

Branding the Nation's Second-Largest School District

Presenters

Shannon Haber, Chief of Communications, Engagement & Collaboration

Bích Ngọc Cao, Senior Advisor, Communications

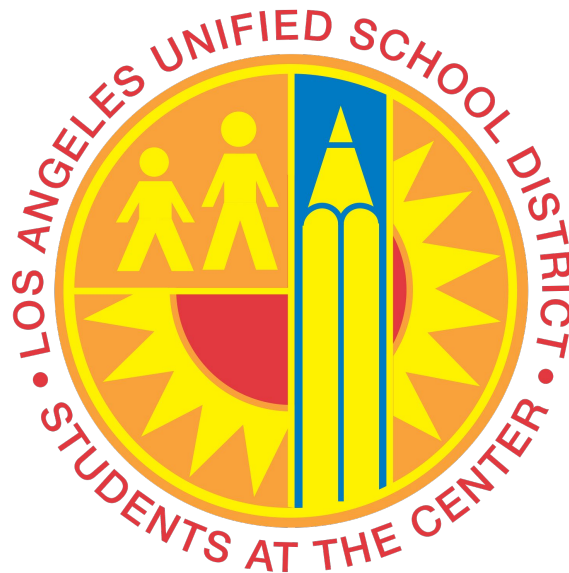
Lourdes Valentine, Senior Advisor, Communications

Where We Started

Seals Before 2022



Before 2019



2019-2022

Logos, Logos and More Logos



CAA

**civic
alliance**

**SOCIAL
CHANGE
FUND**



Key Messaging

Our Mission

Embracing our differences to educate LA's youth, ensure academic achievement and empower tomorrow's leaders.

We are Los Angeles Unified.

Core Beliefs

Equity, empowerment and excellence are at the core of Los Angeles Unified. From the inside out, these institutional ideals drive our behaviors, attributes and expression. This is our critical path forward.

Equity

Our approach and efforts to address the systemic disproportion of opportunity in our communities.

Empowerment

Our demand-driven actions and steps to engage and acknowledge those who have vested their interest and support in the success of Los Angeles Unified.

Excellence

Our communities deserve the best and most exemplary education possible.

Brand Values

Our brand values are our core beliefs in action. This is what we stand for and how we behave.



