

Wellington

Brand Guidelines

Version 1.0 — November 2018



Our brand is more than our name or logo. Our brand is a reflection of everything we do; it's the way we look, act and speak. Our brand is the essence of The Wellington School.

It explains what we're all about. When we live up to our brand, everyone we come in contact with—students, parents, visitors to campus, the community—has a clear picture of who we are and what we stand for.

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Brand Framework

Our What, Why & How

What we do

We help shape those who will shape the world by welcoming curiosity, cultivating passion and embracing a diversity of thought, experience and personal identity.

Why we do it

**We think education can
and should be better.
More agile, personal,
active, and potent.**

How we do it

We have a clarity of mission and an agility in method that's unique in education.

We're a catalyst in the lives of our students, opening their minds and hearts to the world and their essential roles within it.

We're attuned to emerging themes, technologies, and opportunities that give our programs and experiences urgency, focus, and purpose.

We inspire students to want to know more and ignite their passions to *be* more.

We embrace learners where they are—emotionally, intellectually, socially—and create individual paths that merge with those of other students. Our students are both independent thinkers and part of a meaningful whole.

We encourage ambitious thinking because Wellington Jaguars do big things. Today, next month, and throughout their lives.

What we value

We value...

An impatient and disruptive energy that challenges the idea of what education can be. There's no time to wait for our educational system to evolve; our learners and our world need it now.

Unflappable optimism about our future, each other, and our capacity to live and learn together. We embrace humanity and know that listening and learning narrows our differences and broadens our understanding.

The value of risks and resets that come with the daring to experiment, reflecting honestly on how we did, and trying again with new knowledge of ourselves and the opportunity at hand.

**How we
express
ourselves**

Brand Personality

How we aspire the world will see us. What we'll convey in all our forms of expression to establish and reinforce this perception.

We're **smart**. We're about ingenuity, a quick wit, the IQ+EQ kind of SMRT. This is Columbus, after all.

We're **daring**, knowing that before we can discover, we must first try.

We're **inquisitive**, caught up in the wonder of "what if?"

We're **approachable**. Because we realize the real genius lies in our students, not in an institution or a puffed-up view of ourselves.

We're charged with a **contagious energy** that draws people and awakens ideas.

We're all of this with a hint of "**sprezzatura**," an effortless ease, #iwokeuplikethis, comfort with ourselves.

Brand Voice & Tone Direction

We are stewards of words—not too many, and just the right ones.

Resist the urge to write paragraphs as if our value were based on word count

Make it worth our readers' time to scroll, click, or learn more

Sweat the word choice, not settling for the easiest or most common

We commit ourselves to an expansive vocabulary.

Our writing should be sprinkled with challenge words—not to intimidate or impress, but to leave our audience smarter

No hiding behind education jargon—find a more inclusive option, possibly even something you'd never expect an "educational institution" would say

Our words should provoke thought and inquiry rather than merely describe.

Explicitly through thought-provoking questions or implicitly through compelling statements, we keep our audience engaged in a silent dialogue

Limit the common, expected must-have words and call them out as such when they really must be used

**We're secure
enough to laugh.
Our mission is
serious but we may
not always be.**

**Our cadence
itself suggests
our energy
and bias
for action.**

**We should never
look like we're
trying too hard.
Remember,
*sprezzatura!***

A little wit goes a long way
to making us approachable

Engaged learning in a
vibrant community is fun.
Let it shine.

Visual Guidelines

The public's perception of The Wellington School is affected by every item they see—every document, every envelope, and every note or e-mail. That's why it's important to always use our identity properly. Please review these usage guidelines for Wellington's brand elements, color palettes, and typography.

Brand Elements

Wellington

Primary Wordmark

The Wellington wordmark identifies us to the world and should appear on all communications, advertising, and promotions. It consists of a custom designed logotype.

Wellington

Primary Wordmark – Tag

This is an alternate Wellington wordmark that is enclosed in a “tag.” The dark background allows the mark to be used on top of any complex background photo or color, and will still retain the important legibility of our wordmark.



W Icon

The W icon consists of a single, bold “W” and an underline, which adds emphasis and anchors the upward momentum of the letterform.

The Wellington School

Secondary Wordmark

This secondary wordmark, The Wellington School, should only be used when the full school name is required. The primary wordmark is the preferred logo whenever possible.



The Wellington School Seal

The Wellington School seal references when the school was established, and should have very limited usage—to be used only on official documents from the school, such as diplomas, report cards, and ceremonial items. Because of its restricted usage, the seal is not available for public download.

Primary Wordmark

Wellington

Minimum Size

To maintain the integrity of the primary wordmark, it should not be reproduced at a width smaller than .75 inches in print or 180 pixels on screen.

Wellington



.75 inches (print)

Wellington



180 pixels (screen)

Clear Space

A safety area around the brand elements will ensure legibility and impact.

The minimum clear space required around the primary wordmark is x, where x equals the height of the “W.”

Use this safety zone between the logo and other graphic elements such as typography, images, or other logos to ensure it retains a strong presence wherever it appears.



Incorrect Usage

Use the illustrated examples below as a guide for what to avoid with the logo. Overall, do not alter the logo or compromise its legibility in a way that is different from the provided files.



Wellington

DO NOT stretch, compress, or rotate the logo.



Wellington

DO NOT outline, or add additional design elements to the logo.



DO NOT use with insufficient color contrast or over the busy area of a photograph. Instead, use the **Primary Wordmark – Tag**, which was created to ensure legibility in these scenarios.



