



Liberty Common School

BRAND GUIDE



Liberty Common School

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Common Knowledge.

Common Virtues.

Common Sense.

Our Brand

The Liberty Common School brand is a symbol of our classical roots, commitment to academic excellence, student-life opportunities, and athletic accomplishment. Our brand is our story — a story of determination, vision, perseverance, and excellence. By staying true to the our brand guidelines, you help tell our story. This brand identity guide is not a list of restrictions. Instead, it is designed to outline the school's brand, visually and verbally, and to provide the tools necessary to ensure Liberty Common's brand is communicated in a clear, consistent manner.

Our Mission

The mission of Liberty is to provide excellence and fairness in education for school children through a common foundation by successfully teaching a contextual body of organized knowledge, the skills of learning including higher-order thinking, and the values of a democratic society. Liberty recognizes the value of inclusiveness, or providing access to a broad cross-section of the community, so that students from all backgrounds can benefit from Liberty's educational offering. Liberty acknowledges the leadership of teachers in the classroom, and recognizes the responsibility of each student for his/her academic effort.

Our Motto

Common Knowledge. Common Virtues. Common Sense.

Symbolism of the Seal

The Liberty Common School seal is a central logo encapsulating the institution's values and mission. At the center of the seal, you'll find a rendition of A Fresco of the Wedding of Cana. In this depiction, a Roman woman is shown filling empty vessels, representing the school's dedication to pouring knowledge into the minds of its students.

The woman is depicted wearing a headband and robe, and her foot is slightly exposed as an homage to the iconic Statue of Liberty. The seal includes stars and a soaring eagle, which symbolize America and its values, serving to showcase the school's commitment to instilling patriotism and civic duty in its students.

The three pillars in the seal represent the school's motto: Common Knowledge, Common Virtues, and Common Sense. These core principles are essential to Liberty Common School's educational philosophy. The torches included in the seal represent knowledge and leadership, further emphasizing the institution's commitment to providing its students with the tools they need to succeed. These images are set on a breathtaking sunrise, symbolizing the potential of Liberty Common School's students. The Roman numeral MCMXCVII is Liberty Common School's founding year, 1997.



Campus Seals

Liberty Common School utilizes independent seals when representing individual campuses and/or grade levels. The use of independent seals helps to distinguish each campus or grade level of the Liberty Common School, emphasizing their unique identity and fostering a sense of community within each group.



Wordmark

The Liberty wordmark visually represents the school's brand utilizing a uniquely styled typographic treatment.

LIBERTY COMMON SCHOOL

FORT COLLINS, COLORADO

LIBERTY COMMON SCHOOL

FORT COLLINS, COLORADO

Guidelines On Use - Academic Seals

The Liberty Common School seal should be used on all print and digital materials when representing Liberty Common School as a whole. This includes special events, official forms, letterhead, business cards, brochures, etc.

Campus seals should be used when creating documents specific to an individual campus. Examples include:

- Student/Parent Handbooks
- Field-trip permission forms
- Awards and certificates

Guidelines On Use - Academic Seals



Do not crop or bleed off the page



Do not tilt or rotate



Do not use a drop shadow or inner glow



Do not stretch, bend, or alter the shape

LIBERTY COMMON SCHOOL

FORT COLLINS, COLORADO

Do not use a color other than Liberty primary colors

Guidelines On Use - Academic Seals

In order to identify the correct use of the seal, note the following:

- One-color Seals: These cannot simply be inverted to white for use on a dark background, variations in both white, black, blue, and red are available
- The school seal and campus seals should measure no smaller than 1.25" x 1.25".
- Workmark should measure no smaller than 1.25" x .25"



Athletics Primary and Solitary Logos

The primary athletics logo is the visual representation of the athletics program. It is comprised of the Liberty monogram and the athletics eagle head. Alternatively, the 'LC' monogram may also be used alone.

The solitary eagle logo must be used in conjunction with the word "Liberty Common Athletics," "Liberty Common," or "Liberty Common Eagles" to establish a connection with the school's brand. For example, it may be used on the front of a team baseball cap with the word "Liberty Common" embroidered on the back.



LIBERTY COMMON

Athletics One-Color Logo

To remain compliant with school branding for athletics, the correct version of the athletics logo must always be used. See the contrasting images on the previous page for examples.



