



## AP100.006 SCHOOL-WIDE COMMUNICATION PLAN & BRAND GUIDE

Adopted: 08 2020

Revised: 11 2020

### PURPOSE

The following guidelines are required for all external and internal communications that are created for an audience that extends beyond a specific classroom. Standardization on the tone, language and aesthetic of all communications is necessary to ensure that LCS consistently communicates our vision and values well, and that the LCS story is well told in the community. The posture of all LCS communications should be aimed at communicating professionalism, thoughtfulness, care and quality to audiences both inside and outside the school.

#### 1. Application

- (a) These guidelines apply to all official LCS documents and communications including LCS Board documents, school-documents, classroom materials intended for a wider audience, presentations, advertising, promotions, apparel, emails, letterheads, signage and social media
- (b) Any communications not within these guidelines will be removed by the Development Office or Head of Schools.
- (c) Principals and other staff are requested to keep email and communications limited to memos, staff letters or regularly scheduled communications.

#### 2. LCS brand voice & tone for all external communications

- (a) **Inspiring:** We are inspired by what we do and the path that we're on together. This fills us with hope, joy and a sense of belonging in Christ. This inspiration serves as a source of light for us, a beacon that encourages us to do more, learn more, be more. It is a light we embrace with pure devotion.
- (b) **Energetic:** We see opportunities, not obstacles: Through Him, all things are possible. We face challenges and embrace change. Strong, confident and full of optimism, we're ready for what the world – and our God – has in store for us.
- (c) **Thriving and caring:** We're constantly pursuing ways to enrich lives and empower others. As community change makers, we're united in our purpose and passionate about our goals. We thrive on personal growth, yet we know the collective good that comes from being part of a larger community focused on making the world a better place through sharing our faith, service and generosity.

#### 3. Media communication tools

- (a) Social media – used for promotions, advertising and celebrating the school; will direct consumers to the website for more information
- (b) LCS On the Go – weekly publication, all school information; published Sunday afternoons; will direct audience to website for more information or include links and documents; deadline Friday, 12:00pm for submissions

- (c) HOS Monday Memos – confidential, internal use only for administrators, program coordinators and administrative assistants; principals required to communicate relevant information to their staff
- (d) Website – used for new family and student recruitment, including international; connecting with donors and alumni; employee recruitment; story-telling
- (e) Head of School updates – posted on school website; used to communicate school-wide information of significant importance
- (f) Direct emails from administrative offices – used for important internal information specific to a campus; not intended for wider distribution
- (g) School newsletters – used to communicate information and news about the school; principals to publish to school website
- (h) Google sites – teachers at grades 4-12 to maintain presence on Google platform for all significant classroom materials, documents, assignments etc.

4. **Logos and the LCS brand guide** <https://brandpackage.ca/lcs/>

- (a) Administration and administrative assistants may grant access to files for staff use, but should verify correct usage and ensure users have been instructed in brand guidelines
- (b) Authorized school-wide logo usage

4.b.1. **MEANING:** Our logo represents strength in togetherness and community. The letters L, C, and S – strategically placed together in a hexagon shape – give the icon dimension and depth. By introducing a new and refreshed green colour palette, the logo embraces the past while looking forward to the future.



4.b.2. **PRIMARY LCS LOGO:** Should be used in most cases for **most external marketing materials**. Recommended to be used in full colour on white or uncluttered backgrounds. If needed on a dark background, the logo should appear in white.



4.b.3. **SECONDARY LOGO:** Should be used in most cases interchangeably for most **internal and staff materials**. It's also a very flexible logo and communicates the school values and is recommended to be used in full colour on white or uncluttered backgrounds. If needed on a dark background, the logo should appear in white.



4.b.4. **TERTIARY LCS LOGO:** Should be used primarily for **all-school exterior signage and in advertising** or communication that is **intended for new audiences**. It's recommended to be used in full colour on white or uncluttered backgrounds. If needed on a dark background, the logo should appear in white.



4.b.5. **ICON AND WORDMARK:** Should be communicated together wherever possible, there will be instances when only “LCS” is needed. This version should be used sparingly, and only with audiences for whom the brand has already solidified its presence (i.e. internal use).



4.b.6. **SCHOOL SPECIFIC LOGOS:** Each LCS building must follow the proper brand architecture. The name of the school is locked below the logo and text in the primary brand typeface. Each school has its own designated colour.



