

# DESIGN AND BRAND GUIDELINES

---



---

## CONTACT

### Address

LWISD  
6805 Telephone Road  
Lake Worth, TX 76135

### Phone & Fax

Phone: 817.306.4200  
Fax: 817.237.2583

### Online

Website: [www.lwisd.org](http://www.lwisd.org)

## Mission & Vision

---

### Vision

LWISD - a learning community that fosters thinkers, contributors, competitors, and leaders.

### Mission

LWISD will engage, challenge, and empower every student every day.

### Core Beliefs

#### **LAKE WORTH INDEPENDENT SCHOOL DISTRICT BELIEVES...**

- every student has worth, is capable of learning and can achieve high standards.
- education and communication are the shared responsibility of the student, school, home and community.
- in inspiring each other and holding one another accountable in a safe, supportive and collaborative environment.
- all members of the school community are lifelong learners.
- in the power of effective instruction, using sound research, data, and fidelity of practice.

### District Goal

Lake Worth Independent School District, partnering with the community, will prepare every student for college and/or career.

---

## District Focus Areas

---

### District Focus Area 1: Engagement and Communication

LWISD will work collaboratively with students, staff, parents and community members to increase engagement and communication within the district, through on-campus and off-campus activities.

### District Focus Area 2: Future Ready Learners

LWISD will work to improve instructional delivery in order to increase student learning, thus preparing LWISD students for college and/or career.

### District Focus Area 3: Capacity Building of Lead Learners

LWISD will provide researched-based professional development focused on improving learning and supporting college and career readiness.

### District Focus Area 4: World-Class Service

LWISD will foster a “world-class” mindset as we serve our students, parents, staff and community.



## Branding Standards Purpose

---

The purpose of the branding standards for Lake Worth ISD is to help the District present its messages in a clear and consistent manner that our community and partners will recognize, respect and remember. These guidelines will serve as the reference manual for all District communications to demonstrate a strong identity consistent with our vision, mission, core beliefs, goal and focus areas.

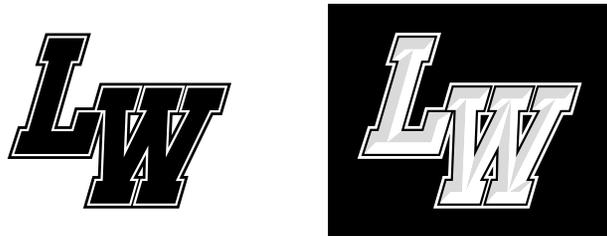


## Identity - Logo



### Color / PMS 356 & PMS 350

The LWISD official colors are Pantone® (PMS) 356 and Pantone® (PMS) 350 these are the only colors the logo should appear in.



### Black & White

When used in Black and White formats the LWISD logo is solid black or reversed out in white.

### Logo

The Lake Worth ISD Logo is the primary element of the District's visual identity. This symbol should be used on all forms of stationary, business cards, forms, event signs, etc.

The use of the Lake Worth ISD logo is restricted for use by District personnel for official business of the District. Parties not directly affiliated with the District or would like to obtain permission to use the logo for purposes not directly affiliated with District business must secure permission from the Director of Human Resources and District Communications prior to use.

## Identity - Wordmark



### Color / PMS 347

LWISD official color is Pantone® (PMS) 347, this is the only color the wordmark should appear in.



### Black & White

When used in Black and White formats the LWISD Wordmark is solid black or reversed out in white.

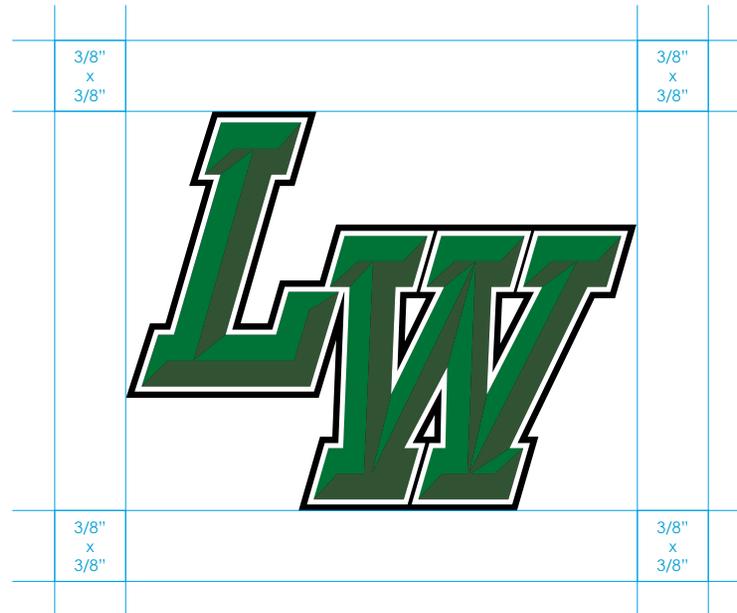
### Wordmark

The Lake Worth ISD Wordmark is comprised of the District's name and weblink. The wordmark should only be used when the primary logo will not suit the application due to limitations of space or format.