Equity

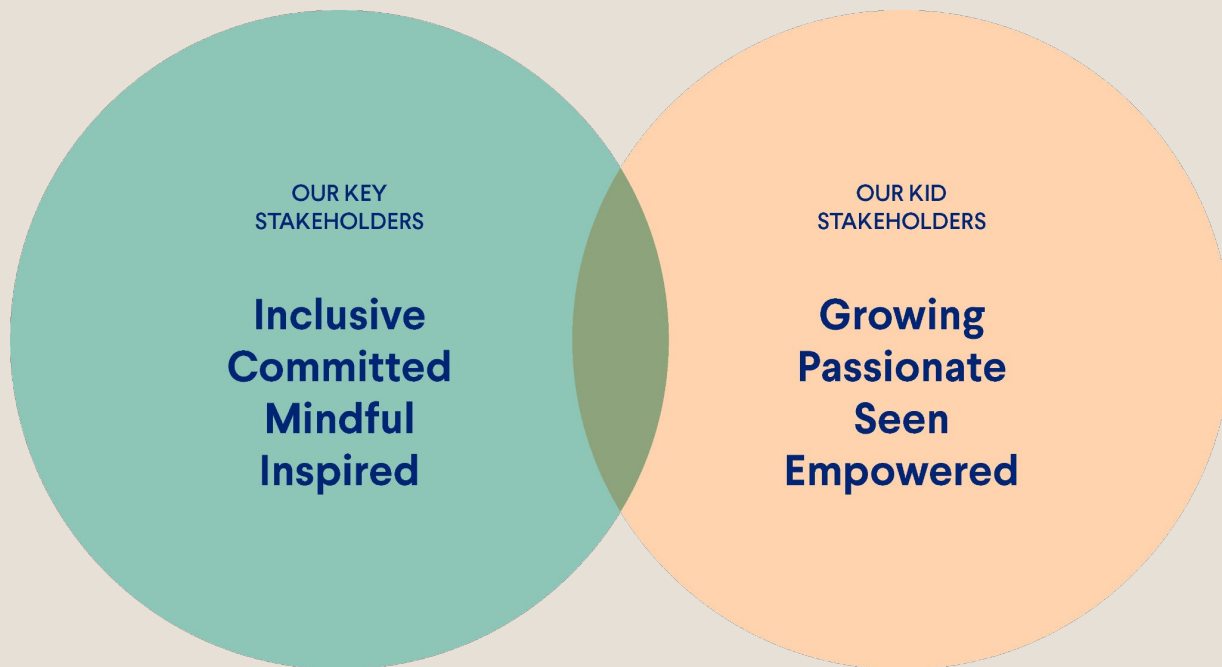
Possibility

Kindness

Determination

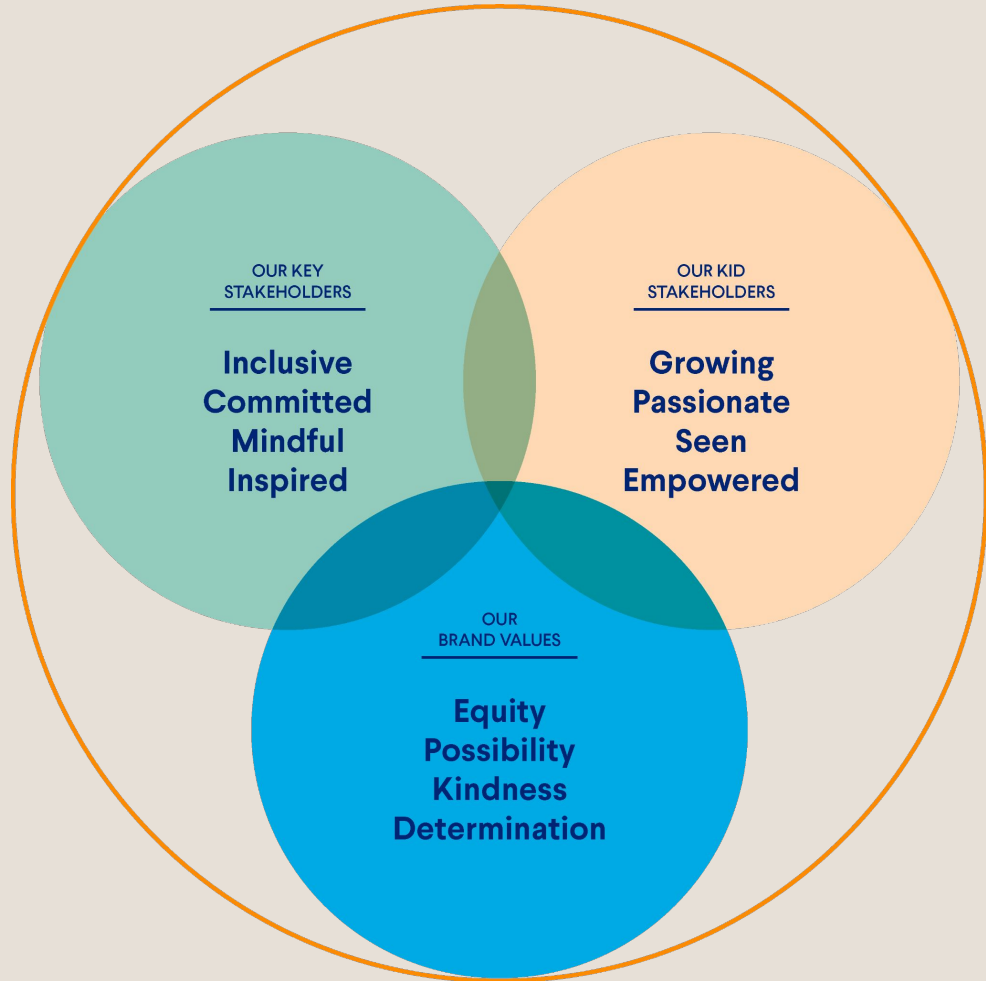
Brand Attributes

Our brand attributes are our core beliefs and values expressed. These are the energy and personality traits of our stakeholders, adults and students alike.



