

# BRAND & STYLE QUICK GUIDE

## LOGO / main



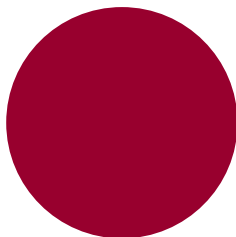
## LOGO / athletics



## LOGO / variants



## COLORS



**LEBANON  
MAROON**

**CMYK 26 | 100 | 79 | 24**

**RGB 152 | 0 | 46**

**HEX# 98002E**

## FONTS

**Helvetica**

Logo font

**Century Gothic**

Secondary font

# BRAND & STYLE GUIDE

## OUR LOGO IS OUR IDENTITY

These Brand & Style guidelines describe the visual elements that represent Lebanon City School District. This includes our name, logo, and other elements such as color, font, and graphics. These elements are valuable district assets.

The logos available in this branding guide may be used for internal and external materials and communications, as specified. These logo standards provide a framework for sending a consistent message of who we are.

Every staff member in Lebanon City School District is responsible for protecting the district's interests by preventing the unauthorized or incorrect use of the Lebanon City School District's name and logo.

## PRIMARY DISTRICT LOGO



**DISTRICT  
LOGO**

This logo is the building block of the school district's identity and is the primary visual element that identifies us.

The primary district logo consists of three elements: a white "L Spear" against a maroon circle, encircled by the district name and mission in black and white.

# APPROVED LOGO VARIATIONS



**ATHLETICS  
LOGO**

Lebanon City School District's Athletics Logo consists of two elements: a white "L Spear" against a maroon circle, encircled with a thin black border.

## HORIZONTAL LOGO VARIATION



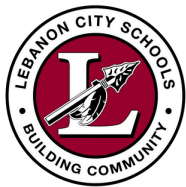
**LEBANON  
CITY SCHOOLS**

The horizontal logo variations for both the District (above) and school-building specific (next page) feature the Primary District Logo on the left with the text in bold in a specific font treatment to the right.

# APPROVED LOGO VARIATIONS

## HORIZONTAL SCHOOL BUILDING LOGO VARIATIONS

The school building specific horizontal logo variations feature the Primary District Logo on the left with the school name text in bold in a specific font treatment to the right.



**LEBANON  
HIGH SCHOOL**



**LEBANON  
JUNIOR HIGH SCHOOL**



**BERRY  
INTERMEDIATE**



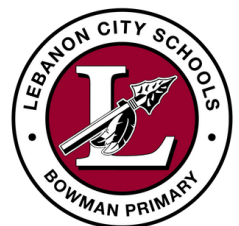
**DONOVAN  
ELEMENTARY**



**BOWMAN  
PRIMARY**

## CIRCULAR SCHOOL BUILDING LOGO VARIATIONS

The school building specific circular logo variations feature a white “L Spear” against a maroon circle, encircled by the district and school name in black and white.



# USE OF LOGO VARIATIONS

Lebanon City School District's additional Logo Variations (shown below) are approved to be used as graphic elements in communications and on printed items such as apparel. However, the Logo Variations may not be used *in the place of* the Primary District Logo on official school district or school building communications.



# COLOR SPECIFICATIONS

LEBANON  
MAROON

CMYK 26 | 100 | 79 | 24

RGB 152 | 0 | 46

HEX# 98002E

BLACK

CMYK 0 | 0 | 0 | 0

RGB 0 | 0 | 0

HEX# #000000

# FONT SPECIFICATIONS

## Helvetica

Helvetica is the font used in the logo. **Helvetica bold** can be used for a header text or a subheader text. Helvetica regular can be used for subheaders and body copy.

## Century Gothic

Century Gothic is an approved secondary font. It can be used in printed materials and web applications, however, Century Gothic must never be used as a substituted typeface in the logo. **Century Gothic bold** can be used for a header text or subheader text. Century Gothic regular can be used for subheaders and body copy.

# ELECTRONIC FILES AVAILABLE

Electronic files of logos and variations in the following formats are available on the district's website:



## **.JPEG**

Joint Photographic  
Experts Group - for use  
on white backgrounds



## **.PNG**

Portable Network  
Graphics - full-color-  
lower resolution  
compressed file for  
use on colored  
backgrounds, not  
suitable for print

## **Other file types available by request:**

- **EPS** (Encapsulated PostScript) - vector format with high resolution, suitable for print, embroidery, screenprinting, etc.
- **TIFF** (Tagged Image File Format) - very large, uncompressed file
- **GIF** (Graphics Interchange Format) - large, compressed file for web use, not suitable for print
- **SVG** (Scalable Vector Graphics) - all-purpose vector format for web use
- **AI** (Adobe Illustrator) - vector format suitable for all formats, however, logos cannot be edited or altered in any way
- **PDF** (Portable Document Format) - viewable format and easy to share; make sure to use a large PDF for printing purposes
- **PSD** (Photoshop Document) - file saved in Photoshop with layers