Willowbank School
Sgoil Bruach na Seileach

Logo Guidelines

These guidelines explain how the Willowbank School logo should be used to help us achieve a common, consistent and recognisable brand for our school.

Our Logo

Our logo is an important part of our school identity and should be immediately identifiable to our community.

The logo is made up of two elements: the Kilmarnock Willow and the school name in both English and Gaelic.

Size and Clear Space

Minimum size

The minimum size of the logo should be 4cm in length. Making the logo any smaller than this will make it difficult to read.

Willowbank School
Sgoil Bruach na Seileach

4cm

Clear space

There should always be a clear space around the logo that is free of any other text or graphics.

text text text text text text text text text text text
text text text text text text text text text text text
text   text
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Willowbank School
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Variations

Main logo
This is the main logo and should be used in most cases.

Stacked logo
This is an alternative version that can be used if spacing is restricted or if the available space is more boxed.

Tree only
This can be used when the main logo is already used elsewhere, where space is really restricted and when the audience is already familiar with the logo, for example on folder labels, website icons or page headers as in show at the top of this page.

Pride Logo

A rainbow version of the logo is available for use during Pride events or for anything relating to LGBT+ matters.

Colours

Sometimes, colours will need to be adapted slightly to make the logo fit with the materials.
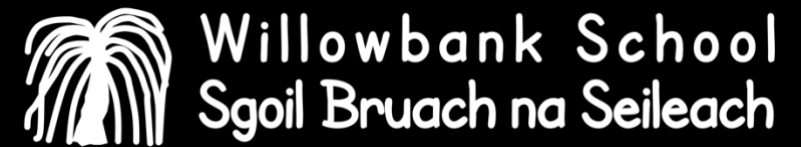
Examples of this include if there is a darker or lighter background that cannot be changed.

Three logos with alternative colours are available as show opposite.

Requests for any other variations of the logo must be authorised by the Senior Leadership Team who can be contacted at
ea-willowbankschool-slt@eastayrshire.org.uk

Do not attempt to vary the logo yourself.

School Uniform

Logos on uniforms will also be adapted by our suppliers to optimise colours, sizes and layouts.

The logo on a white polo therefore will carry a different colour palette than that on a blue jumper.

Things to Avoid

Scaling

Rotating

Re-colouring

Changing spacing

Font changes

Size adjustments

Removal of the Willow tree

Removal of English text

Removal of Gaelic text

File Index

The following files can be downloaded from the Teachers' SharePoint and also from https://logos.willowbankschool.com

Willowbank School Sgoil Bruach na Seileach **001**	Willowbank School Sgoil Bruach na Seileach **002**	**003**
Willowbank School Sgoil Bruach na Seileach **001B**	Willowbank School Sgoil Bruach na Seileach **002B**	**003B**
Willowbank School Sgoil Bruach na Seileach **001W**	Willowbank School Sgoil Bruach na Seileach **002W**	**003W**
Willowbank School Sgoil Bruach na Seileach **001V**	Willowbank School Sgoil Bruach na Seileach **002V**	Willowbank School Sgoil Bruach na Seileach **001P**