## Primary Logo Clear Space

To ensure the readability and integrity of the LWISD logo, it must be kept clear of all competing text, images and graphics.

- No elements should enter the space created by the invisible lines extending the full height and width of the logo.
- No elements should ever touch or connect/attach to the logo.
- No elements should ever interfere with the legibility of the logo.
- No elements should ever come within a quarter of the height of the logo on all sides of the logos. In reference to the illustration on the left, a minimum of a  $\frac{3}{8}$ " distance on all sides of the logos.
- Care should be taken when imposing the logo over a photo that the proper color is used. In darker photos, make sure you use the reversed logo in white. For lighter photos, the color or black versions are acceptable.



---

## Seal

---

The official seal is reserved for official and legal District documents that may include diplomas, transcripts, service records, etc.

The seal is not used interchangeably with the logo or other symbols and may not be used without permission from the Director of Human Resources and District Communications.



PANTONE 356 GREEN



BLACK

---

## Department Logo

---

No department will have branding or a logo that is different and separate from that of the LWISD system. All departments are part of the LWISD system and therefore must adhere to the LWISD logo and the brand standards.

We recognize that departments may need to identify themselves, such as on uniforms or shirts. Therefore the department may use a version of the logo with department name following underneath, following the parameters on the right. Do not create or change in any way.

If such a department logo is needed, it will be created by LWISD District Communications office for you.



---

## Minimum Size

---

To ensure that our logo is not used too small to be legible, there is a minimum size requirement. Never use the logo smaller than the minimum size.



1 inch



1.5 inches

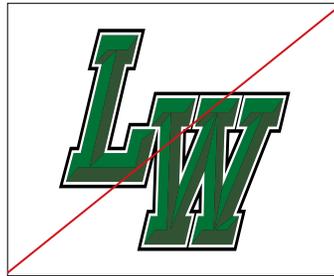
In rare instances (pens, lapel pins, etc.) it may be necessary to use the logo at less than minimum size. However, any such non-conforming application must be approved in advance.

For guidance regarding non-conforming logo applications call 817-306-4215, or email Director of Communications.

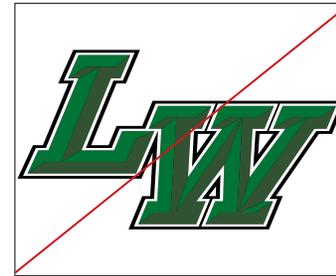
---

## Logo Don'ts

The impact of the logo depends on consistent use resulting in a large number of impressions over a long period of time. Any changes to the shape and color of a logo reduces its impact and can hurt the reputation and recognition of the School District.



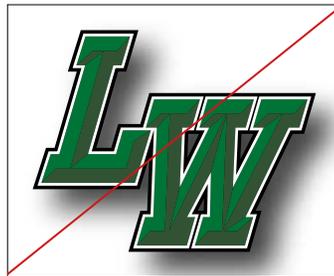
**DON'T** STRETCH, CONDENSE OR CHANGE THE DIMENSIONS OF THE IDENTITY.



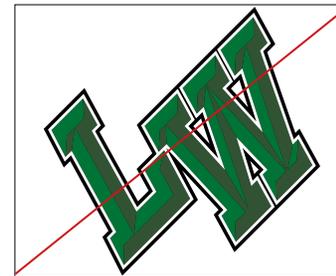
**DON'T** STRETCH, CONDENSE OR CHANGE THE DIMENSIONS OF THE IDENTITY.



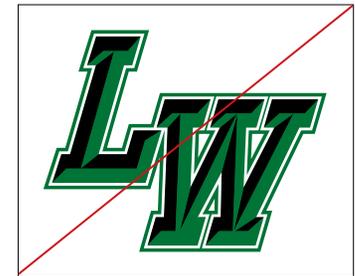
**DON'T** USE COLORS OTHER THAN THOSE SPECIFIED IN THIS DOCUMENT.



