liberty
STEAM Charter School

BRAND IDENTITY GUIDELINES

A COMPREHENSIVE GUIDE TO LIBERTY STEAM CHARTER SCHOOL BRANDING.

THANK YOU FOR YOUR INTEREST IN BECOMING A LSC BRAND AMBASSADOR.

BOARD APPROVED 11/30/2023

Contents.

Introduction.

BRAND IDENTITY

Our brand identity is comprised of numerous visual elements such as our name, design, colors, logo, typography, tone and language. These elements all work in unison to create our "brand identity". It is how the public sees, feels and interacts with our brand. Our brand identity, creatively and clearly represents our school's mission, vision and core values.

Strong band identity creates 5 key elements for success:

1. Recognition
2. Awareness
3. Differentiation
4. Consistency
5. Loyalty

DR. TREVOR IVEY

Dr. Trevor Ivey

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Typography.

PRIMARY FONT

SECONDARY FONT

02

TYPOGRAPHY

The art of typography plays a major role in our brand's identity. Through alphabetical letters, our brand's personality and values are conveyed. We have craftfully chosen the following two fonts because we believe they embody our brand's personality.

PRIMARY FONT

Exo is part of the geometric sans serif font family and it is our most recognizable and frequently used font.

Exo should be used for titles, headings, sub headings, and call outs in an ExtraBold or Black font style.

EXO

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
01 02 03 04 05 06 07 08 09

SECONDARY FONT

Rockwell is part of the serif font family and it is our second most frequently used font. Rockwell can be used for body text and in areas that smaller text is necessary. Use this font to create variation in design.

ROCKWELL

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
01 02 03 04 05 06 07 08 09

Brand Logo.

PRIMARY LOGO

SECONDARY LOGO

ADDITIONAL ICONOGRAPHY

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PRIMARY LOGO

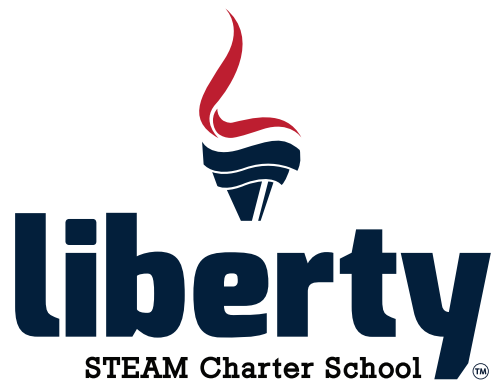**Our primary logo consists of the following elements:**

1. Large centered torch icon at the top

2. Underneath is the large centered text, "Liberty"

3. Nestled beneath is the smaller text,
   "STEAM Charter School"

4. The TM symbol, to the right of the letter y

Always use primary logo unless space is limited or in special conditions.

If possible, use primary logo in full color, so that the "flame" can stay red.

If the background color does not allow for the full color logo to be used,

either use an all white or an all back version of the logo.

All approved variations are shown below.

SECONDARY LOGO

Our secondary logo consists of the following elements:

1. Large centered torch icon at the top

2. Underneath is the large centered text, "Liberty"

3. The TM symbol, to the right of the letter y

The secondary logo can be used in place of the primary logo when
needed but should not be used next to the primary logo. If possible,
use secondary logo in full color, so that the "flame" can stay red.
If the background color does not allow for the full color logo to be
used, either use an all white or an all back version of the logo.

All approved variations are shown below.

ADDITIONAL ICONOGRAPHY

Either the Primary Logo or the Secondary Logo MUST be used on branded item/ad before additional iconography can be added.

Additional iconography elements are just that, additional elements to be used alongside either the Primary or Secondary Logo. These elements should not be used as stand alone graphics. **All approved additional iconography are shown below.**

www.libertysteamcharter.org

f   o   🐦   in

www.libertysteamcharter.org

f   o   🐦   in

BRANDING GUIDELINE: DON'TS

DO NOT create your own version of the logo or ANY of its elements: fonts, icons, colors.

DO NOT create your own version of the eagle or eagle icon, the torch icon, and/or the fonts for Liberty, LSC and/or Eagles.

DO NOT reconfigure or change the size or placement of any logo and/or element.

DO NOT stretch or squeeze the logo to distort its proportions. DO NOT crop the logo in any way.

DO NOT present the logo as an outline only, or change the logo colors to any colors outside of the brand colors.

