

LOGO GUIDELINES

JUNE 2025

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WHO WE ARE

The School District of Lodi is comprised of nine municipalities: City of Lodi, Town of Lodi, Village of Dane, Town of Dane, Town of Arlington, Town of West Point, Town of Dekorra, Town of Vienna and Town of Roxbury.

We have approximately 1500 students attending our schools. The district consists of 4 buildings; Primary School (Grades 4K-2), Elementary School and Ouisconsing School of Collaboration (Charter School) (Grades 3-5), Lodi Middle School (Grades 6-8) and Lodi High School (Grades 9-12).

The staff of the School District of Lodi believes there is nothing more important than your child's education. Our highly qualified staff takes an innovative approach that will allow your child to discover their strengths and encourage them to realize their full potential.

Our commitment to excellence goes beyond just academics. We encourage our students to be their "best" in every school activity they choose to be involved with as a student in the School District of Lodi. We consistently rank as one of the best districts in the State of Wisconsin by providing the instruction, coaching, facilities and sportsmanship that builds winners for life.

WELCOME TO THE LOGO GUIDELINE

The School District of Lodi's brand identity is composed of various elements, including the name, logos, and colors, which collaborate to convey the overall visual identity.

To preserve the integrity of the visual brand, consistent and accurate use of logos is crucial. This ensures that internal and external stakeholders receive a clear representation of the district through all communication materials.

MISSION

In partnership with our community, nurturing every student's potential for growth and opportunities - socially, mentally & academically - in a safe, respectful, and inclusive environment to create innovative problem solvers.

STRATEGIC PLAN

As part of the School District of Lodi's 2021 strategic planning process, clear communication was identified as one of the community's top priorities. In response, the district convened a group of community and staff members to conduct a communications audit. Building on that work, a second group—also made up of community and staff representatives—used the audit findings and the strategic plan to create a comprehensive communication plan aimed at improving how we share information, tell our story, and engage with stakeholders. One of the goals outlined in that plan was to ensure greater consistency and clarity in the district's visual identity, including the logo and branding elements. Guided by the priorities set by the community and the input gathered throughout the process, the district has since taken steps to refine and sharpen the logo and update branding guidelines to promote a more unified and professional image across all platforms.

The School District of Lodi has adopted and approved two logos to represent its visual brand. The district will use an academic logo crest for formal communications and a school pride logo to represent the excitement and culture of its schools.

To maintain visual brand consistency, it's crucial that all district communications use the correct logo (Academic or School Pride). This guideline will help you distinguish which logo to use and how to appropriately use them.

ACADEMIC LOGO



SCHOOL PRIDE LOGO



Understanding the parts of the logo and how they are referenced.

ACADEMIC LOGO



ICON **WORDMARK**

SCHOOL PRIDE LOGO





ACADEMIC LOGO

ORIENTATIONS

The most crucial aspect of maintaining visual brand consistency is determining the appropriate logo to use in a specific space. For all district communications, the primary logo (horizontal or vertical) should be employed. In instances where a condensed representation is necessary, the secondary logo should be utilized. These orientations will also be applied to the school named logos, (i.e. Swag, Environmental Graphics, Marketing Materials and District Correspondences).

HORIZONTAL ORIENTATION



VERTICAL ORIENTATION



CONDENSED ORIENTATION



SCHOOL NAMED LOGO

The school's logo will feature a combination of the approved elements, including the condensed orientation of the logo and the wordmark changed with the school's location. The condensed version of the school logos will have the school district name at the top of the crest and the school identifier at the bottom.

HORIZONTAL ORIENTATION



HIGH SCHOOL



MIDDLE SCHOOL



ELEMENTARY SCHOOL



PRIMARY SCHOOL



OUISCONSING SCHOOL
OF COLLABORATION

CONDENSED ORIENTATION











SCALE AND CLEAR SPACE

Consistency and functionality are vital in all logo scenarios. Maintaining these aspects, along with the logo's integrity over time, relies on proper scaling.

The physical dimensions of the logo and the surrounding space are equally important in creating a strong presence and power. With multiple vendors, parent groups, and affiliates using the logo, these standards help ensure consistency and focus in size and space.