**DON'T** USE DROP SHADOWS, STROKES OR OTHER VISUAL EFFECTS.



**DON'T** ROTATE THE IDENTITY.



**DON'T** USE COLORS OTHER THAN THOSE SPECIFIED IN THIS DOCUMENT.

## Wordmark Don'ts

**LWISD** | Lake Worth ISD  
www.lwisd.org

**DON'T** STRETCH, CONDENSE  
OR CHANGE THE DIMENSIONS  
OF THE IDENTITY.

**LWISD** | Lake Worth ISD  
www.lwisd.org

**DON'T** ROTATE THE IDENTITY.

**LWISD** | Lake Worth ISD  
www.lwisd.org

**DON'T** STRETCH, CONDENSE  
OR CHANGE THE DIMENSIONS  
OF THE IDENTITY.

**LWISD** | Lake Worth ISD  
www.lwisd.org

**DON'T** USE COLORS OTHER THAN  
THOSE SPECIFIED IN THIS DOCUMENT.

**LWISD** | Lake Worth ISD  
www.lwisd.org

**DON'T** USE DROP SHADOWS,  
STROKES OR OTHER VISUAL EFFECTS.

**LWISD** | Lake Worth ISD  
www.lwisd.org

**DON'T** REPLACE THE APPROVED TYPEFACE  
WITH ANY OTHER TYPEFACE.

## Primary Color Palette

The primary colors for LWISD are Kelly Green and Dark Green. Kelly Green is a rich, deep color that represents our strength and passion. Dark green is harmonious, represents our professionalism.

Kelly Green has a quiet, humble quality and thus may be used more liberally. It suggests a leadership behind all of our achievements.



PMS	CMYK	RGB	HEX
PMS 356C	91, 4, 100, 25	0, 122, 51	007A33
PMS 350C	80, 21, 79, 64	44, 82, 52	2C5234
PMS 347C	93, 0, 100, 0	0, 154, 68	009A44

PANTONE® and Pantone Matching System® (PMS) are registered trademarks of Pantone, Inc. The colors shown on this page and throughout this guide have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE® Color Standards. For accurate standards, refer to current PANTONE® publications.

## Secondary Color Palette

The secondary colors for LWISD are designed to complement our primary colors. Warm and contemporary, they symbolize the heroic and passionate nature of our work as well as our visionary outlook. They are also colors found in our work environment, in applications such as uniforms, lab equipment, and instruments.

Remember that these secondary colors are subordinate to our primary colors. They should play a supporting role in their usage, complementing but never overpowering the primary colors.



PMS	CMYK	RGB	HEX
PMS 308	92,22,0,62	8,76,97	084C61
PMS 7417	0,63,66,14	219,80,74	DB504A
PMS 7408	0,20,98,11	227,181,5	E3B505
PMS 322	35,11,0,52	79,109,122	4F6D7A
PMS 202	48,2,0,35	86,163,166	56A3A6

PANTONE® and Pantone Matching System® (PMS) are registered trademarks of Pantone, Inc. The colors shown on this page and throughout this guide have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE® Color Standards. For accurate standards, refer to current PANTONE® publications.

## Primary Font

### THE FONT

A spaciouly modern update to mid-century design, Century Gothic™ embodies the highly sought-after assets of the digital age with its sleek sans serif style while remaining true to the gracefully geometric look of the early 20th-century typefaces it was inspired by. Its clear, clean design allows for legibility at almost any size and its wide range of styles give it the stamina to thrive in bodies of text as well as in display settings.

# Century Gothic

PRIMARY FONT  
CENTURY GOTHIC

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z** Bold  
**a b c d e f g h i j k l m n o p q r s t u v w x y z**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Regular  
a b c d e f g h i j k l m n o p q r s t u v w x y z

**0 1 2 3 4 5 6 7 8 9 0** Figures

TYPE EXAMPLES  
CENTURY GOTHIC

! “ § \$ % & / ( ) = ? ` ; : j “ ¶ ¢ [ ] | { } ≠ ÷ ‘ Special Characters  
« Σ € ® † Ω ” / ø π • ± ‘ œ œ @ Δ ° ª © f ð , å ¥ ≈ ç

## Secondary Font

### SECONDARY FONT ARNO PRO

# Arno Pro

Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

### TYPE EXAMPLES ARNO PRO

Figures

0 1 2 3 4 5 6 7 8 9 0

Special Characters

! “ § \$ % & / ( ) = ? ` ; : ; “ ¶ ¢ [ ] | { } ≠ ; ‘  
« Σ € ° † Ω ¨ / ø π • ± ‘ æ œ @ Δ ° ª © f ð , å ¥ ≈ ç

### THE FONT

Named after the Florentine river which runs through the heart of the Italian Renaissance, Arno draws on the warmth and readability of early humanist typefaces of the 15th and 16th centuries. While inspired by the past, Arno is distinctly contemporary in both appearance and function.

