

# Luxemburg-Casco School District

## Brand Identity Standards

### Introduction

The Luxemburg-Casco logo and campaign graphic are the property of the Luxemburg-Casco School District in Luxemburg, WI. All rights reserved. The Brand Identity Standards are intended to provide guidance on correct logo usage and to protect its integrity, brand image and value. We encourage board members, employees, partners, media and consultants to use the logo to promote the district. The Luxemburg-Casco School District logo may be used only as described in the Graphics Standards below. Please note that use of the logo does not imply any rights or endorsement by the Luxemburg-Casco School District on the part of any user.

### The Logo



### The Campaign Graphic



### Uses

The official logo appears on emails, websites, correspondence, envelopes, apparel, uniforms, reports, business cards, electronic presentations, videos, awards, publica-

tions, promotional materials, etc., or anything else that reflect the work of Luxemburg-Casco School District.

## **Format**

- Only the official Luxemburg-Casco School District logo may be used. The logo must be reproduced from original artwork and may not be redrawn, re-proportioned or modified in any way.
- Old district logos may be discarded or replaced as the old material is used up. Digital logos should be replaced with the new logo immediately.
- Do not “stretch” the logo while resizing the logo to fit space. The logo is a horizontal logo and should be designed on the page with that in mind.
- Use full color whenever possible, although a gray scale version is available.
- The color and gray scale logos are available in jpg, tiff, pdf and eps formats, both with and without taglines. Generally speaking, use eps format for high quality printing. This format can also be opened in graphic design applications, such as Illustrator and inDesign. Use jpg or tiff for digital use, such as websites, emails and slide shows.
- See attached Color Scheme for color specifications.

## **Legibility**

- The logo may be resized as needed, provided it is scaled proportionately, and the words are still legible.
- Do not place the logo on a cluttered or insufficiently contrasting background.

## **Style**

- Do not incorporate any part of the Luxemburg-Casco School District logo with the logo of another organization to result in a new logo.
- Do not place any graphic elements with or around the Luxemburg-Casco School District logo (such as a box) that could be interpreted as part of the Luxemburg-Casco School District logo.
- Do not obstruct the logo with other images.
- Do not add taglines, departments, campaigns or names to the logo.
- Do not use color or graduation backgrounds behind the logo.

## **Compatibility with Campaign Graphic, Spartan Head**

- The logo is considered to be “compatible” with the Campaign Graphic. Color Scheme must be adhered to when using the Campaign Graphic. Use the Cam-

paign Graphic when promoting the district. You do not have to use both at the same time, although it may be preferable in large pieces.

- The Spartan head may be used by itself on athletic uniforms and other apparel when it's obviously symbolizes the Luxemburg-Casco School District or one of its schools. Color Scheme must be adhered to when using the Spartan head. The Spartan head may not be altered or obstructed in any way.

## **Tagline**

- The logo has been produced in two forms: One with a tagline, and one without. The usage of each logo depends on the location, style, layout and size of the piece being produced. In the event that the tagline is not readable due to the small size of the space, use the logo without a tagline. If the text of the tagline will be legible, use the tagline. In addition, if the logo is used without the tagline, it is appropriate to use the tagline elsewhere in the piece.

## **Who can use the Luxemburg-Casco School District logo?**

- Luxemburg-Casco School District board members, employees and contracted consultants for official Luxemburg-Casco School District business.

Luxemburg-Casco School District administration reserves the right to use and grant permission to use the Luxemburg-Casco School District logo in any way it deems appropriate. Luxemburg-Casco School District administration also reserves the right to request that other parties cease usage of the logo in instances where administration deems the usage inappropriate, misleading or in violation of any law or regulation.

- Luxemburg-Casco School District sponsoring, endorsing and supporting organizations for the promotion of Luxemburg-Casco School District.

The official Luxemburg-Casco School District sponsoring, endorsing and supporting organizations can use the logo in promoting their organizations' websites, newsletters and on other promotional items.

- Media covering Luxemburg-Casco School District.

Media reporting on or writing about Luxemburg-Casco School District may use the logo in print or electronic media, provided the logo is used in conjunction with appropriate news coverage and the logo usage adheres to the Luxemburg-Casco School District Graphics Standards. Media may not use the logo to imply Luxemburg-Casco School District endorsement nor partnership of any kind that may not exist.

- Associated and/or participating companies and organizations providing a link from their website to the Luxemburg-Casco School District website.

Companies and organizations that are associated with or participating at Luxemburg-Casco School District may use the logo to provide a link from their website to the Luxemburg-Casco School District website, provided that such usage complies with the Luxemburg-Casco School District Graphics Standards.

## **How should the Luxemburg-Casco School District logo be used?**

The Luxemburg-Casco School District logo should be used to promote legitimate Luxemburg-Casco School District-related activities. The Luxemburg-Casco School District logo may be used on printed materials and/or digital/website provided the logo usage adheres to the Luxemburg-Casco School District Graphics Standards.

The logo may not be used in any way that could be reasonably interpreted by Luxemburg-Casco School District administration as:

- harmful to the reputation or image of the Luxemburg-Casco School District;
- a false or implied endorsement, sponsorship, approval of or Luxemburg-Casco School District support of the user's products, services or events;
- mischaracterization of the relationship between the user and Luxemburg-Casco School District management;
- a violation of any law, regulation, public policy or the rights of others.

## **Luxemburg-Casco School District Website Links Policy**

Luxemburg-Casco School District welcomes links from other education related organizations, sponsors, partners and the media to the Luxemburg-Casco School District website (<http://www.luxcasco.k12.wi.us>) with the following conditions:

- Links to publicly available content on Luxemburg-Casco School District web pages are acceptable without notifying Luxemburg-Casco School District. However, links to Luxemburg-Casco School District website content may not be used to imply Luxemburg-Casco School District endorsement or sponsorship of the entity providing the link or any of the entity's products or services.
- Links to Luxemburg-Casco School District websites should be in the form of hypertext, such as [luxcasco.k12.wi.us](http://luxcasco.k12.wi.us), or in the form of the official Luxemburg-Casco School District logo. No commercially oriented text or graphics may be associated with the link to the Luxemburg-Casco School District website.
- Hypertext links to content on Luxemburg-Casco School District website must clearly identify the content of the link and contain identification of Luxemburg-Casco School District.
- Links should open in a new browser window.

Please note that content on any part of Luxemburg-Casco School District websites may change at any time. Any links to content within Luxemburg-Casco School District website should be reviewed regularly to assure that the links are still active and point to the intended content.

### **Links from Luxemburg-Casco School District websites**

The school district may establish links to other organizations that offer information, goods or services that address the technical or professional interests of its employees and stakeholders. Such links are provided as a convenience and do not imply Luxemburg-Casco School District's endorsement of the linked sites, the organizations operating such sites or any products or services of those organizations. Luxemburg-Casco School District is not responsible for the content of any linked site, any link contained in a linked site or any changes or updates to the information contained in such sites.

The privacy policies of linked sites may differ; check the privacy policy of linked sites before providing personal information.

Links to other sites are added at the discretion of Luxemburg-Casco School District and Luxemburg-Casco School District reserves the right to remove links to other websites at any time.