Liberty Hill ISD

District and Campus Brand Guide



BUILDING CHAMPIONS



Overview

The Liberty Hill ISD brand guide is for use by the entire Liberty Hill ISD Community. This brand guide provides a framework that promotes consistency and outlines the standards for use of Liberty Hill ISD logos. This includes the Liberty Hill ISD official logo, logo modification, and identity colors. We recommend that all parties utilizing any element of our brand identity meet the specifications outlined within this manual to help establish brand consistency.

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LIBERTY HILL ISD

Building Champions in Academics, Character and Community

Brand Standards

Use of the Logos

Our brand is an important asset to the students, staff, administration, coaches, alumni, and supporters of Liberty Hill ISD. We share our brand identity with the community through clear, consistent logos.

This approach helps us build a strong brand presence, set us apart from other schools, and create a visual environment that excites students, engages them, and strengthens school spirit.

Creation, application, or any use of the Liberty Hill ISD brand elements must conform to approved standards as authorized by Liberty Hill ISD. Additionally, Liberty Hill ISD brand elements must be used properly on all merchandise, web, printed materials, signage, etc. in a quality manner.

When using the Liberty Hill ISD brand elements, whether the item on which the element is applied is for internal use, departmental use, organization use, or being publicly displayed, being sold or otherwise distributed in commerce, all specifications for usage must be met and visually approved by an authorized party within Liberty Hill ISD.

Goudy Std Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



Helvetica Neue - Condensed Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Typography

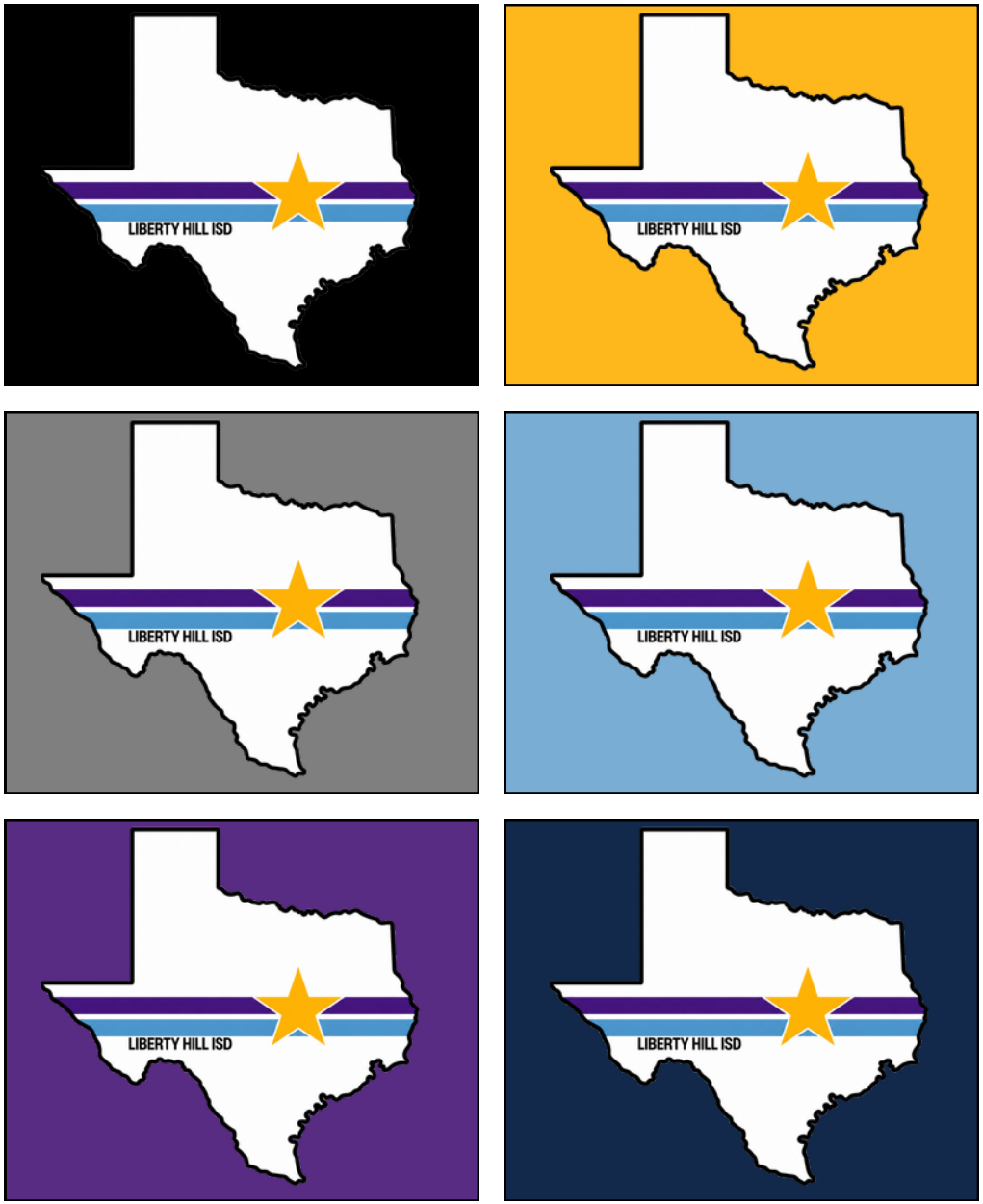
The approved fonts are Goudy Std Extra Bold and Helvetica Neue - Condensed Bold. They should always be used for the Liberty Hill ISD logos and used when identifying a sport, department, club, or other secondary priority associated with the school.

