



School Brand Companion

Our District Brand



The mission of Leon County Schools is to prepare students to become responsible, respectful, independent learners equipped with the critical thinking skills necessary to compete in our global society. Our district will be an engaging, safe and respectful learning environment that embraces change and produces successful learners who value diversity and are conscientious contributors to our society. Our brand is a direct reflection of these values.

Excellence begins in Leon County Schools

Our district, our employees and our constituent families all value excellence in education. Excellence in teaching methods, in progress, and in personal outcomes. Our brand is a manifestation of this emphasis on excellence, symbolized by the prominent use of a star. The consistent and proper application of this brand is a continuation of that excellence, demonstrating our commitment to our students, teachers, staff, and community. By observing the guidelines set forth in this document, you do your part to make Leon County Schools excellent.

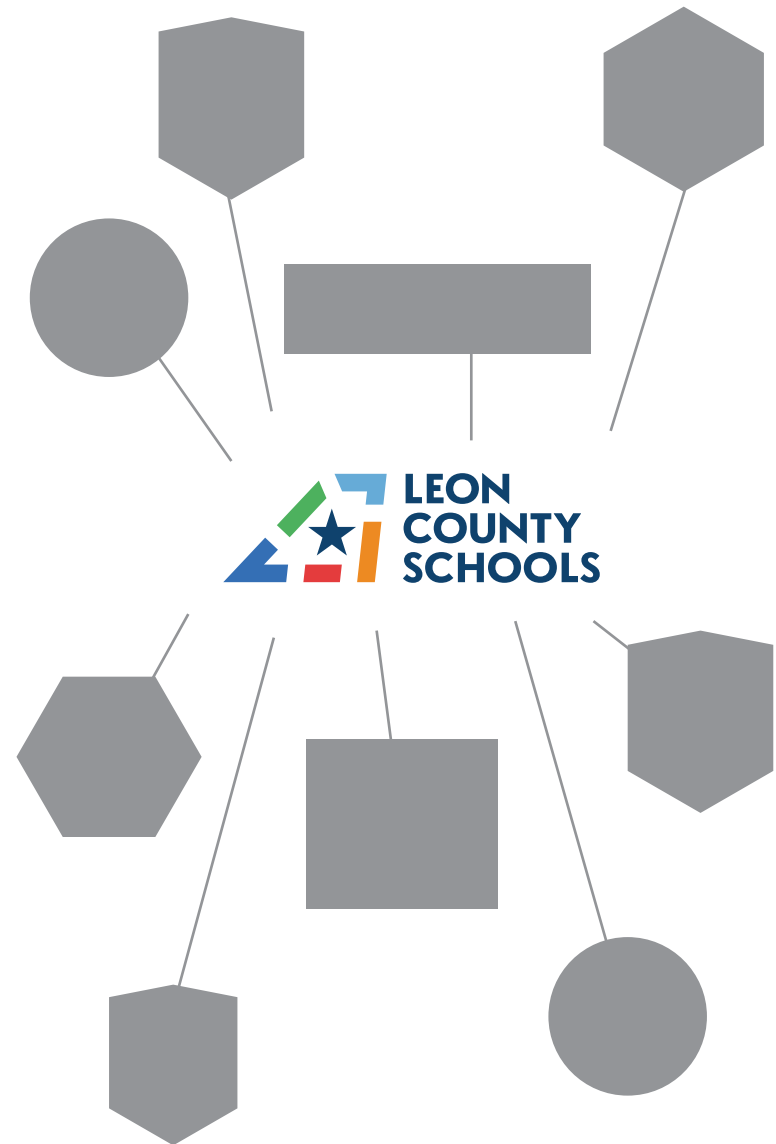
Our Branding Environment

The Leon County Schools brand is part of an ecosystem of branding and visual communication made up of member schools, district divisions, initiatives, departments, clubs and programs.