Wellington

DO NOT change the font or attempt to recreate the logo.



Wellington

DO NOT use special effects, filters, or drop shadows with the logo.



W
Wellington

DO NOT lock up with the W icon, or use the W icon in place of the “W” in “Wellington.” These elements should be used independently of one another.

Primary Wordmark – Tag



Minimum Size

To maintain the integrity of the primary wordmark – tag, it should not be reproduced at a width smaller than .875 inches in print or 200 pixels on screen.



.875 inches (print)



200 pixels (screen)

Clear Space

Because this logo was created for use on top of complex background photos or textures, the clear space rule does not apply in the same way.

The primary wordmark should still be used whenever possible, if legibility is not an issue.



Incorrect Usage

Use the illustrated examples below as a guide for what to avoid with the logo. Overall, do not alter the logo or compromise its legibility in a way that is different from the provided files.



DO NOT stretch, compress, or rotate the icon.



DO NOT use non-approved color variations with the icon.



DO NOT outline, or add additional design elements to the icon.



DO NOT use special effects, filters, or drop shadows with the icon.



DO NOT transpose the defined colorways of the logo.



DO NOT alter the rectangular shape of the logo.

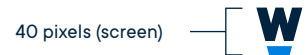
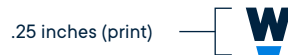
W Icon



Minimum Size

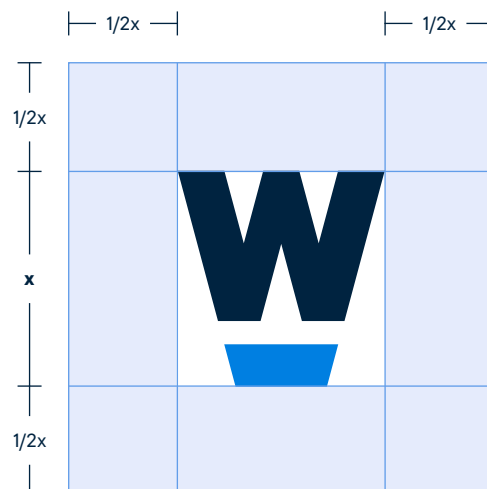
To maintain the integrity of the icon, it should not be reproduced at a height smaller than .25 inches in print or 40 pixels on screen.

An exception for digital use is the favicon, (favorite icon), also known as a URL icon, which may be used at standard favicon sizes.



Clear Space

The minimum clear space required around the icon is $1/2x$, where x equals the height of the icon.



Incorrect Usage

Use the illustrated examples below as a guide for what to avoid with the logo. Overall, do not alter the logo or compromise its legibility in a way that is different from the provided files.



DO NOT stretch, compress, or rotate the icon.



DO NOT use non-approved color variations with the icon.



DO NOT outline, or add additional design elements to the icon.



DO NOT use special effects, filters, or drop shadows with the icon.



DO NOT use with insufficient color contrast or over the busy area of a photograph.



DO NOT lock up with the Wellington logo, or use the W icon in place of the "W" in "Wellington." These elements should be used independently of one another.

Secondary Wordmark

The Wellington School

Minimum Size

To maintain the integrity of the secondary wordmark, it should not be reproduced at a width smaller than .75 inches in print or 180 pixels on screen.

The Wellington School



.75 inches (print)

The Wellington School



180 pixels (screen)

Clear Space

The minimum clear space required around the secondary wordmark is x, where x equals the height of the "W."



Incorrect Usage

Use the illustrated examples below as a guide for what to avoid with the logo. Overall, do not alter the logo or compromise its legibility in a way that is different from the provided files.



**The
Wellington
School**

DO NOT stretch, compress, or rotate the logo.



**The
Wellington
School**

DO NOT alter defined placement of the words within the logo.



The
Wellington
School

DO NOT outline, or add additional design elements to the logo.



**The
Wellington
School**

DO NOT use special effects, filters, or drop shadows with the logo.



**The
Wellington
School**

DO NOT change the font or attempt to recreate the logo.



**The
Wellington
School**

DO NOT use non-approved color variations with the logo.

School Seal



Minimum Size

To maintain the integrity of the school seal, it should not be reproduced at a width smaller than .625 inches in print or 150 pixels on screen.



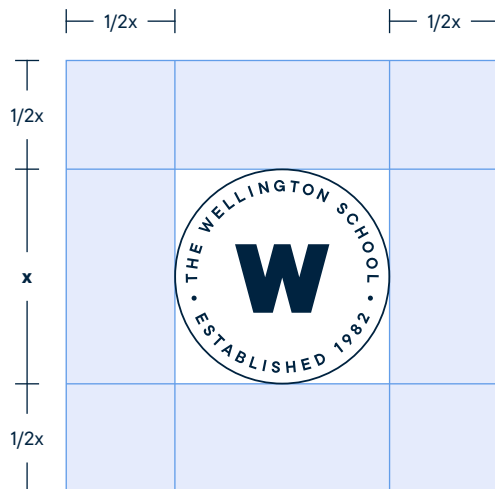
.625 inches (print)



150 pixels (screen)

Clear Space

The minimum clear space required around the Wellington School seal is $1/2x$, where x equals the height of the seal.



Incorrect Usage

Use the illustrated examples below as a guide for what to avoid with the logo. Overall, do not alter the logo or compromise its legibility in a way that is different from the provided files.



DO NOT stretch or compress the logo.



DO NOT use the W icon in place of the "W" within the logo.



DO NOT outline, or add additional design elements to the logo.



