



BRAND BOOK • LAST MODIFIED:08.08.2017

BRANDING

Brand Basics.....	3
-------------------	---

LOGO USAGE

General Logo Guidelines.....	4
Alternate Logos	6
White Space Requirements	10
Minimum Size Requirements	11
Logo File Type Guide	12
Examples of Improper Use.....	18

COLOR

The Color Palette.....	20
------------------------	----

TYPOGRAPHY

Font Selections.....	21
Style Guide.....	23

WEBSITE

Style Guide.....	24
------------------	----

BRAND BASICS

WHAT IS A BRAND?

The Wilson Talent Center brand is a distillation of our core values into a visual and verbal language. The cultivation of a successful brand is reflected in big and small moments—proper placement of our logo on a sign, consistent use of typography across all mediums, photography that reflects our mission, and a shared and united voice for written communications. Consistent use of this visual language establishes trust, recognition and a definition of who we are in the minds of our clients, our community and outside observers.

WHAT ARE BRAND STANDARDS?

Brand standards are our brand “toolbox.” Inside are the tools via which our partners can successfully and consistently execute the Wilson Talent Center brand. The utilization of a consistent brand allows us to positively define and lead the way in which people think of us. The brand standards contained herein are a guide for all those responsible for creating communications materials on behalf of Wilson Talent Center. They are rules and guidelines that allow for a consistent look, feel and tone for all materials—a unified voice, founded on our core values. Consistency is the key to building a successful brand.

THE PRIMARY LOGO AND GENERAL LOGO GUIDELINES

This is the primary graphic identifier for Wilson Talent Center. This, and all forms of the logo should be surrounded by ample amounts of white space in order to allow for a sufficiently prominent display of the mark. Guidelines are provided in this manual.

- All logos are included in four different file types: PDF, EPS, JPG, and PNG. For more information about when to use which format, see page 12.
- Each logo is included in five different color spaces: PMS, CMYK, RGB, Black, and Reversed. For more information about which color space to use, see page 12.
- The appendix on pages 13-17 contains a directory of all included logo files.
- Logo may be used in 1-color, black, and reversed out formats.
- The reversed logo must be used on a dark colored background or on a photographic background. Coloration behind the reversed mark should be sufficiently dark to allow for clear and unhindered reading of the logo. One of the other logos may work more effectively on light or medium-toned background.

Wilson—Primary



WilsonTalentCenter_Logo_PMS

Wilson — Primary



WilsonTalentCenter_Logo_PMS



WilsonTalentCenter_Logo_Black



WilsonTalentCenter_Logo_White

ALTERNATE LOGOS AND GUIDELINES

The Wilson Talent Center mark is very versatile, allowing it to be used in several different ways. Although the primary logo should be used most often, we have provided secondary logos as alternative representations of the brand when necessary.

Wilson—Secondary—ISD



WilsonTalentCenter_Logo_ISD_PMS



WilsonTalentCenter_Logo_ISD_Black



WilsonTalentCenter_Logo_ISD_White

Wilson—Secondary—Tagline



WilsonTalentCenter_Logo_Tagline_PMS

.....



WilsonTalentCenter_Logo_Tagline_Black

.....



WilsonTalentCenter_Logo_Tagline_White

.....

Wilson—Secondary—Vertical



WilsonTalentCenter_Logo_V_PMS



WilsonTalentCenter_Logo_V_Black



WilsonTalentCenter_Logo_V_Tagline_White

Wilson — Secondary — Vertical — Tagline



WilsonTalentCenter_Logo_V_Tagline_PMS



WilsonTalentCenter_Logo_V_Tagline_Black



WilsonTalentCenter_Logo_V_Tagline_White

WHITE SPACE REQUIREMENTS

Always maintain the minimum distance between any part of the logo and any other elements appearing on the page—this minimum distance should be equal to the height of the big “W” in Wilson Talent Center. This minimum distance also applies to the spaces allowable between the edge of the page and any part of the logo. No other elements—copy, photos, artwork, etc.—should be placed within the space indicated or behind the logo (unless a photographic background is being used on the majority of the page).