FONT FILES

**Liberty Hill ISD does not provide fonts to vendors for use. Fonts are a licensed product from the manufacturer and need to be purchased from said manufacturer for the client's personal and commercial use.*

Approved Assets

District



Approved Colors

Logo Guidelines against Background Colors

The TEXAS logo is recommended to be used against Purple, Legacy Blue, Navy, Athletic Gold, White, Black, transparent, or neutrals such as Grey/Silver.

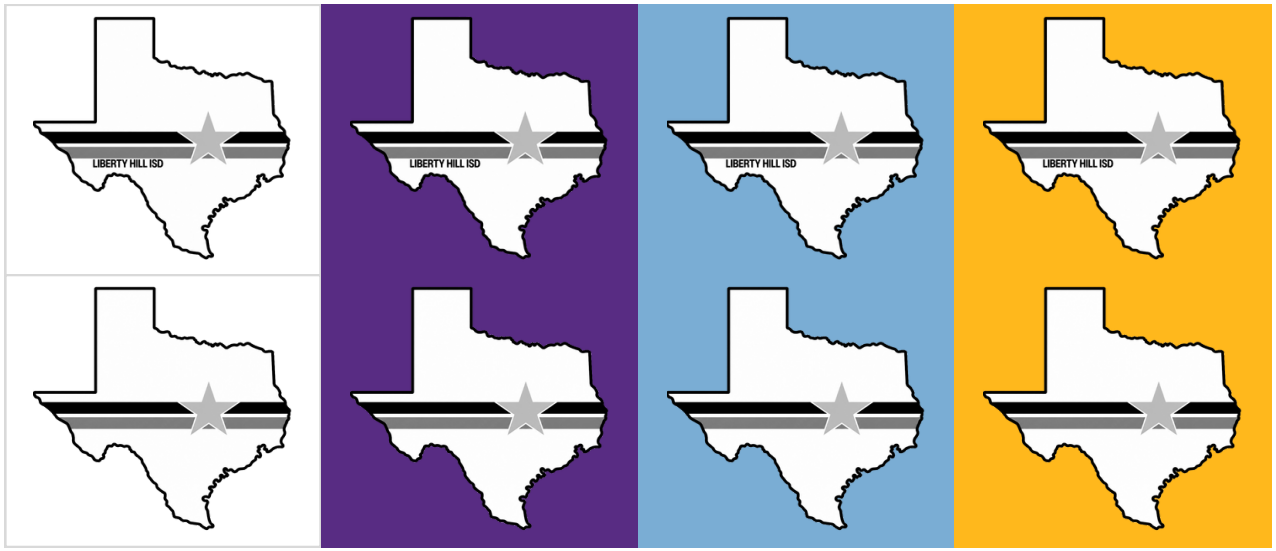
The wordmark logo is recommended to be used against a white or black background.