DO NOT use special effects, filters, or drop shadows with the logo.



DO NOT use with insufficient color contrast or over the busy area of a photograph.




DO NOT use non-approved color variations with the logo.

Color

Palettes

The use of color is an integral component in the creation of a memorable brand—consistent colors in our communications across print and web strengthens The Wellington School identity. Our palette was selected from the Pantone Matching System (PMS), the industry standard. Four-color process values (CMYK) and digital versions (RGB / HTML) were derived from the Pantone Color Bridge.

Primary Palette

<p>Dark Blue</p> <p>Pantone 289 C</p> <p>CMYK 100 76 12 70</p> <p>RGB 12 35 64</p> <p>HTML 0C2340</p>	<p>Medium Blue</p> <p>Pantone 2727 C</p> <p>CMYK * 70 47 0 0</p> <p>RGB 48 127 226</p> <p>HTML 307FE2</p> <p>*</p> <p>Medium Blue should be printed as a Pantone spot color when budget allows, due to a significant visual shift from its CMYK build.</p>	<p>Black</p> <p>Pantone Black</p> <p>CMYK 0 0 0 100</p> <p>RGB 0 0 0</p> <p>HTML 000000</p>	<p>Full Grayscale</p> 
<p>White</p> <p>Pantone White</p> <p>CMYK 0 0 0 0</p> <p>RGB 255 255 255</p> <p>HTML FFFFFF</p>			

Secondary Palette

Green	Yellow	Orange	Fuchsia	Plum	Purple
Pantone 3252	Pantone 123	Pantone 1585	Pantone 1925	Pantone 675	Pantone 266
CMYK * 49 0 23 0	CMYK 0 19 89 0	CMYK 0 61 97 0	CMYK 0 97 50 0	CMYK 18 100 0 8	CMYK 76 90 0 0
RGB 42 210 201	RGB 255 199 44	RGB 255 106 19	RGB 224 0 77	RGB 174 37 115	RGB 117 59 189
HTML 2AD2C9	HTML FFC72C	HTML FF6A13	HTML E00004D	HTML AE2573	HTML 753BBD
<p>* Green should be printed as a Pantone spot color when budget allows, due to a significant visual shift from its CMYK build.</p>					<p>* Purple should be printed as a Pantone spot color when budget allows, due to a significant visual shift from its CMYK build.</p>

Color

Approved Variations

Primary Wordmark

This logo can appear in Dark Blue (Pantone 289), Medium Blue (Pantone 2727), black, or in white (reversed out of core brand colors).

Wellington

Wellington

Wellington

Wellington

Wellington

Wellington

Primary Wordmark – Tag

This logo can appear in Dark Blue (Pantone 289), or in black. The “Wellington” wordmark within the tag must remain white.

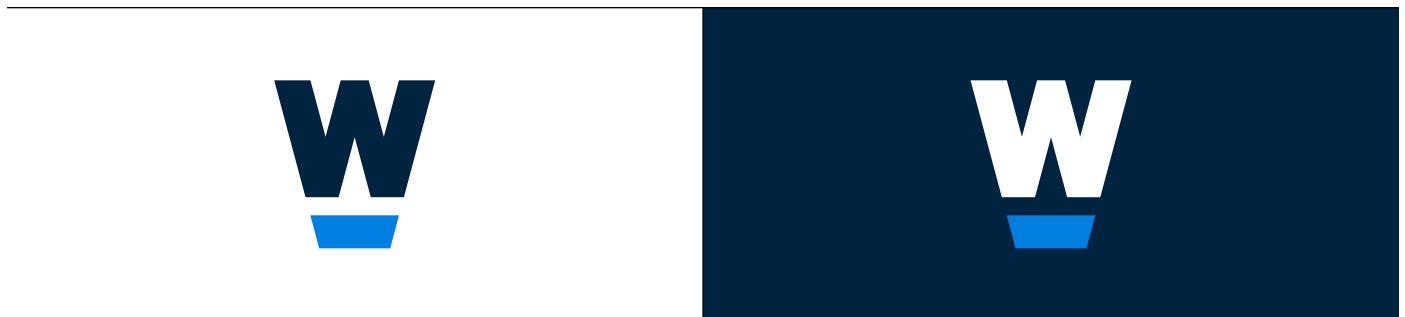


Color

Approved Variations

W Icon

This logo can appear as both 2 color and 1 color versions. The 2 colors versions consist of Dark Blue / Medium Blue, and as a reversed option with white / Medium Blue. The 1 color versions can be Dark Blue (Pantone 289), Medium Blue (Pantone 2727), black, or in white reversed out of approved brand colors.



← Secondary Brand Colors →

Secondary Wordmark

This logo can appear in Dark Blue (Pantone 289), black, or in white (reversed out of Dark Blue or black).



Seal

This logo can appear in Dark Blue (Pantone 289), black, or in white (reversed out of Dark Blue or black).



Color

Sub-brand Application

Each sub-brand has a specific color assignment of one or more secondary colors in addition to the primary dark blue and white.

These color assignments to the sub-brands add distinction within overall marketing materials.

