

Brand Identity Guide



“Bright Futures Start Here”

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Welcome

Welcome to the School District of Lodi Wisconsin's Brand Identity Guide! Here is why this is so important:

- 1) To provide a consistent look and feel for the School District of Lodi**
- 2) To create a brand identity**
- 3) For others to become familiar with with the school districts tone, expression and expectations.**

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Brand Explanation

Mission Statement

The mission of the School District of Lodi, a strong partnership of families, community and educators, is to inspire students to become lifelong learners who seek new understanding and skill to assume the role of responsible and contributing members of society by creating a world-class, innovative learning environment that stimulates academic and personal excellence.

Tagline

Bright Futures Start Here

Values

????

Supporting Values

???

Voice

Friendly
Honest
Compassionate
Caring

Our Style

The School District of Lodi strives to be progressive, innovative, and forward thinking in bringing the best educational experience to develop life long, well rounded learners. Our style reflects this in our casual and positive voice while maintaining our professionalism.

Our Tone

The School District of Lodi has a caring, positive, and honest tone. This tone should be used in all communications and correspondents sent on behalf of the school district, such as blogs, articles, website content, social networks and in contact with the community.

Brand Elements

Logo Usage Guidelines

Do:

- Use the official school district logos:
 - On all school district communications
 - Use purposely sized Logo
- Allow for some buffer space around the logo
- Make sure the logo's resolution is correct (300 dpi for print; 72 dpi for web)
- Use the "L" logo on Documents and Screens only when it is obvious or otherwise indicated as being part of the School District of Lodi.



Don't:

- Use reflections or text in the logo space
- Rotate the logo
- Animate the logo
- Change the logo colors (unless converting to grayscale for printing purposes)
- Use any other marks or logos to represent the School District of Lodi



Logo Placement

For standard documents it is best to use the remade templates for letter head, keynote presentations, and email signatures. Templates are available in [Google Docs](#).....

For flyers, brochures, and other marketing material use an appropriately sized logo on the front bottom of the document.

The "L" Logo can be used on webpage headings, flyers, and brochures where the School District of Lodi is prominent in other areas of the page.

Standard Logo Sizes

Preferred and Minimum Print Size

The *minimum* print-reproduction size, and preferred size, is a 2 inch wide logo. Use it whenever possible on items such as brochures, newsletters and flyers. On larger items, such as banners and signage, increase the size as large as needed but make sure the logo is not fuzzy or grainy. We can make exceptions to small items, such as pins and pencils.

Preferred and Minimum On-Screen Size

The *minimum* on-screen size, and preferred size, is a 180 pixel wide logo. This is for all on-screen applications, such as websites, the Internet and PowerPoint presentations.

The “L” logo should be no smaller than 68 pixel wide or .75 inches.

Fonts

Titles

Use “Times New Roman” font. Bold all titles. Do not use italics.

Descriptions

Use “Helvetica” font. Do not bold descriptive font.

Example of this Font Combination

Example of Title Text

Example of standard text in a paragraph form for use in the body of a correspondence.

Color Scheme

Use these three colors when designing promotional materials for School District of Lodi.

Color Swatch	CMYK	Hex Color	RGB
Blue	100, 75, 0, 0	0054A6	0, 84, 166
Grey	43, 35, 32, 1	7F7F7F	127, 127, 127
White	0, 0, 0, 0	FFFFFF	255, 255, 255