

# WALRAVEN STYLE GUIDE



[www.walravenco.com](http://www.walravenco.com)



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# TABLE OF CONTENTS

**03** Brand Overview

---

**04** Purpose of Style Guide

---

**05** Color Palette

---

**06** Fonts

---

**07-09** The Logo

---

**10-13** Product Presentation

---

**15-16** Graphics

---

**17** Tone & Messaging

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# BRAND OVERVIEW

Walraven connects businesses with local schools, creating partnerships that foster education and community engagement through custom, co-branded supplies. Our mission is to enhance the educational experience for students while providing consistent brand exposure for a wide variety of businesses.

We support schools and help businesses through our core values of integrity, loyalty, honesty, and consistency to continue our commitment to provide high-quality, dependable, and needed supplies to schools.



# PURPOSE OF STYLE GUIDE

**Consistency:** All communications and materials should maintain a consistent look and feel, build and reinforce brand identity, and make the brand easily recognizable across different platforms.

**Professionalism:** Everything from marketing materials to internal documents should meet a high standard of quality.

**Efficiency:** Streamlines the design and production process by providing clear guidelines on how elements (fonts, colors, logos, and images) should be used. Saves time and resources by eliminating ongoing decision-making and revisions.

**Brand Integrity:** It prevents misuse of brand elements that could dilute or damage the brand's reputation.

**Coherence:** Ensures that all team members and external partners are on the same page when it comes to brand presentation.

**Guidance for New Employees:** Serves as a reference for new employees, helping them understand and adopt the company's branding practices.

**Adaptability:** The style guide can be updated to reflect new strategies, design trends, or marketing goals--allowing the brand to stay relevant and competitive.



# COLOR PALETTE

Hex: 1b3e6  
RGB: 27, 62, 111  
CMYK: 100, 84, 30, 16

Used as primary design and anchor color in marketing materials and on website.

Hex: fcee1f  
RGB: 252, 238, 31  
CMYK: 4, 0, 94, 0

Used as font color against dark backgrounds on marketing materials and website

Hex: 00a651  
RGB: 0, 166, 81  
CMYK: 83, 6, 96, 1

Used sparingly for emphasis; used for symbols and paragraph breaks, buttons on website - part of the logo

Gradient Blue

To be used on marketing sheets

Gray: 1B1B1E  
Black: 231f20  
White: FFFFFFFF

Font Colors

# FONT AND TYPOGRAPHY

## Raleway

Regular

Connecting Brands to Local Schools and Families

Regular Italic

*Connecting Brands to Local Schools and Families*

Medium

Connecting Brands to Local Schools and Families

SemiBold

**Connecting Brands to Local Schools and Families**

Bold

**Connecting Brands to Local Schools and Families**

# THE LOGO

The Walraven logo communicates the brand's nature of business while also symbolizing the brand's story around providing supplies for kids.

The rules about how to use the logo are meant to make sure that it is used the same way every time. This can help the logo gain value and recognition over time.

The logo is available in all basic formats for print and digital use. The primary full color logo should be used whenever possible