Associations

This color assignment applies to the following sub-brands:



Wellington Parent Association (WPA)

Athletic Boosters

VAPA (Visual and Performing Arts Advocates)



Alumni Association

Dark Blue

White

Purple

SAMPLE COLOR RATIOS

- ✓ [Dark Blue segment] [White segment] [Purple segment]
- ✓ [Dark Blue segment] [White segment] [Purple segment]
- ✓ [Dark Blue segment] [White segment] [Purple segment]

THE PRIMARY DARK BLUE SHOULD BE USED IN ALL APPLICATIONS

- ✗ [White segment] [Purple segment]

Academic Programs

This color assignment applies to the following sub-brands:

A

Wellington International Student Exchange (WISE)

B

Wellington Research Institute

C

Graduate Research Competition

The Academic Programs logo features a stylized 'W' inside a circle. The circle is divided into three segments: Dark Blue (top-left), White (top-right), and Orange (bottom). The text 'Academic Programs' is centered below the 'W'.

Color swatches are provided for Dark Blue, White, and Orange.

SAMPLE COLOR RATIOS

- ✓ [Dark Blue segment] [White segment] [Orange segment]
- ✓ [Dark Blue segment] [White segment] [Orange segment]
- ✓ [Dark Blue segment] [White segment] [Orange segment]

THE PRIMARY DARK BLUE SHOULD BE USED IN ALL APPLICATIONS

- ✗ [White segment] [Orange segment]

Color

Sub-brand Application

Athletics

This color assignment applies to the following sub-brands:



Core Athletics Brand



Student Athletic Leadership Team

Dark Blue

Medium Blue

White

Gray

SAMPLE COLOR RATIOS

✓

✓

✓

THE PRIMARY DARK BLUE SHOULD BE USED IN ALL APPLICATIONS

✗

Revenue Generating Programs

This color assignment applies to the following sub-brands:

A

Wellventures

Wellington Engagement Index

Willing Learner Metric

B

Wellington Summer Program

Dark Blue

White

Green

Revenue Generating Programs

SAMPLE COLOR RATIOS

✓

✓

✓

✗

THE PRIMARY DARK BLUE SHOULD BE USED IN ALL APPLICATIONS

Color

Sub-brand Application

Events

Wellington hosts a multitude of events throughout the year. Some are pillar events such as **All Things Wellington**, and others are one-offs such as the **3v3 tournament** or the **Jag Jog**.

Dark Blue

Plum

Purple

Medium Blue

Green

Yellow

Orange

Red

White

Events

SAMPLE COLOR RATIOS

✓

✓

✓

THE PRIMARY DARK BLUE SHOULD BE USED IN ALL APPLICATIONS

✗

Typography

Primary Font

A consistent typographic style is essential to creating a memorable identity and also minimizes visual confusion. The consistent use of these typefaces will make for a recognizable and strong identity.

TT Commons is the primary font family for The Wellington School. Available in a variety of weights and styles, it is a highly legible contemporary sans serif typeface that is ideal for headlines, large display type, body copy, captions and corporate applications.

TT Commons

**Lorem ipsum dolor sit amet,
consectetur adipiscing elit.**

LOREM IPSUM
DOLOR SIT AMET,
CONSECTETUR
ADIPISCING ELIT.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum mattis luctus purus adipiscing feugiat. Posuere erat quis nisi ultricies eget scelerisque condimentum orci. Curabitur eu mauris eu augue venenatis dictum felis laoreet.

Lectus iaculis cursus. Proin molestie, nisi convallis mollis laoreet, lectus quam elementum. Phasellus in lectus eget dolor posuere vehicula a ut turpis. Donec interdum rutrum vulputate. Nam arcu magna, auctor eu venenatis sodales, vestibulum at dolor.

Aa123&?!

TT Commons Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#%&*?

TT Commons Thin Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#%&*?*

TT Commons ExtraLight

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#%&*?

TT Commons ExtraLight Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#%&*?*

TT Commons Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#%&*?

TT Commons Light Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#%&*?*

TT Commons Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#%&*?

TT Commons Regular Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#%&*?*

TT Commons Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#%&*?

TT Commons Medium Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#%&*?*

TT Commons DemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#%&*?

TT Commons DemiBold Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#%&*?*

TT Commons Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#%&*?**

TT Commons Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#%&*?***

TT Commons ExtraBold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#%&*?**

TT Commons ExtraBold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#%&*?***

TT Commons Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#%&*?**

TT Commons Black Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#%&*?***

Typography

Alternate Font

Arial references the clean look of our primary typeface, but is universally available as a pre-installed font on both PC and Mac. Arial should be used when TT Commons is not available, and particularly within Microsoft Office applications such as Word, PowerPoint, Excel, as well as in email correspondence.

Arial

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*?

Arial Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&?*

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*?

Arial Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*?

Typography

Usage

Leading / Tracking

Leading should not be treated equally across all point sizes. As a general rule of thumb: the smaller the point size, the larger the leading; the higher the point size, the tighter the leading. Headlines and subheads will have tighter leading than body copy.

Leading should be set between 90% to 140% of the point size.

The tracking for TT Commons can generally be set to 0. Tracking and kerning may be adjusted where needed based on application.



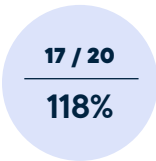
10 pt / Leading: 13 pt / Tracking: 0

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse id justo vel lacus imperdiet posuere. Donec iaculis facilisis massa ut fringilla. Phasellus in dapibus libero. Fusce sed tortor convallis ligula gravida ornare.



11 pt / Leading: 14 pt / Tracking: 0

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam sit amet egestas lectus. Pellen tesque habitant morbi—tristi que senectus et netus et male suada fames ac turpis egestas.



17 pt / Leading: 20 pt / Tracking: 0

Lorem ipsum dolor sit amet, que consectetur adipiscing elit. Morbi lacus lorem, auctor nec euismod ut, posuere mollis erat.



