Williamson Central School

A collection of our core values and visual guidelines.
Brand Core

The WCS brand system consists of Color, Typography, and logos representing our Four Pillars.
Let’s start with

Color
Color

Go get 'em tiger.
Marauder Red

Bright and energizing, Marauder Red is the heart of our District & Town. Enforcing consistent usage will strengthen our voice.

Marauder Red
#f60c1a
C:0 M:100 Y:100 K:0
Pantone 2347

Avoid using
darker reds
Red is a complex color.

When to use red?

When not to use red?

Consider: Error States are red too.

Use in smart places.

Use in understated ways.

Don’t use red as decoration.

If used without purpose, red represents *warning*.

— Williamson Art Student, June 2020
Typography

Go get ‘em tiger.
Typography
A is for apple.

B is for Book Antiqua: our headline and body font.
This season, let’s get outdoors.

This fall, don’t forget to sign-up for Soccer, Cross Country, or Golf.
Go get ‘em tiger.

This fall, don’t forget to sign-up for Soccer, Cross Country, or Golf.
Four Pillars

Pillar 1/4

Academics
Academics
Old English W

Use only on white, with ample space. When used properly, our classic Old English W shines.
Old English W
A less complex letter works better at smaller sizes like a digital avatar.
Two roads diverged in a yellow wood,
And sorry I could not travel both
And be one traveler, long I stood
And looked down one as far as I could
To where it bent in the undergrowth;

Then took the other, as just as fair,
And having perhaps the better claim,
Because it was grassy and wanted wear;
Though as for that the passing there
Had worn them really about the same,

I shall be telling this with a sigh
Somewhere ages and ages hence:
Two roads diverged in a wood, and
I— I took the one less traveled by,
And that has made all the difference.

—Robert Frost
Four Pillars

Pillar 2/4

Academics
Scalability
The Marauder
On Red
Scholar Athlete
Earn your stripes
Old English Numbers on White

1 2 3 4 5
6 7 8 9 0
Old English Numbers on Red

1 2 3 4 5
6 7 8 9 0
Four Pillars

Pillar 3/4

Academics
Original

Iteration A

Iteration B

Iteration C
Community
Community
July 29, 2019

Kelly Schlotz
Williamson Elementary School

Dear Sally,

On behalf of the Williamson Central School District Board of Education, you and your family are cordially invited to attend a Reception to honor your Teacher of the Year September 9th-10th at Williamson Central School District.

The reception will be held prior to the Board of Education meeting on:

Wednesday, May 28, 2019
Williamson Middle School Cafeteria

In order for us to plan accordingly, please RSVP with how many guests will be attending the reception with you by contacting Kathy Davis at kathy.davis@williamsoncsd.org.

We hope to see you at the reception!

Sincerely,

Gregory Mandaro
Superintendent of Schools

GM/AD

Administrative Team
Kathy Davis
Sue Wagoner
Donna Partners

3
Williamson Central School

Williamson Central School

Williamson Central School
Williamson Central School

Williamson Central School

Williamson Central School
Four Pillars

Pillar 4/4

Academics
Pride

Go get 'em tiger.
Original

Iteration A

Iteration B

Iteration C
Pride
Pride
Brand Core

Go get ‘em tiger.

PRIDE
Thank you