



LOGO USAGE GUIDELINES



Logo usage and brand guidelines help achieve a cohesive identity, increase visibility, recognition, and recall, and create more powerful communications. From colors and typefaces to tone and personality, it's important that everything bearing the LISD name shares the same overall look and feel.

The LISD logo is the district's primary symbol and, as such, helps promote easy recognition. Whether it appears in an online presentation, on a sign, or on an internal memo, following these guidelines will ensure the logo retains its integrity.

The LISD logo will be used in an ever-expanding variety of formats, including print and electronic media. To achieve balance and consistency under these varying conditions, a collection of pre-formatted logo files has been established and rules for use are outlined in this document.

Please contact us directly with any questions about the LISD logo and our brand.

Contact:
LISD Public Information and Community Relations
Lee Ann Bandy, graphics coordinator
bandyl@lisd.net | 469-948-8075

LOGO USAGE GUIDELINES

VARIATIONS

PRIMARY VERSION:



TAG LINE

The LISD logo may be used with or without the accompanying tag line: “Real Innovation. Limitless Opportunity” and full school district name.

When used in the body of text, the correct way to reference the LISD with the tagline is:

“LISD — Real Innovation. Limitless Opportunity”

The correct way to reference the the tagline without LISD is:

“Real Innovation. Limitless Opportunity”

These examples show proper use of capitalization (LISD in caps, remainder in title case) and punctuation.

SECONDARY VERSIONS :



PRIMARY & SECONDARY VERSIONS

The preferred or primary placement of the tag line is centered underneath the logo.

The tag line may also be left-justified and placed to the right of the logo when horizontal use is needed.

The logo may be used without the tag line in applications that would render the tag line and district name illegible or when the full district name is not necessary.

A solid black version of the logo may be used in situations when 1-color reproduction is necessary.

The logo may also be reversed out of a dark colored (blue or black) background color.

Please use the pre-formatted art files provided to ensure type size and style consistency. **Do not reposition or re-typeset the logo, tag line or district name.** Refer to the end of this document for a directory of available art files.

LOGO USAGE GUIDELINES

SIZE & SPACE CONSIDERATIONS



Minimum clear space equal to the width of the "L".



SIZE

To encourage flexibility, there is no upper limit in size of the logo.

The preferred logo size on letter or legal sized paper is between 1.5 and 1.75 inches wide.

The minimum size of the logo/tag line lock-up in printed materials is 1.25 inch wide to keep the tag line and district name readable.

The logo may be used without the tag line in applications that would render the tag line and district name illegible, or when the tagline and district name are not required.

CLEAR SPACE

Surround all versions of the logo with adequate clear or white space to ensure visual impact and clarity. Though some applications call for more, always maintain a minimum clear space on all sides of the logo equal to the width of the "L" in "LISD". Following this rule ensures that as the logo is enlarged, the clear space is also enlarged proportionally.

LOGO USAGE GUIDELINES

UNACCEPTABLE USES

DON'T ABUSE THE LOGO

- Don't alter or attempt to re-typeset the logo.
- Don't alter or re-typeset the tag line or district name.
- Don't stretch or non-proportionally resize the logo.
- Don't change the color of the logo, tag line or district name.
- Don't outline the logo. It should be reproduced in solid color only.
- Don't add your own division or department name. Contact the LISD Communication Department for acceptable uses.
- Don't change the positioning of the tag line and district name. The only acceptable positions are centered underneath the logo or left-justified to the right of the logo.
- Don't place the logo on a patterned or busy photographic background.
- Don't place a shadow or glow behind the logo.



LOGO USAGE GUIDELINES

COLORS & TYPEFACE CHOICES



Pantone 294C

CMYK:
100/80/10/30

RGB: 7/55/114

HEX: #073772

PMS 294

Pantone 110C

CMYK:
5/30/100/0

RGB: 241/181/28

HEX: #F1B51C

PMS 110

COLOR PALETTE

The primary LISD logo colors are blue and gold. Color breakdowns for different reproduction methods are shown. Although variations in color will occur, please try to match the PMS (Pantone Matching System) values as closely as possible.

Pantone (PMS) values are provided for commercial screen printing, 2-color printing and color matching purposes.

CMYK (4-color) values are provided for commercial printing on coated or uncoated paper stock and other materials.

RGB and Hex values are provided for in-house printing, on-screen presentations and web purposes.

Note: The gold stars in the logo may also be reproduced using gold foil stamp or gold metallic ink. Use the “PMSSpot” versions of the art files for these purposes.

If in doubt as to which color method to choose for a particular application, please consult your printing professional or contact the LISD Communication Department for guidance.

TYPEFACE CHOICES

GOTHAM BOLD / GOTHAM BOOK

The Gotham type family used in the LISD logo has a geometric structure inspired by American architecture with a new fresh look. The Gotham type family nicely complements more traditional typefaces and can be used in conjunction with both serif and sans-serif type.