28 pt / Leading: 28 pt / Tracking: 0

Lorem ipsum dolor sit amet et libero.

Typography

Usage

Hierarchy

Type choices can lend clarity to your message. By employing a consistent type hierarchy, the readability of your communication becomes more clear and meaningful. The examples at right give some guidance on typographic hierarchy. In general, maintain a balanced contrast between titles/subtitles and body copy.

17 pt / ExtraBold

10 pt / Regular

A. Different point sizes / different font weights

Designed for student success.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse id justo vel lacus imperdiet posuere. Donec iaculis facilisis massa ut fringilla. Phasellus in dapibus libero. Fusce sed tortor convallis ligula gravida ornare.

17 pt / Regular

10 pt / Regular

B. Different point sizes / same font weights

The perfect foundation for learning in all areas.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In nibh ante, semper sit amet sagittis vitae, ornare ut dui. Morbi adipiscing nibh et dolor dictum tristique tempor enim viverra. Donec tempor nunc at risus auctor ac congue lacus convallis. Nullam molestie egestas felis ut tincidunt.

10 pt / ExtraBold

10 pt / Regular

C. Same point sizes / different font weights

Innovation is our tradition.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer mattis ultricies pellentesque. Vestibulum luctus lobortis mi quis condimentum. Integer lectus nulla, pellen tesque ac pulvinar in, pulvinar eu diam.

Underline Style

To the right is a reference for applying a specific Wellington underline style to passages of text, (most commonly applied to quotes). These rules only apply for usage in Adobe programs like InDesign or Illustrator, where both the weight and offset of the underline can be edited.

Guidelines:

Generally, the ExtraBold and DemiBold weights should be used with the underline treatment.

Underlines should be vertically centered between lines of type.

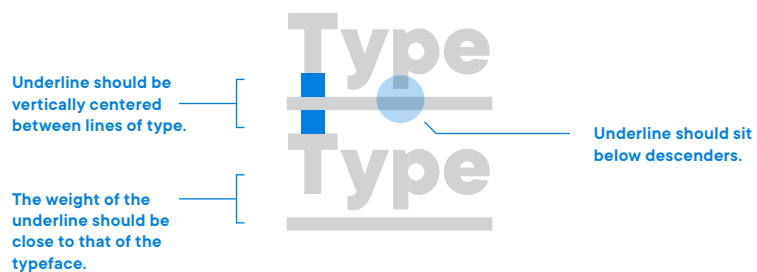
The weight of the underline should be close to the weight of the typeface.

The underline should be offset enough so that it clears the characters with descenders (i.e. "y," "p," etc).

Introductory hanging punctuation and end punctuation do not get underlined.

Make sure the underline does not extend past words at forced breaks.

36 pt / Leading: 45 pt

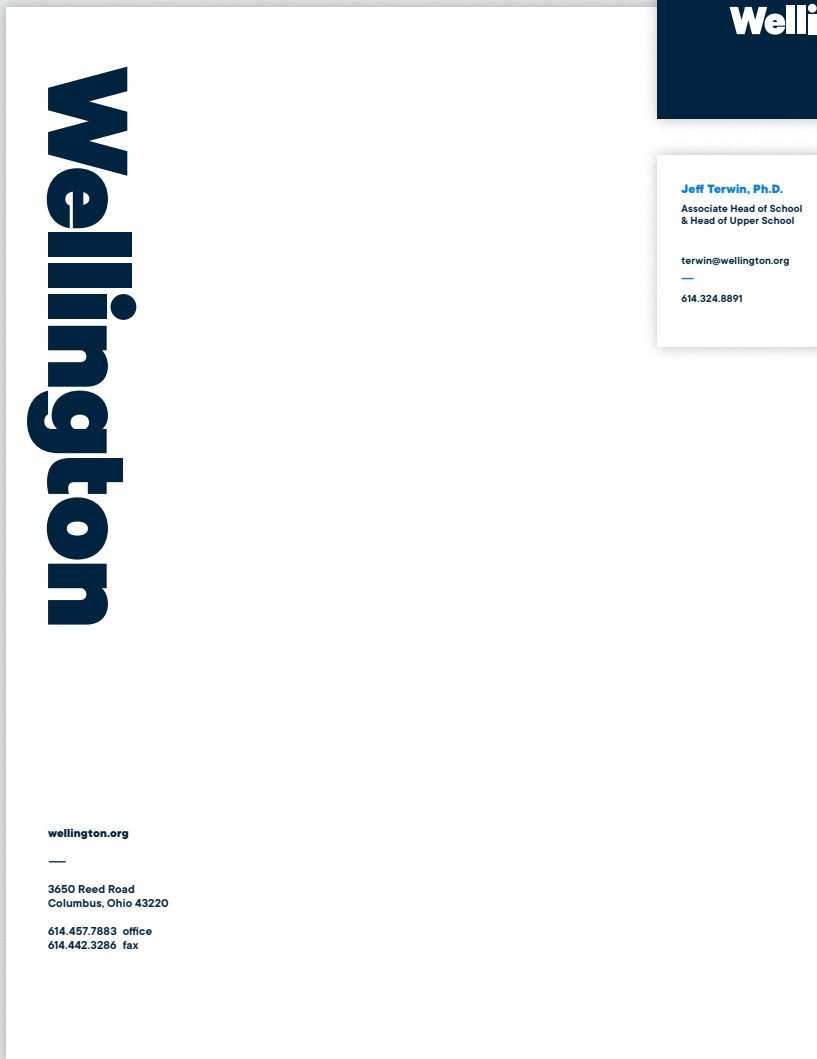


Master Brand

Corporate Stationery

Wellington's primary colors are Dark Blue (PMS 289) and Medium Blue (PMS 2727). The master brand stationery uses these two colors to create a clean, sophisticated look, and the only font used is TT Commons—in the instance of stationery, only the DemiBold and ExtraBold weights are used.