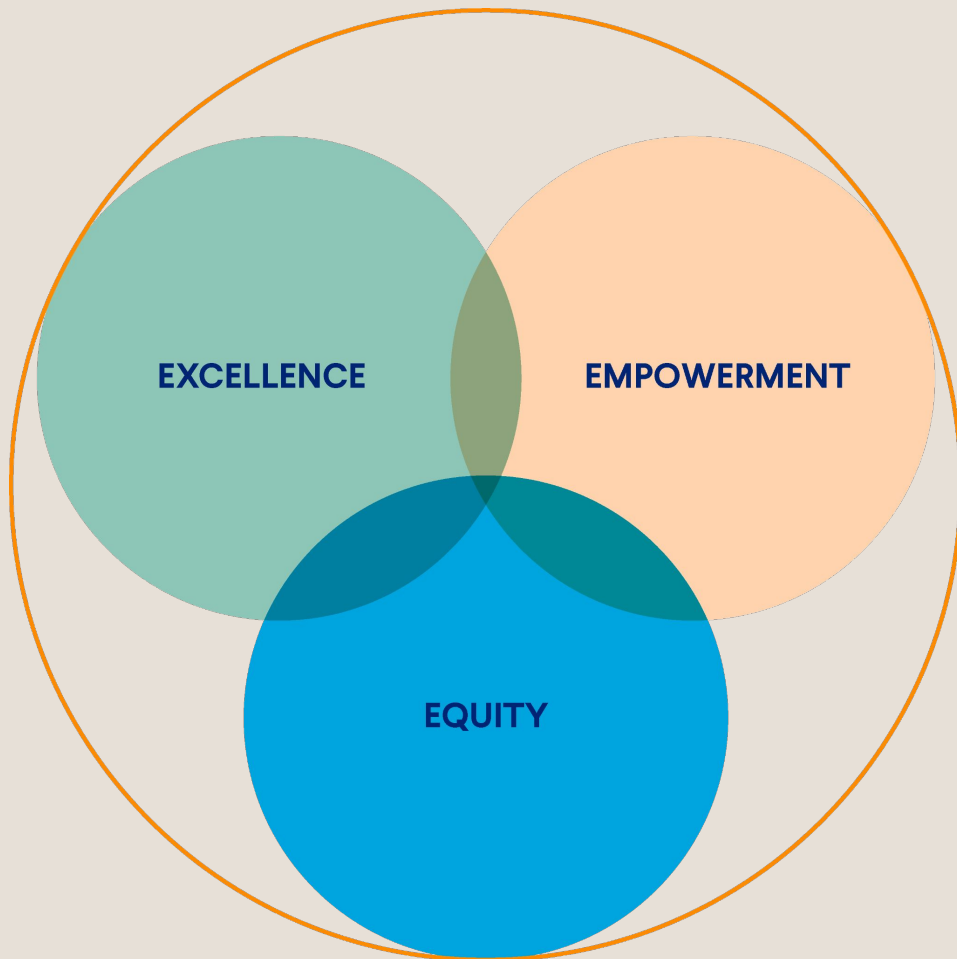
Brand World

Our brand world comes together with our foundational pillars of excellence, empowerment and equity.



Brand World

Our brand world comes together with our foundational pillars of excellence, empowerment and equity.



Visual Identity

Graphic Tone & Energy



Bold
Bright
Engaged
Active

Design Strategy One

Wordmark

LAUSD
UNIFIED

LAUSD
UNIFIED

Wordmark

LAUSD
UNIFIED

Seal



Wordmark

LAUSD
YOU ARE SAFE.

Wordmark

LAUSD
YOU ARE SEEN.

Wordmark

LAUSD
YOU ARE LEARNING.

Wordmark

LAUSD

YOU ARE SAFE. YOU ARE SEEN. YOU ARE LEARNING.