SCALE



Width must be greater than or equal to 2.5"



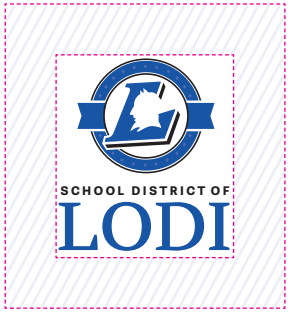
Height must be greater than or equal to 1.0"

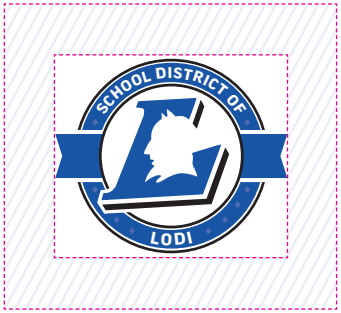


Width must be greater than or equal to .75"

CLEAR SPACE







For clear space, the minimum space should be at least .25" from the icon. This will help allow the logo to stand with prominence.

DO's AND DONT's

Using the School District of Lodi's logo on all materials is mandatory. However, given the numerous ways the logo can appear on various materials, it's crucial to familiarize yourself with the do's and don'ts before placing it. Refer to the examples below to understand how simple backgrounds can be more impactful than complex or dark ones.

Do use simple backgrounds with strong contrast to display the logo with prominence.



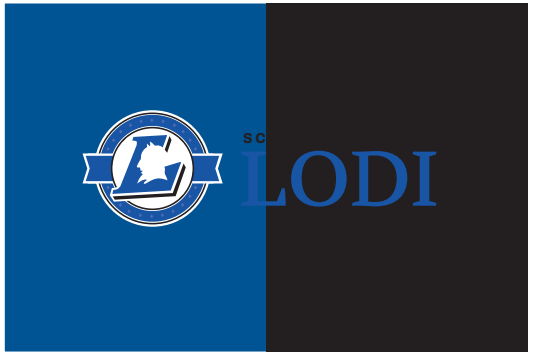




Do not use backgrounds that are the same color as the logo, complex, busy, or dark in color.





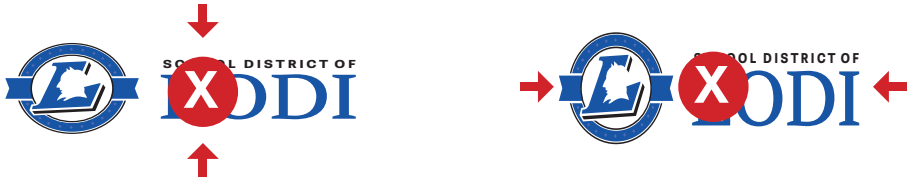


DO's AND DONT's

Do not alter or distort the logo. Keeping the integrity of the logos will help strengthen the visual brand.

DO NOT...

STRETCH OR DISTORT LOGO



REPOSITION ICON WITH WORDMARK



RESIZE ICON WITH WORDMARK



RECOLOR LOGO



ADD DROP SHADOW OR 3D EFFECTS



CHANGE FONT



ADD ELEMENTS OR GRAPHICS





SCHOOL PRIDE LOGO

ORIENTATIONS

The most crucial aspect of maintaining visual brand consistency is determining the appropriate logo to use in a specific space. For all informal, culture and Pride communications, the primary pride logo (horizontal or vertical) should be used. These orientations will also be applied to the school named logos, (i.e. Swag, Environmental Graphics, Marketing Materials).

HORIZONTAL ORIENTATION



VERTICAL ORIENTATION



SCHOOL PRIDE LOGO - WITH SCHOOL NAMES

The school's logo will feature a combination of the approved elements, including the condensed orientation of the logo and the wordmark changed with the school's location. The condensed version of the school logos will have the school district name at the top of the crest and the school identifier at the bottom.