A



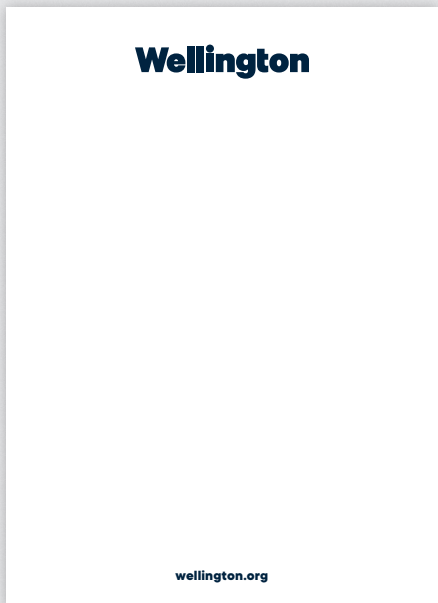
B



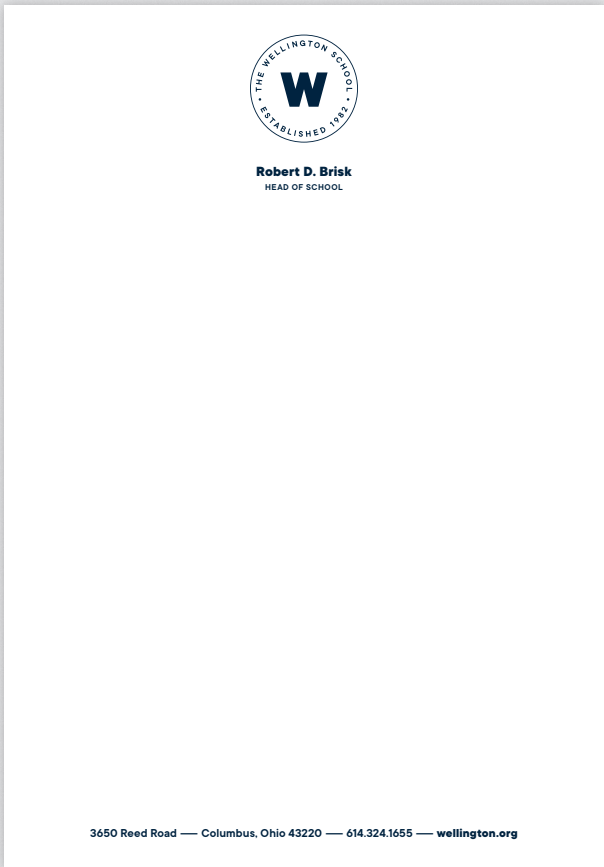
Pictured examples:

- A. Letterhead, 8.5" x 11"
- B. Business Card, 3.5" x 2"
- C. A6 Notecard, 4.5" x 6.25"
- D. Head of School Letterhead, 6.25" x 9"
- E. No. 10 Envelope, 9.5" x 4.125"
- F. A6 Envelope, 6.5" x 4.75"

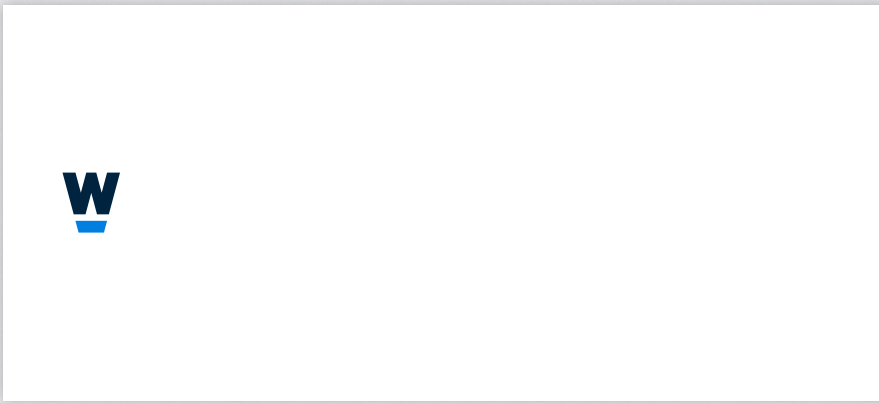
C



D

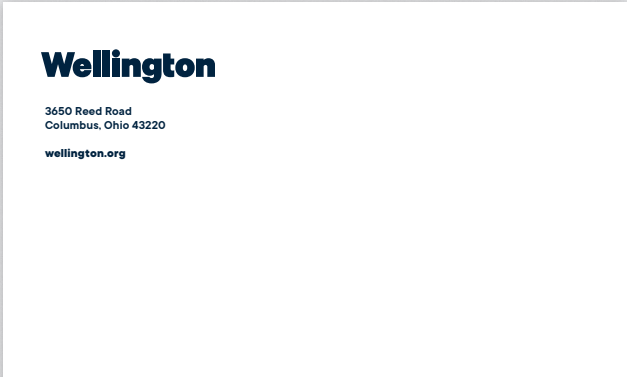


E



▲ As formal, official school correspondence, the stationery for the head of school leverages the school seal.

