

BRAND GUIDE

2025 – 2026





INTRODUCTION

The RHS World Support Alliance (WSA) was founded on the belief that students, united by a shared purpose, can change the world. Guided by our motto, One Mission, One Heart, One World, we are a student-led movement dedicated to making a lasting difference both locally and globally.

WSA is built on the values of empathy, equality, and social entrepreneurship. Through fundraisers, volunteer opportunities, and awareness campaigns, we work to uplift those in need and inspire others to act. Our partnership with TEEEM connects us to initiatives around the world, providing education, healthcare, and hope to underserved communities.

Equally important, WSA is a place where students become leaders. Through committees like B.R.I.D.G.E, members learn to collaborate, innovate, and develop real-world skills. Every student who joins becomes part of something greater — a community that proves young people are not just the leaders of tomorrow, but the leaders of today.

This brand guideline reflects our mission and identity. Every design choice, word, and image tied to WSA should represent our vision: a world shaped by compassion, equality, and unity. Together, we continue building a brighter and more connected future.



BRAND ARCHITECTURE

Our brand architecture defines how every part of RHSWSA connects under one unified identity. It ensures that our main brand, subcommittees, events, and partnerships all share the same values, voice, and visual style. By maintaining consistency across every level — from WSA as the parent brand to groups like B.R.I.D.G.E and special initiatives — we strengthen recognition, build trust, and communicate a clear story to our community.

VERTICAL LOGO



RIDGEWOOD HIGH SCHOOL
WORLD SUPPORT ALLIANCE

HORIZONTAL LOGO



RIDGEWOOD HIGH SCHOOL
WORLD
SUPPORT
ALLIANCE



PRIMARY BRAND EXTENSIONS



PR DEPARTMENT
WORLD SUPPORT ALLIANCE



PR DEPARTMENT
RHSWSA



RIDGEWOOD HIGH SCHOOL
WORLD
SUPPORT
ALLIANCE

DEPARTMENT OF PUBLIC RELATION



RIDGEWOOD HIGH SCHOOL
WORLD
SUPPORT
ALLIANCE

DEPARTMENT OF PUBLIC RELATION



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WORLD
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ALLIANCE

DEPARTMENT OF PUBLIC RELATION

GRAPHIC ELEMENTS BRAND EXTENSIONS



VOLUNTEER DEPARTMENT
WORLD
SUPPORT
ALLIANCE

////////////////////////////////////
The globe symbolizes “World” Support Alliance



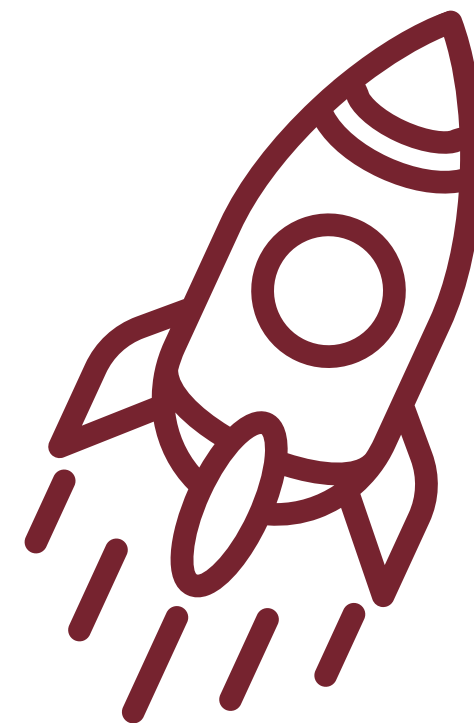
BRIDGE A RHSWSA PROGRAM
WORLD
SUPPORT
ALLIANCE

////////////////////////////////////
The Heart symbolizes support and community



PR DEPARTMENT
WORLD
SUPPORT
ALLIANCE

////////////////////////////////////
The Newspaper symbolizes information being released