HORIZONTAL ORIENTATION









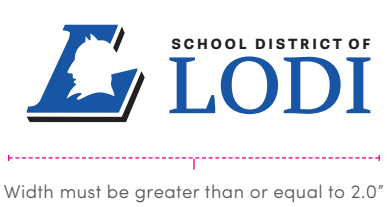


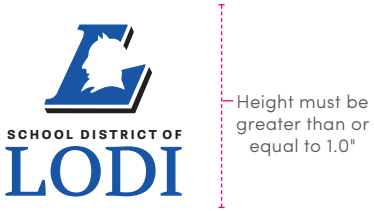
SCALE AND CLEAR SPACE

Consistency and functionality are vital in all logo scenarios. Maintaining these aspects, along with the logo's integrity over time, relies on proper scaling.

The physical dimensions of the logo and the surrounding space are equally important in creating a strong presence and power. With multiple vendors, parent groups, and affiliates using the logo, these standards help ensure consistency and focus in size and space.

SCALE





CLEAR SPACE





For clear space, the minimum space should be at least .25" from the icon. This will help allow the logo to stand with prominence.

DO's AND DONT's

Using the School District of Lodi's logo on all materials is mandatory. However, given the numerous ways the logo can appear on various materials, it's crucial to familiarize yourself with the do's and don'ts before placing it. Refer to the examples below to understand how simple backgrounds can be more impactful than complex or dark ones.

Do use simple backgrounds with strong contrast to display the logo with prominence.







Do not use backgrounds that are the same color as the logo, complex, busy, or dark in color.





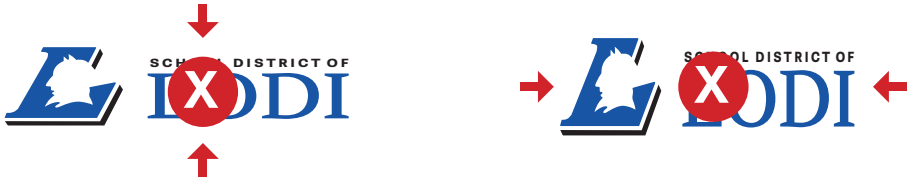


DO's AND DONT's

Do not alter or distort the logo. Keeping the integrity of the logos will help strengthen the visual brand.

DO NOT...

