LODI
UNIFIED SCHOOL DISTRICT

Educating Students for Success

Branding + Identity

BRAND STYLE GUIDE

Modified 05-11-2022

OVERVIEW

The Lodi USD brand style guide will ensure consistent use and protection of the District brand. The brand style guide serves as an official identity usage guideline for the District's brand including logo usage, acceptable color palettes and typefaces, templates for print materials and webpages, and writing style guide.

HOW TO USE THE BRAND STYLE GUIDE

The brand style guide ensures consistent communication of the district's culture, values, message, and brand. The brand style guide applies to all internal and external communications, including but not limited to advertisements, apparel, banners, brochures, fliers, invitations, newsletters, presentations, signage, and stationary. All materials must be produced in alignment with the brand style guide.

CONTACTS

For any questions about communications or branding for Lodi Unified School District contact:

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Please contact the Print Shop for printing services including letterhead or business card orders:

Lodi USD Print Shop
(209) 331-7208

For special inquiries, designs or file requests, please contact branding agency, ASIR Visual Marketing:

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(209) 406-9906
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OUR BRAND / OUR STORY

Our new logo both harkens back to our agricultural roots and represents the many communities that make us Lodi Unified. Within the book, you can see both pages and agricultural fields. The tree, with its merging tree branches, signifies the diverse communities in Lodi, Stockton, and surrounding rural areas that comprise our District. Reading and literacy is the foundation of education, and the technology contained within the tree, represents the future of education. The transition from the bottom to the top of the tree illustrates the growth and transition of our students from elementary school to graduation.

LODI USD

Logo attributes:

Education
Agriculture
Unity
Diversity
Growth
Maturity
Technology
Transformation
Graduation

LOGO BASICS

The Lodi USD logo is the primary visual element of the District.

The logo has been carefully crafted; no part of the logo is to be removed, changed, or recreated in any way. It is legible, direct, and clear.

This is the official and primary logo for the District. This is the preferred and approved version of the logo to be use whenever possible.

This is the secondary logo for the District. this logo may be used when more of a portrait format is needed or a version of the logo is to be PLACED inside a circular shape; I.E. social media profile images.

LOGO VARIATIONS

The three color variations of the primary and secondary logos should always be the first options used, if possible. In the event that this it is not possible or there is not enough contrast, one of the approved variations below should be considered.

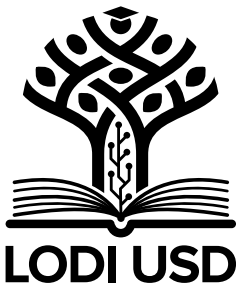




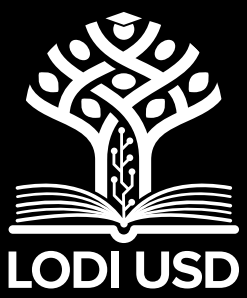












LOGO COLORS

Different combinations of colors can dramatically change the tone and appearance of a document so it is important to consider how colors work together. To help achieve greater brand recognition it is essential that our color palette is applied consistently and thoughtfully.

CMYK: 85/100/0/0
RGB: 82/46/145
HEX: #522E91

CMYK: 50/0/100/10
RGB: 127/180/57
HEX: #7FB439

CMYK: 50/0/100/50
RGB: 75/117/32
HEX: #4B7520

CMYK: 100/100/100/100
RGB: 0/0/0
HEX: #000000

CMYK: 0/0/0/0
RGB: 255/255/255
HEX: #FFFFFF

TYPOGRAPHY

Proxima is the District's **primary typeface.**

Proxima conveys simplicity, friendliness, honesty and transparency.

Proxima provides a number of fonts choices ranging from light to black, italics, and small caps. When Proxima is unavailable, use Arial as a substitute.

Proxima Nova (Light)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !"#$%&'()*+,-./:;<=>?@

Proxima Nova (Bold)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !"#$%&'()*+,-./:;<=>?@

Proxima Nova (Regular)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !"#$%&'()*+,-./:;<=>?@

Proxima Nova (Extrabold)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !"#$%&'()*+,-./:;<=>?@

Proxima Nova (Semibold)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !"#$%&'()*+,-./:;<=>?@

Proxima Nova (Black)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !"#$%&'()*+,-./:;<=>?@

Cambria is our **secondary typeface** and the preferred typeface for the Lodi USD slogan. A more traditional typeface that is intended for quotes, call-outs, subheads, and the use of our slogan. It serves as a nice contrast to the more modern, professional and clean lines of the Proxima typeface. When Cambria is not available, use Times New Romans as a substitute.

Cambria (Regular)
Cambria (Italic)
Cambria (Bold)
Cambria (Bold Italic)

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LOGO USE

When using the logo, it is important to maintain enough clear space around it for maximum impact and clarity. The diagram below indicates how to determine that space. The size of the clear space increases or decreases proportionately to the size of the logo. Allow for more space whenever possible.



The minimum clear space required on all sides of the logo is “x” (the space from the baseline of the “L” in LODI to the baseline of the “U” in UNIFIED). Do not place graphics, text, headlines or



To ensure legibility, do not use the logo smaller than 1” wide.

LODI USD

A version of the logo without the tree and book is used when reproduction is smaller than 1” for items such as pens, lapel pins, or lanyards.



When placing the logo on an image, use the full Lodi USD logo if it remains legible and maintains the integrity of its form.





Use the monochromatic logo on images when the full Lodi USD logo does not provide enough contrast from the background image.



For images with a light background, apply a 20-30% black tint to the entire image.

INCORRECT LOGO USE

Use the approved CMS logo at all times.



Do not change the proportions of the logo vertically or horizontally. When sizing the logo in any application (Microsoft Word, PowerPoint, Google Docs) drag from any corner and hold shift, to size proportionally without distorting the logo.



Do not rotate, alter, or modify the logo.



Do not add unnecessary adornments or distractions.



Do not modify, alter or change logo colors or fonts.

STATIONERY

Stationery designs are standardized throughout the District. Business cards, letterhead, and envelopes feature the District logo, not individual department or school logos. Stationery designs, including the logo, may not be altered.

LODI
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TECHNOLOGY SERVICES

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EXAMPLES

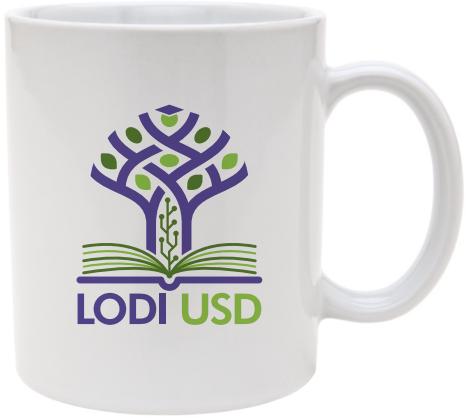

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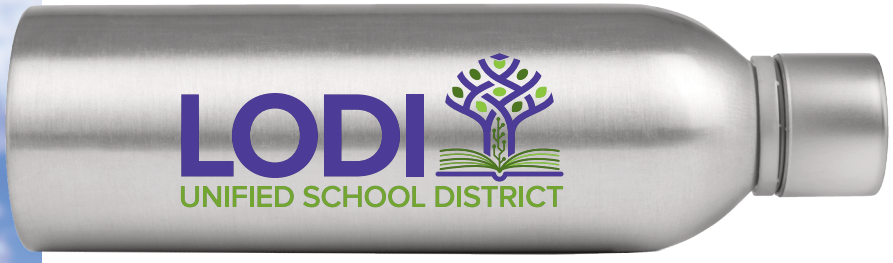

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