Embodying themes Slimbach has explored in typefaces such as Minion and Brioso, Arno represents a distillation of his design ideals and a refinement of his craft.

## Standard Business Card

The LWISD stationery system is designed to unify all correspondence under a consistent graphic identity. The system includes such stationery items as letterhead, business cards, envelopes.

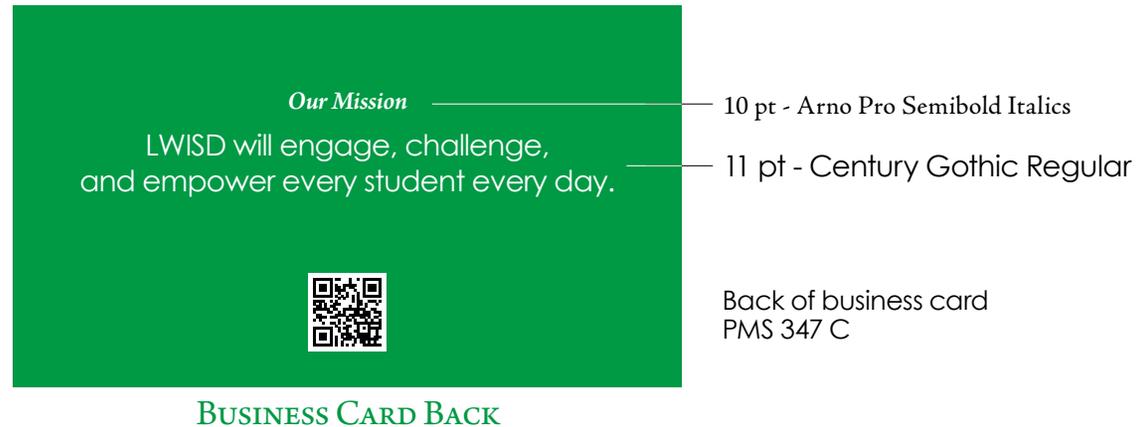
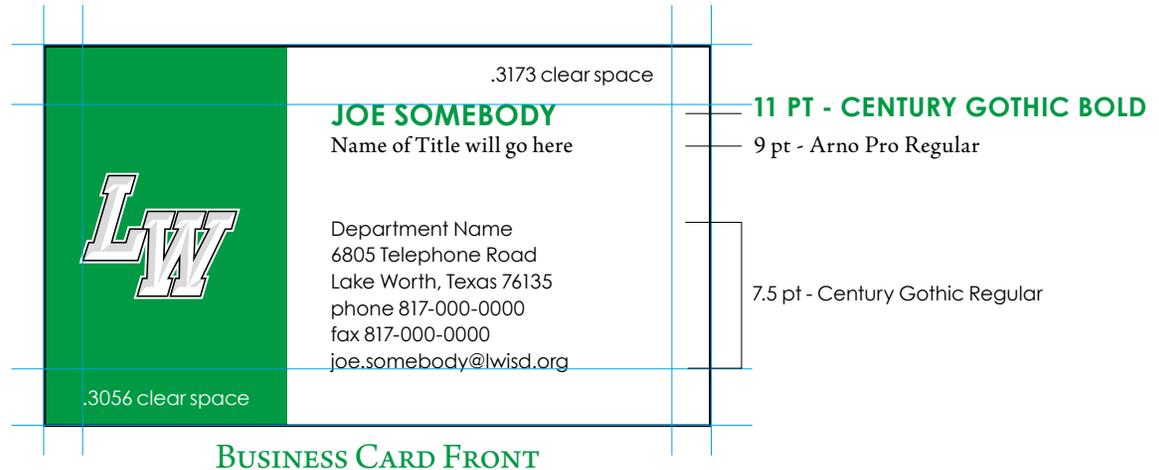
Do not attempt to re-create any item in the stationery system.

3.5" x 2" Business Card

**NAME:**  
Century Gothic Bold All Caps - 11 pt. type

**TITLE:**  
Arno Pro Regular - 9 pt. type

**ADDRESS:**  
Century Gothic Regular - 7.5 pt. type



Back of business card  
PMS 347 C

## Standard Letterhead

The LWISD stationery system is designed to unify all correspondence under a consistent graphic identity.

The system includes such stationery items as letterhead, business cards, envelopes.