- This minimum distance also applies to the space allowed between the edge of the page and any part of the logo.
- No other elements—copy, photos, artwork, etc.—can be placed within the space or behind the logo (except when a photographic background is on the majority of the page).
- White space requirements apply to all applications of logo usage, including brochures, stationary, business cards, advertising, signage, web usages, etc.

Minimum spacing = Height of the big “W” in Wilson on All Sides



X = The height of the big “W” in Wilson Talent Center

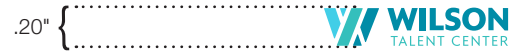


MINIMUM SIZE REQUIREMENTS

Minimum size requirements have been established to ensure legibility of the logo, and recognition of the brand. The application in which the logo is being used should guide the usage size—using your discretion, and the standards provided within this book. Proportions of the logo should never be altered, not under any circumstance.

- Use the standards and the logo's application to guide the usage size. Do not alter the proportions under any circumstances.
- *If a specific small-size use or unusual-shape use is necessary, please contact Redhead Design Studio at 517.853.3681 for guidelines.*

Minimum Size



LOGO FILE TYPE GUIDE

There are four different file types included in each logo color space folder. See below for usage situations.

- **PDF**—A PDF is a file type that displays graphics and documents correctly, no matter the device. PDF files should be used when files need to be read but not edited by the receiver. It is the preferred file type to use when sending something to a printer because it maintains quality and is also scalable. PDF stands for Portable Document Format.
- **PNG**—PNG files should be used only in digital environments (not for printed materials). For example, on a website or a social media graphic. A PNG is a pixel based file format with the ability to store transparency, making it ideal for use when vector based files will not work. This file type should not be scaled to large sizes as pixelation will occur. This file is suitable for use on the web, in RGB color space. PNG stands for Portable Network Graphics.
- **JPG**—JPG files should be used only in digital environments with an RGB color space (not for printed materials). A JPG is a pixel based file format which uses a different compression method that results in loss of quality. This file format is only suitable for use where no other formats are accepted, and should only be used as such. JPG images do not support transparent backgrounds, causing the logo files to appear surrounded by a white box. JPG stands for Joint Photographic (Experts) Group.
- **EPS**—An EPS file is a vector based file which means that it is scalable without losing quality. This makes it suitable when a file needs to be scaled to large sizes for a billboard or a sign, for example. EPS files should be used when the file needs to be edited by the receiver with professional vector based software. For example, when sending the file to a printer for a t-shirt, pen, etc. EPS stands for Encapsulated PostScript.

LOGO COLOR SPACES GUIDE

There are five different color spaces included with each logo file. See below for usage situations.

- **CMYK**—Files in CMYK color space should be used when working with most printers. CMYK should be used for full color printing, internal or professional. Although there may be small color shifts that happen in printing, it provides the greatest amount of accuracy when printing designs that contain color photography. CMYK should be the color space of choice for any design that is more than four colors. CMYK stands for Cyan, Magenta, Yellow, and Key (black).
- **PMS**—Files in PMS color space should be used when working with printed materials with colors that need to appear as the exact color they intend, or, when full color printing is not available. This avoids subtle color shifts that often happen in CMYK printing. PMS files should **not** be used for internal printing. PMS stands for Pantone Matching System.
- **RGB**—Files in RGB color space should be used exclusively in digital environments (not for printed materials). RGB color is used in computer screens, televisions and mobile devices. RGB should be the color space of choice for any design that is going to be used in digital environments. RGB stands for Red, Green, and Blue.
- **Black**—Files in Black or Grayscale color space should be used when color printing is not available. Use this color space any time the logo will be printed or displayed and the option of color is not available.
- **Reversed**—Files in Reversed color space should be used when printing or displaying the logo on a dark color. This color space only includes EPS, PDF, and PNG file types, as a transparency channel is required to see a white file on a dark background.