STRETCH OR DISTORT LOGO



RECOLOR LOGO



ADD DROP SHADOW OR 3D EFFECTS



REPOSITION ICON WITH WORDMARK





CHANGE FONT



RESIZE ICON WITH WORDMARK

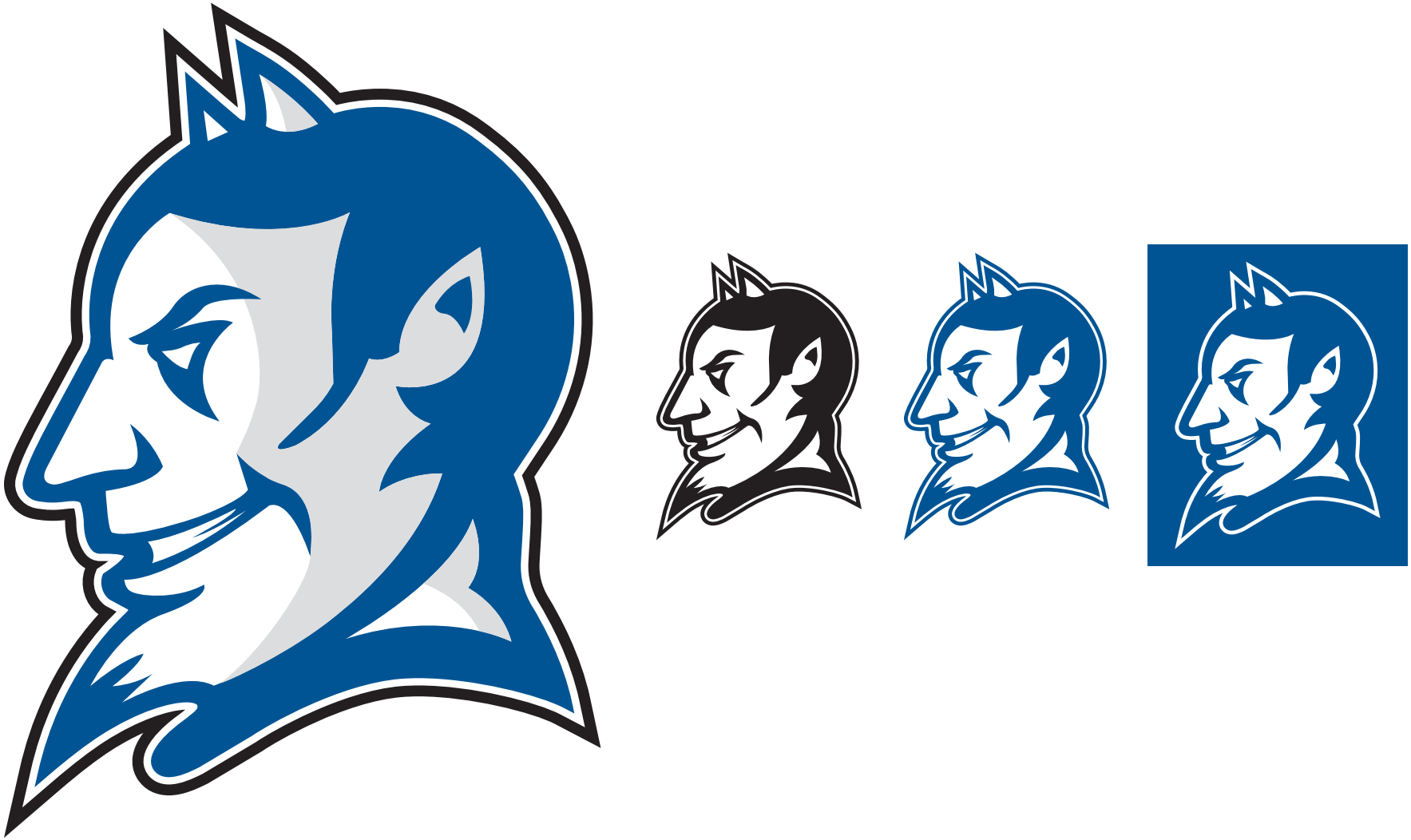




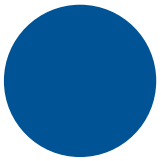
ADD ELEMENTS OR GRAPHICS



The district is introducing a new visual element to its brand: a mascot icon. This icon will serve as a secondary element, used in pride and culture scenarios. It will also establish a connection with the negative space within the "L" icon, (i.e. Swag, Environmental Graphics, Marketing Materials). **All the same guidelines apply to the mascot**.