F



Master Brand

Examples

Our mascot is the
 cougar, and a group
 of Jags is known as a
 "leap." We would love
 for you to join ours.

Guidance & Affordability

The value of investing in your child's future
 is measurable. We offer several ways
 to pay for tuition, including pre-payment
 plans (which provide a small reduction in
 cost) and several installment and extended
 payment plans.

Never stop working to make a Wellington education accessible.
 Merit-based financial aid is open to many income levels. Aid is
 available for prekindergarten through grade 12. Merit scholarships
 are available for high-potential students entering grades 5
 through 9. We offer a variety of payment options.

W

If you think Wellington might be the right
 fit for your child, but have questions about
 tuition, don't hesitate to contact us.

How to Apply

We welcome applications for admission
 from students entering preschool
 through grade 12. An admission
 application is required for students
 at every grade level.

The application process generally starts
 at the beginning of a new academic
 year. Once applications are received, a
 member of the Wellington Admissions
 Office will contact your family to
 schedule a screening and a school visit.

The first round of acceptance letters
 will be issued on March 1. Applications
 submitted after this date will be
 considered where space is available.

Most families apply online. Please visit
wellington.org to learn more and begin
 the process.

Tuition

Annual tuition begins at \$16,500 and
 includes many things including supplies
 and books. A small sampling of what's
 included with yearly tuition:

- Lunch
- Lower school supplies
- iPads for grades 1-3
- Chromebooks for grades 4-6
- W.I.S.E. program international travel in
 grade 10
- Overnight camp in grade 4
- No additional fees to play sports,
 participate in performing or visual arts,
 or school clubs



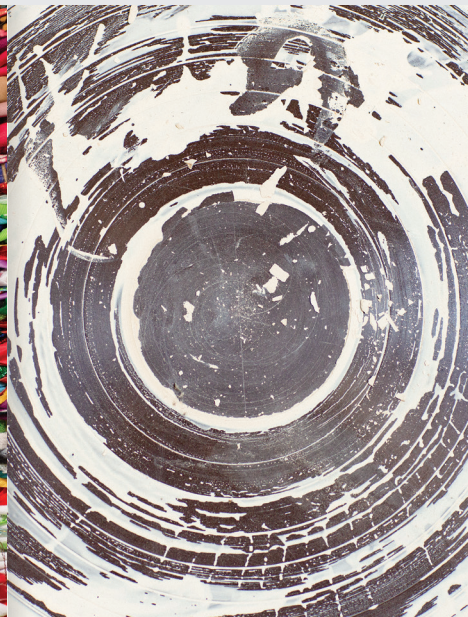
VISUAL ARTS

The curriculum created
 with the developmental
 stages of every age
 in mind. We integrate
 aesthetics, art history,
 audio art, art criticism,
 visual culture studies,
 and technology.








MUSIC

We introduce music
 fundamentals in lower
 school, then narrow
 the focus on strings,
 band, and choir at
 the middle and upper
 school levels.





- 
Sunny dining facilities
with fresh foods
- 
Modern artificial turf
athletic field
- 
Robust, configurable
collaboration spaces
- 
Two gymnasiums with four
full-size basketball courts
- 
Extensive arts and
performance facilities


32

We are a diverse ecosystem of unrestrained thought and collaboration. A future-focused environment that grows with our students.

33



HELP SHAPE THOSE WHO WILL SHAPE THE WORLD.



LOWER SCHOOL

Preschool through 4th grade

The perfect foundation for learning in all areas.

Our lower school is an encouraging environment where we identify the best teaching method for each child, so learning is joyful, trusting, and engaging.

70

Thanks to small class sizes, your child will be known well by teachers and cared for. Our approach to educating young minds is founded on positive psychology. An early introduction to this mindset and way of learning is so important to adopting new ideas, people and way of doing things. Instruction is globally minded even at this stage, and we emphasize what it means to be a part of a community.

ESSENTIALS:

- Early childhood program for 3-year olds, prekindergarten and kindergarten both half and full options.
- Instruction for all in French, science, physical education, technology.
- Extension classes in math and language arts for students to tackle advanced curriculum.
- Winter Fridays are spent swimming, skiing and encouraging students to take healthy risks while flexing their resilient muscles.