LOGO FILE DIRECTORY

PRIMARY

PMS

- WilsonTalentCenter_Logo_PMS.eps
- WilsonTalentCenter_Logo_PMS.jpg
- WilsonTalentCenter_Logo_PMS.pdf
- WilsonTalentCenter_Logo_PMS.png

CMYK

- WilsonTalentCenter_Logo_CMYK.eps
- WilsonTalentCenter_Logo_CMYK.jpg
- WilsonTalentCenter_Logo_CMYK.pdf
- WilsonTalentCenter_Logo_CMYK.png

RGB

- WilsonTalentCenter_Logo_RGB.eps
- WilsonTalentCenter_Logo_RGB.jpg
- WilsonTalentCenter_Logo_RGB.pdf
- WilsonTalentCenter_Logo_RGB.png

Black

- WilsonTalentCenter_Logo_Black.eps
- WilsonTalentCenter_Logo_Black.jpg
- WilsonTalentCenter_Logo_Black.pdf
- WilsonTalentCenter_Logo_Black.png

Reversed

- WilsonTalentCenter_Logo_White.eps
- WilsonTalentCenter_Logo_White.pdf
- WilsonTalentCenter_Logo_White.png

LOGO FILE DIRECTORY

SECONDARY—ISD

PMS

- WilsonTalentCenter_Logo_ISD_PMS.eps
- WilsonTalentCenter_Logo_ISD_PMS.jpg
- WilsonTalentCenter_Logo_ISD_PMS.pdf
- WilsonTalentCenter_Logo_ISD_PMS.png

CMYK

- WilsonTalentCenter_Logo_ISD_CMYK.eps
- WilsonTalentCenter_Logo_ISD_CMYK.jpg
- WilsonTalentCenter_Logo_ISD_CMYK.pdf
- WilsonTalentCenter_Logo_ISD_CMYK.png

RGB

- WilsonTalentCenter_Logo_ISD_RGB.eps
- WilsonTalentCenter_Logo_ISD_RGB.jpg
- WilsonTalentCenter_Logo_ISD_RGB.pdf
- WilsonTalentCenter_Logo_ISD_RGB.png

Black

- WilsonTalentCenter_Logo_ISD_Black.eps
- WilsonTalentCenter_Logo_ISD_Black.jpg
- WilsonTalentCenter_Logo_ISD_Black.pdf
- WilsonTalentCenter_Logo_ISD_Black.png

Reversed

- WilsonTalentCenter_Logo_ISD_White.eps
- WilsonTalentCenter_Logo_ISD_White.pdf
- WilsonTalentCenter_Logo_ISD_White.png

LOGO FILE DIRECTORY

SECONDARY — TAGLINE

PMS

- WilsonTalentCenter_Logo_Tagline_PMS.eps
- WilsonTalentCenter_Logo_Tagline_PMS.jpg
- WilsonTalentCenter_Logo_Tagline_PMS.pdf
- WilsonTalentCenter_Logo_Tagline_PMS.png

CMYK

- WilsonTalentCenter_Logo_Tagline_CMYK.eps
- WilsonTalentCenter_Logo_Tagline_CMYK.jpg
- WilsonTalentCenter_Logo_Tagline_CMYK.pdf
- WilsonTalentCenter_Logo_Tagline_CMYK.png

RGB

- WilsonTalentCenter_Logo_Tagline_RGB.eps
- WilsonTalentCenter_Logo_Tagline_RGB.jpg
- WilsonTalentCenter_Logo_Tagline_RGB.pdf
- WilsonTalentCenter_Logo_Tagline_RGB.png

Black

- WilsonTalentCenter_Logo_Tagline_Black.eps
- WilsonTalentCenter_Logo_Tagline_Black.jpg
- WilsonTalentCenter_Logo_Tagline_Black.pdf
- WilsonTalentCenter_Logo_Tagline_Black.png

Reversed

- WilsonTalentCenter_Logo_Tagline_White.eps
- WilsonTalentCenter_Logo_Tagline_White.pdf
- WilsonTalentCenter_Logo_Tagline_White.png

LOGO FILE DIRECTORY

SECONDARY—VERTICAL

PMS

- WilsonTalentCenter_Logo_V_PMS.eps
- WilsonTalentCenter_Logo_V_PMS.jpg
- WilsonTalentCenter_Logo_V_PMS.pdf
- WilsonTalentCenter_Logo_V_PMS.png

CMYK

- WilsonTalentCenter_Logo_V_CMYK.eps
- WilsonTalentCenter_Logo_V_CMYK.jpg
- WilsonTalentCenter_Logo_V_CMYK.pdf
- WilsonTalentCenter_Logo_V_CMYK.png

