

Visual Identity and Logo Policy



The [Wisconsin Interscholastic Speech & Dramatic Arts Association \(WISDAA\)](#) logo and branding iconography are important components of the organization's identity. Trademark law requires the association to regulate and authorize as necessary use of its name and acronym (WISDAA), logo, event names, and iconography by school and individual members within the organization and by individuals and institutions outside the Association.

Please obtain prior written permission for usage; email office@wisdaa.org. For graphics, you will receive a branding package containing high-resolution images. The WISDAA maintains the right to refuse its logo and branding to anyone at any time for any reason. Previous use of the logo does not entitle a party to future use; each use must be approved on a case-by-case basis.

Permission for Using Branding Elements

Schools, members, and external organizations may [apply for permission](#) to use the Wisconsin Interscholastic Speech & Dramatic Arts Association name, acronym, logo, event names, or iconography as a symbol of membership in or partnership with the WISDAA, and **only for non-commercial purposes**.

Criteria Considered

Before authorizing use of WISDAA branding elements, the WISDAA will consider accuracy, appropriateness, and fair value of the use. The following factors will be considered:

- Relationship between WISDAA and activity, product, or publication is accurately represented.
- Whether use is appropriate to the WISDAA's values and mission.
- Whether satisfactory arrangements have been made concerning interest (if any) to be held by the WISDAA in intellectual property and income resulting from the proposed activity.

Examples of Allowable Uses

- Team t-shirts, banners, or other team merchandise, swag, or promotional items.
- Stationery, business cards, and other materials used by a team or member school.
- Publications such as award programs, yearbooks, websites, or social media pages.
- Informational handouts or promotional materials not created by the WISDAA.
- Social media posts highlighting participation and/or achievement in WISDAA contests.
- Use in video, television, and films.

Prohibitions of Usage

- Certificates, awards, nor educational material not prepared by the WISDAA
- Sale of a product or service (e.g., merchandise such as mugs, calendars, and jewelry)
- To advertise a camp, institute, or consultant; etc.
- Fundraising, advertising, or promotional effort for any entity other than the WISDAA
- Any fashion that may signify WISDAA accreditation or endorsement of any program, contract, or service not directly sanctioned by the Association.

Contest Managers

Subdistrict, district, section, and state contest hosts/managers may use WISDAA branding elements on free printed informational materials (such as play programs) and posters directly related to running those contests, and should request high-resolution artwork from the State Office.

Association Name and Acronym

- Official name: **Wisconsin Interscholastic Speech & Dramatic Arts Association** (no “The” preceding the name).
- Official acronym: **WISDAA** (not “The WISDAA”).
- When first referencing the organization, always use the full name with a parenthetical reference of the acronym; then, subsequent references may use the acronym. It is acceptable to subsequently reference the Association.

Constituency Uses

Member schools and affiliated individuals – school/school district staff, students, alumni – may use the name or acronym (WISDAA) to identify themselves (e.g., “Jane Doe, coach member, Wisconsin High School Forensic Association” or “WISDAA District 4”). In using or authorizing use of the WISDAA name to identify themselves in connection with activities conducted with outside individuals and entities (e.g., authoring a book), members should ensure the WISDAA name is used in a manner that does not imply endorsement or responsibility for the particular activity, product, or publication involved. In general, students are permitted to identify themselves in publications or other public activities with an accurate, specific affiliation (e.g. “John Doe, Outstanding Actor, Wisconsin Interscholastic Theatre Festival” or “student member, Wisconsin High School Forensic Association”) so long as this is done in a manner that makes clear they are students and does not imply WISDAA endorsement or responsibility for any particular activity, product, or publication involved.

Logo Guidelines

Use the full, signature logo (Reuleaux triangle) with surrounding wordmark whenever possible; a horizontal version with burgundy wordmark offset to the righthand side may be used if necessary. The signature logo should always be used in color, unless black-and-white purposes are needed for design choices or print media.



