

LAKE CENTER CHRISTIAN SCHOOL BRANDING POLICY





TABLE OF CONTENTS

Branding & Visual Identity

Brand & Visual Identity Policy 3

Official Logos 4-6

Athletic Logos 6

Spirit Icons and Monograms 7-8

Other Co-Curricular Logos 9

Merchandise 10

How to Obtain Logos 11

Approved Colors 12

Official Font Type 13-14

Fine Art Fonts 15

Electronic and Printed Media

Email Signatures16-17

Printed Media 18

Compatibility

File Formats..... 19

LAKE CENTER CHRISTIAN SCHOOL BRAND & VISUAL IDENTITY POLICY

There are two logos representing the visual identity of Lake Center Christian School: the school seal, and the school cross/wordmark. The seal is reserved for official and formal uses, which the school cross/wordmark is intended for use in letterhead, stationery, fax cover sheets, interoffice communication, and so on. There are several other graphics elements recognized for use by departments or divisions of the school:

- Athletic Logos, including wordmarks (Tigers, etc.)
- Spirit Icons, such as the tiger mascot, tiger head, LCCS Monograms, and tiger paw
- Logos currently in use by extra-curricular programs

All divisions, departments, and organizations of the school should comply to the policies outlined in this document. Exemptions may be granted by the [Marketing Director](#). In general, student-generated publications and documents should bear neither the school wordmark and, most particularly, the school seal. Other important guidelines:

The proper name of the school is Lake Center Christian School, and first letters are capitalized. The proper Abbreviation is LCCS.

- Do not reproduce any LCCS identity in any color other than black, white, gray-scale, and Pantone 293C (blue) with Pantone 123C (Gold) or equivalent hex for web
- Do not use any LCCS identity to advertise or recommend commercial products or services, to promote outside organizations, or to further social or political causes
- Do not alter or modify the logos in any manner, except to proportionally scale images, always maintaining the aspect ratio
- Do not use these elements for visual identity to create new logos, or incorporate or combine them into/with other logos
- Use only the master copies (see How to Obtain Logos) to reproduce logos. If you do not see the version you need, submit an email request to the Marketing Director.

Please note, Lake Center Christian School Brand Standards are subject to change at any time, with approval of the Advancement Team and Superintendent.

**For clarification pertaining to these policies and guidelines,
please contact the Advancement Office, Marketing Director.**

Lake Center Christian School SEAL

Lake Center Christian School (LCCS) seal is to be used in formal and official documents.

BEST PRACTICES FOR USING THE SEAL LOGO

1. The seal must be used as designed and may not be modified under any circumstance, other than to scale the image in proportion while maintaining its aspect ratio.
2. In print, the logo should be positioned a minimum of 1/2 inch from the edges and should have minimum buffer zone of 1/4 inch from other text and design elements. On legal paper or larger, the logo should be positioned a minimum of 1/6 the width of the logo from the edge and should have a buffer zone of 1/8 the width of the logo from other text or design elements.
3. The seal should never be scaled to less than 1/4 inch high.
4. The seal should not be used in conjunction with other logos.



Three-Color Logo



Gray-scale Logo



Reverse Gray-scale Logo

Lake Center Christian School

CROSS/WORDMARK

Lake Center Christian School Cross/Wordmark was added to the school's visual identity for use in less formal documents and publications.

The Cross/Wordmark will represent the school's visual identity in most print and web applications, particularly:

- Documents, publications, materials of an informal or informative nature
- Interoffice communication, letterhead, stationery, business cards, fax cover sheets, etc.

Best Practices for Using the Wordmark/Cross

1. The Wordmark must be used as designed and may not be modified under any circumstance, other than to scale the image in proportion while maintaining its aspect ratio.
2. In print, the logo should be positioned a minimum of 1/2 inch from the edges and should have a minimum buffer zone of 1/4 inch from other text or design elements. On legal paper or larger, the logo should be positioned a minimum of 1/6 the width of the logo from the edge and should have a buffer zone of 1/6 the width of the logo from other text or design elements.
3. The wordmark should never be scaled to less than a 1/2 inch high.
4. The wordmark should not be used in conjunction with other logos.
5. The wordmark should not be the dominant artwork in your design. A photograph or the name title of your subject or event will generate much more interest from the reader.