Wordmark and Seal



LAUSD
UNIFIED

Social Application

#IBelieveInLAUSD

#IAmLAUSD

#LAStories

#100DayPlan

#CulturalArtsPassport

#BrillianceRising

#OurDayinLA

#ImagineThePossibilities

#LAUnified

#ThankYouParents

Teachers

Employees

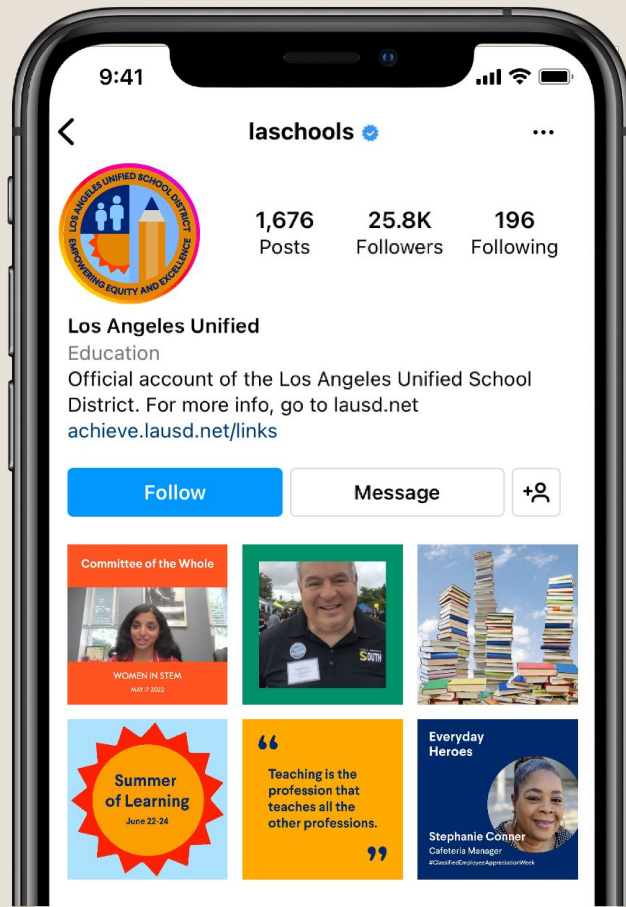
Administrators

#StudentSpotlight

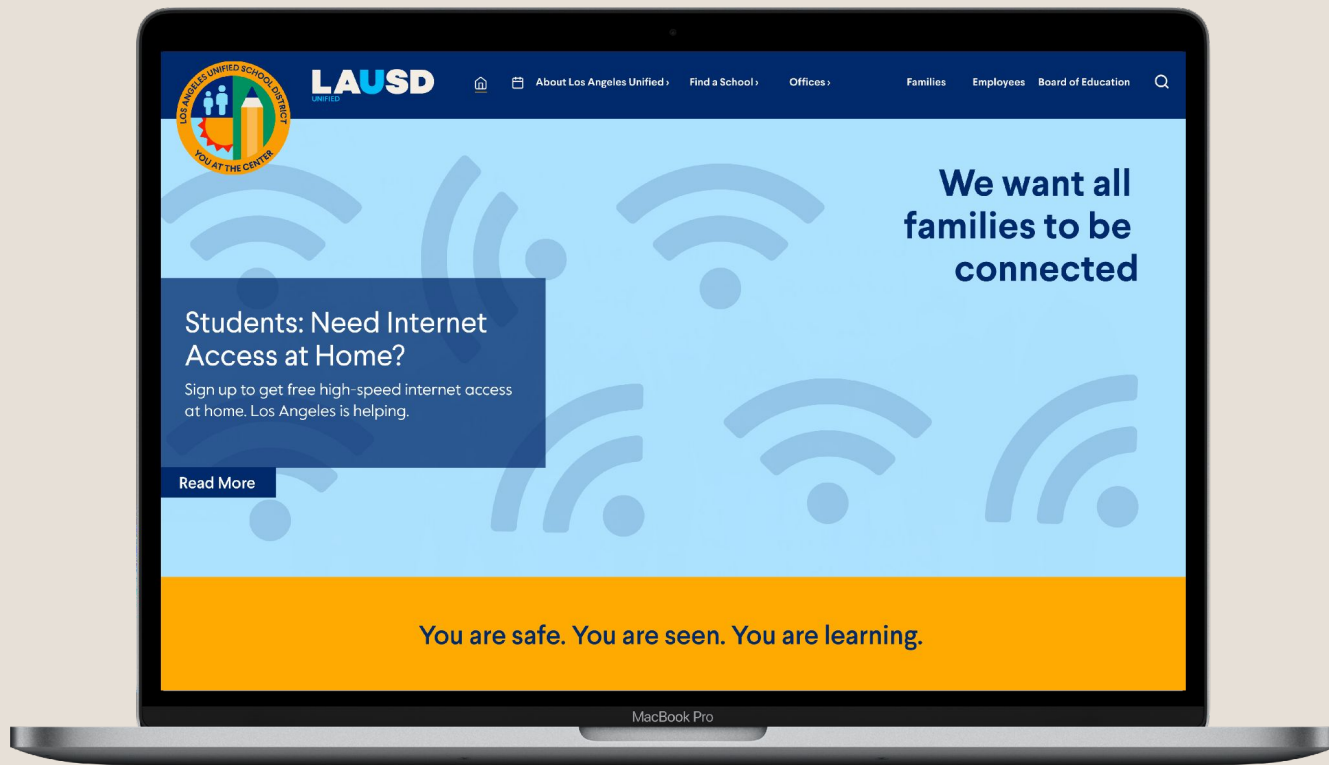
#SeacherSpotlight

#AllFamiliesConnected

#AllThePlacesYoullGo



Website Application



Design Strategy Two

Wordmark

LAUSD
UNIFIED

LAUSD
UNIFIED

Wordmark and Seal



LAUSD
UNIFIED

Design Strategy Three

Wordmark

LAUSD
UNIFIED

LAUSD
UNIFIED

Wordmark and Seal



LAUSD
UNIFIED

Seal



Seal Alternates



Wordmark and Seal



LAUSD
UNIFIED

Design Choices

Design Choice A



LAUSD
UNIFIED

Design Choice B



LAUSD
UNIFIED

Design Choice C



LAUSD
UNIFIED

And the Winner Is... Design B



LAUSD
UNIFIED

Student Voices

“B has a rising sun and great color scheme.” –Luke

“I like B because of its vibrant colors. It makes me happier to see. It reminds me of happiness.” –Jailyn

“For me, B represents creativity, positivity, and diversity. Also, it shows coming together because of the joined letters.” –Claire

“I love B because it really brings out the good in LAUSD.” –Alejandro

“I feel like B is new with the colors and how it’s the sun and waves.”
–Bruce

The Final Design

Wordmark and Seal



LAUSD
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Wordmark and Seal



LAUSD
UNIFIED

Seal



Wordmark

LAUSD
UNIFIED

Color

Primary Color

Blue sky thinking, anything is possible



#002870
Pantone Here



#1266DF
Pantone Here



#00BDF8
Pantone Here



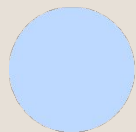
#7DCDFF
Pantone Here



#9DE1FF
Pantone Here



#8ECAE7
Pantone Here



#D7F2FF
Pantone Here



#F0FBFF
Pantone Here

Secondary Color

Optimism and Diversity



#00593C
Pantone Here



#009265
Pantone Here



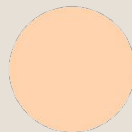
#A6DED0
Pantone Here



#FF6701
Pantone Here



#FFA500
Pantone Here



#FFECC6
Pantone Here



#DB190D
Pantone Here



#FF4100
Pantone Here



#FFDACF
Pantone Here

Neutral Color

Integrity, Clarity, Trust



#000000
Pantone Here



#1266DF
Pantone Here



#00BDF8
Pantone Here



#6F8089
Pantone Here



#9FA7AA
Pantone Here



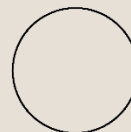
#BDC1C2
Pantone Here



#DEDFE1
Pantone Here



#F5EEE5
Pantone Here



#FFFFFF
Pantone Here

Type

Large Typefaces

Lausd is the primary typeface for any Lausd logo or logo.

