

# WOODLAND PUBLIC SCHOOLS "W" LOGO BUG OPTIONS



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## EXISTING 'W'

Uses VAG Rounded font



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## EXISTING 'W', ALTERNATE

Changes background to emphasize W and create "trees" in the negative space, adds a dramatic, yet approachable contrast color, changes the W to Nunito font, which makes the initial more open and balanced. (Wordmark is also Nunito, so you can compare.)



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## ALTERNATE 'W' OPTION 1

A two-tone styled W that suggests a landscape, like the wooded hills of the district. The ink blue contrast color brings another color into play, helping to modernize the logo.



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## ALTERNATE 'W' OPTION 2

A single color logo that emphasizes people, teamwork and friendliness with two stylized people high-fiving.