DO NOT add any effects to the logo (using patterned or multi-colored vinyl/DTF to create logo)

DO NOT place the logo on a similarly colored background or on a busy photo/pattern.

BRAND COLORS

LIBERTY SWAG COLORS

Brand Colors.

04

BRAND COLORS

Color recognition is one of the most powerful components of effective branding, which makes managing color across multiple platforms and communication channels a difficult part of brand management. Many of the world's most successful brands are recognized instantly by their color. When it comes to color, all replications (digital or print) must deliver identical results to effectively maintain brand recognition. Our Primary Brand Colors include the following: Firebrick, Midnight Blue, Silver and White. Listed underneath each color are the RGB, HSL and HEX Color Values so that you can achieve EXACT color replication:

*RGB: Red, Green, and Blue Color Values

*HSL: Hue, Saturation, and Lightness Color Values

*HEX: Hexadecimal Color Values

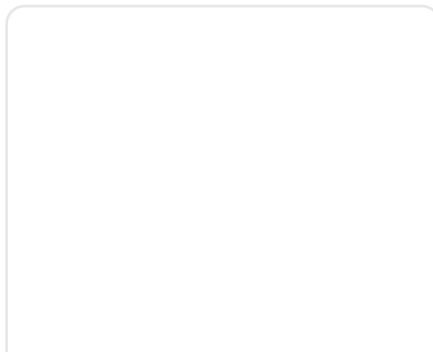## FIREBRICK

RGB 173,12,47
HSL 346,87,36
HEX #ad0c2f

MIDNIGHT BLUE

RGB 0,30,58
HSL 208,100,11
HEX #001e3a

SILVER

RGB 183,183,183
HSL 0,0,71
HEX #b7b7b7

WHITE

RGB 255, 255, 255
HSL 0,0,100
HEX #ffffff

LIBERTY SWAG

We would prefer you use the Liberty Brand Colors as your top choices for your Liberty Swag!

But we understand that special events, spirit weeks, and Holiday's may create the desire to have a different colored shirt! Additional apparel background colors are permitted, as long as, ALL other brand guidelines have been followed. This means, you have used the correct fonts, correct use of icons, and correct use of logos in your design, etc.

Brand Guidelines should always be followed when using the Liberty name, abbreviation, icons, and/or full logo. Brand fonts, brand colors and brand icons should remain consistent across ALL SWAG created both dependently and independently of the school. If you have questions about whether or not your design follows our brand guidelines please don't hesitate to reach out to administration at your campus. Achieving strong brand identity is a collective effort and we can't do it without you, our brand ambassadors!

Enforcement.

05

BRAND GUIDELINES AND TRADEMARK ENFORCEMENT

Trademark alignment is key and will be enforced across campuses from this point on to ensure a...

2 CAMPUSES 1 BRAND = GOAL OF CONSISTENCY

All logos and iconography shown within this manual will be available for free download on the LSC website in an effort to create brand transparency and allow every stakeholder to become active and knowledgeable brand ambassadors.

Remember, this is not about what you nor I, as individuals think looks best or appealing...this is what is best for the overall longevity of our brand and our brand identity. Please familiarize yourself with the Branding 101 section and have a basic understanding of what strong brand identity looks and feels like. We want our brand identity, overall mission, vision and core values to shine strongly.

But this can only be achieved through the collective effort of our brand ambassadors!

When you create or wear something to represent LSC, think to yourself... would a Sumter community member easily be able to identify this as LSC? Am I using the correct colors, fonts and logos?

Please do not hesitate to ask your campus administration, if you are unsure if a design is appropriate for use (follows ALL branding guidelines) before printing, purchasing, using, and/or wearing it.

> *Trademark alignment is key and will be enforced across campuses from this point on to ensure a 2 Campuses, 1 Brand, Goal of Consistency.*

> ***Violations will be addressed with ALL parties involved in accordance with trademark laws, including but not limited to designers, purchasers and those in possession of the design in question.**

Branding 101.

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BRAND IDENTITY QUIZ
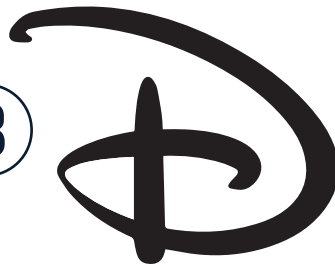
WHAT BRAND AM I?

①

② JUST DO IT.