Lake Center Christian School

ATHLETIC LOGOS

Lake Center Christian School formalized its portfolio of athletic visual identities. There are two types of visual identity sanctioned by the Athletic Department for use by teams, coaches, and other authorized users:

- Athletic logos
- Spirit icons (mascot tiger, paws, tiger head, etc.)
- Monograms (spirit LCCS in several styles for specific team use, etc.)

The Athletic Department has approved specific typefaces for use in publications (event programs, rosters, etc.) Details are provided under Typefaces and Fonts.

Best Practices for Using the Athletic Logo

1. The logo must be used as designed and may not be modified under any circumstance, other than to scale the image in proportion while maintaining its aspect ratio.
2. In print, the logo should be positioned a minimum of 1/2 inch from the edges and should have a minimum buffer zone of 1/4 inch from other text or design elements. On legal paper or larger, the logo should be positioned a minimum of 1/6 the width of the logo from the edge and should have a buffer zone of 1/6 the width the logo other text or design elements.
3. The logo should never be scaled to less than 1/2 inch high.
4. The logo should not be used in conjunction with other logos.



Lake Center Christian School

SPIRIT ICONS

SPIRIT ICONS

Lake Center Christian School are used by the Athletic Department and spirit programs, such as the Booster Organization and others. The school approved an official logo representing the tiger mascot head. This images were selected for their noble representation of the school mascot. Other tiger images are not to be used to represent Lake Center Christian School or its athletic programs without prior approval from the Athletic Department AND the Marketing Department.

Spirit icons approved for use by Lake Center Christian School athletic and spirit groups are:

- Tiger Mascot Head

Spirit icons and monograms are not intended for use in formal or official documents or publications or in academic applications, departments, or extracurricular programs other than those that are affiliate with the Athletic Departments. These images are for use specifically by LCCS Athletic programs and events, spirit merchandise or promotions, and pre-approved student organizations.



Cubs Athletic Program

Lake Center Christian School MONOGRAMS

LCCS MONOGRAM

Lake Center Christian School Monogram is for use by the Athletic Department and the Advancement Department. The images are comprised of specific typefaces with uniquely applied attributes. The monogram should not be replicated by similarly typing the letters and attempting to apply colors and other attributes. Only the master images are to be used as the LCCS Monogram.

Best Practices for Using LCCS Spirit Icons and Monograms

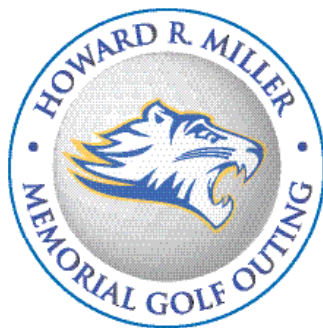
1. The spirit icons and monograms must be used as designed and may not be modified under any circumstance, other than to scale the image in proportion while maintaining its aspect ratio.
2. In print, the logo should be positioned a minimum of 1/2 inch from the edges and should have a minimum buffer zone of 1/4 inch from other text or design elements. On legal paper or larger, the logo should be positioned a minimum of 1/6 the width of the logo from the edge and should have a buffer zone of 1/6 the width of the logo from other text or design elements.
3. The icons and monograms should not be used sparingly within the same document. Overuse of a single image or multiple icons and monograms is not advised as it diminishes the visual impact of each.
4. The use of complimentary typefaces and approved colors is imperative for a consistent visual identity. Refer to the appropriate sec-



Lake Center Christian School

OTHER LOGOS

There are several additional logos currently approved for us. These logos are used by specific departments, divisions, organizations, or recurring events of Lake Center Christian School. Questions on the appropriate use of these logos should be directed to the Marketing Office.



THE LIGHT

Lake Center Christian School MERCHANDISE

Approved vendors are first points of contacts that follow industry standards to be contacted for Lake Center Christian School apparel, merchandise, printing, etc. For questions regarding who to contact or where to go for printing, please see the Marketing Director. We do have a list of preferred vendors we would like to support for Lake Center Christian School.

