Lubbock Christian School

Branding and Visual Identity Guide

Introduction

Among the assorted responsibilities of the Development office is creating a positive image for Lubbock Christian School. Clearly defining who we are and what sets us apart from other institutions is imperative for the continued success of LCS. In order to maintain an influential place in the marketplace, we must clearly, consistently and effectively communicate our identity. For this reason, the importance of protecting our image and reputation by establishing a single, unified visual identity (brand) is of utmost importance.

Undoubtedly, the success of this endeavor falls to the willingness of our faculty/staff/parents to adhere to the guidelines contained in this **Branding and Visual Identity Guide**. These standards are designed to be flexible enough to allow for creatively accomplishing your goals, but also straightforward and easy to understand.

Our hope is that through a united effort, this **Branding and Visual Identity Guide** can help LCS maintain not only a positive image in the marketplace, but also bring awareness to what we have to offer.

Thank you in advance for your cooperation in adopting these guidelines.

Sincerely,

Kristin Hagins
Director of Development

A consistent and professional approach to using these guidelines is crucial to building a recognizable brand for Lubbock Christian School. Please follow these guidelines in all materials produced by a department, independent faculty or staff member, student or program representing the school.

Editorial Style Guide

School Name Use

Conformity with the following guidelines will help ensure consistency and is crucial for building a recognizable brand for our school.

The official corporate name of our organization is Lubbock Christian School - **singular with no plural on the word school**. In formal pieces (invitations and commencement materials, for example) and in first reference in other publications for off-campus audiences, use the school's complete name: Lubbock Christian School.

In less formal publications and those intended for audiences closely acquainted with the campus, it is acceptable to use the short-form: LCS.

PLEASE DO NOT USE: *Lubbock Christian* to avoid confusion with Lubbock Christian University.

Typography

Typography provides the framework for the content of the school's printed communications. Three fonts have been selected for maximum flexibility: Calibri, Adobe Garamond Pro, and the school wordmark font, Trajan Pro.

These fonts present a professional, sophisticated look that are modern enough to project the image of a progressive, forward looking institution, yet conservative enough to demonstrate a sense of tradition. The three fonts - along with their complete families of light and bold, roman and italic are recommended for all marketing publications.

Typefaces

Calibri Regular
Calibri Italic
Calibri Bold
Calibri Bold Italic

Adobe Garamond Pro Regular
Adobe Garamond Pro Italic
Adobe Garamond Pro Bold
Adobe Garamond Pro Bold Italic

TRAJAN PRO REGULAR
TRAJAN PRO BOLD

Color Palette

One of the key elements to building a strong brand is proper and consistent use of color. For this reason, the below color palette should be used exclusively for promotion of the school. This applies to any materials that are either sponsored by or has an implied sponsorship of Lubbock Christian School.

The primary colors of Lubbock Christian School are royal blue and gold. Black and white are also included in the palette, but should **ONLY** be used for accent coloring.

Color	RGB	CMYK	Pantone	HEX
	0-0-205	100/60/0/10	2945	0000cd
	255-198-11	0/23/100/0		FFC60B
	255-255-255	0/0/0/0	-	FFFFFF
	0-0-0	0/0/0/100	-	000000

Variations in color may occur, but try to match the Lubbock Christian School color palette as closely as possible.

Since 1954, royal blue and gold have been the school colors. These are identifying colors and are part of the Lubbock Christian School branding strategy. It is not an option for teachers, teams, activities sponsors, coaches, students, or support organizations chaired by parents to change these colors on uniforms, print materials to promote the school, clothing, signs, buildings, etc.

All competition uniforms, designated travel wear, warm-ups, official dress, etc. will feature royal blue and gold as the primary colors, including head gear. Black and/or white are **ONLY** to be used for accent coloring.

Spirit items (such as - but not limited to - clothing, mugs, golf balls, flags, spirit items, programs, flyers, posters, etc.) will be given moderate latitude in regard to coloring. Color approval is at the discretion of the Director of Development and **MUST** be approved **PRIOR** to printing. Preference will always be in favor of supporting royal blue and gold in each design.

ALL promotional items (such as - but not limited to - clothing, mugs, golf balls, flags, spirit items, programs, flyers, posters, etc.) should **ALWAYS** be imprinted with the school name and/or logo. Use of the school name and/or logo should follow the branding and visual identity guidelines and **MUST** be approved by the Director of Development **PRIOR** to printing.

The School Seal

There is only one Lubbock Christian School seal that is approved for use. The school seal is typically reserved for official documents such as certificates, diplomas, transcripts and other academic applications. The seal should be reserved for only the most formal uses or when it is important that the piece be clearly identified with Lubbock Christian School academics.