Please contact the district communications office for approval on the use of any other non-official school color backgrounds (e.g., light blue, pink, etc).

The logo should always be used on a solid color (or transparent) background (vs. against an image, pattern or texture).

LIBERTY HILL ISD

Building Champions in Academics, Character and Community



Approved Colors

One-Color Logos

The logo is recommended to be used against Purple, Legacy Blue, Navy, Athletic Gold, White, Black, transparent, or neutrals such as Grey/Silver.

Please contact the district communications office for approval on the use of any other non-official school color backgrounds (e.g., light blue, pink, etc).

The logo should always be used on a solid color (or transparent) background (vs. against an image, pattern or texture).

Liberty Hill High School
Feeder Pattern

Approved Colors

Identity Colors
Liberty Hill High School Feeder Pattern



	Purple	Athletic Gold
Pantone	*2685 C*	*1235 C*
Web	*#582C83*	*#FFB81C*
CMYK	*C: 79, M: 100, Y: 0, K: 0*	*C: 0, M: 31, Y: 98, K: 0*
RGB	*R: 88 G: 44 B: 131*	*R: 255 G: 184 B: 28*



	White	Black
Pantone	*White*	*Black*
Web	*#FFFFFF*	*#000000*
CMYK	*C: 0, M: 0, Y: 0, K: 0*	*C: 50 M: 50 Y: 50 K: 100*
RGB	*R: 255 G: 255 B: 255*	*R: 0 G: 0 B: 0*

Purple and Athletic Gold are the primary foundation colors and should always be the first colors used in any application where a single color predominates. White and Black should only be used as secondary accent colors. The Panther is the official mascot of Liberty Hill High School.

Purple, Athletic Gold, White, and Black are the official approved colors of campuses included in the Liberty Hill High School feeder pattern, and play a major role in supporting the core visual identity of the brand.

*All Logos were created using the PANTONE+ Solid Coated color book.

*Pantone Uncoated shares the same PMS numbers as Pantone Coated.

The colors shown on this page have not been evaluated by PANTONE, Inc. for accuracy and may not match the PANTONE color standards. Refer to the current edition of the PANTONE Color Formula Guide for accurate colors. PANTONE® is a registered trademark of PANTONE, Inc.

Typography

The approved fonts for Liberty Hill campuses are Goudy Std Extra Bold and Helvetica Neue - Condensed Bold. They should always be used for the Liberty Hill ISD logos and used when identifying a sport, department, club, or other secondary priority associated with the school.

Header

Aa

Goudy Std Extra Bold

Aa	Bb	Cc	Dd	Ee	Ff
Gg	Hh	Ii	Jj	Kk	Ll
Mm	Nn	Oo	Pp	Qq	Rr
Ss	Tt	Uu	Vv	Ww	Xx
Yy	Zz	00	01	02	03
04	05	06	07	08	09

Sub Header

Aa

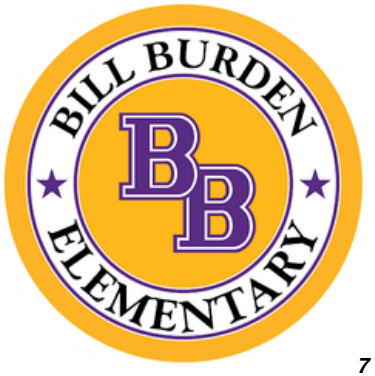
Helvetica Neue

Condensed Bold

Aa	Bb	Cc	Dd	Ee	Ff
Gg	Hh	Ii	Jj	Kk	Ll
Mm	Nn	Oo	Pp	Qq	Rr
Ss	Tt	Uu	Vv	Ww	Xx
Yy	Zz	00	01	02	03
04	05	06	07	08	09