To become an approved vendor, please contact the Marketing Office in the Advancement area. Vendors must have an EIN tax identifier for tax and records purposes.

We do have a website for merchandise to be purchased - <https://shoplccs.com/>.

Lake Center Christian School

HOW TO OBTAIN LOGOS

ADMINISTRATIVE, ACADEMIC, & GENERAL USE

Lake Center Christian Schools wordmark can be sent upon request from the Marketing Office. Please email a request to receive a logo.

Athletic & Spirit Use

Logos, Icons, and monograms specified for use in athletic and spirit-driven documents can be obtained by request from the Marketing Office.

All logos must be scaled while maintaining the aspect ratio in most applications:

Select the image

- Click and drag one of the boxes that appear at the corner of the image
- Drag outward, away from the center of the image, to increase the dimensions proportionately
- Drag inward, toward the center of the image, to decrease the dimensions proportionately



Correct



Incorrect

Lake Center Christian School

APPROVED COLORS

The colors of Lake Center Christian School visual identity have been refined and updated to reflect current uses and varied media. There should be no deviation from the approved color palette.

BEST PRACTICES FOR USING APPROVED COLORS

1. Select two or three colors and stick with them throughout the document.
2. Use the colors consistently (i.e. use the same color for all titles, etc.)
3. For best readability, use dark text on light background. A document with all of the text in blue is not advised, and Lake Center Gold does not provide enough contrast to be used as the primary text color in most documents.

Pantone (PMS) colors allow for consistent, exact colorization in professional printing. Pantone colors are referred to as spot colors. We use Pantone Coated.

CMYK (cyan, magenta, yellow, black) refers to the values used in the four-color print process.

RGB (red, green, blue) is used in electronic display and photography. Note that the appearance of a specific RGB value with differ - sometimes greatly - from device to device.

A **hex** (hexadecimal) value is a six-character conversion of an RGB value for use on the web.



LCCS Blue
PMS 293 C
C: 100 M: 80 Y:12 K: 3
R: 14 G: 76 B: 144
Hexadecimal: # 0E4C90



Black
PMS Black C
C: 0 M: 0 Y:0 K: 100
R: 45 G: 41 B: 38
Hexadecimal: # 2D2926



LCCS Gold
PMS 123 C
C: 0 M: 23 Y:91 K: 0
R: 255 G: 197 B: 47
Hexadecimal: # FFC52F



Cool Grey
P Cool Grey 4 C
C: 27.17 M: 21.45 Y: 21.85 K: 0
R: 187 G: 187 B: 187
Hexadecimal: # BBBCBC



White
PMS 123 C
C: 0 M: 0 Y:0 K: 0
R: 255 G: 255 B: 255
Hexadecimal: # FFFFFFFF

Lake Center Christian School

PREFERRED TYPEFACES

ACADEMIC & GENERAL USE

The following typefaces (a font is a typeface with specific attributes assigned, such as size) are strong recommended for all written documents and publications. Using one of these typefaces will help Lake Center Christian School to maintain a consistent visual identity appropriate for its stature as an educational institution.

BEST PRACTICES FOR USING TYPEFACES

1. Consider that custom fonts, unless embedded, must be installed on the computer before the end-user can see them.
2. Keep in mind that row after row of text is often ineffective. Consider using bulleted phrases if possible.
3. Documents less than three pages should have no more than two fonts. Three fonts may be suitable to larger documents.
4. For the most part, there are two major types of font – Serif and Sans-Serif. The Serif, also known as feet, can be seen on the ends of letters; take for example the following letter – **T** – not how the top ends and bottom end curl, those are Serifs. Sans-Serif, meaning without serifs, do not have the extra feet; here is the same letter in sans-serif – **T** – note the lack of curls on the ends.
5. In multi-font documents, Sans-Serif fonts are generally reserved for titles and subtitles, while Serifs are used for the body text or large blocks of text. Common exceptions include single font documents.