RGB

- WilsonTalentCenter_Logo_V_RGB.eps
- WilsonTalentCenter_Logo_V_RGB.jpg
- WilsonTalentCenter_Logo_V_RGB.pdf
- WilsonTalentCenter_Logo_V_RGB.png

Black

- WilsonTalentCenter_Logo_V_Black.eps
- WilsonTalentCenter_Logo_V_Black.jpg
- WilsonTalentCenter_Logo_V_Black.pdf
- WilsonTalentCenter_Logo_V_Black.png

Reversed

- WilsonTalentCenter_Logo_V_White.eps
- WilsonTalentCenter_Logo_V_White.pdf
- WilsonTalentCenter_Logo_V_White.png

LOGO FILE DIRECTORY

SECONDARY—VERTICAL-TAGLINE

PMS

- WilsonTalentCenter_Logo_V_Tagline_PMS.eps
- WilsonTalentCenter_Logo_V_Tagline_PMS.jpg
- WilsonTalentCenter_Logo_V_Tagline_PMS.pdf
- WilsonTalentCenter_Logo_V_Tagline_PMS.png

CMYK

- WilsonTalentCenter_Logo_V_Tagline_CMYK.eps
- WilsonTalentCenter_Logo_V_Tagline_CMYK.jpg
- WilsonTalentCenter_Logo_V_Tagline_CMYK.pdf
- WilsonTalentCenter_Logo_V_Tagline_CMYK.png

RGB

- WilsonTalentCenter_Logo_V_Tagline_RGB.eps
- WilsonTalentCenter_Logo_V_Tagline_RGB.jpg
- WilsonTalentCenter_Logo_V_Tagline_RGB.pdf
- WilsonTalentCenter_Logo_V_Tagline_RGB.png

Black

- WilsonTalentCenter_Logo_V_Tagline_Black.eps
- WilsonTalentCenter_Logo_V_Tagline_Black.jpg
- WilsonTalentCenter_Logo_V_Tagline_Black.pdf
- WilsonTalentCenter_Logo_V_Tagline_Black.png

Reversed

- WilsonTalentCenter_Logo_V_Tagline_White.eps
- WilsonTalentCenter_Logo_V_Tagline_White.pdf
- WilsonTalentCenter_Logo_V_Tagline_White.png

EXAMPLES OF IMPROPER USE

The composition of a logo is very specific, and important to proper recognition of your brand. It is very important that you do not attempt to recreate the logo, in any form. Changing the logo's fonts or colors, stretching any elements, or adding and subtracting elements in any form is prohibited.

Overlapping



Improper color



Enclosure (never enclose the mark, either partially or totally)



White Space Infringements



Drop Shadow



Distortion



EXAMPLES OF IMPROPER USE, CONTINUED

The composition of a logo is very specific, and important to proper recognition of your brand. It is very important that you do not attempt to recreate the logo, in any form. Changing the logo's fonts or colors, stretching any elements, or adding and subtracting elements in any form is prohibited.

Distracting Background



Wrong Fonts



Altered Proportions



Altered Placement of Graphics



Color Screening/Transparency



THE COLOR PALETTE

The Wilson Talent Center brand is comprised of three colors—blue, teal, and light blue. These colors were chosen for versatility and consistency. Always use the color breakouts below.

- It is normal for color variations to occur between coated and uncoated stocks and among various digital printing devices, particularly in-office printers.
- The logo and color palette will be provided to you in various color spaces; PMS, full color/four color/CMYK, RGB, black, and reversed. Use the full-color/4 color/CMYK logo when printing digital or 4 color offset.
- Use RGB colors **only** for Web, television, or other “screen” devices. RGB color breaks are much more limited than full color/4 color/CMYK color breaks and, therefore, these tones may vary widely from the printed colors.
- Please see page 10 for a more thorough explanation of color spaces.

Please note: Colors vary depending upon printing device and monitor screen. Should you have questions or should additional considerations need to be made, please contact Redhead Design Studio at 517.853.3681 for guidelines.

