



# Brand Design Guidelines

## The Power of Consistent Branding

It's vital to be clear and consistent in how you portray the Linn-Mar Community School District brand. With such a large number of schools and departments using our LMCS D logo, everyone needs to be on the same page with regard to usage. If we all speak the same language, our message will be loud, clear and consistent.

That, in turn, enhances our brand and unifies our community.

It takes vigilance to consistently stick to colors, fonts and usage. Do it well and together we build a brand that succeeds and endures.

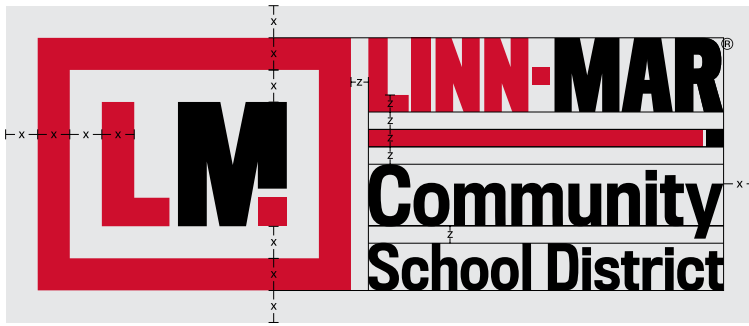
After all, we are Linn-Mar!

# Linn-Mar Community School District

## Table of Contents

Introduction to the new logo .....	1
LMCSD Logos .....	2-4
LMCSD Logos Do's & Dont's .....	5
LMCSD Stationery .....	6
District Entities Logos .....	7-15
District Entities Do's & Dont's .....	16
District Entities Stationery .....	17
Electronic Media Applications .....	18-20
School Spirit Logos .....	21-30

**For information about licensing agreements or to obtain logos, please contact Linn-Mar Communications/Media Coordinator Kevin Fry via email at [kfry@linnmar.k12.ia.us](mailto:kfry@linnmar.k12.ia.us).**



Careful attention has been given to the spacing relationships around the logo elements. Accordingly, maintain at least an x-width (the height of the border stroke, indicated) around the logo, away from other elements. When scaling the logo, do not scale the height below 1".


### Font Usage

The LMCSO logo is created from two weights of the font Titling Gothic by Font Bureau:

## Titling Gothic FB Compressed Bold Titling Gothic FB Condensed Medium

You may choose to compliment the District branding by using these fonts in your documents or presentations. The District owns a 5-seat license for these fonts, but additional licenses are available at MyFonts.com.

### Pantone Color Build

 Linn-Mar Red = PMS 186

# Linn-Mar Community School District

## Introduction To The New Logo

The Linn-Mar Community School District logo is registered with the national trademark office. When using the logo, always use the ® as a notice of the district's registered ownership.

These logos are also copyrighted by the Linn-Mar Community School District. All rights reserved.



2-color  
(Linn-Mar CSD Horizontal  
2-Line 2C.eps)



Grayscale  
(Linn-Mar CSD Horizontal  
2-Line Gray.eps)



Black  
(Linn-Mar CSD Horizontal  
2-Line K.eps)



Reversed  
(Linn-Mar CSD Horizontal  
2-Line Rev.eps)



2-color, no box  
(Linn-Mar CSD Horizontal  
2-Line Nobox 2C.eps)



Grayscale, no box  
(Linn-Mar CSD Horizontal  
2-Line Nobox Gray.eps)



Black, no box  
(Linn-Mar CSD Horizontal  
2-Line Nobox K.eps)



Reversed, no box  
(Linn-Mar CSD Horizontal  
2-Line Nobox Rev.eps)

---

# Linn-Mar Community School District

## District Logos, Horizontal



2-color  
(Linn-Mar CSD Vertical  
1-Line 2C.eps)



2-color, no box  
(Linn-Mar CSD Vertical  
1-Line Nobox 2C.eps)



Grayscale  
(Linn-Mar CSD Vertical  
1-Line Gray.eps)



Grayscale, no box  
(Linn-Mar CSD Vertical  
1-Line Nobox Gray.eps)