When used, the school seal should only be reproduced from authorized sources and should not be redrawn, re-proportioned, or modified in any way. Colors from the School Color Palette are preferred; however, the seal may be printed in any color or tint, but may not otherwise be modified.

LC Initials Logo

The interlocking LC initials logo will appear on most every printed piece published by the school and its supporting organizations. **This logo serves as our identifying marker and adds to the branding efforts of the institution.**

Effective August 14, 2012 Lubbock Christian School received a Certificate of Registration from the U.S. Patent & Trademark Office for the trademark of the stylized design of "LC". Our federal registration of this trademark provides us with certain proprietary rights. This includes the right to restrict the use of the trademark, or a confusingly similar trademark, in association with similar products or services.

The interlocking LC initials logo has only one approved three-dimensional design. The interlocking initials logo was created to have a more modern and updated look, and to also display the school's initials in an easily recognizable and readable format. Approved uses of the interlocking LC initials logo may be utilized by individual departments, student organizations, support organizations, and athletic teams.

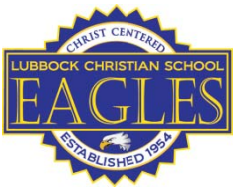
The preferred and approved color choice for the interlocking LC initials logo is royal blue and gold with each color creating 50% of the design. **Exceptions will only be made upon approval from the Director of Development.**

Inappropriate Logo Uses

- Do not use pixelated versions of the logo

- Do not reduce the logo beyond legibility

- Do not use the seal for non-academic purposes



- Do not squeeze the logo

- Do not stretch the logo

- Do not use old or unauthorized versions of the logo

Lubbock Christian Eagle Logo

Due to trademark permissions, the Lubbock Christian Eagle logo has only one approved design. This should be the **ONLY** eagle used when referencing the school on any printed materials in order to avoid trademark violations. Approved uses of eagle logo may be utilized by individual departments, student organizations, support organizations, and athletic teams.

Advertising Policy

Purpose

The school recognizes the need to use advertising to promote its offerings of educational opportunities, fundraising events, athletic events, and employment opportunities.

Scope

This policy applies to all Lubbock Christian School faculty, staff, parents, and supporting organizations.

School Advertising

All school advertising should be coordinated with the Development office. This includes all forms of paid and free advertising, including print (newspaper, magazine, etc.), broadcast (radio, television, podcasting, etc.), Web, billboards, direct mail, movie theater screens and signage. No advertising commitment should be executed without consultation with the Development office. It is the responsibility of this department to ensure that consistent school design and copy standards are met.

Promotional Piece Approval

Any promotional pieces sent out by Lubbock Christian School faculty/staff (ie: brochures, flyers, posters, billboards, etc.) must be approved by the Director of Development. This includes anything that will be distributed beyond personal correspondence to a few individuals for the purpose of recruitment or general public awareness.

Advertising by Outside Companies

All proposed uses of the Lubbock Christian School name and/or logo in advertising by outside companies should be coordinated with the Development office.

Guidelines

The following guidelines are applicable to any advertisement that is either sponsored by or has an implied sponsorship of Lubbock Christian School.

- Advertising sponsored by the school shall be for the purpose of promoting its offerings of educational opportunities, fundraising events, athletic events, and employment opportunities.

- Permission for use of any official school logo is required. The logo must be used in accordance with the school's graphic style guide. The Director of Development must approve any alterations or exceptions.

- Any advertising construed as objectionable is strictly prohibited. Types of objectionable elements or content include, but are not limited to: discrimination (either overt or by omission) on the basis of race, color, national origin, gender, disability, or age; profanity, obscenity, lewdness or any suggestions thereof; alcoholic beverages and tobacco products in name, likeness, or implication; and gaming.

- **ALL** promotional items (such as - but not limited to - clothing, mugs, golf balls, flags, spirit items, programs, flyers, posters, etc.) should **ALWAYS** be imprinted with the school name and/or logo. Use of the school name and/or logo should follow the branding and visual identity guidelines and **MUST** be approved by the Director of Development **PRIOR** to printing.

- Spirit items (such as - but not limited to - clothing, mugs, golf balls, flags, spirit items, programs, flyers, posters, etc.) will be given moderate latitude in regard to coloring. Color approval is at the discretion of the Director of Development and **MUST** be approved **PRIOR** to printing. Preference will always be in favor of supporting royal blue and gold in each design.

Stationary and Business Cards

Stationary

Lubbock Christian School monitors the printing of all stationary.

Stationary should be ordered via the Development Office. Items that are standardized and fall under this requirement include:

- Letterhead
- Envelopes - all sizes
- Business Cards
- Notecards