LAKEWOOD CITY SCHOOLS

BRANDING STYLE GUIDE

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1.0 How to Use This Style Guide

INTRODUCTION

Within this document, you will find guidelines for the correct use of the Lakewood City Schools logos and related design elements. It includes resources such as logos, accepted brand colors, and typography.

By applying these visual standards thoroughly and consistently, we will ensure that Lakewood City Schools' identity has the maximum impact.

This guide should serve as a reference when creating any visual communication or branding item so that our Lakewood City Schools and Lakewood Rangers identities are clear and consistent.

If after reading this guide you have further questions or feedback, please contact Christine Gordillo, Communications & PR Coordinator at 216-529-4074 or *christine.gordillo@lakewoodcityschools.org*

**LAKEWOOD
CITY SCHOOLS**

BRANDING STYLE GUIDE

1.1   Purpose

Any communication developed from the District
or building-level - newsletter, brochure, shirt,
uniform, webpage - is a reflection on the District's
reputation. Clear identity standards, both graphic and
editorial, help us project a professional image that
immediately identifies an object, article, or publication
as originating from the Lakewood City Schools.
Consistent imagery, professional format, content, and
delivery convey a clear, unified message.

2.0   Logos

The "marching kids" logo serves as the official logo of the Lakewood City Schools. The Vision of a Lakewood Graduate and Vision of a Lakewood Educator logos are secondary District logos, for primarily academic usage (i.e. presentations, visual tools, written communications).

The Rangerman logo, the Block L and Cursive L logos are primarily for use with Ranger Athletics communications, uniforms and merchandise. The approved Lakewood City Schools logos can be found as a collection in a Google Folder on the Staff Tools page of the District website.

2.1 Main Approved Logos

PRIMARY VERSIONS

Marching Kids /
Vision Logos

Block L / Script L

Retro Rangers /
Rangerman

2.2

**VISION
VERSIONS**

Alternate Approved Versions of Vision Logos

When appropriate, it is acceptable to use any of the approved logos in black and white format.

Educator + Graduate
Vision

2.2

Alternate Approved Versions of Vision Logos

VISION
VERSIONS

Educator Vision

....

Graduate Vision

....

2.3 Logo Usage

No Alterations.

The number one rule with the logo(s) is: "Don't alter the logo – in any way." Meaning, no symbols or content should be placed over the logo.

.JPG (Used on white backgrounds)

.PNG (Used on colored backgrounds))

.EPS (Used for printing on clothing, large banners and signage, etc. Vector art is usually used for professional printing.)

A watermarked version of the logos may also be used.

2.4   Incorrect Use

EXAMPLES

3.0   Approved Fonts

As a school district, having the right font can make all the difference between having an appealing brand and one that is forgettable. Fonts are an important part of our district's visual identity because they convey personality, professionalism, and trustworthiness. From official notices and newsletters to promotional materials and websites, font plays a big role in creating a consistent brand image across all platforms. Having the right font helps our school district create an engaging brand identity that not only stands out but resonates with our audience.

3.1 Primary Typefaces - Web

WEB

The official fonts used in Lakewood communications are Lato and Merriweather. These fonts should be used for promotional materials, website and online publications.

Merriweather – *Headline font*

ABCDEF / 123456

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!$%&*()

Lato - *Body font*

ABCDEF / 123456

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!$%&*()

3.2 Primary Typefaces - Documents

DOCUMENTS

The official fonts used in Lakewood communications are Calibri and Times New Roman. These fonts should be used for all documents and presentations.

Times New Roman Bold

ABCDEF / 123456

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!$%&*()**

Calibri Regular

ABCDEF / 123456

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
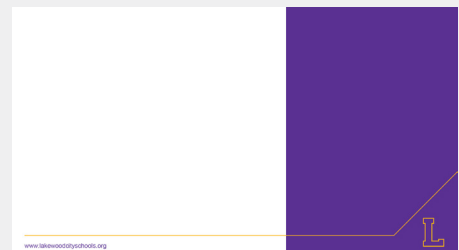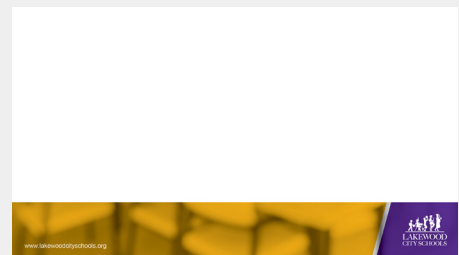1234567890!$%&*()