PRINT: SERIF

Times New Romans

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Lake Center Christian School

PRINT: SANS-SERIF

Arial Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Lake Center Christian School

Print: *Fancy*

Edwardian Script ITC

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Lake Center Christian School

Lake Center Christian School

PREFERRED TYPEFACES

Email: Sans Serif

Arial Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Lake Center Christian School

Email: Serif

Times New Romans

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Lake Center Christian School

Web: Serif

Times New Romans

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Lake Center Christian School

Web: Sans-Serif

Verdana

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Lake Center Christian School

Lake Center Christian School

FINE ARTS FONT

We have the following fonts for our Fine Arts Programs. This font is a purchased font.

Art
LAKE CENTER CHRISTIAN SCHOOL

Band
LAKE CENTER CHRISTIAN SCHOOL

Choir
LAKE CENTER CHRISTIAN SCHOOL

Digital Video Art
LAKE CENTER CHRISTIAN SCHOOL

Fine Arts
LAKE CENTER CHRISTIAN SCHOOL

Strings
LAKE CENTER CHRISTIAN SCHOOL

 *Orchestra*
LAKE CENTER CHRISTIAN SCHOOL

Lake Center Christian School

ELECTRONIC MEDIA

ON THE WEB

Lake Center Christian School takes seriously any representation of the school. Regardless of the medium, any use of the visual identity should accurately reflect the stature and mission of the school as well as its standards and policies. Each and every image, article, web page, video, and publication should validate Lake Center Christian School as a school “that assists Christian families and their Churches in equipping students for lifelong learner and service to Christ” and does everything with Excellence.

LOGO USAGE

Only websites and web pages that are created and maintained by faculty, staff, and assigned representatives of Lake Center Christian School may use the logo, wordmark, seal, spirit icon, or monogram of the school. Use of the logo on unofficial websites constitutes a violation of the schools branding policy.

Lake Center Christian School actively manages the use of its logos, wordmarks, seal, and other indicia. Any commercial use of LCCS indicia must be approved by the Marketing Office.

Obviously, this is a very brief and broad statement of Lake Center Christian’s School position regarding its representation on the web.

**For clarification pertaining to these policies and guidelines,
please contact the Advancement Office, Marketing Director.**

Lake Center Christian School

ELECTRONIC MEDIA

EMAIL SIGNATURES

In order to uniformly represent Lake Center Christian School in a professional manner, all users of a LCCS Google Mail address should include automatic signatures formatted as illustrated on this page.

Under no circumstances are LCCS email users to include a background, watermark, or other graphic element in their signature.

TO SET UP YOUR SIGNATURE:

1. Log in to your email
2. Click the gear icon in the upper right hand corner.
3. Select Settings from the menu that drops down.
4. In the page that loads, scroll until you see the Signature option.
5. In the signature box, enter your full name and your position at LCCS
6. Scroll to the bottom of the screen and click Save Changes.

When you send emails, the standardized portion of the signature will be added resulting in the following: You may personalize your email signature with a Bible Verse.

Your Name
Your Position

Lake Center Christian School Logo
Address
Phone
Fax
Website address
Confidentiality Agreement



Lake Center Christian School IN PRINT

Lake Center Christian School letters and correspondence should use the approved typefaces listed in this guide. Black is the customary color of text in a business document.

The letterhead is intended for set up with a left margin of 1", top margin of 1", right margin of 1", and bottom margin of 1".

BEST PRACTICES FOR PRINTED MATERIALS

1. Use only the suggested typefaces in black for correspondence and most text in publications.
2. Never import graphics or photographs into business correspondence.
3. Bold, italicized, and text in all capitals should be used sparingly and only to offset or highlight specific words or phrases.

Lake Center Christian School

FILE FORMATS

Windows programs and Macintosh applications – including Microsoft Publisher, Word, Excel, Adobe InDesign, Adobe Illustrator, Adobe Dreamweaver, Google Drawings – are compatible with specific file formats. The following list shows industry standard programs and what should be used to obtain the highest quality of reproduction.

Industry Printing Software	AI	EPS	JPG	TIF	GIF	PNG
Adobe InDesign	*	*	*	*		
Adobe Illustrator	*	*				
Office Software						
Microsoft Publisher		*	*	*	*	*
Microsoft Word			*		*	*
Microsoft Power Point			*			*
Microsoft Excel			*		*	*
Google Drawing			*		*	*
Web Publishing						
Adobe Dreamweaver			*		*	*