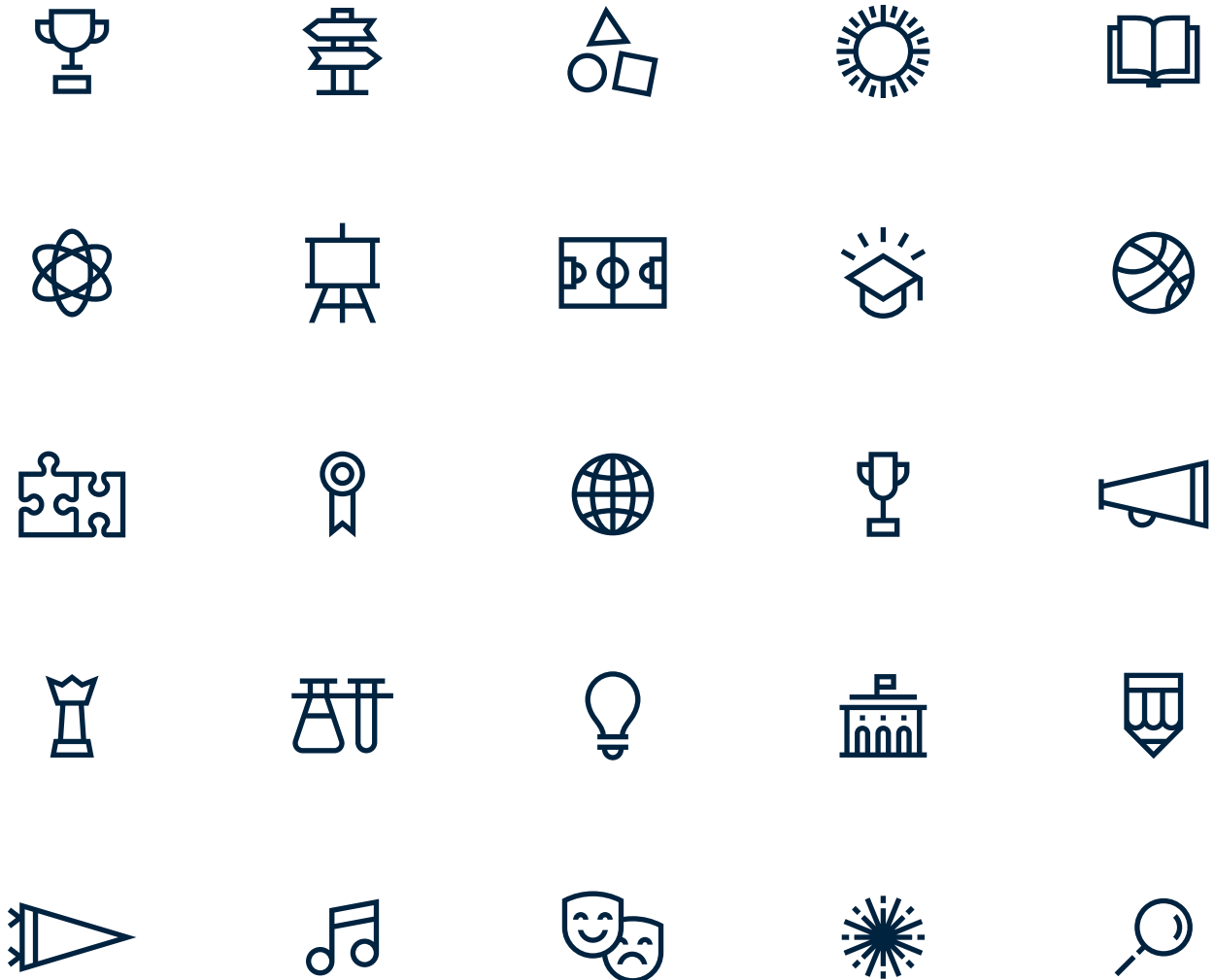
“The acquisition of knowledge and development of important skills happen more quickly and are retained longer when there is a high level of interest from the student. When children feel ownership over their learning, the curriculum is completely elevated to new heights.”
—JILL WEBB, head of lower school

Graphic Elements

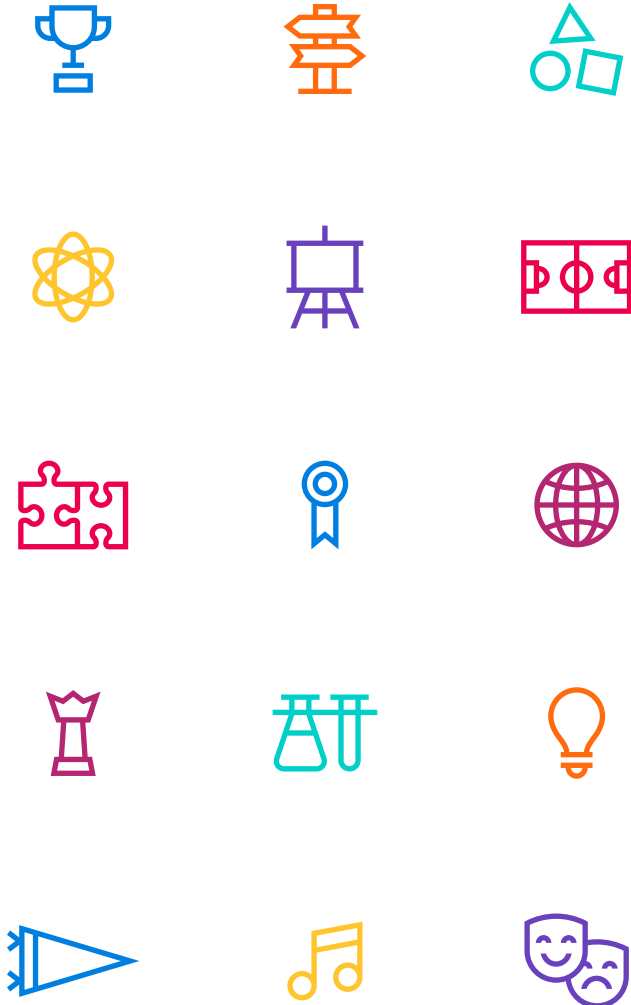
Iconography

A library of simple monoline icons has been created to accent communication materials. These icons should be used in an appropriate context and be paired with relevant content.

Additional icons can be created as needed, and should use the same consistent stroke width as those illustrated below.



Icons may appear in any of the brand colors—both primary and secondary—and also as white when reversed out of brand colors.



Questions? Contact Us.

**To learn more about our brand
or to inquire about obtaining
logo assets, please contact:**

Danielle Turkovich

Director of Marketing & Communications

turkovich@wellington.org

614.754.4263 direct

Wellington

3650 Reed Road

Columbus, Ohio 43220