Black  
(Linn-Mar CSD Vertical  
1-Line K.eps)



Black, no box  
(Linn-Mar CSD Vertical  
1-Line Nobox K.eps)



Reversed  
(Linn-Mar CSD Vertical  
1-Line Rev.eps)



Reversed, no box  
(Linn-Mar CSD Vertical  
1-Line Nobox Rev.eps)

# Linn-Mar Community School District

## District Logos, Vertical, Single-line



2-color  
(Linn-Mar CSD Vertical  
2-Line 2C.eps)



2-color, no box  
(Linn-Mar CSD Vertical  
2-Line Nobox 2C.eps)



Grayscale  
(Linn-Mar CSD Vertical  
2-Line Gray.eps)



Grayscale, no box  
(Linn-Mar CSD Vertical  
2-Line Nobox Gray.eps)



Black  
(Linn-Mar CSD Vertical  
2-Line K.eps)



Black, no box  
(Linn-Mar CSD Vertical  
2-Line Nobox K.eps)



Reversed  
(Linn-Mar CSD Vertical  
2-Line Rev.eps)



Reversed, no box  
(Linn-Mar CSD Vertical  
2-Line Nobox Rev.eps)

# Linn-Mar Community School District

## District Logos, Vertical, 2-line



**CORRECT:** The high-contrast, 2-color logo should appear over white or very light background colors.



**CORRECT:** The reverse versions of the logos are for dark backgrounds. A good rule of thumb is; tones darker than 30% black should consider the reverse version.



**INCORRECT:** Do not manipulate the size or space relationship of the logo. Use the appropriate horizontal or vertical logo relative to the space available.



**INCORRECT:** Black type on a dark background is difficult to read. Use the reverse logo where appropriate.



**INCORRECT:** Do not change the color or font composition of the logo.



**INCORRECT:** Do not place a white box over a colored background. Use the appropriate reverse logo with transparent background.



**INCORRECT:** Do not rearrange or reposition elements of the logo.

# Linn-Mar Community School District

## District Logos, Correct & Incorrect Usage

Each entity has the flexibility to choose the logo format that best fits its needs. However, it is essential to adhere to the logo use guidelines given here rather than create your own version of the logo. The examples and written instructions at left describe the correct and incorrect use of logo.



Inspire Learning. **Unlock Potential. Empower Achievement.**

**Kathleen Mulholland, Ed.D.**  
Superintendent

**Rick Ironside, Ed.D.**  
Associate Superintendent

**Karla Christian**  
Executive Director of  
Human Resources

**Dirk Halupnik**  
Executive Director of  
Instructional Services

**Julie Jensen**  
Executive Director of  
Student Services

**Jeri Ramos**  
Executive Director of  
Technology Services

**Barry Buchholz**  
President  
Board of Directors

**DISTRICT SCHOOLS**  
**High School, 9-12**  
Jeff Gustafson Ph.D.  
Principal

**Excelsior 6-8**  
John Christian  
Principal

**Oak Ridge, 6-8**  
Erica Rausch  
Principal

**Bowman Woods, AK-5**  
John Zimmerman  
Principal

**Echo Hill, PreK-5**  
Dan Ludwig  
Principal

**Indian Creek, K-5**  
Tina Monroe  
Principal

**Linn Grove, PreK-5**  
Shannon Bisgard  
Principal

**Novak, PreK-5**  
Joe North  
Principal

**Westfield, K-5**  
Ed Rogers  
Principal

**Wilkins, K-5**  
Marilee McConnell  
Principal



2999 North Tenth Street • Marion, IA 52302 • Phone 319.447.3000 • FAX 319.377.9252 • [www.linnmar.k12.ia.us](http://www.linnmar.k12.ia.us)



2999 North Tenth Street, Marion, IA 52302

NON-PROFIT ORG.  
U.S. POSTAGE  
PAID  
MARION, IOWA  
PERMIT NO. 84

# Linn-Mar Community School District

## LMCSD Stationery

District letterhead should be used when doing a mass mailing while an individual entity's letterhead, available as a Word Template, can be used for a small mailing.