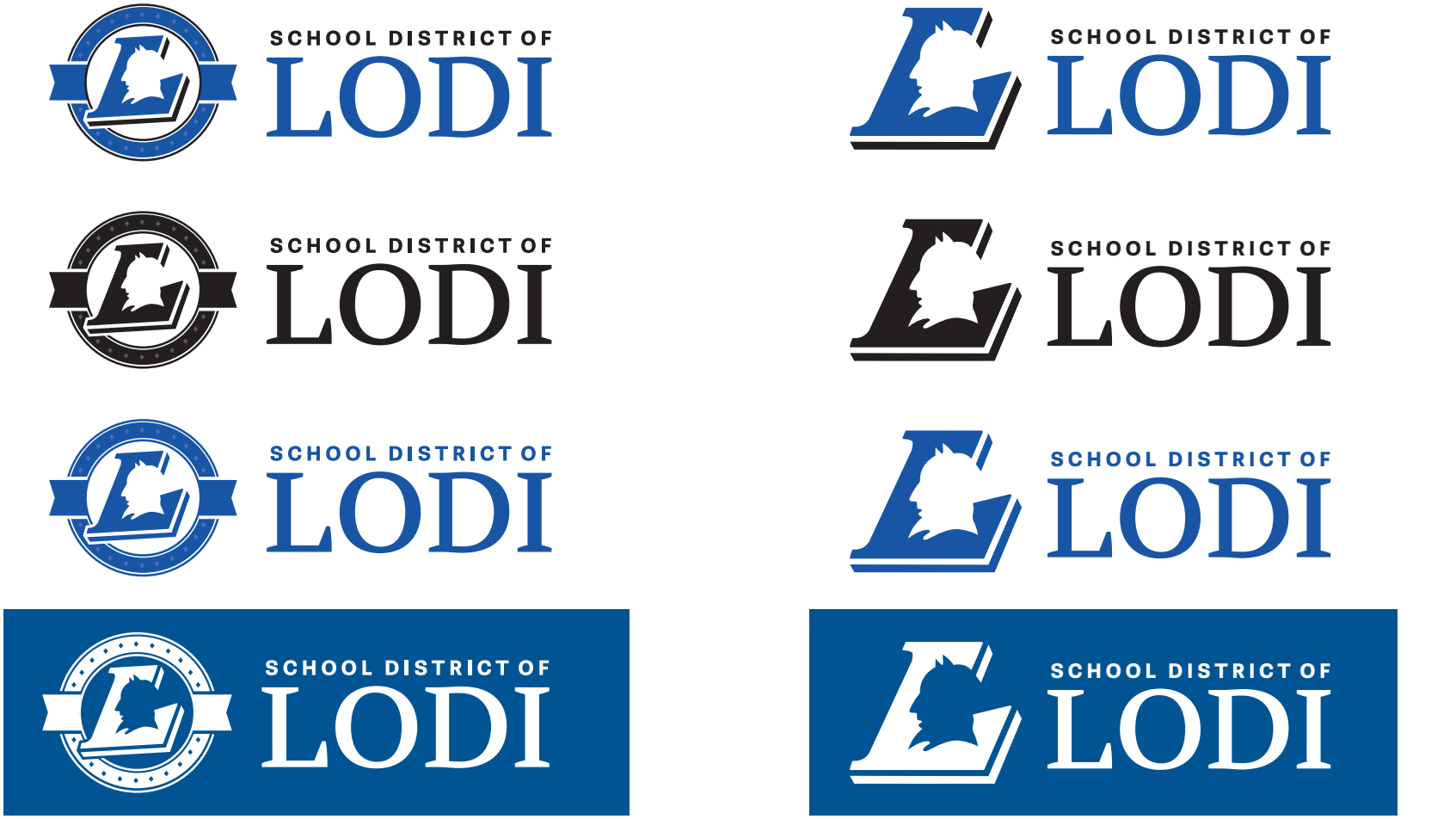


Color consistency is crucial to the brand. Please follow the approved colors shown here.

	PRIMARY	PRIMARY	ACCENT	ACCENT
COLORS				
CMYK  For standard/in-house printing use	C: 100 M: 75 Y: 15 K: 0	C: 0 M: 0 Y: 0 K: 100	C: 0 M: 0 Y: 0 K: 40	C: 0 M: 0 Y: 0 K: 0
PMS (PANTONE)  Professional printing/one-color ink use	2945 C	Black	Warm Grey	White
RGB  For web/digital use	R: 0 G: 84 B: 149	R: 0 G: 0 B: 0	R: 0 G: 0 B: 0	R: 255 G: 255 B: 255
HEX #  For web/digital use	#005495	#00000	#00000	#ffffff

COLOR VARIATIONS

Color variations may also be required depending on how and where the logo is used.
Please follow the approved colors shown here.



MAIN FONT

Along with logo use, font use is important to brand integrity. To strengthen visual communication, the District has adopted a common font to use across communication platforms.

SOFIA PRO

WEIGHTS

Lodi Schools ULTRA LIGHT	**Lodi Schools** MEDIUM
Lodi Schools EXTRA LIGHT	**Lodi Schools** SEMI BOLD
Lodi Schools LIGHT	**Lodi Schools** BOLD
Lodi Schools REGULAR	**Lodi Schools** BLACK

ITALICS

Lodi Schools ULTRA LIGHT	***Lodi Schools*** MEDIUM
Lodi Schools EXTRA LIGHT	***Lodi Schools*** SEMI BOLD
Lodi Schools LIGHT	***Lodi Schools*** BOLD
Lodi Schools REGULAR	***Lodi Schools*** BLACK

CHARACTERS/GLYPHS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890,.()*&%$#@!&!_-+=?/\][{}

BODY COPY (sample text in paragraph form)

Eressitio veribus, quissequis untio tet, solorum earchilit et maion re sa ium quas aliberum, voluptia ducil et facearcipsam ut od eum que incte estio. Pa doluptatur? Quiatibus, qui tori int aut acitatate eos estecer iandipid ullestium quate optateCus denis res seque mi, sectium expedianis serspiet aut alicia dolectaestio di amet volum, officipic tem dem vollupti nam, ommolorro volorrum.