LARGEST MEDIUM
ASC 123

LARGEST BOLD
ASC 123

LARGEST BOLD
ASC 123

Lausd is the primary typeface for any Lausd logo or logo.

LAUSD
ASC 123

Primary Typefaces

Poppins is the primary typeface for Lausd. This includes Poppins in logo products and signage - print or digital. Poppins has no open font license and can be downloaded on Google Fonts website at bottom.

POPPINS LIGHT
ASC 123

POPPINS REG
ASC 123

POPPINS MED
ASC 123

POPPINS BOLD
ASC 123

POPPINS BLACK
ASC 123

LATO HAIRLINE
ASC 123

LATO LIGHT
ASC 123

LATO REGULAR
ASC 123

LATO BOLD
ASC 123

LATO BLACK
ASC 123

Small Typefaces

Lato is the primary typeface for any Lausd logo.

Logo Typeface

Larrseit is the primary typeface for any LAUSD logo lockup.

LARRSEIT MEDIUM

ABC 123

LARRSEIT BOLD

ABC 123

LARRSEIT BOLD

ABC 123

LARRSEIT BLACK

LARRSEIT BOLD

LAUSD
UNIFIED

Primary Typeface

Poppins is the primary typeface for LAUSD. You can use Poppins in your products and projects - print or digital. Poppins has an open font license and can be downloaded on Google Fonts across all devices.

POPPINS LIGHT

ABC 123

POPPINS REG

ABC 123

POPPINS MED

ABC 123

POPPINS BOLD

ABC 123

POPPINS BLACK

ABC 123

LATO HAIRLINE

ABC 123

LATO LIGHT

ABC 123

LATO REGULAR

ABC 123

LATO BOLD

ABC 123

LATO BLACK

ABC 123

Digital Typeface

Lato is the current typeface in use for LAUSD web.

The default font for applications when the above fonts cannot be used is Arial.

Implementation

Large Typefaces

Largest is the primary typeface for any LAUSD sign facing.

LARGEST MEDIUM
ASC 123

LARGEST BOLD
ASC 123

LARGEST BOLD
ASC 123

LAUSD
LARGEST MEDIUM
LARGEST BOLD

LAUSD
LARGEST MEDIUM
LARGEST BOLD

Primary Typefaces

Poppins is the primary typeface for LAUSD. This includes Poppins in your products and signage – print or digital. Poppins has no open font licenses that can be downloaded or bought from outside of Google.

POPPINS LIGHT
ASC 123

POPPINS BOLD
ASC 123

POPPINS REG
ASC 123

POPPINS BLACK
ASC 123

POPPINS MED
ASC 123

LATO HAIRLINE
ASC 123

LATO BOLD
ASC 123

LATO LIGHT
ASC 123

LATO BLACK
ASC 123

LATO REGULAR
ASC 123

Digital Typefaces

Lato is the digital typeface to use for LAUSD web.

Service Organization

Service-First

Collaboration
Transparency
Accountability
Innovation
Service-first

Importance of Implementation

Best Practices for a service-first organization

Identity

Present a **shared identity**

Create efficiencies and alignment across the organization

Safety

Promote ethos and ethics

Connection

Way-finding / Clarity

Engagement

Rally service energy

Brand Guide

Logo Typeface

LaUSD is the primary typeface for any LaUSD logo branding.

LARGEST MEDIUM
ASC 123

LARGEST BOLD
ASC 123

LARGEST BOLD
ASC 123

LaUSD
UNIVERSITY OF
SOUTHERN CALIFORNIA

LAUSD
UNIVERSITY OF
SOUTHERN CALIFORNIA

Primary Typeface

Poppins is the primary typeface for LaUSD. This includes Poppins in your products and materials - print or digital. Poppins has no open font license and can be downloaded on Google Fonts website at [Poppins](#).

POPPINS LIGHT
ASC 123

POPPINS REG
ASC 123

POPPINS MED
ASC 123

POPPINS BOLD
ASC 123

POPPINS BLACK
ASC 123

Digital Typeface

Lato is the digital typeface to use for LaUSD web.

LATO HAIRLINE
ASC 123

LATO LIGHT
ASC 123

LATO REGULAR
ASC 123

LATO BOLD
ASC 123

LATO BLACK
ASC 123

**LAUSD**
UNIFIED[About Los Angeles Unified](#) > [Find a School](#) > [Offices](#) >[Families](#) [Employees](#) [Superintendent](#) [Board of Education](#) [Q](#)

Brand Guide

**LAUSD**
UNIFIED[Home](#)[Downloads](#)

Welcome! Los Angeles Unified (LA Unified, LAUSD) has embarked on an exciting new trajectory that allows the District to be more responsive to the needs of our students and school communities. As part of this intensified focus, LAUSD has introduced a new brand that reflects the diversity of our community while also reflecting the vibrancy and excitement of Los Angeles.

This brand guide supports the LAUSD brand by laying out best practices in logo application. The guidelines will provide consistency across our communications where the branding is applied for all LAUSD stakeholders and audiences.

We recommend viewing this guide on a computer, using an internet browser that has been updated to the latest version.

