps us stand out from other organizations. The files that we choose to use helps set the tone and maintain consistency throughout the entire site.

The media-style is to be clean, straightforward and effortless.

These files play an important role in our visual language, as they are unique to only us, so use them selectively and thoughtfully to preserve their impact. The subject of our videos and illustrations vary and are intended to support the page content.



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### CAR WASH

DATE:  
July 2022

LOCATIONS:  
TBA



Car Wash 2022.jpg



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