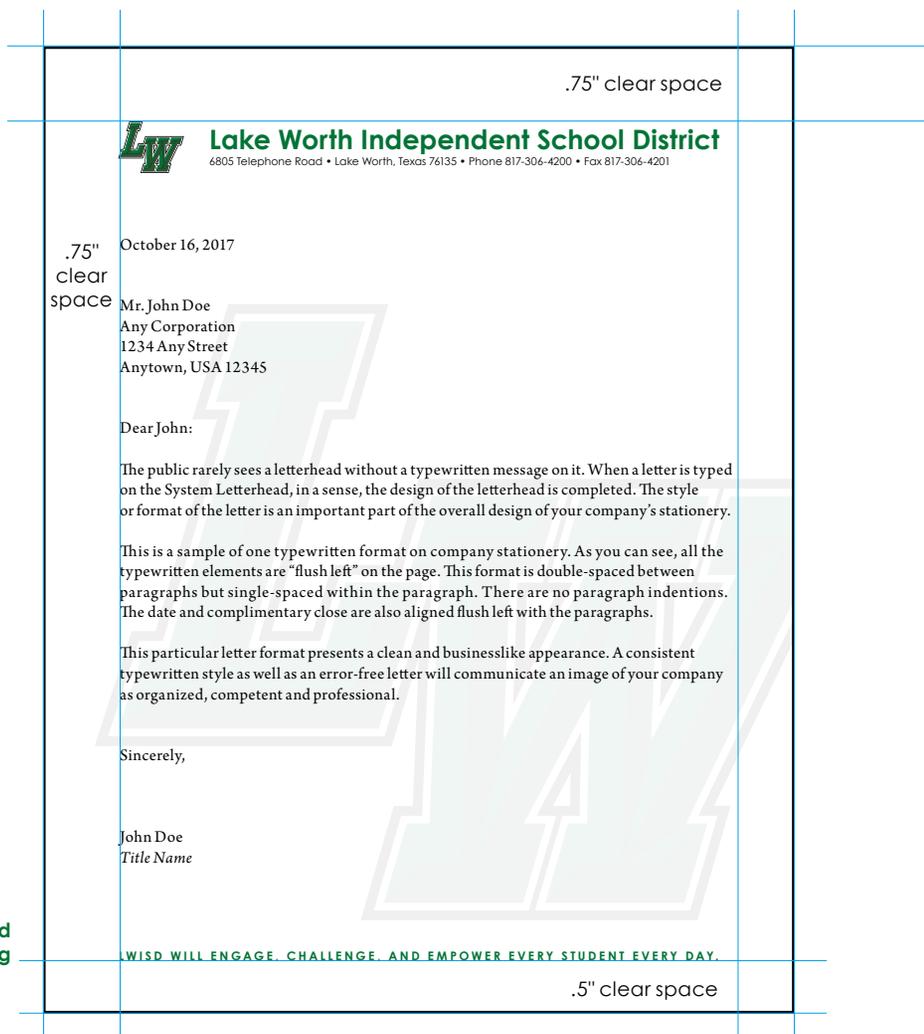
Do not attempt to re-create any item in the stationery system.

8.5" x11" Letterhead

**Address:**

Century Gothic Regular - 9 pt. type

**10 pt - Century Gothic Bold**  
All Caps | 200 tracking



---

## Email Signature

---

Every communication from LWISD is part of our identity, including e-mail correspondence. An e-mail signature acts as a business card and lets the recipient know that the e-mail is an authorized correspondence from LWISD personnel. Therefore it is important to follow the e-mail signature guidelines for all external e-mails. Follow the signature configuration shown here.

Do not customize or personalize an e-mail signature. Do not use an electronic version of a business card in place of this e-mail signature. Do not add anything to the e-mail signature, such as quotes, pictures or other information. Do not change background or add wallpaper designs.

### Full Name

*Title*



Lake Worth ISD  
[www.lwisd.org](http://www.lwisd.org)

LWISD will engage, challenge, and empower every student every day.

### Lake Worth ISD

Address line 1

Address line 2

Phone 123-456-7890

---

ARIAL FONT VERSION

### Full Name

*Title*



Lake Worth ISD  
[www.lwisd.org](http://www.lwisd.org)

LWISD will engage, challenge, and empower every student every day.

### Lake Worth ISD

Address line 1

Address line 2

Phone 123-456-7890

---

TIMES NEW ROMAN FONT VERSION

---

## Standard #10 Envelope

---

The LWISD stationery system is designed to unify all correspondence under a consistent graphic identity.

The system includes such stationery items as letterhead, business cards, envelopes.

Do not attempt to re-create any item in the stationery system.

