



# LITTLE ROCK

## SCHOOL DISTRICT

January 2018

**IDENTITY  
GUIDELINES**

# Primary Logos

## PRIMARY VERTICAL



LITTLE ROCK  
SCHOOL DISTRICT

## PRIMARY HORIZONTAL



LITTLE ROCK  
SCHOOL DISTRICT

The primary District logo (full-color: VERTICAL or HORIZONTAL format) is the preferred logo for marketing and communication materials.

The new Little Rock School District logo will be used on district-branded material beginning January 2018; however, the old logo will remain an *official seal* for the District (see pg. 7) – placed on official documents like diplomas, etc. Our logo represents us at the very highest level and is vitally important to our brand — as a signature, an identifier and a stamp of quality. It is, and should always be, the most consistent component in our communications.

**Here are some thoughts behind the logo design and what it represents:**

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*“Protector of hopes and dreams - A guiding light to knowledge and opportunity.”*

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**Shield** - Protector of hopes and dreams

**Book** - Knowledge

**Wings** - Opportunity

**Torch** - Guiding Light

**Stars** - Pay homage to Little Rock Nine

**Color** - Ultramarine - In branding, blue symbolizes: sincerity, confidence, trust, integrity, loyalty, stability, strength, and success. The shade of blue used, known as *Ultramarine* — is known as one of the purest (quality) of all the blues.

**LOGO USAGE:** All who publish, promote, and represent the District are responsible for adhering to the graphic standards outlined in this guide. Periodic updates to this manual will be published at [LRSD.org/logos](http://LRSD.org/logos)

# Secondary Logos

The primary logos should be used whenever possible. Secondary variations may need to be used due to size restrictions, production requirements, or social media parameters.

Complete, high-resolution, SECONDARY logo sets will be available for download at [LRSD.org/logos](http://LRSD.org/logos)

Official logos, marks and symbols included are to be used only with the expressed permission of the Little Rock School District.

STAND-ALONE ICON



HORIZONTAL INITIALS



SOCIAL MEDIA / APPAREL ICON



# Usage Guidelines

## CLEAR SPACE

To create maximum impact, keep the clear space around all logo free from other text and graphics. The clear space on each side of the logo should be equal to or greater than the x-width of the flame.



## INCORRECT USAGE

Special care should be taken when using the logo — a goal of display consistency and clarity.



\* DO NOT stretch, pinch, or skew the logo.



\* DO NOT add or alter the logo in any way.



\* DO NOT make changes to words or reset typography.



\* DO NOT add an outline on dark backgrounds — use “reversed” version of logo.

# Color Variations

## FULL COLOR

Logo should be displayed in full color when possible.



## ONE COLOR

When only one color is available, use the Pantone® 286 Blue (Ultramarine Blue), Pantone® 281 Blue (Navy Blue), or Pantone® 430 Gray (Dark Gray).



## ON DARK BACKGROUNDS

When using the logo on dark backgrounds, use the reversed logo in white, or 40% tint of Pantone® 430 Gray, as shown in the sample.



## COLOR PALETTE

The official colors of the Little Rock School District are 2 variations of blue, and gray. Silver may be used in place of gray when available.

### NOTE:

**Pantone System** refer to print industry standard colors and is used in spot color offset printing to ensure precise color matching.

**CMYK (cyan, magenta, yellow and black)** is another print industry standard color matching system and is used in four-color offset printing.

**RGB** is a specific reference to color for on-screen applications.

**HEX (hexadecimal code)** is a standard code of color for web development.

### OFFICIAL DARK BLUE

Pantone® 281  
(Navy Blue)

HEX: #00205B  
CMYK: C100 M85 Y5 K36  
RGB: R0 G32 B91

### OFFICIAL MEDIUM BLUE

Pantone® 286  
(Ultramarine Blue)

HEX: #0033A0  
CMYK: C100 M75 Y0 K0  
RGB: R0 G51 B160

### OFFICIAL GRAY

Pantone® 430  
(Medium Gray)

HEX: #0033A0  
CMYK: C33 M18 Y13 K40  
RGB: R124 G135 B142

# Primary and Secondary Logo Sampling

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## PRIMARY - HORIZONTAL LOGO

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## PRIMARY - VERTICAL LOGO

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## SECONDARY - STAND-ALONE ICON

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## SECONDARY - HORIZONTAL INITIALS

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## SECONDARY - SOCIAL MEDIA/APPAREL ICON

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# District Seal



The previous Little Rock School District logo will be transitioned to an exclusive role, as **DISTRICT SEAL**.

The seal will be a restricted use mark and should **NOT** be utilized as the primary District logo by departments and schools for general identity or merchandising purposes. As of January 2018, the new logo/identity should be used in place of all previous district-level logos.

Use of the SEAL is primarily limited to the Office of the Superintendent, and District Administration. The SEAL is intended for transcripts, graduation materials, official recognition and legal documents.

Purpose in transitioning the District's previous logo into a DISTRICT SEAL, is to allow useage of the SEAL image on printed material already in circulation prior to January 2018. This phasing approach of the new logo into circulation, should allow for a timely transition — without abrupt, costly replacement of all materials containing previous logo all at once.



LITTLE ROCK  
SCHOOL DISTRICT

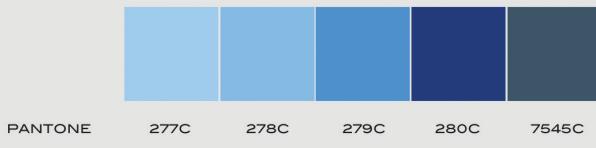


LITTLE ROCK  
SCHOOL DISTRICT

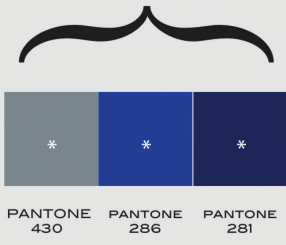
logo design / color story



suggested extended palette - possible usage in marketing material  
as cmyk equivalent



colors used in logo





# Sample Branding Applications

sample branding / identity system



sample apparel





**LITTLE ROCK**  
SCHOOL DISTRICT

**DEPARTMENT  
OF COMMUNICATIONS**

810 West Markham  
Little Rock, AR 72201  
501-447-1025  
[LRSD.org/logos](http://LRSD.org/logos)