NOTE:

ALTERNATE FONT FOR SOFIA PRO

If the font Sofia Pro is not available on your computer or if you do not have access to Adobe Font Library, please use the alternate fonts provided here.

SOFIA PRO
WHEN WORKING WITH ADOBE FONT LIBRARY

SOFIA PRO
WHEN WORKING WITH GOOGLE PRODUCTS

ARIAL
WHEN WORKING WITH MICROSOFT PRODUCTS

SECONDARY FONT

Along with logo use, font use is important to brand integrity. To strengthen visual communication, the District has adopted a common font to use across communication platforms.

PT SERIF PRO

WEIGHTS

Lodi Schools BOOK	**Lodi Schools** BOLD
Lodi Schools REGULAR	**Lodi Schools** EXTRA BOLD
Lodi Schools DEMI	**Lodi Schools** BLACK

ITALICS

Lodi Schools BOOK	***Lodi Schools*** BOLD
Lodi Schools REGULAR	***Lodi Schools*** EXTRA BOLD
Lodi Schools DEMI	***Lodi Schools*** BLACK

CHARACTERS/GLYPHS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890,.()* &%$#@!&!_-+=?/\][{}

BODY COPY (sample text in paragraph form)

Eressitio veribus, quissequis untio tet, solorum earchilit et maion re sa ium quas aliberum, voluptia ducil et facearcipsam ut od eum que incte estio. Pa doluptatur? Quiatibus, qui tori int aut acitatate eos estecer iandipid ullestium quate optateCus denis res seque mi, sectium expedianis serspiet aut alicia dolectaestio di amet volum, officipic tem dem vollupti nam, ommolorro volorrum.

NOTE:

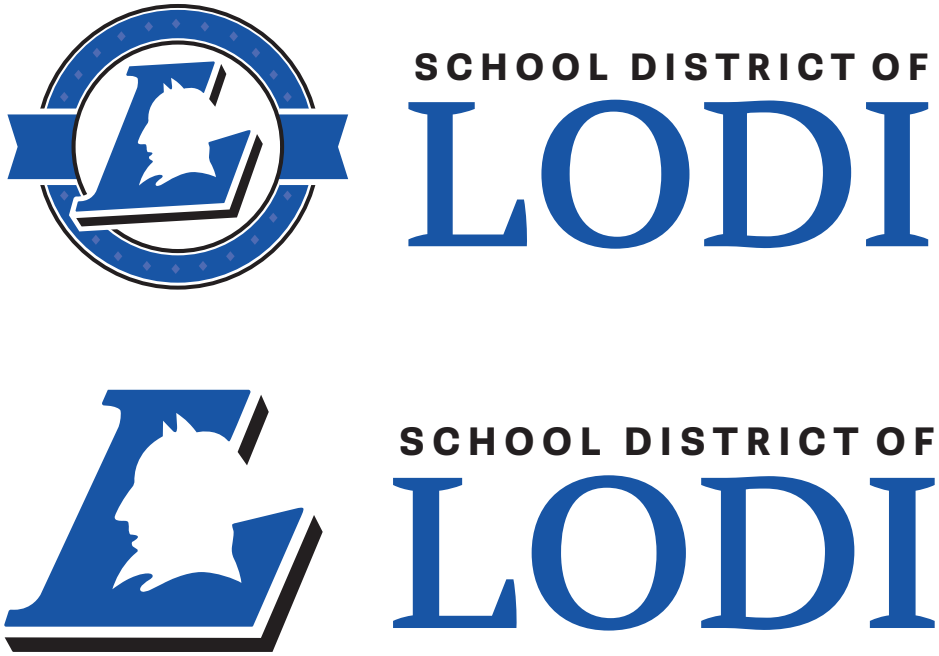
ALTERNATE FONT FOR PT SERIF PRO

If the font PT Serif Pro is not available on your computer or if you do not have access to Adobe Font Library, please use the alternate fonts provided here.