# Linn-Mar Community School District

## District Entities

### High School Logo

- Linn-Mar HS

### Middle School Logos

- Excelsior
- Oak Ridge

### Intermediate School Logos

- Hazel Point
- Boulder Peak

### Elementary School Logos

- Bowman Woods
- Echo Hill
- Indian Creek
- Linn Grove
- Novak
- Westfield
- Wilkins

### District Program Logos

- Little Lions Preschool
- Compass Alternative HS Program
- Success Center
- Home School Assistance Program
- Learning Resource Center



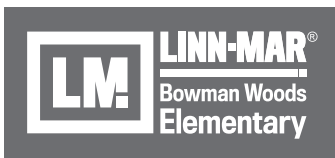
2-color  
(Linn-Mar Bowman Woods  
Horizontal 2-Line 2C.eps)



Grayscale  
(Linn-Mar Bowman Woods  
Horizontal 2-Line Gray.eps)



Black  
(Linn-Mar Bowman Woods  
Horizontal 2-Line K.eps)



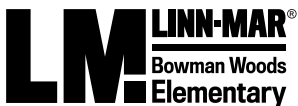
Reversed  
(Linn-Mar Bowman Woods  
Horizontal 2-Line Rev.eps)



2-color, no box  
(Linn-Mar Bowman Woods  
Horizontal 2-Line Nobox 2C.eps)



Grayscale, no box  
(Linn-Mar Bowman Woods  
Horizontal 2-Line Nobox Gray.eps)



Black, no box  
(Linn-Mar Bowman Woods  
Horizontal 2-Line Nobox K.eps)



Reversed, no box  
(Linn-Mar Bowman Woods  
Horizontal 2-Line Nobox Rev.eps)

# Linn-Mar Community School District

## Entity Logo Examples, Horizontal

Logo formats shown for Bowman Woods are representative of the logo options available to all school entities.



2-color  
(Bowman Woods Vertical  
2-line 2c.eps)



2-color, no box  
(Bowman Woods Vertical  
2-line Nobox 2c.eps)



Grayscale  
(Bowman Woods Vertical  
2-line Gray.eps)



Grayscale, no box  
(Bowman Woods Vertical  
2-line Nobox Gray.eps)



Black  
(Bowman Woods Vertical  
2-line K.eps)



Black, no box  
(Bowman Woods Vertical  
2-line Nobox K.eps)



Reversed  
(Bowman Woods Vertical  
2-line Rev.eps)



Reversed, no box  
(Bowman Woods Vertical  
2-line Nobox Rev.eps)

# Linn-Mar Community School District

## Entity Logo Examples, Vertical

Logo formats shown for  
Bowman Woods are representative  
of the logo options available to all  
school entities.



High School 2-color  
*(Linn-Mar High School  
Horizontal 2-Line 2C.eps)*



Excelsior 2-color  
*(Linn-Mar Excelsior  
Horizontal 2-Line 2C.eps)*



Oak Ridge 2-color  
*(Linn-Mar Oak Ridge  
Horizontal 2-Line 2C.eps)*



Boulder Peak 2-color  
*(Linn-Mar Boulder Peak  
Horizontal 2-Line 2C.eps)*



Hazel Point 2-color  
*(Linn-Mar Hazel Point  
Horizontal 2-Line 2C.eps)*

---

## Linn-Mar Community School District

### High School, Middle School and Intermediate School Logos, Horizontal

The logo for each entity is available in color (shown here), black, grayscale and reversed.



High School 2-color  
*(Linn-Mar High School  
Vertical 2-Line 2C.eps)*



Excelsior 2-color  
*(Linn-Mar Excelsior  
Vertical 2-Line 2C.eps)*



Oak Ridge 2-color  
*(Linn-Mar Oak Ridge  
Vertical 2-Line 2C.eps)*



Boulder Peak 2-color  
*(Linn-Mar Boulder Peak  
Vertical 2-Line 2C.eps)*



Hazel Point 2-color  
*(Linn-Mar Hazel Point  
Vertical 2-Line 2C.eps)*

# Linn-Mar Community School District

## High School, Middle School and Intermediate School Logos, Vertical

The logo for each entity is available in color (shown here), black, grayscale and reversed.



