

LINDBERGH SCHOOLS FOUNDATION

BRAND GUIDELINES

FOUNDATION LOGO

To maintain the visibility and readability of the logo, it is essential to create a defined clear space around it. The purpose of this clear space is to set the logo apart from any other visual elements, such as text or images, which could potentially detract attention from the logo itself.

The extent of this clear space is determined by the height of the uppercase letter "L" in the logo, as indicated in the design guidelines. It is crucial to ensure that no other elements, including graphics, typography, lines, or images, encroach upon this designated clear space.



FOUNDATION PRIMARY LOGOTYPES

These logos serve as the primary choice for all brand communications, playing a pivotal role in facilitating the immediate recognition of the Lindbergh Schools Foundation brand.

The vertical logo holds the position of prominence as the primary logo and should be employed in the majority of cases. In situations where space constraints make it impractical to use the vertical logo, the horizontal version is an alternative option, ensuring the brand's identity remains intact.



FOUNDATION SECONDARY LOGOTYPES

These logo variations are designated for secondary usage. Please incorporate these logos as needed, taking into account the specific design requirements of each project.



**LINDBERGH SCHOOLS
FOUNDATION**



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FOUNDATION INCORRECT LOGO USEAGE

The Lindbergh Schools Foundation logo must remain unaltered and should not undergo any modifications or edits. Here are some examples of what you should avoid doing:

Incorrect Usage

- Do not stretch width of logo the logo unproportionally.
- Do not codense or distort the logo unproportionally
- Do not rotate the logo.
- Do not crop the logo
- Do not place remove logo type face and add another word.
- Do not change change font type.
- Do not place logo on top of any image with poor contrast and readability.
- Do not change colors of the logo.



FOUNDATION INCORRECT LOGOS

The logos displayed below have been retired or are unofficial, and they should never be utilized for Foundation-related purposes.



**LINDBERGH SCHOOLS
FOUNDATION**



**LINDBERGH SCHOOLS
FOUNDATION**

**THE LINDBERGH SCHOOL DISTRICT
FOUNDATION**



TYPOGRAPHY & COLORS

FOUNDATION TYPOGRAPHY

ITC LUBALIN GRAPH STD DEMI

USES: SHORT TITLE AND HEADLINES

ITC Lubalin Graph STD is intended for short titles. Use of this font should be limited to a small phrase because there is no punctuation. This font can be downloaded at: dfonts.org/fonts/itc-lubalin-graph/

Examples:

Headline Example

HEADLINE EXAMPLE

RALEWAY

USES: ALL GENERAL USES

Raleway font is intended for all body copy and longer text. Ralway should be used to accompany the ITC Lubalin Graph STD font, but it also may stand alone in cases when ITC Lubalin Graph STD may not be appropriate.

This font can be downloaded at: fonts.adobe.com/fonts/raleway

Examples:

RALEWAY REGULAR Use in most cases.

RALEWAY LIGHT Use sparingly with smaller text like captions.

RALEWAY BOLD Use for subheadings in ALL CAPS, Title Case or Sentence case.

FOUNDATION SECONDARY TYPOGRAPHY

FUTURA PT

USES: SECONDARY FONT

Futura PT is intended as a secondary font. Use of this font should be used when Raleway does not fit with the desired medium. This font can be downloaded at: fonts.adobe.com/fonts/futura-pt

Examples:

FUTURA PT MEDIUM

Use in most cases.

FUTURA PT BOOK

Use sparingly with smaller text like captions.

FUTURA PT HEAVY

Use for subheadings in ALL CAPS, Title Case or Sentence case.

FUTURA PT CONDENSED

USES: SECONDARY FONT

Futura PT Condensed is intended as a secondary font. Use of this font should be used when Raleway does not fit with the desired medium. This font can be downloaded at: www.cufonfonts.com/font/futura-condensed-pt

Examples:

FUTURA PT MEDIUM CONDENSED

Use in most cases.

