

BOARD APPROVED



BRANDING GUIDE SUMMARY

INTRODUCTION

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.



REGISTRATION



Signature



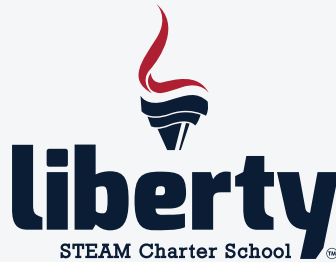
FOR MORE INFO

**VISIT THE BRANDING PAGE
ON THE LSC WEBSITE**

www.libertysteamcharter.org

Strong brand identity creates 5 key elements for success:

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



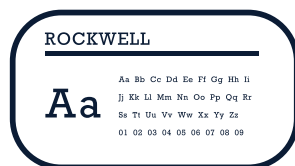
TYPOGRAPHY

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

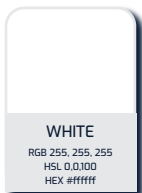
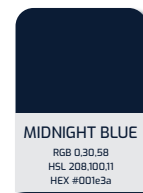


SECONDARY FONT



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. Listed underneath each color are the RGB, HSL and HEX Color Values so that you can achieve EXACT color replication.



BRAND LOGOS

PRIMARY LOGO

Our primary logo consists of the following elements:

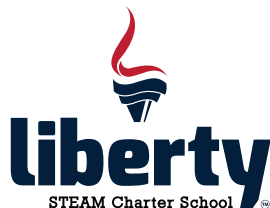
1. Large centered torch icon at the top
2. Underneath is the large centered text, "Liberty"
3. Nestled beneath is the smaller text, "STEAM Charter School"
4. The TM symbol, to the right of the letter y

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 black 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 black version of the logo.

All approved variations are shown below.



ADDITIONAL LOGOS

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.**



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.

ENFORCEMENT

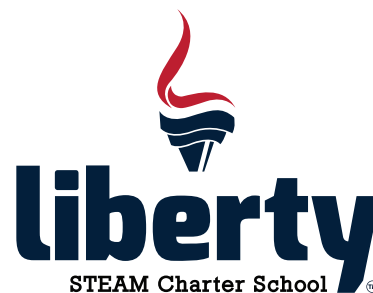
2 CAMPUSES = GOAL OF
1 BRAND CONSISTENCY

All logos and iconography shown within the LSC Brand Identity Guidelines 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. 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?

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.**

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.



FOR MORE INFO

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