Bowman Woods 2-color  
(Linn-Mar Bowman Woods  
Horizontal 2-Line 2C.eps)



Echo Hill 2-color  
(Linn-Mar Echo Hill  
Horizontal 2-Line 2C.eps)



Indian Creek 2-color  
(Linn-Mar Indian Creek  
Horizontal 2-Line 2C.eps)



Linn Grove 2-color  
(Linn-Mar Linn Grove  
Horizontal 2-Line 2C.eps)



Novak 2-color  
(Linn-Mar Novak  
Horizontal 2-Line 2C.eps)



Westfield 2-color  
(Linn-Mar Westfield  
Horizontal 2-Line 2C.eps)



Wilkins 2-color  
(Linn-Mar Wilkins  
Horizontal 2-Line 2C.eps)

---

## Linn-Mar Community School District

### Elementary School Logos, Horizontal

The logo for each entity is available in color (shown here), black, grayscale and reversed.



Bowman Woods 2-color  
*(Linn-Mar Bowman Woods  
Vertical 2-Line 2C.eps)*



Echo Hill 2-color  
*(Linn-Mar Echo Hill  
Vertical 2-Line 2C.eps)*



Indian Creek 2-color  
*(Linn-Mar Indian Creek  
Vertical 2-Line 2C.eps)*



Linn Grove 2-color  
*(Linn-Mar Linn Grove  
Vertical 2-Line 2C.eps)*



Novak 2-color  
*(Linn-Mar Novak  
Horizontal 2-Line 2C.eps)*



Westfield 2-color  
*(Linn-Mar Westfeild  
Horizontal 2-Line 2C.eps)*



Wilkins 2-color  
*(Linn-Mar Wilkins  
Horizontal 2-Line 2C.eps)*

# Linn-Mar Community School District

## Elementary School Logos, Vertical

The logo for each entity is available in color (shown here), black, grayscale and reversed.



Little Lions 2-color  
(Linn-Mar Little Lions  
Horizontal 2-Line 2C.eps)



Compass 2-color  
(Linn-Mar Compass Alt  
Horizontal 2-Line 2C.eps)



Success Center 2-color  
(Linn-Mar Success Center  
Horizontal 2-Line 2C.eps)



Home School 2-color  
(Linn-Mar Home School  
Horizontal 2-Line 2C.eps)



Resource Center 2-color  
(Linn-Mar LRC  
Horizontal 2-Line 2C.eps)

---

## Linn-Mar Community School District

### District Program Logos, Horizontal

The logo for each entity is available in color (shown here), black, grayscale and reversed.



Little Lions 2-color  
(Linn-Mar Little Lions  
Vertical 2-Line 2C.eps)



Compass 2-color  
(Linn-Mar Compass Alt  
Vertical 2-Line 2C.eps)



Success Center 2-color  
(Linn-Mar Success Center  
Vertical 2-Line 2C.eps)



Home School 2-color  
(Linn-Mar Home School  
Vertical 2-Line 2C.eps)



Resource Center 2-color  
(Linn-Mar LRC  
Vertical 2-Line 2C.eps)

# Linn-Mar Community School District

## District Program Logos, Vertical

The logo for each entity is available in color (shown here), black, grayscale and reversed.



**CORRECT:** The high-contrast, 2-color logo should appear over white or very light background colors.



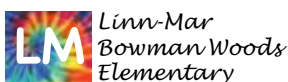
**CORRECT:** The reverse versions of the logos are for dark backgrounds. A good rule of thumb is; tones darker than 30% black should consider the reverse version.



**INCORRECT:** Do not manipulate the size or space relationship of the logo. Use the appropriate horizontal or vertical logo relative to the space available.



**INCORRECT:** Black type on a dark background is difficult to read. Use the reverse logo where appropriate.



**INCORRECT:** Do not change the color or font composition of the logo.



**INCORRECT:** Do not place a white box over a colored background. Use the appropriate reverse logo with transparent background.