---

#10 Envelope

**LWISD:**

Century Gothic Bold - 12 pt. type  
Pantone 356C

**Address:**

Century Gothic Regular - 10 pt. type



**Lake Worth ISD**  
6805 Telephone Road  
Lake Worth, Texas 76135

## Fax Cover Sheet

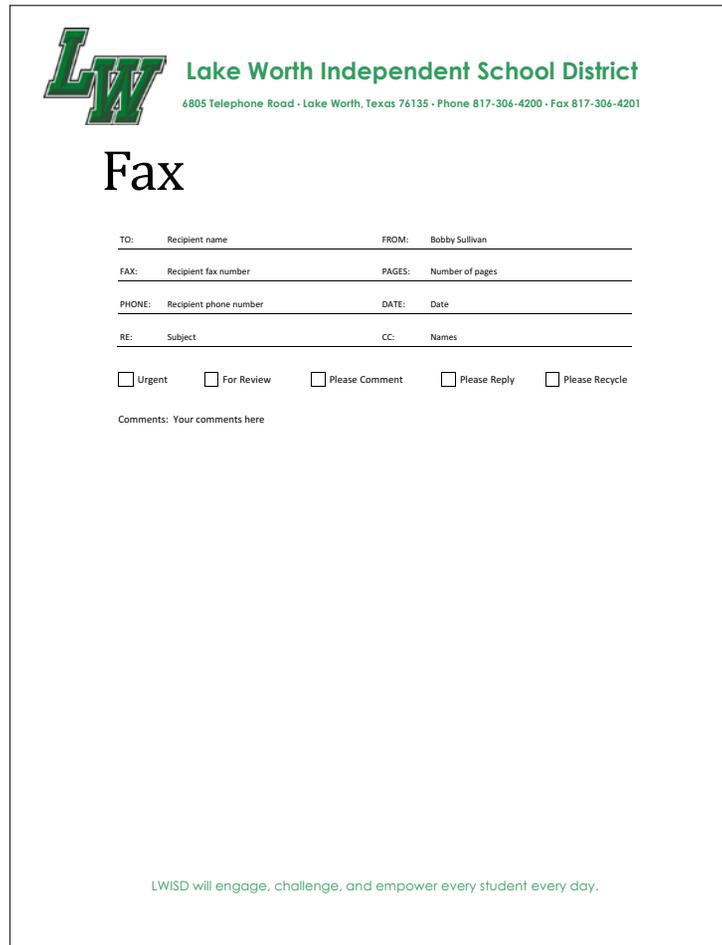
The LWISD stationery system is designed to unify all correspondence under a consistent graphic identity.

The system includes such stationery items as letterhead, business cards, envelopes.

Do not attempt to re-create any item in the stationery system.

Fax Cover Sheet

**Body text:**  
Calibri Regular - 8 pt. type



The image shows a fax cover sheet template for Lake Worth Independent School District. At the top left is the 'LW' logo. To its right is the school district name and contact information: 'Lake Worth Independent School District', '6805 Telephone Road · Lake Worth, Texas 76135 · Phone 817-306-4200 · Fax 817-306-4201'. Below this is the word 'Fax' in a large serif font. The form contains several fields for recipient information: TO (Recipient name), FROM (Bobby Sullivan), FAX (Recipient fax number), PAGES (Number of pages), PHONE (Recipient phone number), DATE (Date), RE (Subject), and CC (Names). There are five checkboxes for actions: Urgent, For Review, Please Comment, Please Reply, and Please Recycle. A 'Comments: Your comments here' field is located below the checkboxes. At the bottom of the page is the district's mission statement: 'LWISD will engage, challenge, and empower every student every day.'

**LW** Lake Worth Independent School District  
6805 Telephone Road · Lake Worth, Texas 76135 · Phone 817-306-4200 · Fax 817-306-4201

# Fax

TO: Recipient name FROM: Bobby Sullivan

FAX: Recipient fax number PAGES: Number of pages

PHONE: Recipient phone number DATE: Date

RE: Subject CC: Names

Urgent  For Review  Please Comment  Please Reply  Please Recycle

Comments: Your comments here

LWISD will engage, challenge, and empower every student every day.

# Agenda

The LWISD stationery system is designed to unify all correspondence under a consistent graphic identity.

The system includes such stationery items as letterhead, business cards, envelopes.

Do not attempt to re-create any item in the stationery system.