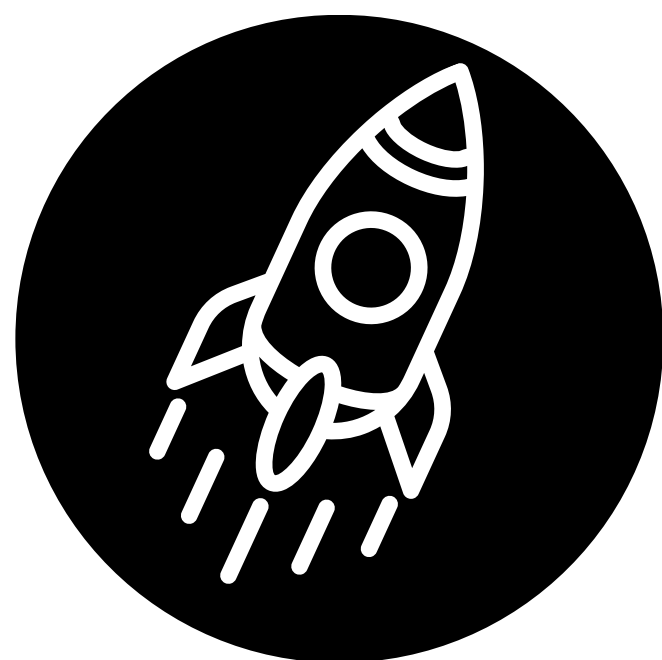


ADMINISTRATION
WORLD
SUPPORT
ALLIANCE

////////////////////////////////////
The Rocket symbolizes the administration leading the way