**INCORRECT:** Do not rearrange or reposition elements of the logo.

# Linn-Mar Community School District

## Entity Logos, Correct & Incorrect Usage

Each entity has the flexibility to choose the logo format that best fits its needs. However, it is essential to adhere to the logo use guidelines given here rather than create your own version of the logo. The examples and written instructions at left describe the correct and incorrect use of the logo.



Inspire Learning. **Unlock Potential. Empower Achievement.**

Letter text here

Ed Rogers  
Principal

Lynette Stickney  
School Administrative  
Manager

Kasi Shanahan  
Guidance Counselor

901 East Main Street NE • Robins, IA 52328-9731 • 319.447.3350 • FAX: 319.832.1581 • [www.linnmar.k12.ia.us](http://www.linnmar.k12.ia.us)

# Linn-Mar Community School District

## District Entities, Stationery

District letterhead should be used when doing a mass mailing while an individual entity's letterhead, available as a Word Template, can be used for a small mailing.

# Linn-Mar Community School District

**Electronic Media**





# Linn-Mar Community School District

## District Logos, Web Application

In most instances, the horizontal, 2-color logo should be used on District web properties. The hexadecimal value of Linn-Mar red is #CB0C34.



# Linn-Mar Community School District

## PowerPoint Templates

PowerPoint templates give presentations a consistent look. Templates are provided optimized for on-screen use (red) or printing (white). These templates can also be used in classrooms.

# Linn-Mar Community School District

**School Spirit**



## Spirit Logos Guidelines

The Linn-Mar Lion and Spirit Logos represent Linn-Mar Community School District's high school and its feeder schools. Use of the Linn-Mar Lion and Spirit Logos must represent the mission, values, goals and policies of our district. The Lion mascot expresses pride and strength – traits that Linn-Mar students, staff and community demonstrate in all academic, athletic and activities.

Do not try to re-create, scan or screen capture the Linn-Mar Lion or Spirit Logos. Do not alter the logos or the color of the logos in any way. It is important that the Linn-Mar Lion and Spirit Logos appear as they are intended.

Rights to use the Linn-Mar Lion and Spirit Logos may be obtained via a signed licensing agreement with the Linn-Mar Community School District. The Lion and Logos may be used only with permission from the District. Licensed and proper use of the artwork will ensure the maximum level of quality and consistency throughout our community.

For information about licensing agreements or to obtain logos, please contact Linn-Mar Communications/Media Coordinator **Kevin Fry** via email at [kfry@linnmar.k12.ia.us](mailto:kfry@linnmar.k12.ia.us).



2-color Horizontal  
*(We Are Linn-Mar Horizontal.eps)*



2-color Long Banner  
*(We Are Linn-Mar Long Banner.eps)*



2-color Vertical  
Stacked LM  
*(We Are Linn-Mar  
Vertical Stacked LM.eps)*



2-color Vertical  
Stacked LM  
*(We Are Linn-Mar  
Vertical Stacked LM.eps)*



2-color Vertical  
Stacked LM w/Lion  
*(We Are Linn-Mar  
Vertical Stacked LM With Lion.eps)*

---

## Linn-Mar Community School District

**Spirit Logos,  
“We Are Linn-Mar”**



3-color Horizontal w/Lion  
*(We Are Linn-Mar  
Horizontal With Lion.eps)*



3-color Long Banner w/Lion  
*(We Are Linn-Mar Long Banner Lion.eps)*



3-color Vertical  
Stacked LM w/Lion  
*(We Are Linn-Mar  
Vertical Stacked LM With Lion.eps)*



3-color Vertical  
Stacked w/Lion  
*(We Are Linn-Mar  
Vertical Stacked With Lion.eps)*



3-color Vertical w/Lion  
*(We Are Linn-Mar With Lion.eps)*

---

## Linn-Mar Community School District

### Spirit Logos, “We Are Linn-Mar”



3-color Lion Head  
(Linn-Mar Lion Logo 3C.eps)