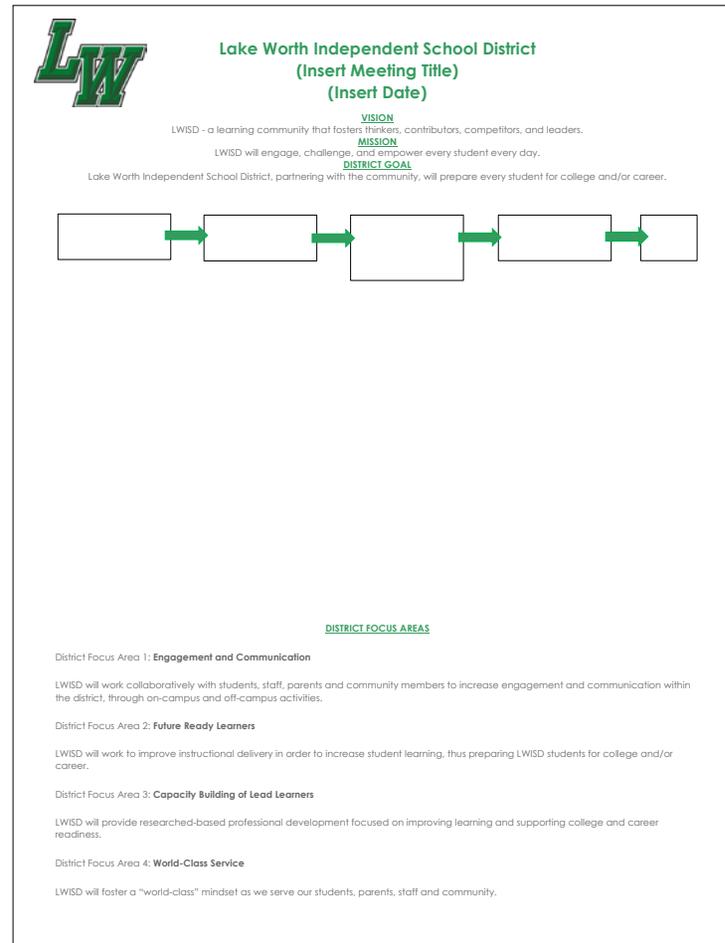
Agenda

**Heading:**

Century Gothic Bold - 14 pt. type  
RGB (0, 122, 51)

**Body text:**

Century Gothic Regular - 8 pt. type



## Desktop Wallpaper

Download LWISD wallpaper to dress up your computer screen with our brand. Set the image as your desktop wallpaper using instructions for Windows or Apple computers.

Desktop Wallpaper

**Available sizes:**

Full Screen - 1024x768

Wide Screen - 1920x1080



**FULL SCREEN**

1024x768



**WIDE SCREEN**

1920x1080

## Standard PowerPoint

Electronic user templates have been created in PowerPoint®. Use these templates to easily create PowerPoint presentations. As with any large-format medium, the fewer words, the more effective the message. Follow the layout style shown, and create the presentation using clean, uncluttered pages.

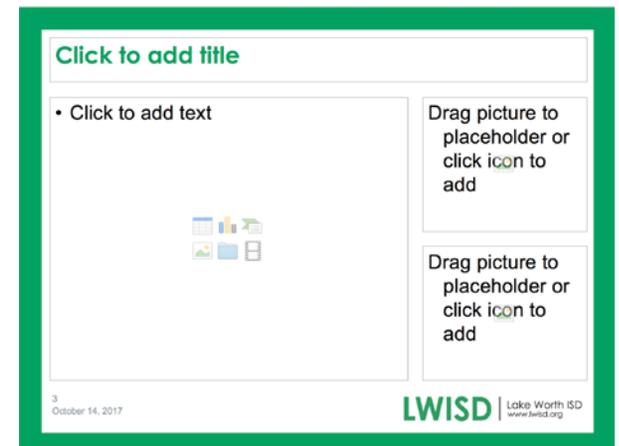
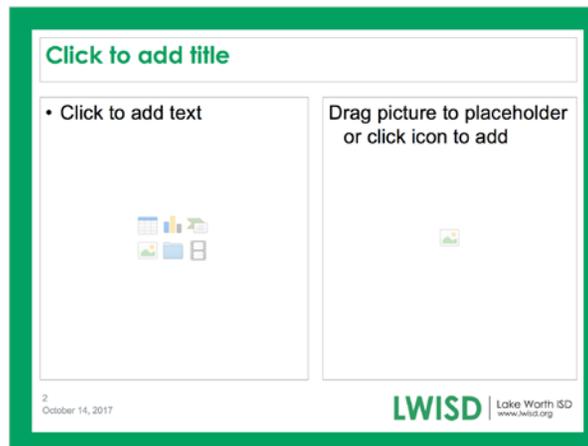
PowerPoint template

**Heading:**

Century Gothic Bold - 28 pt. type  
RGB (0, 122, 51)

**Body text:**

Arial Regular - 24 pt. type



---

## Voicemail

---

Thank you for calling Lake Worth Independent School District. You have reached *Full Name* with *Department Name* and I am unavailable to take your call at this time. Please leave a brief message and I will return your call as soon as possible. If you prefer to speak to someone else, please hang up and dial 817-123-4567 and you will be greeted by our receptionist. Thank you and have a great day.

