Primary Logos

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:

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

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 LRSO/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

Official logos, marks and symbols included are to be used only with the expressed permission of the Little Rock School District.
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 make changes to words or reset typography.
* DO NOT add an outline on dark backgrounds — use "reversed" version of logo.
* DO NOT add or alter the logo in any way.
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 refers 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.
Primary and Secondary Logo Sampling

**PRIMARY - HORIZONTAL LOGO**

**PRIMARY - VERTICAL LOGO**

**SECONDARY - STAND-ALONE ICON**

**SECONDARY - HORIZONTAL INITIALS**

**SECONDARY - SOCIAL MEDIA/APPAREL ICON**
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 usage 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.
Sample Branding Applications

- Sample branding/identity system
- Sample apparel

Little Rock School District
IDENTITY GUIDELINES

Sample Branding Applications

- 2017 COMMUNITY REPORT

Little Rock School District
IDENTITY GUIDELINES

Sample Branding Applications

- Sample branding/identity system
- Sample apparel

Little Rock School District
IDENTITY GUIDELINES