4.b.7. Unauthorized logo usage. The logo **may not be used in the following circumstances:**

- Do not position on angle
- Do not change the shape of the logo
- Do not change the typeface of the logo
- Do not change the colours of the logo
- Do not apply a drop shadow or similar effects to the logo
- Do not use a cluttered background image with the logo



(c) Authorized athletics branding usage

4.c.1. **LIGHTNING ATHLETICS LOGO:** Should be used in most cases for all marketing materials. It’s a very flexible and adaptable logo and it’s recommended it be used in full colour.



4.c.2. **LIGHTNING LOGO:** This logo version without the category descriptor is to be used on athletics wear or jerseys.



4.c.3. **WORDMARK:** The Lightning wordmark without the icon or category descriptor is to be used when the logo is required to be smaller in scale or on athletics wear or jerseys.



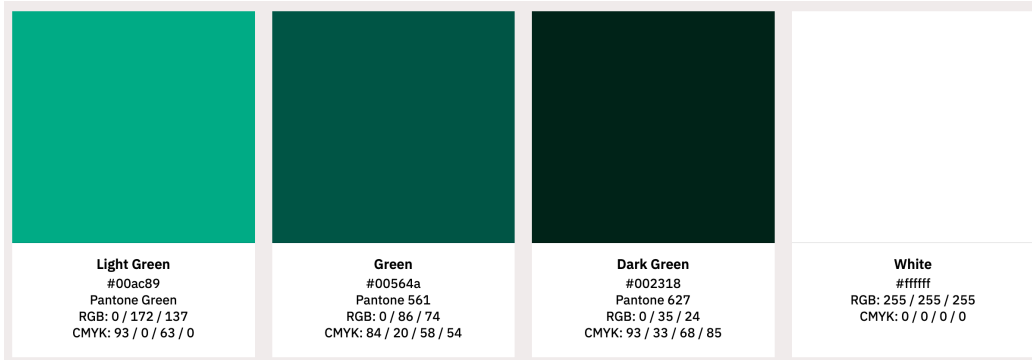
4.c.4. **ICON:** The Lightning icon is to be used primarily on athletics wear and jerseys. It exists as the Lightning brand signature or sign-off. This version should also be used for social media profiles. Solid colour usage is generally recommended unless on white or grey backgrounds.



4.c.5. Athletics volunteers and coaches may not wear promotional apparel of other schools or sporting organizations and associations

(d) Colour usage

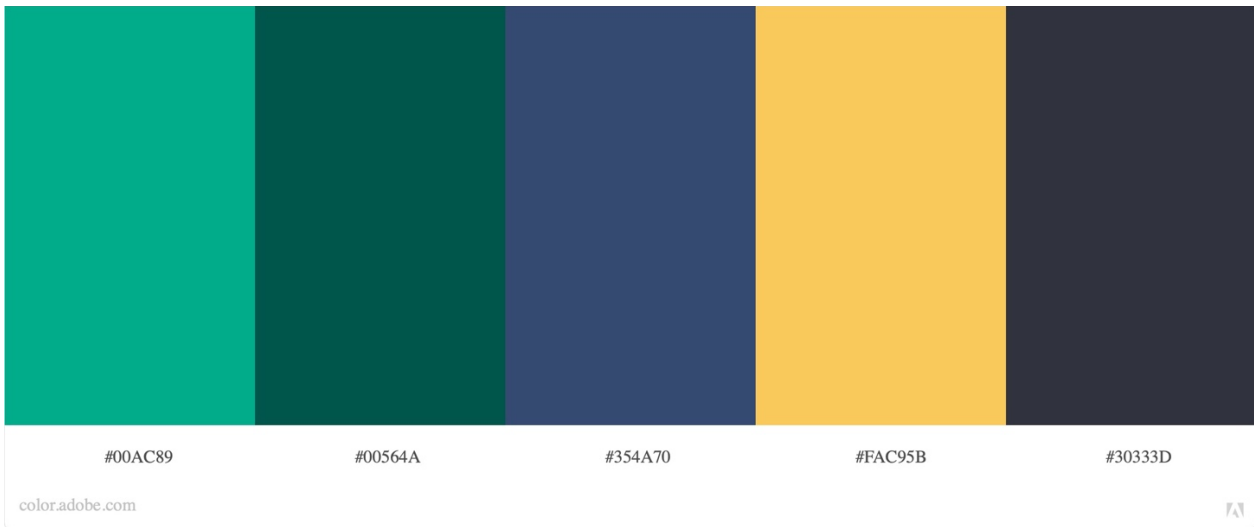
4.d.1. Official LCS brand colours



4.d.2. Official colours should be used on all communications where the LCS brand or logo is applied.