The district brand should be considered as the hub brand, to which all other logos are related and can be traced back to. In this way, the district brand acts as visual glue, connecting all the individual components. The district brand stands for our united collective, for our shared values and mission.

The district brand focuses on excellence, as represented by the star in the center of the logo. This star stands for each individual student, teacher, staff member, department or school - each with a starring role to play in our success.

The consistent and appropriate use of the district brand is an important reinforcement of this commitment to excellence. This document will provide you with all the guidelines you need to use the brand effectively.



Our Brand and Your Brand

Your school brand is strong and important in the lives of your students and their families. Your brand is what people develop affinity with, affection towards, and loyalty to. It is your brand they remember fondly after graduation.

The district brand is not designed to compete with or replace your school brand. In fact, it should remain a secondary component of most messaging. *School-first* is our mantra, but *never school-only*. By including the district in your communications you reinforce the standing of the district, to the benefit of us all.

*Sample diagram showing
scale and relationship
between brands.*



When to Use the District Brand

Every school-level communication should carry the district logo. The exceptions would be communications where context makes it unnecessary, or the medium limits ability.

Do Include on:

- Letters home to parents
- Email communications
- Public announcements
- Community Engagement

Do Not Include on:

- Individual social media posts
- Web page banners
- Internal/club communications



The Previous Logo

Our previous logo served the district for close to 50 years, and is embedded in our materials, facilities and daily lives. It is inevitable that the two logos will live together for some time. Material with the old logo does not need to be removed or destroyed. Simply stop using the old logo on new material. As materials are re-ordered and replenished the natural life cycle of the old logo will come to a close.

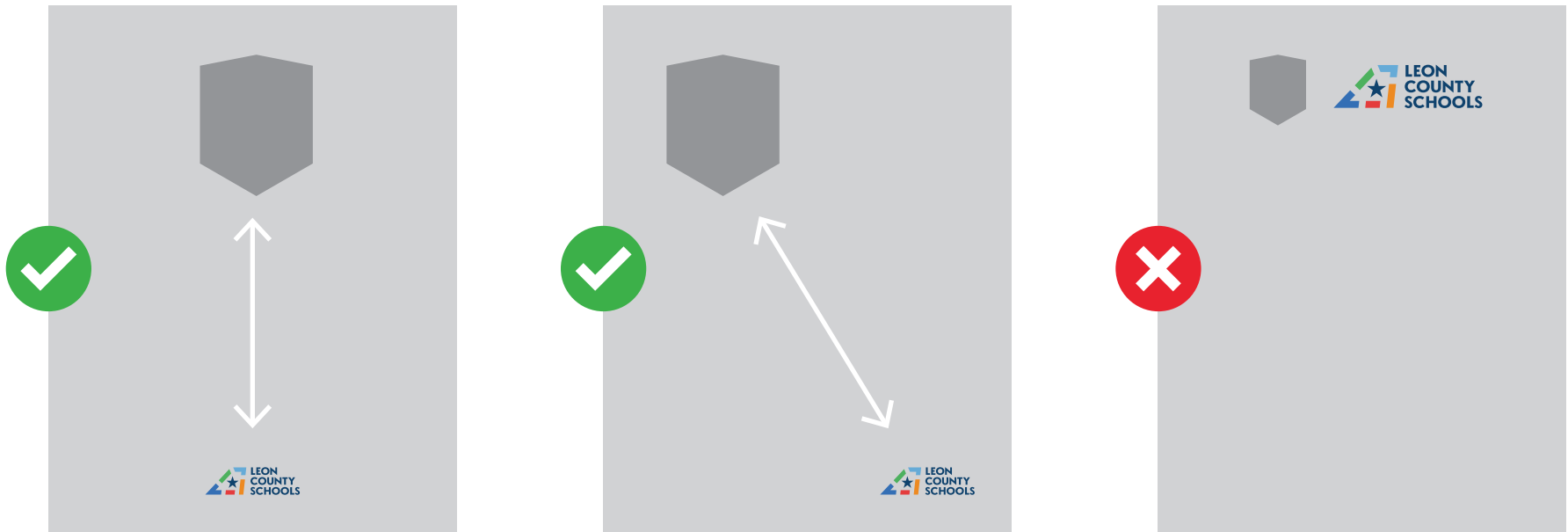


Placement

The district brand should be the secondary brand for any communications you produce, and as such, can most often be placed at the bottom or at the end of the communication.

