



BRAND GUIDELINES
for marketing and promotions

BRAND SYSTEM. Identity System

Identity System Overview

THE LOVELAND SCHOOL DISTRICT LOGO IS A POWERFUL AND RECOGNIZABLE SYMBOL OF THE DISTRICT

It unites all Loveland constituents - students, faculty and staff, alumni, partners, and the broader community.

Our masthead logo includes three key elements: the “L-Paw” and “Loveland School District” wordmark and the Tiger graphic.



THE “L-PAW” IS THE MOST RECOGNIZED SYMBOL IN THE DISTRICT, COMMUNITY AND BEYOND.

There are two versions of the L-Paw Logo: the District L-Paw and the Athletic L-Paw with ‘TIGERS’.



THE TIGER GRAPHIC IS A RECOGNIZED LOVELAND GRAPHIC

The Tiger is used with the L-Paw or as a stand-alone graphic element.



CAMPUS LOGOS

District approved campus logos.



LHS, LMS & LIS



LES, LPS & LECC



LES



LPS



LECC

BRAND STYLE. Color

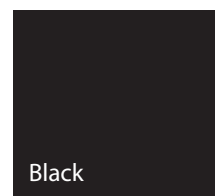
Color Palette

COLOR IS THE FOUNDATION OF A FOCUSED AND UNIFIED BRAND.

In print, all colors should be printed at 100%. Use the CMYK equivalent when PMS colors cannot be used.

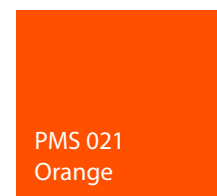
Use RGB/HEX values for digital applications.

Always use orange at 100 percent opacity.



Black

CMYK 0 0 0 100
RGB 0 0 0
HEX 000000



PMS 021
Orange

CMYK 0 68 100 0
RGB 240 83 45
HEX FE5000



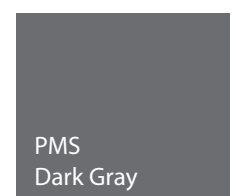
White

CMYK 0 0 0 100
RGB 255 255 255
HEX FFFFFFFF



PMS
Light Gray

CMYK 0 0 0 25
RGB 221 221 221
HEX DDDDDD



PMS
Dark Gray

CMYK 3 3 0 70
RGB 148 159 143
HEX 949599

BRAND STYLE. Logo Usage Guidelines

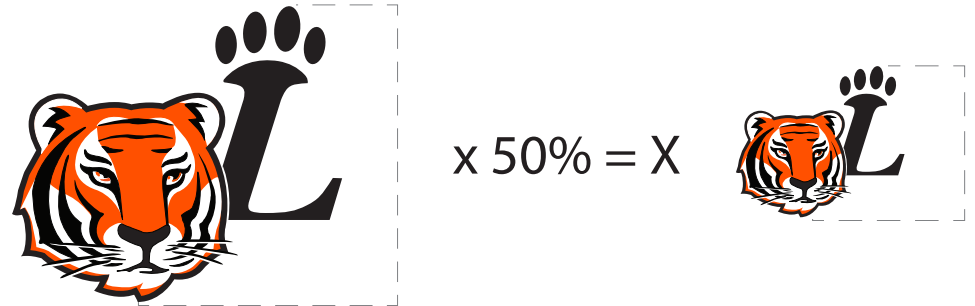
Logo Color Variations



Logo Safe Space

TO MAINTAIN THE INTEGRITY OF OUR LOGOS, SAFE SPACE MUST SURROUND ALL PARTS OF THE LOGO.

This space provides separation from other elements, as well as the edge of the page. This border should always measure a minimum of half the height of the logo.



BRAND STYLE. Logo Usage Guidelines

Logo Misuse (not an exhaustive list)



Don't alter the position of elements



Don't change colors

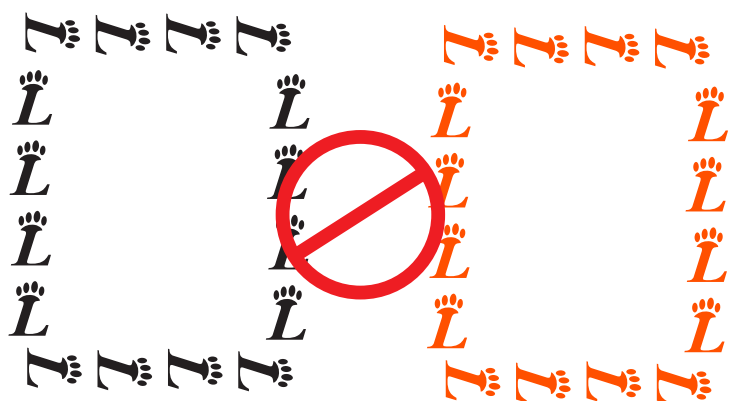


Don't add colored borders

Don't skew, stretch or distort



Don't place on non-distinct color backgrounds



Don't use elements as decorative elements

CONTACT INFORMATION

Contact the Loveland City School District Communications Department
with any questions: 513-683-5600