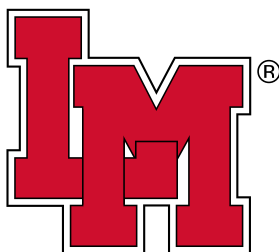
2-color Lion Head  
(Linn-Mar Lion Logo 2C.eps)



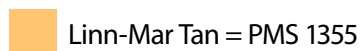
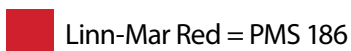
Grayscale Lion Head  
(Linn-Mar Lion Logo G5.eps)



Black Lion Head  
(Linn-Mar Lion Logo 1C.eps)



2-color Monogram  
(LM-Letters-FINAL.eps)



# Linn-Mar Community School District

## Spirit Logos, Lion Art & Monogram



3-color Lion Head  
w/White Outline  
*(Linn-Mar Lion Logo 3C - Outline.eps)*



2-color Lion Head  
w/White Outline  
*(Linn-Mar Lion Logo 2C - Outline.eps)*



Grayscale Lion Head  
w/White Outline  
*(Linn-Mar Lion Logo GS - Outline.eps)*



Reversed Lion Head w/  
White Outline  
*(Linn-Mar Lion Logo 1C - Outline.eps)*

# Linn-Mar Community School District

## Spirit Logos, Lion Art & Monogram



**CORRECT:** The lion artwork should appear over white or very light background colors, facing right.



**INCORRECT:** Do not change the orientation or color of the logo.



**CORRECT:** When working with a **black background**, use lion artwork with a **white outline**.



**INCORRECT:** When working with a **black background**, do not turn the black elements of the lion's mane white.



**CORRECT:** For one-color applications on a **black background**, use lion artwork with the **white outline**.



**INCORRECT:** For one-color applications on a **black background**, do not use lion artwork without the **white outline**.



**INCORRECT:** Do not manipulate the size or space relationship of the logo.

# Linn-Mar Community School District

## Lion Art, Correct & Incorrect Usage

The examples and written instructions at left describe the correct and incorrect use of the lion artwork.



2-color, Red & Black  
*(Linn-Mar LM Only 2C.eps)*



1-color, Red  
*(Linn-Mar LM Only Red.eps)*



Grayscale  
*(Linn-Mar LM Only GS.eps)*



1-color, Black  
*(Linn-Mar LM Only Black.eps)*



Reversed  
*(Linn-Mar LM Only Reversed.eps)*

---

## Linn-Mar Community School District

### Spirit Logos, LM Square



2-color, Red & Black  
*(Linn-Mar LM Only 2C.eps)*



1-color, Red  
*(Linn-Mar LM Only Red.eps)*



Grayscale  
*(Linn-Mar LM Only GS.eps)*



1-color, Black  
*(Linn-Mar LM Only Black.eps)*



Reversed  
*(Linn-Mar LM Only Reversed.eps)*

---

## Linn-Mar Community School District

### Spirit Logos, LM No Square



2-color, Red & Black

*(Linn-Mar Paw –  
Red & Black Reversed.eps)*



2-color, Black & Red

*(Linn-Mar Paw –  
Black & Red Reversed.eps)*



1-color, Red

*(Linn-Mar Paw –  
Red Reversed.eps)*



1-color, Black

*(Linn-Mar Paw –  
Black Reversed.eps)*



1-color, Black Alt

*(Linn-Mar Paw –  
Reversed.eps)*

---

# Linn-Mar Community School District

## Spirit Logos, Paw Art

**Linn-Mar Community School District**

Learning Resource Center (District Office)  
2999 North Tenth Street  
Marion, IA 52302  
319.447.3000 • [linnmar.k12.ia.us](http://linnmar.k12.ia.us)

For information about licensing agreements or to obtain logos,  
please contact Linn-Mar Communications/Media Coordinator  
**Kevin Fry** via email at  
[kfry@linnmar.k12.ia.us](mailto:kfry@linnmar.k12.ia.us).

The Linn-Mar logo is a registered trademark of the  
Linn-Mar Community School District.