Try to avoid placing the brand close to your logo, or in some sort of logo combination.

Always make your logo bigger than the district logo.



Colors

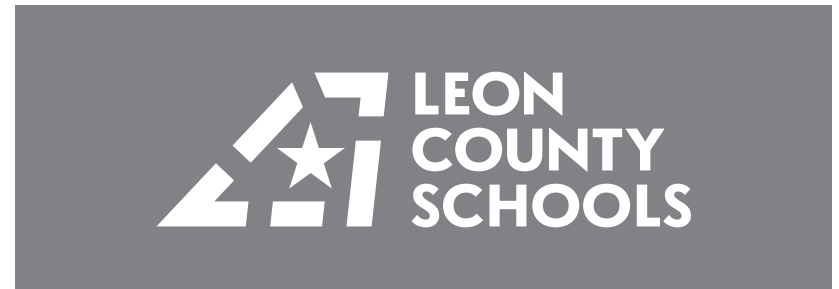
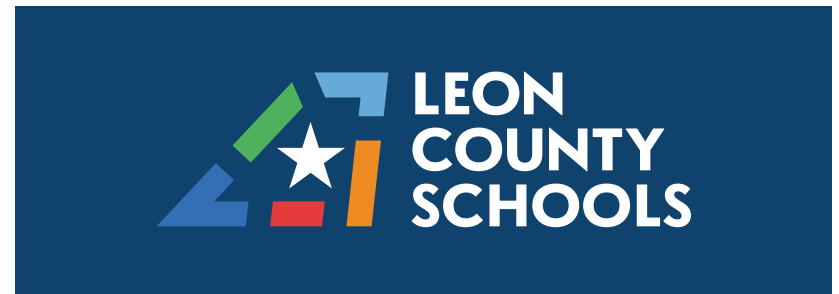
Our district brand contains six distinct colors, all of which are bold and bright. These colors have no connection to any particular school, and have not been designed to achieve any particular harmony with the multitude of school colors in our district. Because of this, when and how to use color is important to consider.

Whenever possible, use the full color version of the logo, on a white field, or the full color reversed version on a dark blue field.

