

# BRAND STANDARDS AT A GLANCE

Our District's visual identity, logo, and colors complement our brand and create one of the first impressions of the Longwood Central School District. It is important that we work together to maintain consistency to make the best impression possible.

## APPROVED COLORS

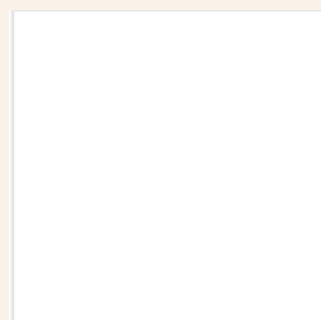
Color is an important element in the visual identity of our District. Using the colors effectively and consistently builds lasting trademark recognition. CMYK refers to the four ink plates used in some color printing: cyan, magenta, yellow, and key (black).



Dark Green: CMYK  
C=91, M=42, Y=78, K=41



Vegas Gold: CMYK  
C=15, M=16, Y=58, K=1



White: CMYK  
C=0, M=0, Y=0, K=0

## OFFICIAL DISTRICT LOGO

The Longwood brand has been designed to reflect our mission and vision to ensure all students reach their fullest potential. A consistent graphic identity is essential to establishing a connection with our community.

All District publications should include the official logo, including school documents and electronic communication, including stationery, forms, website, playbills, and programs.