PT SERIF PRO
WHEN WORKING WITH ADOBE FONT LIBRARY

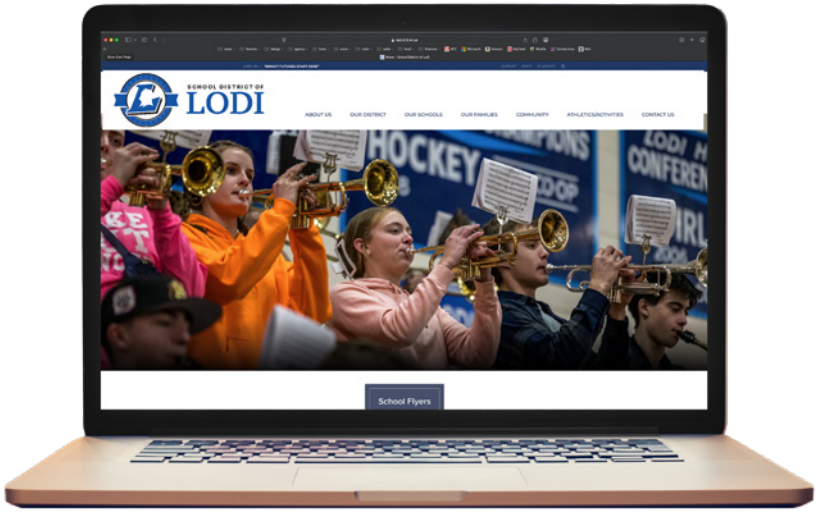
PT SERIF PRO
WHEN WORKING WITH GOOGLE PRODUCTS

CALLUNA
WHEN WORKING WITH MICROSOFT PRODUCTS



EXAMPLES OF GOOD USE

WEBSITE / SOCIAL MEDIA / STATIONARY











ENVIRONMENTAL GRAPHICS









MARKETING MATERIALS / NEWSLETTER





COMMUNITY NEWSLETTER Winter 2025

SCHOOL DISTRICT OF LODI

COMMUNITY LINK

UPCOMING DATES

Mark your calender with these upcoming important dates.

- **DATE** Favorite event to display here
- **DATE** Favorite event to display here
- **DATE** Favorite event to display here
- **DATE** Favorite event to display here
- **DATE** Favorite event to display here
- **DATE** Favorite event to display here
- **DATE** Favorite event to display here
- **DATE** Favorite event to display here

VISIT THE WEBSITE

NEW TECH IN CLASSROOM

Em volorem quiati beaquae et audis eiur aut re doluptur? Quis eum faceruptio.

The function of good software is to make the complex appear to be simple. (Grady Booch) The best thing about a boolean is even if you are wrong, you are only off by a bit. (Anonymous) It's a curious thing about our industry: not only do we not learn from our mistakes, but we also don't learn from our successes. (Keith Braithwaite) Writing code has a place in the human hierarchy worth somewhere above grave robbing and beneath managing. (Gerald Weinberg)

Hardware: The parts of a computer system that can be kicked. (Jeff Pesis) There are two ways of constructing a software design. One way is to make it so simple that there are obviously no deficiencies. And the other way is to make it so complicated that there are no obvious deficiencies. (C.A.R. Hoare) Don't worry if it doesn't work right. If everything did, you'd be out of a job. (Mosher's Law of Software Engineering) A computer lets you make more mistakes faster than any invention in human history–with the possible exceptions. (Mitch Radcliffe)

Sandit, utendenda voluptatum faccusa nditin rem nimusandi ra volo berferi odipsun delles as ex et a dolupis iuntiust, que optati blate pos cuptate mporeri aspiend itatqua testiorem quiasi cuptur, venieni hillut remporio torro con pe corem et quati doluptas nos nientusae eiurit haritibusam, to min ne plic tecto ommoloreped qui voluptat porenda ectectate ventur magnimodit et et officabo. Ga. Et poresequae lat fuga. Ria voluptur acit utem