③

④ HAVE IT YOUR WAY

⑤ FOLLOW US

⑥

⑦

If you were able to answer these questions correctly, then you understand what strong brand identity looks and feels like. Just by the tagline, brand colors, or icons you were able to identify a brand. We want our brand identity, overall mission, vision and core values to shine just as strongly. But this can only be achieved through the collective effort of our brand ambassadors! When you create or wear something to represent LSC, think to yourself...would a Sumter community member easily be able to identify this as LSC? Am I using the correct colors, fonts and logos?

BRAND IDENTITY QUIZ: ANSWERS

WHAT BRAND AM I?

1 CORRECT ANSWER: MCDONALDS

2 CORRECT ANSWER: NIKE
JUST DO IT.

3 CORRECT ANSWER: DISNEY

4 CORRECT ANSWER: BURGER KING
HAVE IT YOUR WAY

5 CORRECT ANSWER: FACEBOOK
FOLLOW US

6 CORRECT ANSWER: COCA-COLA
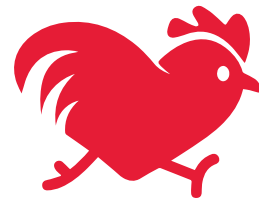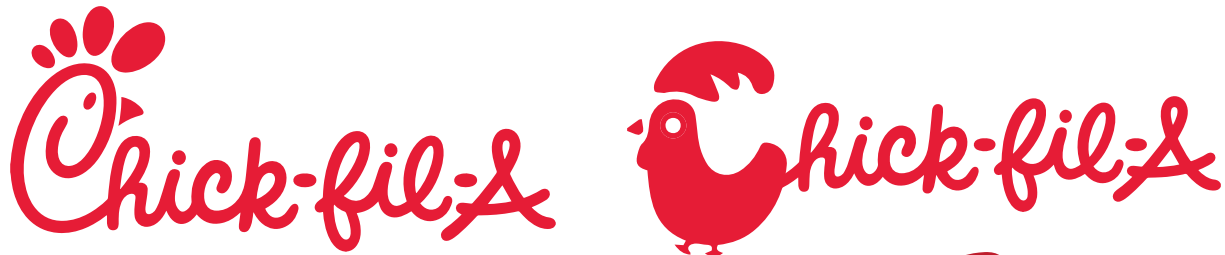
7 CORRECT ANSWER: CHICK-FIL-A-A

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THE IMPORTANCE OF CONSISTENCY

CAN YOU TELL WHICH LOGO IS CORRECT AND WHAT ELEMENTS ARE WRONG IN THE OTHER LOGOS?

If you were able to answer these questions correctly, then you understand what strong brand identity looks and feels like. You were able to see how changing the icon, font, color and/or text changed the entire feel of the brand, it's brand identity. We want our brand identity, overall mission, vision and core values to shine strongly. But this can only be achieved through the collective effort of our brand ambassadors! When you create or wear something to represent LSC, think to yourself...would a Sumter community member easily be able to identify this as LSC? Am I using the correct colors, fonts and logos? Or am I creating something like the above variations?

TAKE A CLOSER LOOK

TAKE A CLOSER LOOK NOW THAT THE CORRECT ANSWERS AND WRONG ELEMENTS HAVE BEEN IDENTIFIED.

CORRECT LOGO:
CORRECT FONT, COLOR & ICON
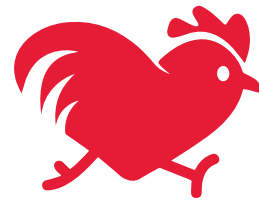
WRONG ICON, CORRECT COLOR & FONT

WRONG COLOR & FONT, MISSING ICON

WRONG COLOR & FONT, MISSING ICON

WRONG ICON & COLOR, CORRECT FONT

WRONG NAME, COLOR & FONT, MISSING ICON

WRONG FONT & ICON, CORRECT COLOR

CORRECT ICON, FONT & NAME, WRONG COLOR

WRONG FONT, MISSING ICON, CORRECT COLOR

WRONG NAME, COLOR & ICON, CORRECT FONT

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Message to Our Brand Ambassadors

Message to Our Brand Ambassadors

Thank you for serving as a brand ambassador for Liberty STEAM Charter School. We truly appreciate your enthusiasm and willingness to help share our school's mission, vision and core values through our brand identity. If you have additional branding questions or need assistance please contact administration at your campus.

Strong band identity creates 5 key elements for success:

1. Recognition
2. Awareness
3. Differentiation
4. Consistency
5. Loyalty

Thank you!

LSC BOARD OF DIRECTORS

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