FONT FILES

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7



8



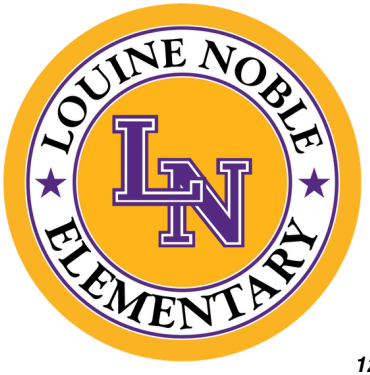
9



10



11



12

Approved Assets

Campus-Specific
Liberty Hill High School Feeder Pattern

7. ***Bill Burden Elementary***
8. ***Lariat Trails Elementary***
9. ***Liberty Hill Elementary***
10. ***Liberty Hill Middle School***
11. ***Liberty Hill High School***
12. ***Louine Noble Elementary***











Approved Assets

Miscellaneous

Liberty Hill High School Feeder Pattern



Approved Colors

One-Color Logos

The logo is recommended to be used against Purple, Athletic Gold, White, Black, transparent, or neutrals such as Grey/Silver.

Please contact the district communications office for approval on the use of any other non-official school color backgrounds (e.g., light blue, pink, etc).

The logo should always be used on a solid color (or transparent) background (vs. against an image, pattern or texture).

Legacy Ranch High School
Feeder Pattern

Approved Colors

Identity Colors
Legacy Ranch High School Feeder Pattern



	Legacy Blue	Navy
Pantone	*542 C*	*2767 C*
Web	*#7AADD4*	*#13294B*
CMYK	*C: 42, M: 18, Y: 0, K: 17*	*C: 75, M: 45, Y: 0, K: 71*
RGB	*R: 122 G: 173 B: 212*	*R: 19 G: 41 B: 75*



	White	Athletic Gold
Pantone	*White*	*1235 C*
Web	*#FFFFFF*	*#FFB81C*
CMYK	*C: 0, M: 0, Y: 0, K: 0*	*C: 0, M: 31, Y: 98, K: 0*
RGB	*R: 255 G: 255 B: 255*	*R: 255 G: 184 B: 28*

Legacy Blue and Navy are the primary foundation colors and should always be the first colors used in any application where a single color predominates. White and Athletic Gold should only be used as secondary accent colors. The Wrangler is the official mascot of Legacy Ranch High School.

Legacy Blue, Navy, White, and Athletic Gold are the official approved colors of campuses included in the Legacy Ranch High School feeder pattern and play a major role in supporting the core visual identity of the brand.

**Existing campus-specific identities may retain approved legacy colors and marks as designated by Liberty Hill ISD. Santa Rita Middle School's Stallion identity is an approved exception to the Legacy Ranch feeder-pattern color standards.*

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*Pantone Uncoated shares the same PMS numbers as Pantone Coated.

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Typography

The approved fonts for Legacy Ranch campuses are Varsity Team Bold and Helvetica Neue - Condensed Bold. They should always be used for the Legacy Ranch High School logos and used when identifying a sport, department, club, or other secondary priority associated with the school.

HEADER

AA

VARSITY TEAM
BOLD

AA	BB	CC	DD	EE	FF
GG	HH	II	JJ	KK	LL
MM	NN	OO	PP	QQ	RR
SS	TT	UU	VV	WW	XX
YY	ZZ	00	01	02	03
04	05	06	07	08	09

Sub Header

Aa

Helvetica Neue
Condensed Bold

Aa	Bb	Cc	Dd	Ee	Ff
Gg	Hh	Ii	Jj	Kk	Ll
Mm	Nn	Oo	Pp	Qq	Rr
Ss	Tt	Uu	Vv	Ww	Xx
Yy	Zz	00	01	02	03
04	05	06	07	08	09

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17



18



19



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Approved Assets

Campus-Specific
Legacy Ranch High School Feeder Pattern

13. ***Bar W Elementary***
14. ***Legacy Ranch Middle School***
15. ***Legacy Ranch High School***
16. ***Rancho Sienna Elementary***
17. ***Saddleback Elementary***
18. ***Santa Rita Elementary***
19. ***Santa Rita Middle School***
20. ***Tierra Rosa Elementary***