MERCHANDISE / SWAG







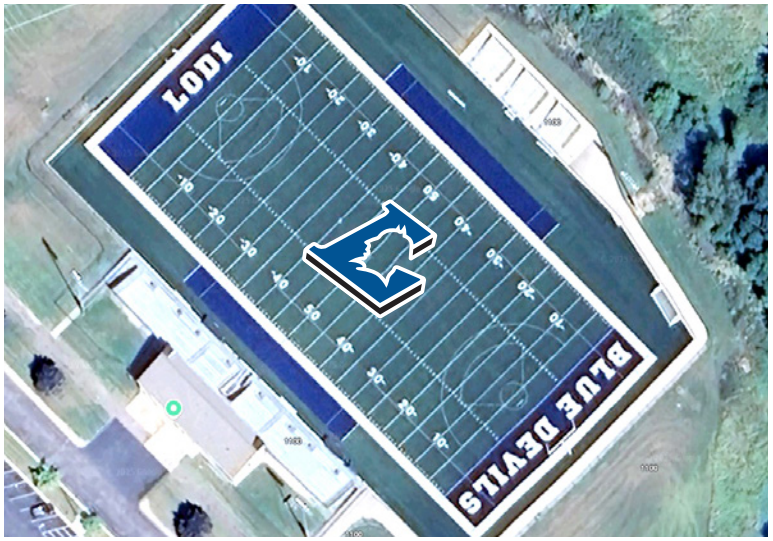




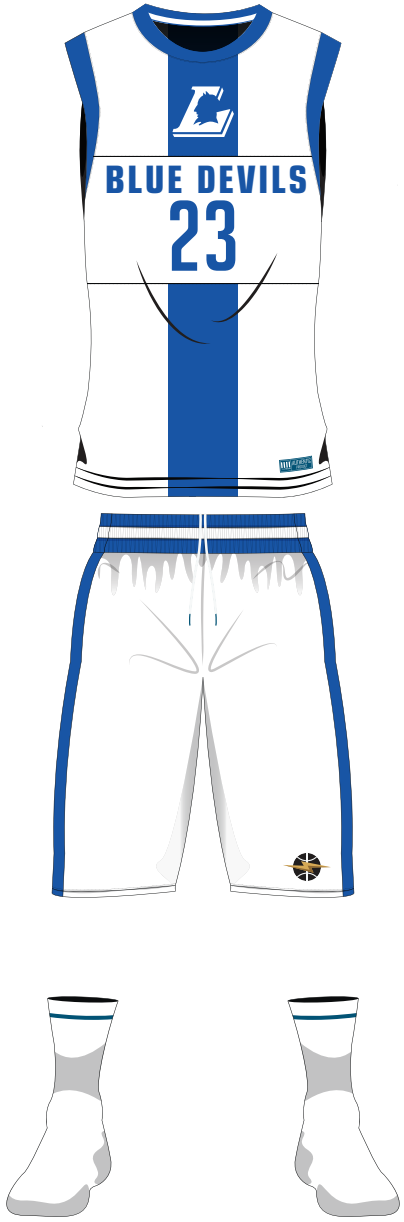
NOTE:

Please consider choosing clothing colors that best represent the visual brand. The district understands that certain colors can help promote causes or messages, such as pink in October to support breast cancer. When using visual materials on off-color merchandise, we kindly request that you use a color that best allows the identity to be well-received.

ACTIVITIES / UNIFORMS / YOUTH SPORTS







YOUTH SPORTS:

The School District of Lodi has adopted and invested in a new visual brand structure. The school board has requested that the district align the new visual brand and communication materials with their strategic plan. To ensure consistency, a logo guideline has been established for anyone representing the brand.

The school district recognizes the significance of the relationship between the youth sports programs. Since the community is close-knit, and all youth sports programs are part of the community, we believe that we all serve as ambassadors to the brand.

If the youth programs choose to use the school district visuals, they must adhere to these guidelines. Our goal is to consistently and proudly represent this community.

Together!

SCHOOL DISTRICT OF
LODI

This updated logo and branding guideline package reflects the priorities identified by our community through the School District of Lodi's strategic planning process. As part of that work, a community group was formed to review district communications and recommended updating the logo and reviewing branding practices. These revised guidelines were approved by the Board of Education, and it is expected that anyone using the logo will follow them accordingly.

Questions about the process or the use of the logo should be directed to the Office of the Superintendent.

Thank you for your support!