4.d.3. Spirit wear, athletics uniforms or other apparel must use the brand colours.

(e) Interior Colour Palette



(f) Typeface & official LCS fonts

4.f.1. **PRIMARY TYPEFACE: Brandon Grotesque black** has been selected as the primary typeface for the LCS brand. Brandon Grotesque is classified as a geometric sans-serif and is an elegantly modern typeface. This typeface is to be **used for all headlines and subheads.**

**BRANDON GROTESQUE BLACK**

4.f.2. **SECONDARY TYPEFACE:** The secondary typeface is another beautiful geometric sans-serif, which was designed with human nature in mind. Avenir is very legible on all print and digital contexts and it should be used for **sub-headlines and all body copy.**

**AVENIR**

- 4.f.3. **SCRIPT HIGHLIGHTING TYPEFACE:** Summer Loving is a handwritten typeface that is intended to give life, energy and movement to the brand and its materials. It's to be used sparingly to create contrast in messaging and ideally for less than four words at a time.

*SUMMER LOVING*

- 4.f.4. Other typefaces **may not be used in any external communications.**

- 4.f.5. Classroom teachers or other educational staff may use other fonts and typefaces as required to prepare lesson materials.

(g) Exceptions

- 4.g.1. Exceptions to branding can be made for promotional materials with specific themes or for specific events (i.e. Christmas concert)

- 4.g.2. All-school or all-campus promotional materials should be made in consultation with central office to ensure consistency and accuracy of information.

## 5. Authorized social media

- (a) LCS maintains three official media accounts:

- **Lightning Athletics Instagram account**
- **Langley Christian School Instagram account**
- **Langley Christian School Facebook account**

- (b) Other LCS media accounts are not authorized and should be discontinued.

- (c) Employees or volunteers can apply in writing to the Development Office ([lwagner@mylcs.ca](mailto:lwagner@mylcs.ca)) for permission to open new social media accounts.

- (d) Staff are encouraged to forward photos, images and stories to the Development Office to be included in external communications. Staff have been designated to provide guidance, create and collect media for promotions and external communications.

- Dilan Bandera (Media Coordinator)
- Stewart Charlebois (Middle/High)
- Jon Mayan (Athletic Director – High)
- Jon Keuhl (Athletic Director – Middle)
- All administrators and administrative assistants

## 6. Official website

- (a) LCS may maintain one official, authorized website

- (b) Staff may not create their own sites or blogs without HOS approval, other than sites created within the Google platform, Freshgrade etc. for specific, required educational purposes

- (c) The LCS website purpose and audience

- New family and student recruitment

- Donors and giving
  - Reach alumni supporters
  - Story-telling and celebrating the school in the wider community
  - Employee recruitment
  - Provide succinct information about programs
- (d) Administrators, administrative assistants and athletic directors to regularly contribute content
- (e) Parent newsletters shall be regularly posted by admin teams
- (f) HR policies, board policies and other internal policies shall not be published to the website
- (g) Student policies and safety policies should be made available on the website
7. Student created posters and promotional materials
- (a) Any student created posters or promotional materials published or posted in the school should follow brand guide specifications
8. School apparel
- (a) Volunteers and other non-staff are not permitted to use the LCS logos on apparel without expressed permission of the Head of Schools
- (b) All school apparel and spirit wear proposals will be requested through the Development Office before orders are placed to ensure consistency of look and quality
9. Media requests and spokesperson
- (a) The Head of School is the only authorized media spokesperson for the school
- (b) Athletic directors may contact media directly with sports-related content, but must notify Development Office ([lwagner@mylcs.ca](mailto:lwagner@mylcs.ca))
- (c) Coaches should verify with athletic directors before providing comment or content to media sources
- (d) All media requests should be directed to the Head of Schools [headofschools@langleychristian.com](mailto:headofschools@langleychristian.com)
- (e) Any incidents that have impacts on other schools require consultation with local public districts media officers and FISA before wider statements provided
- (f) In the event of potentially controversial information requests, LCS will issue a media release and not provide interviews