Guidelines for Use

Do not rotate, flip, or transform the eagle. The face of the eagle should always be facing right.



← *Minimum Width 1"* →

Theatre Logo

The Liberty Common High School Theatre Department logo is the visual representation of the theatre program. It is comprised of the Liberty torch, column, and curtain. This logo should be used on printed materials, official t-shirts, and displays. Whenever possible, it should also be accompanied by the LCHS seal or all-school seal. The logo may appear in full color or in one color. The word “theatre” should be spelled with “re” and not “er” in all instances.



Raise The Torch Capital Campaign

Campaign assets are the creative tools and visual elements that enhance our image and bring the brand to life. They include a logo, type, color, and visual style. These assets help establish a meaningful, memorable identity that builds emotional bonds with our audiences. All Raise The Torch logos, assets, and variations must be approved for use, in writing, by the Director of Advancement.



Brand Colors

Consistent use of color plays an integral role in ensuring that the school's brand is visually unified.

Usage Guidelines:

- Dominant Colors: Red, Navy, or both should always be the dominant colors in a design
- Neutral and Accent Colors: Should take up no more than 20% of the overall design on external pieces

Boston Harbor Blue

#0d2838

R: 13

G: 40

B: 56

Pantone: 303 C

Romanesque Red

#aa2d29

R: 170

G: 45

B: 41

Pantone: 7621 C

Grecian Gray

#55565A

R: 85

G: 86

B: 90

Pantone: Cool

Gray 11

Capitoline Gray

#cccccc

R: 204

G: 204

B: 204

Pantone: Cool

Gray 2c

Monticello White

#ffffff

R: 255

G: 255

B: 255

Accent Blue

96a2aa

R: 148

G: 162

B: 170

Pantone: 7544

C

Accent Red

7f221f

R: 126

G: 33

B: 31

Pantone: 7623

C

Paint and Thread Colors

Paint Brand: ColorSmart by Behr

- Nocturne Blue (HDC-CL-28; LRV 7; R 52; G 77; B 88)
- Fire Cracker (PPU2-16; LRV 1; R 160; G 64; B 57)
- Evening White (N460-1; LRV 70; R 216; G 219; B 215)
- Cosmic Quest (N460-4; LRV 35; R 158; G 161; B 159)



DMC (Thread Color)

- Salmon Very Dark (DMC: 347)
- Antique Blue Very Dark (DMC: 3750)
- Pearl Gray (DMC: 415)
- Snow White (DMC: B5200)



Isacord (Thread Color)

- Romanesque Red: 1800
- Boston Harbor Blue: 3355
- Capitoline Gray: 184
- Montincello White: 0017



Typography

Academic Typefaces

Tiempos Headline

AB

ABCDEFGHIJKL
MNOPQRSTUVWXYZ
XYZ123458190

Helvetica Neue

AB

ABCDEFGHIJKL
MNOPQRSTUVWXYZ
XYZ123458190

Athletic Typeface

JAWBREAK

AB

ABCDEFGHIJKL
MNOPQRSTUVWXYZ
XYZ123458190

If you do not have access to the official typefaces, please use one of the following Google Font Options:

- DM Serif Display
- Helvetia Neue Light

Typography

Sample Typography

Header

16 pt., Tiempos Headline Medium

Subheader

10 PT., TIEMPOS HEADLINE LIGHT

Body

8 pt., Helvetica Neue 45 Light, Regular with auto leading
Dummy text, Lorem ipsum dolor sit amet.

- Bullet Point

Header

18 PT., JAWBREAK SANS CUT

Subheader

10 PT., HELVETICA NEUE 45 LIGHT

Body

8 pt., Helvetica Neue 45 Light, Regular with auto leading
Dummy text, Lorem ipsum dolor sit amet.

- Bullet Point

Decomissioned Logos - DO NOT USE



Old LCHS Seal; incorrect brand colors (blue is brighter)



Old 6-color all-school seal; incorrect brand colors (yellow, teal, maroon, and black)



Old 4-color all-school seal; incorrect brand colors (bright blue and maroon)



Old elementary logo. Use seal.



Old elementary athletic logo. Use LC eagle logo.