Note: Please use the pre-formatted art files provided to ensure type size and style consistency. **Do not re-typeset the logo, tag line or district name.**

0	1	2	3	4	5	6	7	8	9
48	49	50	51	52	53	54	55	56	57
0	1	2	3	4	5	6	7	8	9

a	b	c	d	e	f	g	h	i	j
97	98	99	100	101	102	103	104	105	106
a	b	c	d	e	f	g	h	i	j
107	108	109	110	111	112	113	114	115	116
k	l	m	n	o	p	q	r	s	t
117	118	119	120	121	122				

u	v	w	x	y	z
123	124	125	126	127	128
u	v	w	x	y	z

A	B	C	D	E	F	G	H	I	J
129	130	131	132	133	134	135	136	137	138
A	B	C	D	E	F	G	H	I	J
139	140	141	142	143	144	145	146	147	148
K	L	M	N	O	P	Q	R	S	T
149	150	151	152	153	154	155	156	157	158
K	L	M	N	O	P	Q	R	S	T
159	160	161	162	163	164	165	166	167	168
U	V	W	X	Y	Z				
169	170	171	172	173	174				
U	V	W	X	Y	Z				

LOGO USAGE GUIDELINES

ART FILE DIRECTORY

Electronic art files containing the LISD logo can be requested from:

LISD Public Information and Community Relations
Lee Ann Bandy, graphics coordinator
bandyl@lisd.net | 469-948-8075

Files are housed in sub-folders and named according to version and purpose. Each sub-folder contains the file formats shown below.

FOLDERS:

LISDLogo_Primary

LISDLogo_Primary_REV



Purpose: **IN-HOUSE PRINTING, WEB AND ON-SCREEN**

Sub-Folder: RGB for Screen and Inhouse

File Names: LISD_Primary_RGB
LISD_Primary_REV_RGB

File Formats: .ai, .doc, .eps, .jpg, .pdf, .png, .ppt, .psd

Resolution: Screen Quality (100dpi or Vector)



Purpose: **COMMERCIAL 4-COLOR PRINTING**

Sub-Folder: CMYK for Print

File Names: LISD_Primary_CMYK
LISD_Primary_REV_CMYK

File Formats: .ai, .eps, .jpg, .pdf, .psd, .tif

Resolution: Print Quality/High (300dpi or Vector)



Purpose: **COMMERCIAL SPOT OR 2-COLOR PRINTING**

Sub-Folder: Spot PMS for Print

File Names: LISD_Primary_PMSSpot
LISD_Primary_REV_PMSSpot

File Formats: .ai, .eps, .pdf

Resolution: Print Quality/High (300dpi or Vector)



Purpose: **SOLID BLACK OR 1-COLOR PRINTING**
(signs, fax, etc.)

Sub-Folder: Black for Solid 1-color Applications

File Names: LISD_Primary_K
LISD_Primary_REV_K

File Formats: .ai, .doc, .eps, .jpg, .pdf, .png, .ppt, .psd, .tif

Resolution: Print Quality/High (300dpi or Vector)

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LOGO USAGE GUIDELINES

ART FILE DIRECTORY

FOLDERS:

LISDLogo_NoTag

LISDLogo_NoTag_REV



Purpose: **IN-HOUSE PRINTING, WEB AND ON-SCREEN**

Sub-Folder: RGB for Screen and Inhouse

File Names: LISD_NoTag_RGB
LISD_NoTag_REV_RGB

File Formats: .ai, .doc, .eps, .jpg, .pdf, .png, .ppt, .psd

Resolution: Screen Quality (100dpi or Vector)



Purpose: **COMMERCIAL 4-COLOR PRINTING**

Sub-Folder: CMYK for Print

File Names: LISD_NoTag_CMYK
LISD_NoTag_REV_CMYK

File Formats: .ai, .eps, .jpg, .pdf, .psd, .tif

Resolution: Print Quality/High (300dpi or Vector)



Purpose: **COMMERCIAL SPOT OR 2-COLOR PRINTING**

Sub-Folder: Spot PMS for Print

File Names: LISD_NoTag_PMSSpot
LISD_NoTag_REV_PMSSpot

File Formats: .ai, .eps, .pdf

Resolution: Print Quality/High (300dpi or Vector)



Purpose: **SOLID BLACK OR 1-COLOR PRINTING**
(signs, fax, etc.)

Sub-Folder: Black for Solid 1-color Applications

File Names: LISD_NoTag_K
LISD_NoTag_REV_K

File Formats: .ai, .doc, .eps, .jpg, .pdf, .png, .ppt, .psd, .tif

Resolution: Print Quality/High (300dpi or Vector)

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LOGO USAGE GUIDELINES

ART FILE DIRECTORY

FOLDERS:

LISDLogo_TagRight
LISDLogo_TagRight_REV



Purpose: **IN-HOUSE PRINTING, WEB AND ON-SCREEN**

Sub-Folder: RGB for Screen and Inhouse

File Names: LISD_TagRight_RGB
LISD_TagRight_REV_RGB

File Formats: .ai, .doc, .eps, .jpg, .pdf, .png, .ppt, .psd

Resolution: Screen Quality (100dpi or Vector)



Purpose: **COMMERCIAL 4-COLOR PRINTING**

Sub-Folder: CMYK for Print

File Names: LISD_TagRight_CMYK
LISD_TagRight_REV_CMYK

File Formats: .ai, .eps, .jpg, .pdf, .psd, .tif

Resolution: Print Quality/High (300dpi or Vector)



Purpose: **COMMERCIAL SPOT OR 2-COLOR PRINTING**

Sub-Folder: Spot PMS for Print

File Names: LISD_TagRight_PMSSpot
LISD_TagRight_REV_PMSSpot

File Formats: .ai, .eps, .pdf

Resolution: Print Quality/High (300dpi or Vector)



Purpose: **SOLID BLACK OR 1-COLOR PRINTING**
(signs, fax, etc.)

Sub-Folder: Black for Solid 1-color Applications

File Names: LISD_TagRight_K
LISD_TagRight_REV_K

File Formats: .ai, .eps, .jpg, .pdf, .png, .psd, .tif

Resolution: Print Quality/High (300dpi or Vector)



What's Next?

For cost efficiency, please continue to use your existing materials in their entirety prior to ordering new materials.

Please contact us directly with any questions about the LISD logo and our brand.

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