

QUICK GUIDELINES

The Landon brand has true power when everyone within our organization supports it consistently and authentically.

QUESTIONS?

Landon School's full guidelines logos are available for download online at www.landon.net/logolibrary.

You may direct questions about messaging, design, production-ready files, or stationery orders to the Communications Office.

communications@landon.net
301.320.1065

Logo, Crest, and Athletics



Elements of the logo should not be repositioned or altered. Older versions of the Landon seal, wordmark, or logo are no longer in use.



The academic crest is for use on high-level academic documents, like official diplomas, and Head of School communications.



The official Landon athletic "L" and Bear have a number of color options in brown, white, and gold.

Colors

 Bear Brown	 Crisp White	 Traditional Gold
Pantone 4625C		Pantone 4515C
C30 M72 Y74 K80	C0 M0 Y0 K0	C13 M19 Y62 K28
R79 G44 B29	R255 G255 B255	R179 G163 B105
HTML #4f2c1d	HTML #ffffff	HTML #b3a369

Fonts

Crimson Text

Our primary font, Crimson Text, is available and free to download through Google fonts. If needed, Georgia is an acceptable replacement.

Freight Sans

Our secondary font is available through Adobe TypeKit. If needed, Verdana is an acceptable replacement.

Editorial

We use "Landon School" as our official name.

Landon does not have a tagline. We use the following descriptor: A Private School for Boys Grades 3–12

Landon follows the AP Stylebook.

We use the Oxford comma in a series.

We use the following grade references in text: fifth graders; Grade 3; third-grade students; grades 3–12.

We capitalize the initials in Lower School, Middle School, and Upper School, even when referencing more than one division.