FUTURA PT BOOK CONDENSED

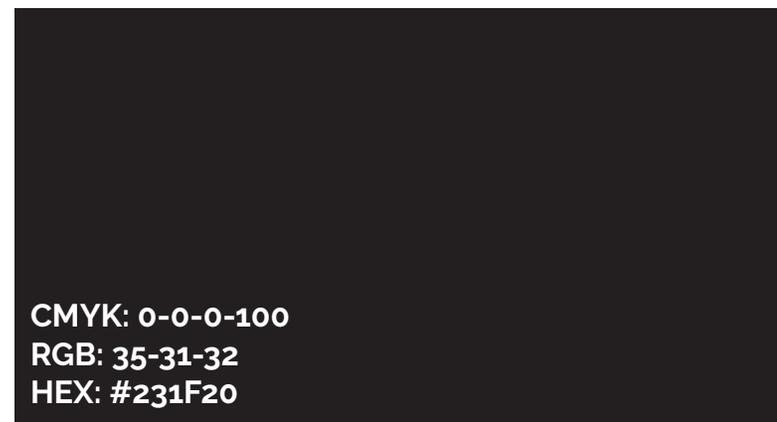
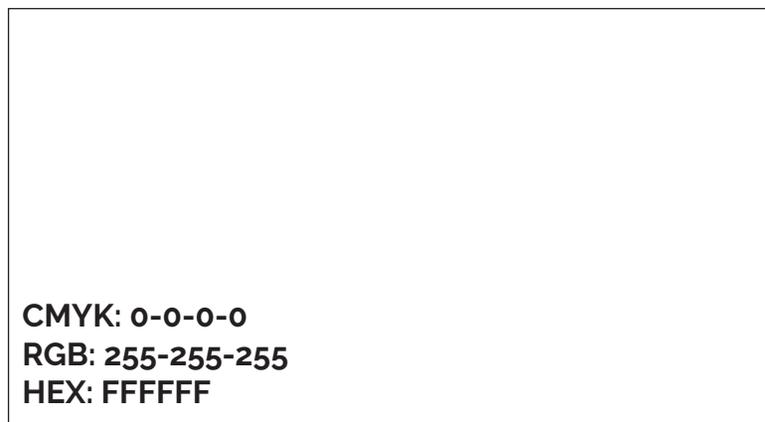
Use sparingly with smaller text like captions.

FUTURA PT BOLD CONDENSED

Use for subheadings in ALL CAPS, Title Case or Sentence case.

FOUNDATION COLORS

Incorporate these prescribed color ratios in all layout and collateral designs. For text elements, adhere to a color palette consisting of gold, green, black, or white exclusively.



**PARTNERSHIP
LOGO USEAGE**

FOUNDATION PARTNER LOGO

In the case of partnerships, it's important to stack the Lindbergh Schools Foundation logo above the partner's logo, ensuring that the Foundation logo takes the prominent position at the top. The partner lockup should be in the ITC Lubalin Graph Std Demi typeface.



FOUNDATION PARTNERS LOGOS

When it comes to partner programs, it's essential to use the provided logos for all media-related purposes. Please strictly avoid actions such as condensing, expanding, distorting, altering colors and fonts, rotating, cropping, or removing any design elements from these logos. Maintain their integrity and originality.

Lindbergh Lights the Way Logo Usage Guidelines:

Utilize the LLTW logo when referring to LLTW events and programs, including but not limited to The Giving Tree, Holiday Light Display, Lindbergh Lights Up the Holidays, Utility Collection, College KickStart, or Summer Cafe programs.



Lindbergh High School Alumni Association Logo Usage Guidelines:

Utilize the LHSAA logo when referring to LHSAA events and programs, such as reunion planning, alumni scholarships, trivia night, homecoming, and the alumni awards banquet.



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Lindbergh Retired Educators Logo Usage Guidelines:

Utilize the LRE logo when referring to LRE events and programs, such as LRE Scholarships, Back to School Luncheon, Holiday Merriment, and Spring Fling Luncheon.



Lindbergh
Retired Educators

Lindbergh Schools Foundation Junior Board Logo Usage Guidelines:

Utilize the Junior Board logo when referring to Foundation Junior Board events and programs, such as the Junior Board Bake Sale, Hot Chocolate Sale, and any other related events.



**LINDBERGH SCHOOLS
FOUNDATION**
JUNIOR BOARD

FOUNDATION PROGRAM LOGOS

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Foundation Innovation Grants Logo Usage Guidelines:

Utilize the logo when promoting Foundation Innovation Grants. Utilize it in all promotional designs related to these grants.



Foundation Scholarships Logo Usage Guidelines:

Utilize the logo when discussing Foundation Scholarships and include it in any promotional designs related to these scholarships.



FOUNDATION PROGRAM/EVENT LOGOS

When it comes to partner programs, it's essential to use the provided logos for all media-related purposes. Please strictly avoid actions such as condensing, expanding, distorting, altering colors and fonts, rotating, cropping, or removing any design elements from these logos. Maintain their integrity and originality.

Community Breakfast Logo Usage Guidelines:

Include the logo when referring to the Community Breakfast and incorporate it into all promotional designs related to this event.

Flyer Family Fund Logo Usage Guidelines:

Incorporate the logo when discussing the Flyer Family Fund, and include it in any and all promotional designs associated with this fund.

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