PRIMARY BRAND EXTENSIONS





RHSWSA “W” ICON





TEEEM BRAND EXTENSIONS

LOGO



ICONS



BANNERS



COLOR PALETTE

TEEEM PURPLE
#540846

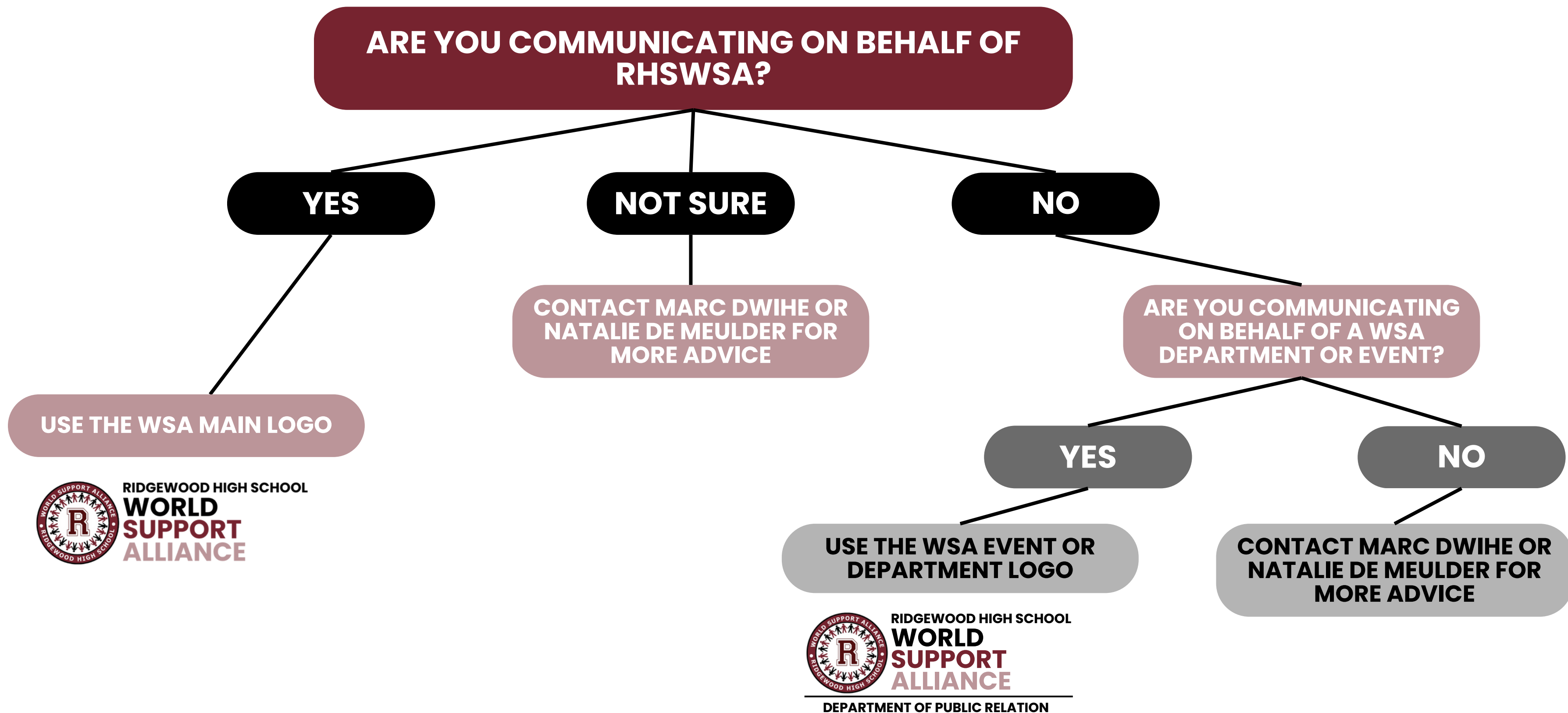
TEEEM GREEN
#5CBCA9

TEEEM ORANGE
#DB5826

TEEEM
LAVENDER
#B59AC9



WHICH LOGO SHOULD I USE?





LOGO APPLICATION

Here are samples of the logo across a variety of online and offline materials.

LETTERHEAD



SLIDESHOW



LOGO APPLICATION

Here are samples of the logo across a variety of online and offline materials.

PACKET



RIDGEWOOD HIGH SCHOOL

WORLD SUPPORT ALLIANCE

VOLUNTEER DEPARTMENT

WELCOME PACKET FOR VOLUNTEERS

RHS World Support Alliance
Ridgewood High School
627 East Ridgewood Avenue
www.rhswsa.org rhswsa@rpsnj.us

POLICY



CLUB POLICY
RIDGEWOOD HIGH SCHOOL
WORLD SUPPORT ALLIANCE

300 – Social Media/News/PR Protocol

Social Media Protocol
The Executive Board will consist of the two Presidents and the Vice Presidents.

Article: External Communications

- Approval Process:** All external communications, including press releases, public statements, and social media posts, must be approved by the club's executive board (Marc Dwihe – President And Public Relations Coordinator) before dissemination.
- PIO:** The designated PIO for the club is the President or a member appointed by the President. Only the spokesperson or their designee is authorized to speak on behalf of the club.
Media Interaction: Any interaction with the media should be coordinated through the press contact email. Media requests should be directed to 08mdwihe@rpsnj.us
- Public Statements:** Public statements and communications must align with the club's mission, values, and objectives. They should be clear, respectful, and factually accurate.

Article: Social Media Use

- Official Accounts:** The club may maintain official social media accounts to promote activities and engage with the community. These accounts should be managed by designated members approved by the executive board.
- Content Guidelines:** Posts on social media should reflect the club's mission and values. Inappropriate or offensive content is strictly prohibited.
- Monitoring and Security:** Social media accounts should be regularly monitored for security and appropriateness. Passwords should be securely managed and only shared with authorized members.

Article: Confidentiality and Privacy

POLICY NUMBER: WSA-300

CALENDAR



RHS WORLD SUPPORT ALLIANCE
Ridgewood High School
627 East Ridgewood Avenue
www.rhswsa.org

2025 – 2026 CLUB CALENDAR

Volunteer Training	Club Meeting	WSA Board Meeting	Club Events
School Closed	Staff Meeting	Event Staff Meeting	B.R.I.D.G.E.

