



Style Guide for WSMA Name and Logo Use

Provision on Use of the WSMA Name and Logo

The name Wisconsin School Music Association (WSMA) and logo are exclusive trademarks of WSMA and can only be displayed or used for official WSMA business. The name and logo may not be displayed or used in any manner by any other individual, organization or entity without the written consent of WSMA, with the following exceptions:

- WSMA sanctioned festival managers may use WSMA's name and logo on printed programs intended for distribution free of charge to students and general public attending the festival.
- WSMA sanctioned festival managers may use WSMA's name and logo on printed materials intended for display or distribution free of charge to promote the festival at the school and to the general public.

Text Treatment

- Official name: Wisconsin School Music Association (*not "The Wisconsin School Music Association"*)
- Official acronym: WSMA (*not "the WSMA"*)
- Always use full name on first reference with parenthetical acronym immediately following: Wisconsin School Music Association (WSMA)... On subsequent references, WSMA acronym may be used as organization name. Never shorten the official name (i.e. the School Music Association). However, it is acceptable in general references to describe WSMA as "the association" or "the organization."

WSMA Logo Symbolism and Meaning

In design, the music staff represents tradition, organization and service. It is a symbol with a long history, which "serves" as a framework for dozens of other music symbols and allows us to "organize" a great variety of symbols into a functional whole. The design of the note combines elements of traditional and contemporary style to suggest motion. The box that encloses most of the logo recognizes the boundaries of the association's community and yet the note reaches beyond the boundaries to new clientele and possibilities.

Logo Treatment

- Logo must be used as represented above in its entire form, including the ® symbol positioned as indicated. Do not change fonts, positioning of graphic elements or proportion of logo.
- Logo must be used as one solid color, never with different parts of the logo depicted in different colors. Standard color is solid black.
- Always use appropriate resolution for the application so there is no degradation in the reproduction of the logo. Standard print resolution is 300 dpi and electronic use is typically 72 dpi.
- Logo may be requested in different formats (TIF, JPG, GIF, PDF, BMP, EPS, BMP). Contact WSMA Director of Communications Kevin Thays at thaysk@wsmamusic.org for assistance as needed.

District Medal

The design set forth below (including the words) is a registered trademark of WSMA. This trademark may never be used without the written consent of WSMA.