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# STANDARD LOGO

Used for standard marketing materials and web content, social media



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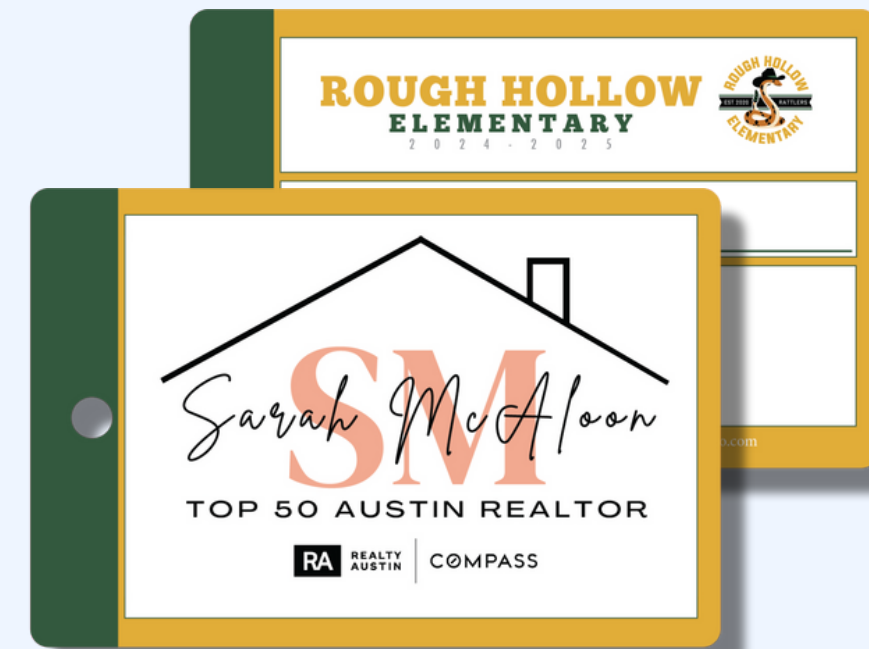
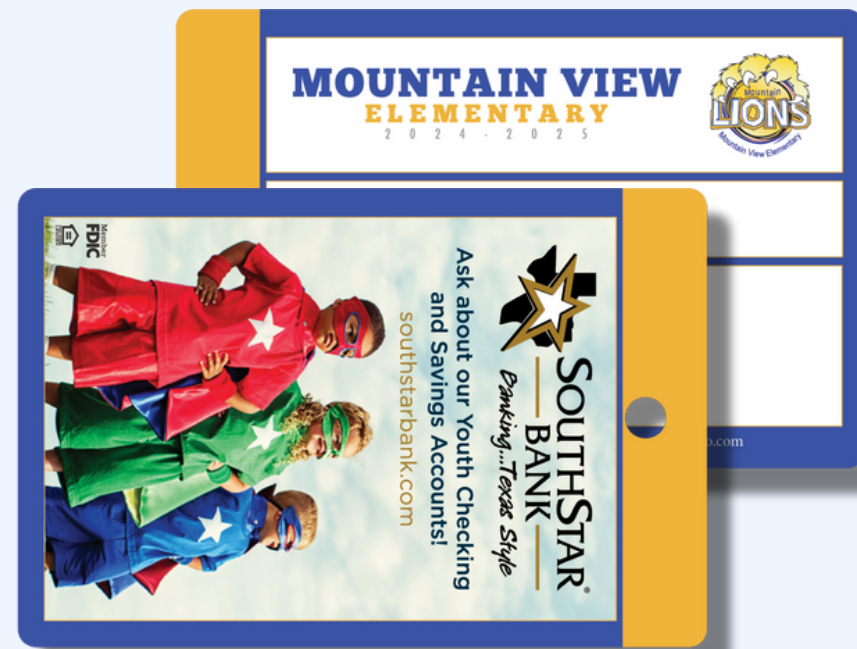
# 100th ANNIVERSARY LOGO

Used for email signatures



# PRODUCT PRESENTATION

*(Click the image to download)*



## Backpack Tags



# PRODUCT PRESENTATION

*(Click the image to download)*



## Pick Up Tags

# PRODUCT PRESENTATION

(Click the image to download)

NAME \_\_\_\_\_ GRADE \_\_\_\_\_

2024-2025

**HARDY OAK ELEMENTARY**



**TAKE HOME FOLDER**

ORTHODONTICS & FACIAL AESTHETICS IN SAN ANTONIO

2907 N Loop 1604 E Suite 101 San Antonio, Texas 78232  
hello@solanaortho.com (210) 905-9000  
www.solanaortho.com

**SOLANA ORTHODONTICS**  
— Sandra Alvarez, DDS, F159D —  
Orthodontist

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www.solanaortho.com

**SOLANA ORTHODONTICS**  
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- Braces
- Invisalign
- Botox & Dermal Fillers
- Airway Orthodontics
- Free Consults
- 0% Interest Financing



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NAME \_\_\_\_\_ GRADE \_\_\_\_\_

Where everybody knows **your name** and **your**



**Kids Dental Smiles!**

**TARVIN ELEMENTARY**



**TAKE HOME FOLDER**

**Your Children's Smile Specialist**  
601 East Whitestone Blvd. • Suite 400  
Cedar Park, TX 78613 • In Railyard Shopping Center  
**512-259-2331 • KidsDentalSmiles.com**

Board Certified Pediatric Dentists & Orthodontist  
Convenient to nearby Cedar Park shopping  
Helpful and friendly staff familiar with school calendars  
After hours calls answered by Kids Dental Smiles dentists

Before & After School Appointments plus open on Fridays  
5 Star Office with over 500 Google Reviews  
In-office insurance experts to answer any questions  
Experienced staff with special needs patients

KIDSDENTALSILES.COM  
512-259-2331

Scan QR Code to make an appointment!



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## Take Home Folders



# PRODUCT PRESENTATION

(Click the image to download)

**GALE POND ALAMO ELEMENTARY  
2024-2025  
ACADEMIC CALENDAR**

This magnet displays a grid of monthly calendars from August 2024 to July 2025. It includes key dates such as the start of school, professional development days, and various holidays. At the bottom, it features the 'familia Dental' logo with the tagline 'Friendly and Affordable Dentistry for All', contact information (888-212-7797), and a QR code.