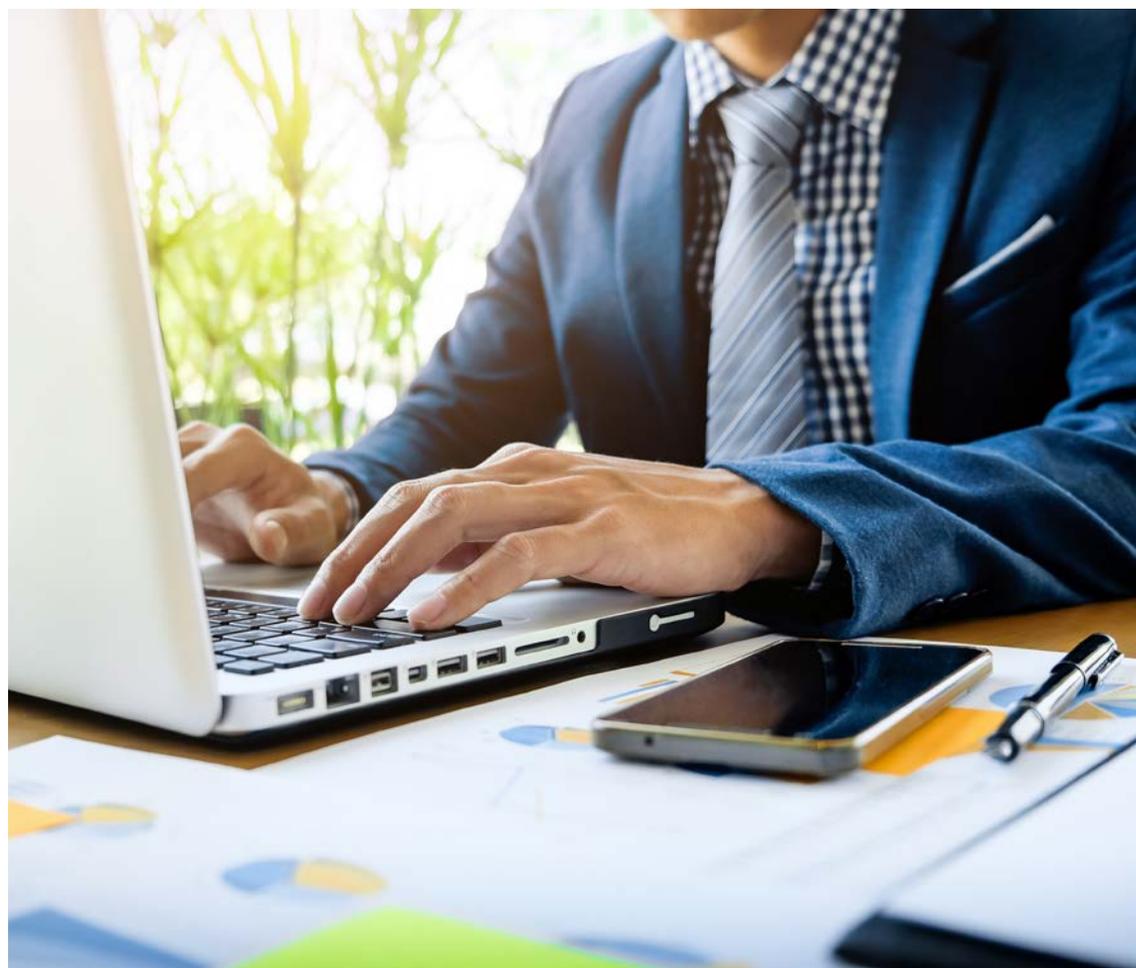


---

## Out of Office Email

---

Thank you for your email. I am currently away from the office and will return on xx/xx/xxxx. If you need immediate assistance, please email (insert name of another contact) at xxxxxx@lwisd.org or call 817-306-4200 ext. xxxx. Thank you and have a great day.



LAKE WORTH INDEPENDENT SCHOOL DISTRICT  
**DESIGN AND BRAND GUIDELINES**