Latest Update: 1/18/2023

[Expand All](#)

Wordmark and Seal



Universal Wordmark



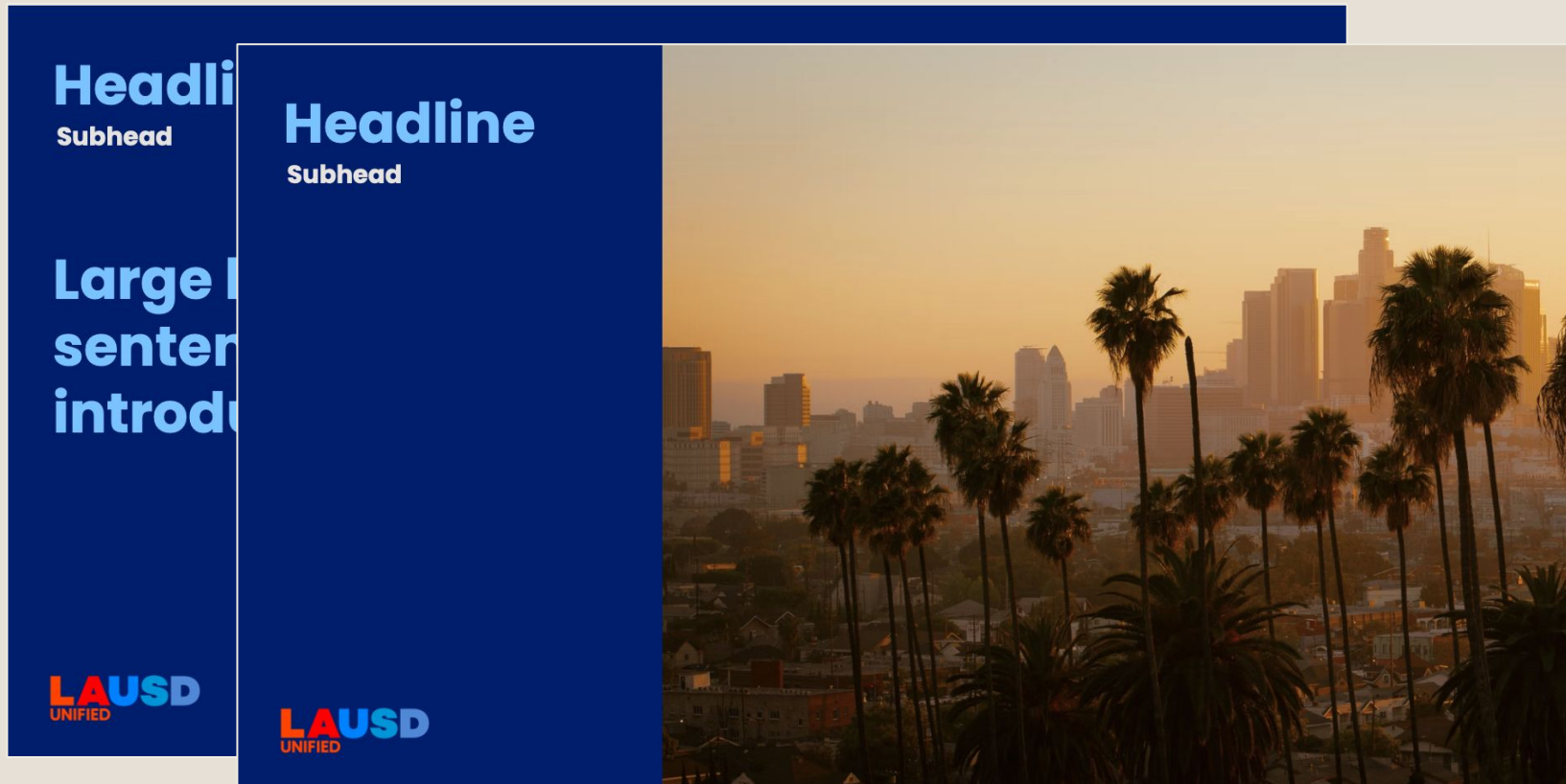
This is our LAUSD universal wordmark. This mark is our core identity asset to be used on all LAUSD materials to provide recognizability and consistency where our name appears.

LAUSD
UNIFIED

HEX, CMYK and Pantone Color Codes



Powerpoint Template



Letterhead



Copy begins here

Los Angeles Unified School District
333 S. Beaudry Avenue
Los Angeles, California 90017
Phone: (213) 241-7000



Los Angeles Unified School District

333 S. Beaudry Avenue
Los Angeles, California 90017
Phone: (213) 241-7000

Copy begins here

Alberto M. Carvalho
Superintendent

Members of The Board
Jackie Goldberg, President
Scott M. Schmerelson, Vice President
Dr. George J. McKenna III
Dr. Rocio Rivas
Nick Melvoin
Kelly Gonez
Tanya Ortiz Franklin

Brand Architecture

Logo Typeface

LaUSD is the primary typeface for any LaUSD logo marking.