Wisconsin Interscholastic Speech & Dramatic Arts Association

Reverse & Backgrounds



When to Use an EPS, PNG, or JPG File

When logo request is approved, you will receive digital branding elements from the WISDAA. To ensure the logo is legible and at the appropriate resolution and format, three file options are included in each logo package. You should choose the format that best suits your use and retains the highest quality of presentation.

- EPS files are in a vector format and are meant to increase in size without any pixelation or distortion. EPS is the preferred format for any print publication including advertisements or t-shirts. EPS files have a transparent background.
- PNG files are ideal for using in digital media, such as PowerPoint presentations or online. PNG files have a transparent background. A PNG should never be used in printing.
- JPG files can be used for printed materials like Word Documents and Publisher files. JPG files have a background which is usually white that may not be ideal for some uses.
- Note: For optimum quality, neither PNG nor JPG files should be enlarged over their original size, which is provided at a size large enough to encompass most uses.

NEVER:

- Stretch, distort, or crop the logo.
- Change the colors of the logo (use either burgundy, black, or white/reverse version).
- Alter the arrangement or design of the logo.
- Add to the logo (such as to include a school or student name).

You must allow us to review artwork before printing or publishing digitally (online/email). Please email the proof office@wisdaa.org for approval. If you have any other questions not answered here, please contact our office.

Color Palette

Primary	Secondary	Accent	Accent	Accent	Accent
Pacific/Green Blue	Wheat Gold	Dark Green Blue	Mortar	Tan	Vivid Gold
PMS 647 C	PMS 7403 C	PMS 2695 C	PMS Black 0961 C	PMS 7562 C	PMS 124 C
C90 M52 Y5 K7	C5 M19 Y61 K1	C91 M61 Y25 K41	C16 M23 Y23 K44	C28 M34 Y62 K2	C2 M28 Y97 K5
R15 G97 B153	R237 G196 B114	R18 G56 B83	R140 G129 B121	R185 G160 B115	E228 G169 B0
#0F6199	#edc472	#123853	#8c8179	#b9a073	#e4a900
Contrast Accent	Burgundy	PMS 187 C	C12 M90 Y93 K34	R140 G14 B15	#8c0e0f

Typography

The Association's primary identity font, **Avenir**, is licensed through Linotype for print media and not for web use. Licensed fonts are for staff use only and cannot be shared. One license is granted per computer.

Primary Typeface: Avenir

Avenir Light	<i>Avenir Light Oblique</i>
Avenir Book	<i>Avenir Book Oblique</i>
Avenir Medium	<i>Avenir Medium Oblique</i>
Avenir Heavy	<i>Avenir Heavy Oblique</i>
Avenir Black	<i>Avenir Black Oblique</i>

Web/System Font: Open Sans, Arial (Sans Serif)

Use the standard Arial font online, and on computers not licensed/owned by the Association. This same font should be used for body copy and headers. A lightweight version is preferable to standard/book/roman.

Activities & Iconography

Using the Reuleaux triangle with a lightweight border and icons to symbolize the various activities of focus for the WISDAA helps establish a unified brand. They use the primary/main color.



Debate



Theatre



Middle Level
Speech



High School
Speech



Film

Speech

The word “forensics” was considered in 1925 by the organization’s leadership as inclusive of all communication arts activities; however, as it has become strongly associated with crime scene investigation and science in the 21st century, we encourage emphasizing the organization’s new name and activities as listed above. Please discontinue the term “forensics” to refer to Speech contests, Speech teams/squads, or Speech coaches.



Programs: Events/Contests

These event/contest names are trademarks for their respective programs and events.

Wisconsin Interscholastic Theatre Festival
Wisconsin High School Theatre Festival (Legacy)
www.wisconsintheatrefest.org

District/Sectional One-Act Play Festivals
State One-Act Play Contest

WISDAA State Debate Festival

District/Sectional Debate Festivals

WISDAA State Speech Festival

Subdistrict/District Speech Festivals

Middle Level 1 (or 2) Speech Festivals

Wisconsin Interscholastic Film Festival

WISDAA Adjudicator Training & Certification