

Liberty Public Schools Logo Guidelines

District/School Identity

As an organization develops and grows, it becomes increasingly important that measures are taken to protect the organization's name, brand, and reputation.

It is important to the district's identity and image to maintain consistent use of the logo. A logo is more than an illustration. Our logos define and identify the District and our schools within the community. The District seeks to protect these images and their use for events, activities, and materials that benefit the District and further its mission.

The Liberty Public School District has registered the district logo, which is the Liberty five points/arch, the Liberty High School Blue Jay mascot, and the Liberty North High School Eagle mascot with the State of Missouri.

To help others use our logo and mascots in a professional manner, we have created guidelines for use.

Permitted Uses

The District permits the following uses of its trademark(s):

- To recognized and approved student and school groups in the District without prior approval
- To community groups, which support the District's curricular or extra-curricular activities, such as PTA and booster clubs, with prior written approval of the Office of Communications
- To other groups, organizations, or commercial entities, partnering with District on special event activities with prior written approval from the Superintendent of Schools or designee

Uses Not Permitted

Trademark(s) may not be used in connection with the following products or in any other manner that would injure the reputation of the District. Prohibited uses include, but are not limited to:

- Alcoholic beverages
- Tobacco products
- Inherently dangerous products, such as firearms, explosives, knives, and fuels
- Obscene or disparaging products
- Sexually suggestive products, such as slogans imprinted on clothing

The logo may not be used in connection with any product or service that is likely to cause confusion among users or in any manner that disparages or discredits the District.

Image Quality:

The district logo and high school mascots should not be redrawn, modified, or displayed in rough form. Use the logo and mascots from electronic file versions. If a high resolution copy of the district logo or mascots are needed for a particular purpose, contact the Communications Office at 816-736-5328.

Proportion:

The logos are designed according to specific height and width ratios. Even slight distortions will impact the consistency of the presentation. Always display the logos in their original proportions regardless of the logo size, placement, or use. Keep a rectangular clear space around the logos. For example, no circles or boxes around the logos.

Trademark/Copyright

The Liberty Public Schools' district logo, the Liberty High School Blue Jay mascot, and the Liberty North High School Eagle mascot are trademarked and owned by the district. Any commercial or third-party uses of these logos must receive prior approval by the Communications Office.

The Communications Office is responsible for administering the visual identity program and editorial style guidelines for all publications and printed materials. Any questions about the program should be directed to that office. You can reach us at 816-736-5300.

Specialty Items

A number of commercial goods and specialty items will be printed using the Liberty Public School district logo and high school athletic mascots. Regardless of the funding source, all commercial use of the logo and athletic mascots must be approved by the Communications Office prior to manufacture or distribution.

History

District Logo:

The official logo of the Liberty Public School District is the sunburst logo that was designed by art teacher as a result of a logo contest in the 1980s. Since that time the logo has gone through two modifications. At the end of the '90s the words Empowering Excellence were added to the logo.

High School Mascots:

Liberty High School's first mascot was the Tigers. In 1939 rivalry established against Excelsior Springs, who were the Tigers. During the 1930's the mascot had changed from Tigers to Blue Jays.

In 1961, Sara Jo (Settles) drew the fighting Blue Jay.

The Blue Jay crest was designed by Howard Jones in 1969. Howard is the son of Nancy and Robert Jones. Nancy was a journalism and art teacher with the Liberty school district for 28 years. During his senior year, Howard was asked by Christine Pugh, long-time English teacher at Liberty High school to design a Blue Jay crest for the Spectator Yearbook.

Howard Jones earned his B.A. from William Jewell College. He is an acclaimed set designer and teacher, and has taught scene painting and design at the University of North Carolina School of the Arts since 1982.

The Liberty Public School District, Liberty High School and Liberty North High School each have their own logos today.