Primary Brand Colors

BLUE



PMS: **325 U**
C:**66.66** M:**0** Y:**32.23** K:**0**
R:**63** G:**191** B:**187**

TEAL



PMS: **3135 U**
C:**95.46** M:**26.38** Y:**29.13** K:**.78**
R:**0** G:**140** B:**167**

LIGHT BLUE



PMS: **310 U**
C:**56.31** M:**0** Y:**9.54** K:**0**
R:**86** G:**206** B:**230**

TYPOGRAPHY

The font selections to be used within the Wilson Talent Center brand are Lato (display face, sans serif) and Garamond (basic copy face, serif).

LATO (SANS SERIF)

Lato is the display face for Wilson Talent Center. It is available in 3 weights—regular, bold, and black. This font is to be reserved for headline or display purposes. Do not use Lato for large bodies of text.

Lato Regular

Lato Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

The quick brown fox jumps over the lazy dog.

Lato Bold

Lato Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

The quick brown fox jumps over the lazy dog.

Lato Black

Lato Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

The quick brown fox jumps over the lazy dog.

TYPOGRAPHY (CONTINUED)

GARAMOND REGULAR (SERIF)

The basic body face for Wilson Talent Center is Garamond Regular. This is a refined and classic font that should be used for large bodies of copy and in some cases, headlines and sub-headlines.

Garamond Regular

Garamond Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

The quick brown fox jumps over the lazy dog.

PRINT STYLE GUIDE

HEADER

LATO-BLACK-18PT

STUDENT ORGANIZATIONS

Joining a student organization at Wilson Talent Center is a great way to show potential employers and colleges that you're serious about your career. These organizations assist students with leadership and citizenship skills, provide opportunities to compete against other students, and often provide scholarship opportunities.

BUSINESS PROFESSIONALS OF AMERICA (BPA)

BPA is a national student organization whose mission is to contribute to the preparation of a world-class workforce through the development and advancement of leadership, citizenship, academic, technological and career skills. They have members in over 2,800 chartered chapters. Students participate in skill competitions at the regional, state and national levels. WTC students have competed and won at the national levels. Students in the Cybersecurity & Digital Forensics, Business & Risk Management and Programming & Mobile Applications programs participate in BPA.

MICHIGAN FUTURE FARMERS OF AMERICA (FFA)

FFA is a student organization dedicated to making a positive difference in the lives of

young people by developing their potential from premier leadership, personal growth and career success through agricultural education. FFA continues to help the next generation of young farmers rise to meet the challenges by helping its members to develop their own unique talents and explore their interests in a broad range of career pathways. WTC students enrolled in the BioScience Careers program will have the opportunity to participate in a Michigan FFA student chapter.

HEALTH OCCUPATIONS STUDENTS OF AMERICA (HOSA)

HOSA is a national student organization for high school, college and adult students in healthcare education programs. Their mission is to promote career opportunities in the healthcare industry and to enhance the delivery of quality health care to all people. HOSA has more than 70,000

student members in 40 states. They believe students not only need the basic technical skills for entry positions in the healthcare field, but also need "people skills," leadership skills and team member skills, as members of a healthcare team. Students participate in skill competitions at the regional, state and national levels.

MICHIGAN INDUSTRIAL AND TECHNOLOGY EDUCATION SOCIETY (MITES)