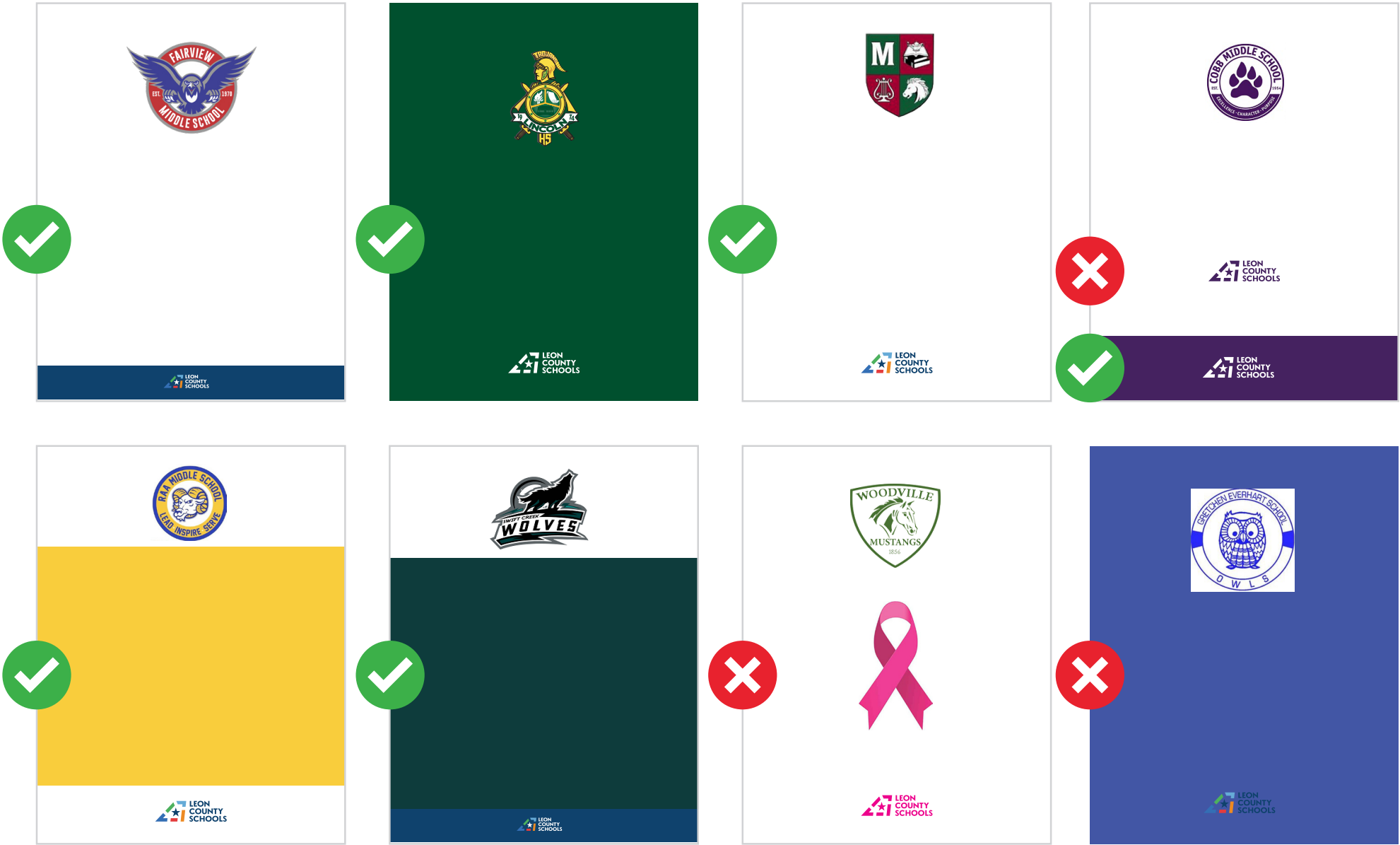
If neither version is appropriate for your specific use, you may use the logo in white on a solid field of color, or in solid dark blue.

In most cases you should not use the district logo in any other colors. Do not color it for seasonal reasons, do not use your schools colors, do not use any of the constituent colors from the brand for the entire logo.

The exception to this would be single-color uses like t-shirt printing.



Color Examples



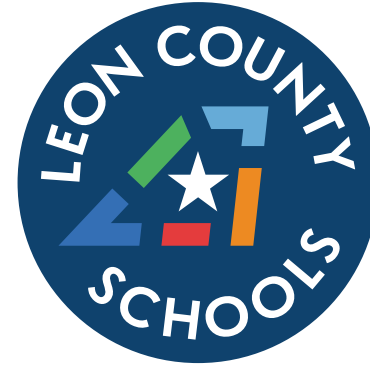
The Badge

Our district brand set includes a circular badge version which can be used instead. This version can mitigate some issues faced when determining colors.

Placement rules are the same for this version of the logo.

Please note this version of the logo is considered secondary and less formal than the primary logo. While it is acceptable to use this logo, it is not intended to be the most-used and most-seen version of the logo.

Limit your use of this version of the logo until such time as directed differently by the district.



Logo Files

Visit <https://leonschools.net/brand> to obtain all the necessary logo files in a variety of formats.

For questions or concerns regarding the use of the district brand please contact:

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