3.3   Document Examples

LETTERHEAD

Lakewood City Schools =
Times New Roman Bold,
16 pt., flush left

Dept. or Dept. head info=
Times New Roman Italic,
12 pt.; flush right
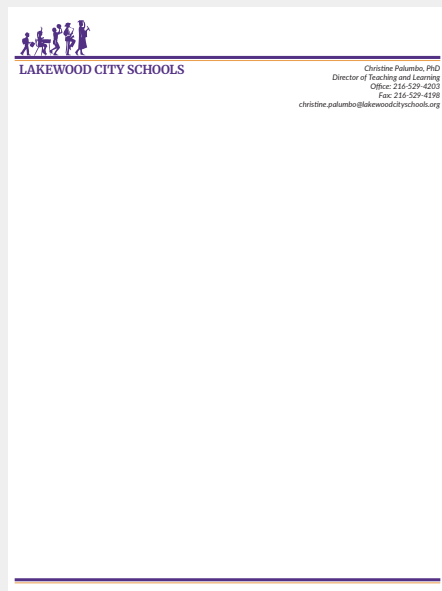
PRESENTATION SLIDES

4.0   Approved Colors

Color plays a powerful role in the way our messages and brand are perceived. Consistency in colors not only builds a recognizable identity but it also helps to differentiate our school district from others. When all materials produced adhere to the same color standard, you can rest assured that any material created will have an instantly recognizable look, giving our school district a professional and reliable appearance.

4.1 Approved Colors

PRIMARY COLORS

| PURPLE PMS 267C	GOLD PMS 130C
HEX: 5F259F	HEX: F2A900
RGB: 95, 36, 159	RGB: 242, 169, 0
CMYK: 81, 99, 0, 0	CMYK: 0, 32, 100, 0

ALTERNATE COLORS

BLACK	White
HEX: 000000	HEX: FFFFFF
RGB: 0, 0, 0	RGB: 255, 255, 255
CMYK: 0, 0, 0, 100	CMYK: 0, 0, 0, 0

5.0   Use of Taglines with the Logo

Taglines are allowed under the branding guidelines. Taglines, symbols or content should never be dominant over the logo. Keep a reasonable space between the tagline and the logo.

5.1   Logo + Tagline Example

#LKWDROCKS

#RANGERPRIDE

#LKWDROCKS

#RANGERNATION
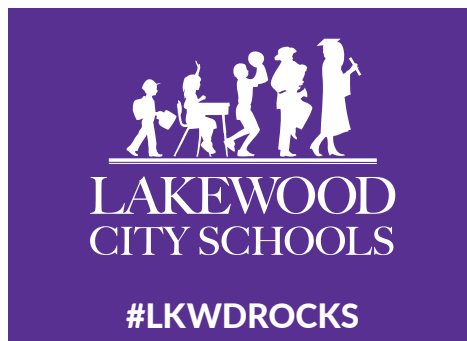
#ONEHEARTBEATONELKWD

6.0   Approved Uniforms

All uniforms and warmups must be approved by the Athletic Director.

Uniforms and school-provided warm ups must use the approved Lakewood City Schools logos. T-shirts, spirit packs, spiritwear, etc. may use team specific logos.

Fonts used on uniforms should be of block or script lettering.

6.1   Uniform Example

7.0   Branding Guidelines Toolkit

This guide and all of the available and approved logos are on the Lakewood City Schools' website under Staff Tools and available for download.

8.0 Vendors/Resources

When possible, the District encourages using Lakewood or alumni-owned businesses for their spiritwear and other merchandise needs. Some of the District's preferred area vendors include:

- Ryco Sports
- Erie DeSign
- Madison Graphics
- Lakewood Black Label
- Vedda Printing
- Initially Yours (trophies and plaques)
- UN1TUS Athletic Wear
- Cleveland Print Co.
- HMA Promotions
- BSN Sports
- Geiger's

This is not an all inclusive list. All vendors/resources are welcome.

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lakewoodcityschools.org

#LKWDRocks