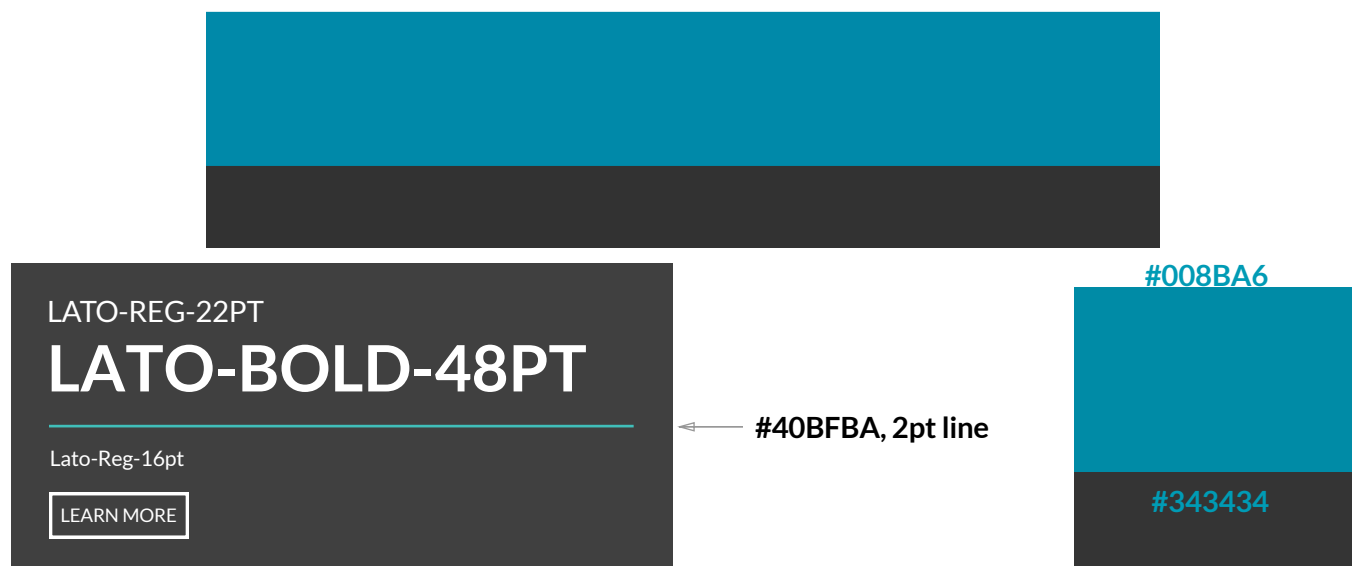
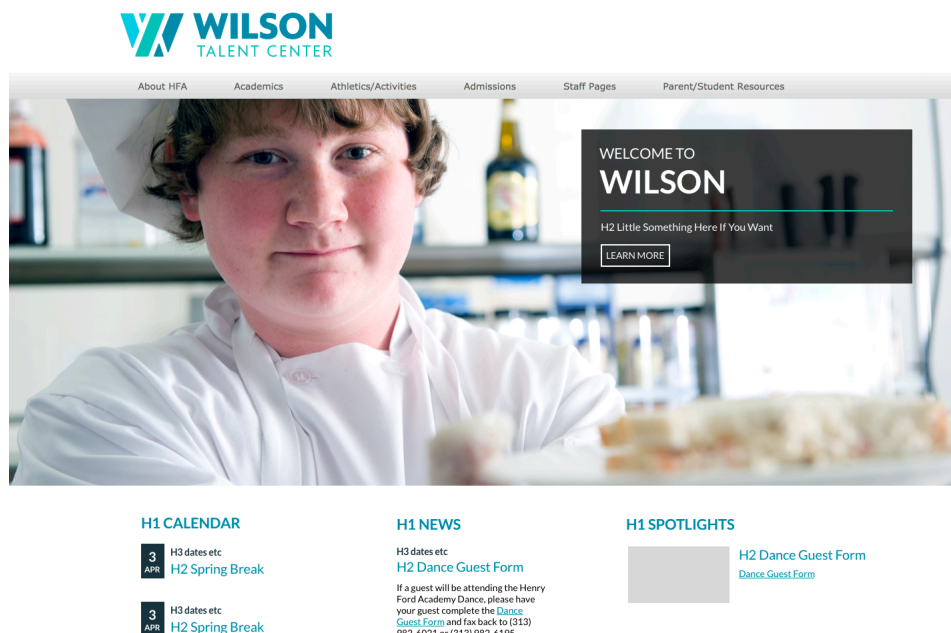
MITES is a professional organization of industrial, technology and career-technical educators who work at the local, state and national levels to achieve their goals of advancing technology education. They sponsor 19 regional student competitions and one state competition that recognizes craftsmanship and problem-solving, encourages excellence, skill development, critical thinking, creativity and positive work

SUBHEADER

LATO-BLACK-12PT

Body Copy
Garamond-Regular-9pt

WEBSITE STYLE GUIDE



LATO-BOLD-22PT-#008BA6

LATO-BOLD-22PT-#008BA6

LATO-BOLD-22PT-#008BA6

3 APR Lato- Bold-14pt-#1F363D
Lato-Reg-20pt-#008BA6

Lato- Bold-14pt-#1F363D
Lato-Reg-20pt-#008BA6
Lato-Reg-14pt-black

Lato-Reg-20pt-#008BA6
[Lato-Reg-14pt-#008BA6](#)

#1F363D