



PROCEDURE 4102A: SCHOOL-WIDE BRAND AND MARKETING DIRECTION

Adopted 08 2020

Revisions: 07 2025

PURPOSE

The following direction is required for all external communication.

1. Application

- 1.1. 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.
- 1.2. Any communications not within these guidelines will be removed by the Head Administrative Office or Head of Schools.
- 1.3. 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

- 2.1. The voice and tone for all external communications must be guided by:
 - Inspirational
 - Different and bold
 - Humble and confident
 - Calm and non-anxious
 - Grace-filled
 - Hospitable and welcoming
 - United in purpose
 - Service and solution focused

3. Media communication tools

- 3.1. Social media – used for storytelling, promotions, advertising; will direct consumers to the website for more information. Used in conjunction with other communication channels.

- 3.2. 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 Thursday, 12:00 pm for submissions
- 3.3. Website – used for new family and student recruitment, including international; connecting with donors and alumni; employee recruitment; story-telling
- 3.4. Head of School updates – posted on school website; used to communicate school-wide information of significant importance
- 3.5. Direct emails from administrative offices – used for important internal information specific to a campus; not intended for wider distribution
- 3.6. School newsletters – used to communicate information and news about the school; principals to publish to school website
- 3.7. 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

- 4.1. 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
- 4.2. Authorized school-wide logo usage

4.2.1. Multicoloured logos are **ONLY** to be used on **SOLID WHITE BACKGROUNDS**

- 4.2.2. 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.



- 4.2.3. **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.



- 4.2.4. **Secondary LCS 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.



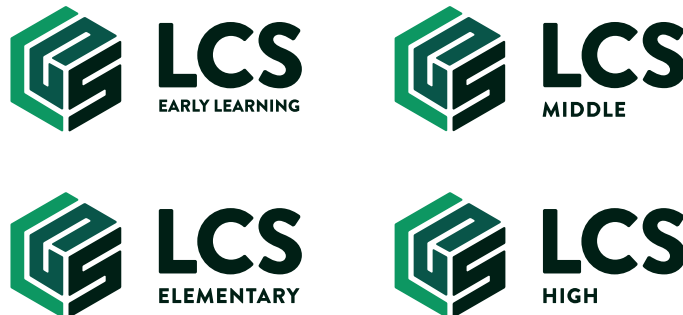
- 4.2.5. **Tertiary LCS Logo:** Should be used primarily for all-school exterior signage and in advertising or communication that is intended for new audiences. It's recommended to be used in full colour on white or uncluttered backgrounds. If needed on a dark background, the logo should appear in white.



- 4.2.6. **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).

LCS

- 4.2.7. **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.



- 4.2.8. **Unauthorized Logo Usage:** The logo **may not be used in the following circumstances:**
- Position on angle
 - Change the shape of the logo
 - Change the typeface of the logo
 - Change the colours of the logo
 - Apply a drop shadow or similar effects to the logo
 - Use a cluttered/busy background image with the logo



Unauthorized
Usage

4.4. Colour Usage

4.4.1. Official LCS brand colours

LIGHT GREEN #009661 Pantone 340 RGB: 0/150/97 CMYK: 85/16/80/3	GREEN #00564a Pantone 561 RGB: 0/86/74 CMYK: 84/20/58/54	DARK GREEN #002318 Pantone 627 RGB: 0/35/24 CMYK: 93/33/68/85	WHITE #ffffff RGB: 255/255/255 CMYK: 0/0/0/0	BLACK #231f20 RGB: 35/31/32 CMYK: 0/0/0/100
YELLOW #fac95c RGB: 250/201/92 CMYK: 2/21/75/0	LIGHT BLUE #364a70 RGB: 54/74/112 CMYK: 87/73/33/17	DARK BLUE #30333d RGB: 48/51/61 CMYK: 76/69/54/52		

House colours are for House specific uses only, and are not official LCS brand colours

RED - CEDRUS #e51c30 Pantone 52-8 C RGB: 229/28/48 CMYK: 0/96/78/0	BLUE - FRASER #223b82 Pantone P 102-16 C RGB: 34/59/130 CMYK: 99/83/16/3	YELLOW - EYRIES #ffd002 Pantone P 7-8 C RGB: 255/208/2 CMYK: 0/18/92/0
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4.4.2. Official colours should be used on all communications where the LCS brand or logo is applied.

4.4.3. Spirit wear, athletics uniforms or other apparel must use the brand colours

4.5. Typeface and official LCS fonts

- 4.5.1. **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

- 4.5.2. **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

- 4.5.3. **Script Highlighting Typeface:** Adventures Unlimited is a handwritten typeface that is intended to give life, delicacy and softness 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.

Adventures Unlimited

- 4.5.4. **Script Highlighting Typeface:** Young Spark 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.

Young Spark

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

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