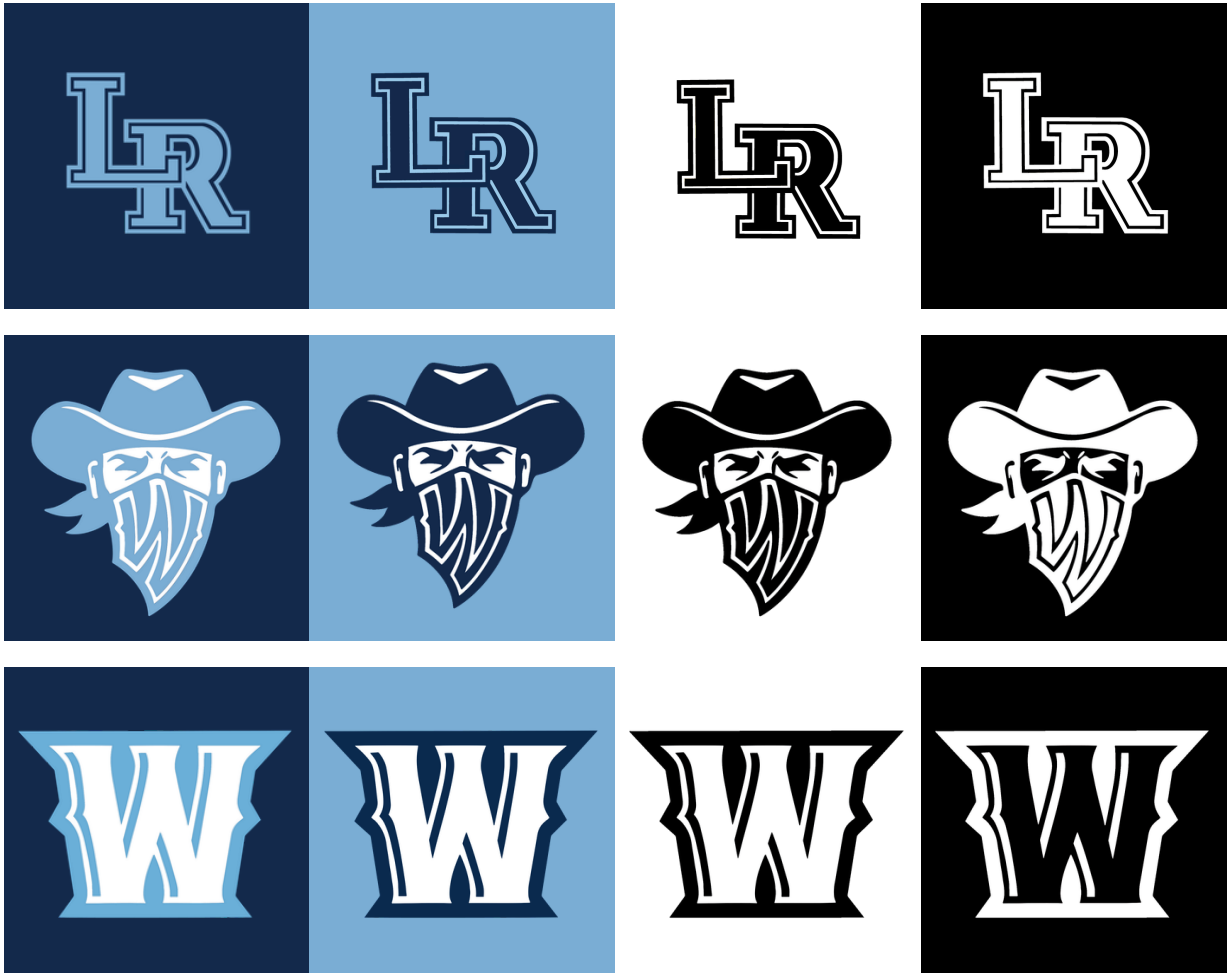




Approved Assets

Miscellaneous

Legacy Ranch High School Feeder Pattern



Approved Colors

One-Color Logos

The logo is recommended to be used against Navy, Legacy Blue, Athletic Gold, White, Black, transparent, or neutrals such as Grey/Silver.

Please contact the district communications office for approval on the use of any other non-official school color backgrounds (e.g., light blue, pink, etc).

The logo should always be used on a solid color (or transparent) background (vs. against an image, pattern or texture).