LARGEST MEDIUM
ASC 123

LARGEST BOLD
ASC 123

LARGEST BOLD
ASC 123

LaUSD
UNIVERSITY OF
SOUTHERN CALIFORNIA

LAUSD
UNIVERSITY OF
SOUTHERN CALIFORNIA

Primary Typeface

Poppins is the primary typeface for LaUSD. This includes Poppins in logo products and signage - print or digital. Poppins has no open font license and can be downloaded on Google Fonts website at [https://fonts.google.com/specimen/Poppins](#)

POPPINS LIGHT
ASC 123

POPPINS REG
ASC 123

POPPINS MED
ASC 123

POPPINS BOLD
ASC 123

POPPINS BLACK
ASC 123

LATO HAIRLINE
ASC 123

LATO LIGHT
ASC 123

LATO REGULAR
ASC 123

LATO BOLD
ASC 123

LATO BLACK
ASC 123

Digital Typeface

Lato is the digital typeface to use for LaUSD web.

Division and Department Branding



Video

Large Typeface

LaUSD is the primary typeface for any LaUSD signposting.

LARGEST MEDIUM
ASC 123

LARGEST BOLD
ASC 123

LARGEST BOLD
ASC 123

LaUSD
LaUSD

LAUSD
UNIFIED

Primary Typeface

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POPPINS LIGHT
ASC 123

POPPINS BOLD
ASC 123

POPPINS REG
ASC 123

POPPINS BLACK
ASC 123

POPPINS MED
ASC 123

Digital Typeface

Lato is the digital typeface to use for LaUSD web.


LATO HAIRLINE
ASC 123

LATO BOLD
ASC 123

LATO LIGHT
ASC 123

LATO BLACK
ASC 123

LATO REGULAR
ASC 123

A young girl with dark hair, wearing a red and blue baseball cap and a white t-shirt, is pointing her right index finger towards the camera. She is smiling and looking directly at the viewer. The background is a classroom with various educational posters on the wall, including a calendar, a purple circular poster, and a poster with the word 'Mum' and a drawing of a person. To the right, there is a wooden bookshelf filled with books. A blue speech bubble with white text is positioned to the right of the girl's head.

ARE YOU
READY ???

2
READY
FREDDIE

DRAFT



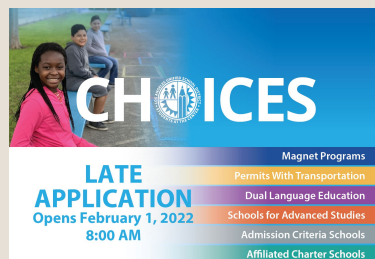
Enrollment Campaign 2023

Campaign Overview

Overview

- Our enrollment campaign is designed to leverage and promote the important work and accomplishments of Los Angeles Unified, in bold, innovative ways.
- The campaign will highlight district programs via micro-targeted media, engaging families that Los Angeles Unified is the premier urban school district of choice for families.

Previous Campaigns



Slogan Options

Imagine the possibilities.

Imagina las Posibilidades.

Motivate. Accelerate. Graduate.

Motivar. Acelerar. Graduate.

This could be you. It starts here.

Esto podrías ser tu. Comienza aquí.

Option A: Imagine the Possibilities



Imagine the possibilities.

Offering science, technology and inspiration

See You in School!



Enroll Now goto.lausd.net



Option A: Imagine the Possibilities



Imagine the possibilities.

See You in School!