July 2025

S	M	T	W	R	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	
1-31	No School					

August 2025

S	M	T	W	R	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						
1-31	No School					

September 2025

S	M	T	W	R	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				
4	Staff Meeting					
11	First Staff Meeting					
25	Executive Session Meeting					
30	WGT Volunteer Training					

October 2025

S	M	T	W	R	F	S
				1	2	3
4						
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	
9	Club Meeting					
10	WGT Volunteer Training					
16	Staff Meeting					
23	Club Meeting					
27	WW Volunteer Training					
30	Staff Meeting					

November 2025

S	M	T	W	R	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						
3	Event Staff Meeting					
4	WGT Dress Rehearsal					
5	WGT Pre-Meeting					
13	WGT Event					
17	Club Meeting					
20	WW Volunteer Training					

December 2025

S	M	T	W	R	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			
1	Event Staff Meeting					
4	Event Staff Meeting					
5	WW Pre-Meeting					
6	WW Bake Off (STAFF NIGHT)					
11	WW Event					
18	Club Meeting					

January 2026

S	M	T	W	R	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31
COMING SOON						

February 2026

S	M	T	W	R	F	S
						1
2	3	4	5	6	7	
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
COMING SOON						

March 2026

S	M	T	W	R	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				
COMING SOON						

April 2026

S	M	T	W	R	F	S
		1	2	3	4	
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		
COMING SOON						

May 2026

S	M	T	W	R	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						
COMING SOON						

June 2026

S	M	T	W	R	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				
COMING SOON						



2025 – 2026

LOGO APPLICATION

Here are samples of the logo across a variety of online and offline materials.

SOCIAL MEDIA





TAGLINE

The WSA Tagline/wordmark is to be used primarily in relation to events and brand expansion.

©ONE MISSION ©ONE HEART ©ONE WORLD
——— WORLD SUPPORT ALLIANCE ———

ONE MISSION ONE HEART ONE WORLD
——— WORLD SUPPORT ALLIANCE ———



ONE MISSION
ONE HEART
ONE WORLD



ONE MISSION
ONE HEART
ONE WORLD



COLORS

PRIMARY COLOR PALETTE

RIDGEWOOD MAROON
#76232F

LIGHT MAROON
#BB9599

BLACK
#000000

GRAY
#6B6B6B

SECONDARY COLOR PALETTE

TEEEM PURPLE
#540846

TEEEM GREEN
#5CBCA9

TEEEM ORANGE
#DB5826

WINTER BLUE
#384870

WGT GOLD
#D6B504



TYPOGRAPHY

PRIMARY FONTS

Aa

Poppins

CHARACTERS

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

(0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & *)

VARIANTS

The quick brown fox jumped over the lazy dog.

The quick brown fox jumped over the lazy dog.

The quick brown fox jumped over the lazy dog.

SECONDARY FONTS

Verdana

Helvetica

IBM PLEX MONO

Tahoma

In this club, just like in the district, our official font for all communication and letters must be **Poppins**, as it is one of the most ADA-compliant fonts. It's also clean, professional, and easy to read.



2025 – 2026

LETTERHEADS

PRIMARY LETTERHEADS

**MARC DWIHE & NATALIE DE MEULDER**

Presidents of RHSWSA

RHS World Support Alliance

rhswsa@rpsnj.us | rhswsa.org

SECONDARY LETTERHEADS



MARC DWIHE & NATALIE DE MEULDER

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LETTERHEADS

EVENT USE ONLY LETTERHEADS



RIDGEWOOD HIGH SCHOOL
**WORLD
SUPPORT
ALLIANCE**

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LETTERHEADS

TEEEM USE ONLY LETTERHEADS



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TeelM The
Empathy
Equality
Entrepreneurship
Mission

MARC DWIHE & NATALIE DE MEULDER

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RHS World Support Alliance
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DISTRICIT CLUB ICON



The R WSA logo visually represents the connection between Ridgewood High School and the World Support Alliance (WSA). The prominent “R” stands for Ridgewood High School, symbolizing our roots in the Ridgewood Public School District. The letters “WSA”, displayed beneath it, represent the World Support Alliance, our student-led club.

Together, this design signifies unity and partnership — showing that WSA is an official part of the RHS community, working hand-in-hand with the school to foster empathy, global awareness, and leadership.

The color variations — maroon, black, and rose-gray — maintain visual consistency with RHS’s official colors, reinforcing our identity as a proud RHS club.