**ALICE HARTE ELEMENTARY CHARTER  
2024-2025  
ACADEMIC CALENDAR**

This magnet provides a detailed monthly calendar for Alice Harte Elementary Charter School. It includes specific dates for staff start, student start, and various testing windows. A legend at the bottom identifies symbols for school days, professional development, and testing windows. The bottom section features the 'DePaul Community Health Centers' logo and contact information for Alice Harte Elementary Charter School.

**CARMEL MIDDLE  
2023-2024  
SCHOOL CALENDAR**

This magnet shows the monthly school calendar for Carmel Middle School. It includes dates for the start of school, professional development, and testing windows. A legend at the bottom identifies symbols for school days, professional development, and testing windows. The bottom section features the 'Providence Pediatric Dentistry & Orthodontics' logo and contact information for the school's dental services.

**PROVIDENCE  
PEDIATRIC DENTISTRY  
&  
ORTHODONTICS**

**GO COUGARS!**

*Now Open!*

**ABOUT OUR UNIQUE PRACTICE:**

- Boutique practice locally owned by husband and wife orthodontist-pediatric dentist duo. We both grew up right here in Charlotte, NC!
- Specialists in pediatric dentistry and orthodontics providing comprehensive dental care for infants, children and adolescents
- Clear Braces, Metal Braces, Invisalign® and Lingual Braces for the whole family

Call today or visit our website to schedule a dental exam or **COMPLIMENTARY** orthodontic consultation for you or your child

704.397.1450  
providencepdo.com

Follow us on social:  
@providencepdo

## Calendar Magnets/Sheets



# GRAPHICS

*(Click the image to download)*





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# GRAPHICS APPLIED

Walraven's vibrant, cheerful imagery showcases warmth and community spirit, while reinforcing the brand's commitment to fostering supportive educational environments. Each design piece aims to convey a sense of connection and gratitude, making it clear that every donation truly matters.



# GRAPHICS APPLIED

## Linkedin Post

**The Walraven Company**  
294 followers  
5d · 🌐

We are so excited to share these kind words from Washington Elementary School who received a generous donation from **Graysoncollin Electric Coop.** 🍷❤️

#Sponsorship #Schools #GraysonCollin #SpiritofGiving #CommunitySupport #SchoolMarketing #HolidaySpirit #CorporateSponsorships

“Thank you for sponsoring our school and donating the take home folders! These are vital in helping us encourage organization and positive parent communication.”

Lupita Gracia, Secretary  
Washington Elementary

**Walraven**  
Keeping Kids Covered Since 1918

(866) 442-4748  
www.walravenco.com  
info@walravenco.com

## Website

**Walraven**

HOME FOR OUR SPONSORS TESTIMONIALS FOR OUR SCHOOLS OUR TEAM FAQ CONTACT US

**CONNECTING BRANDS TO LOCAL SCHOOLS & FAMILIES**

TRUSTED PROVIDER OF SPONSORED DONATED PRODUCTS SINCE 1918

**ABOUT US**

Our founder A.T. Walraven invented and patented protective textbook covers and founded

## Marketing Banner

**Imagine your business here**  
Connecting with Targeted Families & Schools every week of 9.5 months

**SUPPORT SCHOOLS AND GROW YOUR BUSINESS WITH WALRAVEN**

Learn More 

★★★★★  
“They expanded our reach into 14 new states and 240+ new schools. A partnership with Walraven is a win-win.”  
**Hailey Ellis**  
Director of Field Marketing at Smile Doctors

**Why Walraven?**

- Turnkey Solutions
- Community Impact
- Strategic Reach & Brand Visibility

The Walraven Co.  
www.walravenco.com  
(866) 442-4748

**Walraven**  
Keeping Kids Covered Since 1918



# — TONE & MESSAGING

**Logo Tagline:** Keeping kids covered since 1918

**Primary Tagline:** Connecting brands to local schools and families

**Secondary Tagline:** Trusted provider of sponsored donated products since 1918

The tone of Walraven's communications should always reflect our core values of community, support, and professionalism:

**Friendly and Approachable:** Use warm, accessible, and inviting language to build trust and foster community connections.

**Professional and Informative:** Ensure clarity and conciseness in all communications, conveying reliability and expertise.

**Encouraging and Positive:** Focus on the benefits and positive impact of our services, using uplifting and motivational language.





“Design is the silent  
ambassador of your brand.”

- Paul Rand, American art director and graphic designer known for his corporate logo designs, including IBM, UPS, Enron, Morningstar, Inc., Westinghouse, ABC, and NeXT