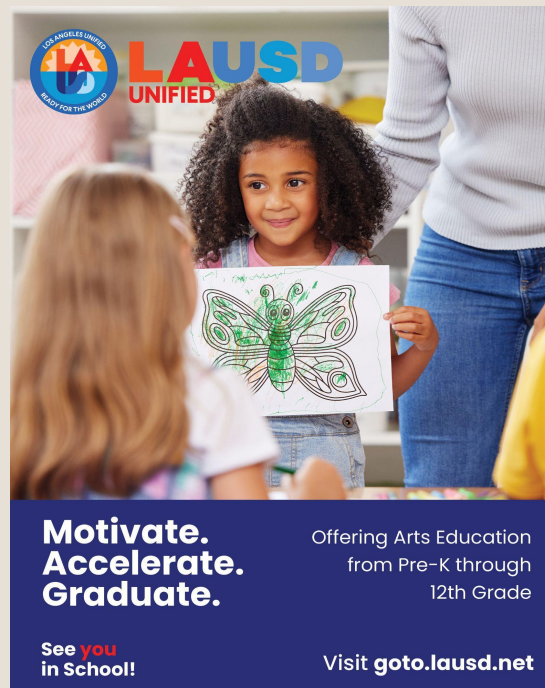
Offering innovative STEAM programs

Enroll Now
goto.lausd.net

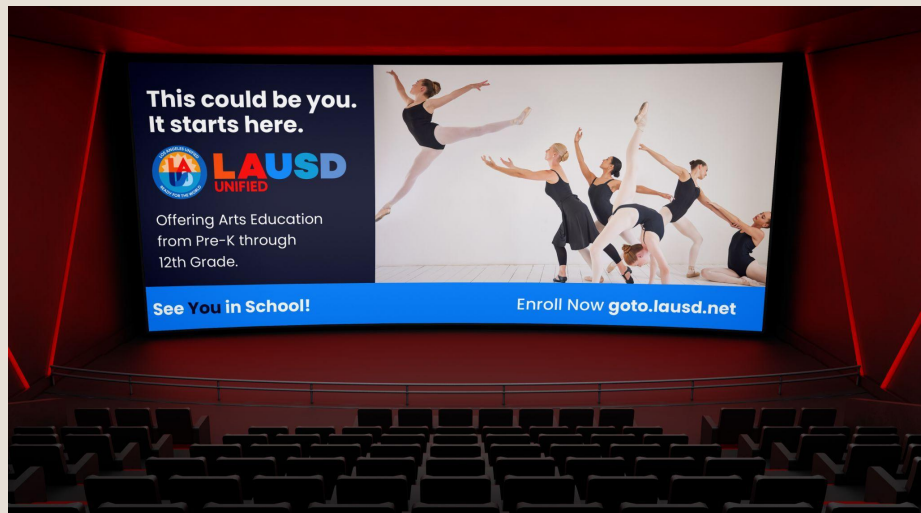
Option B: Motivate. Accelerate. Graduate.



Option B: Motivate. Accelerate. Graduate.



Option C: This Could Be You. It Starts Here.



Option C: This Could Be You. It Starts Here.



Slogan Selection

Large Typefaces

Lausd is the primary typeface for any Lausd logo or logo.

LARGEST MEDIUM
ASC 123

LARGEST BOLD
ASC 123

LARGEST BOLD
ASC 123

Lausd is the primary typeface for any Lausd logo or logo.

Lausd is the primary typeface for any Lausd logo or logo.

Primary Typefaces

Poppins is the primary typeface for Lausd. This includes Poppins in logo products and signage - print or digital. Poppins has no open font license and can be downloaded on Google Fonts website at Lausd.

POPPINS LIGHT
ASC 123

POPPINS BOLD
ASC 123

POPPINS REG
ASC 123

POPPINS BLACK
ASC 123

POPPINS MED
ASC 123

Digital Typefaces

Lato is the digital typeface to use for Lausd web.

LATO HAIRLINE
ASC 123

LATO BOLD
ASC 123

LATO LIGHT
ASC 123

LATO BLACK
ASC 123

LATO REGULAR
ASC 123

Imagine the Possibilities

Creative
Imagine the Possibilities

Billboard



Bus Shelter



Mall Advertising



Magazine Advertising

LAUSD
UNIFIED

Imagine the Possibilities
Creating a Community of Lifelong Learners
enrollnow.lausd.net
213-443-1300

See You in School!

Camino Latino
Right now, get a **\$10 GUEST CARD*** for you when you purchase \$50 or get cash.

Last chance to book
PRIVATE ROOM & CATERING
for your holiday celebration

ADDISON DALLAS GRAPEVINE FT. WORTH PRISCO LEWISVILLE

*Offer valid for new customers only. Excludes certain areas. See website for details. caminolatinos.com

...th only 20 pre-
d **Hal Brierley**
hootout for the
... Playing peace-
... the possibility
... ash. Done deal.
... they succeeded in
... y's performance.
... **Lambert**, and a
... id. They went to
... re arranging for a
... n and vegetables
... delivered to his
... ernat. As for the
... ated pizza. **B**

Metro Advertising



Theater Advertising



White Fleet Wrapping



Coherence: Early Education Program



LAUSD
UNIFIED

See **You** In School!

Success begins in Preschool

ENROLL NOW



(844) - EARLYED

VISIT: GOTO.LAUSD.NET



LAUSD
UNIFIED


Coherence: Adult Education Program



**Your Future Begins With
Adult Education**

Learn English Tuition-Free
See You In School!

Enroll Now (213) 241-3150 LAUSDAdultEd.org



English as a Second Language



**Your Future Begins With
Adult Education**

Train for a Career Tuition-Free
See You In School!

Enroll Now (213) 241-3150 LAUSDAdultEd.org



Career Technical Education

Video

Large Typefaces

Laurel is the primary typeface for any Laurel logo or logo.

LARGEST MEDIUM
ASC 123

LARGEST BOLD
ASC 123

LARGEST BOLD
ASC 123

Laurel is the primary typeface for any Laurel logo or logo.

LAUREL
ASC 123

Primary Typefaces

Poppins is the primary typeface for Laurel. This includes Poppins in your products and signage - print or digital. Poppins has no open font license and can be downloaded on Google Fonts website at Poppins.

POPPINS LIGHT
ASC 123

POPPINS BOLD
ASC 123

POPPINS REG
ASC 123

POPPINS BLACK
ASC 123

POPPINS MED
ASC 123

Digital Typefaces

Lato is the digital typeface to use for LAUSD web.

LATO HAIRLINE
ASC 123

LATO BOLD
ASC 123

LATO LIGHT
ASC 123

LATO BLACK
ASC 123

LATO REGULAR
ASC 123

An aerial photograph of a park. A winding path leads through a grassy area with scattered trees and shrubs. Numerous people are seen walking along the path and sitting on the grass. A road with white dashed lines runs along the right edge of the frame. The sky is visible in the upper left corner.

**IMAGINE
THE
POSSIBILITIES**

Thank You

Website

lausd.org/brand

Contact

brand@lausd.net





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