Branding the Nation's Second-Largest School District

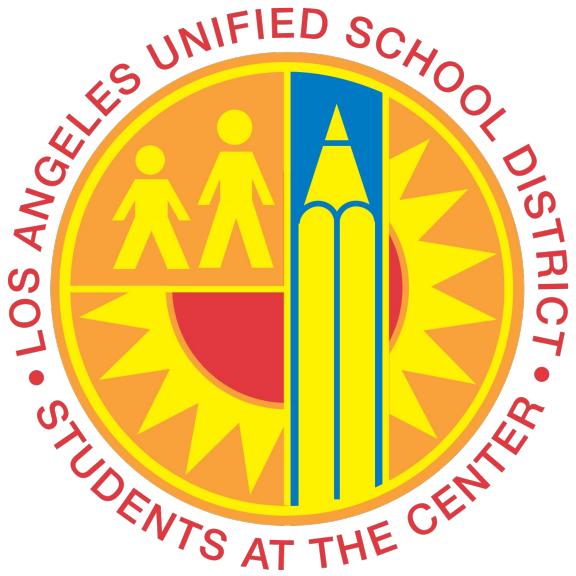
Presenters

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

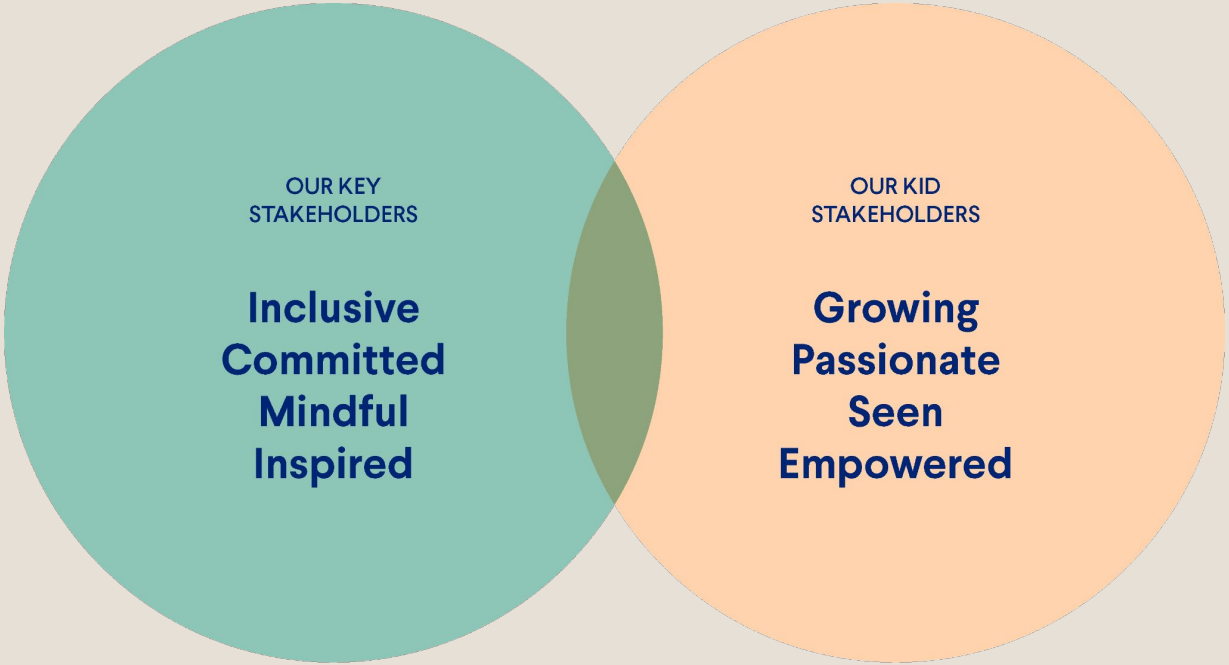
Our communities deserve the best and most exemplary education possible.

Brand Values

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

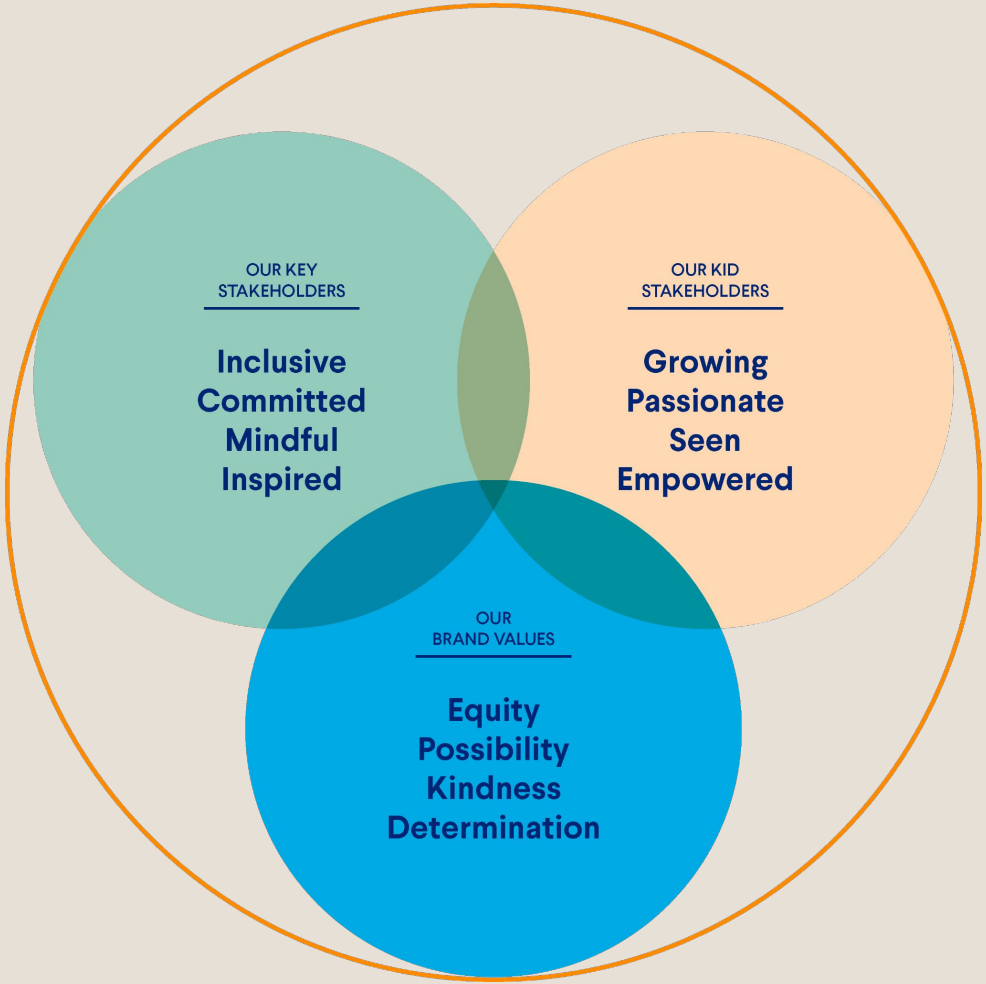
Brand Attributes

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



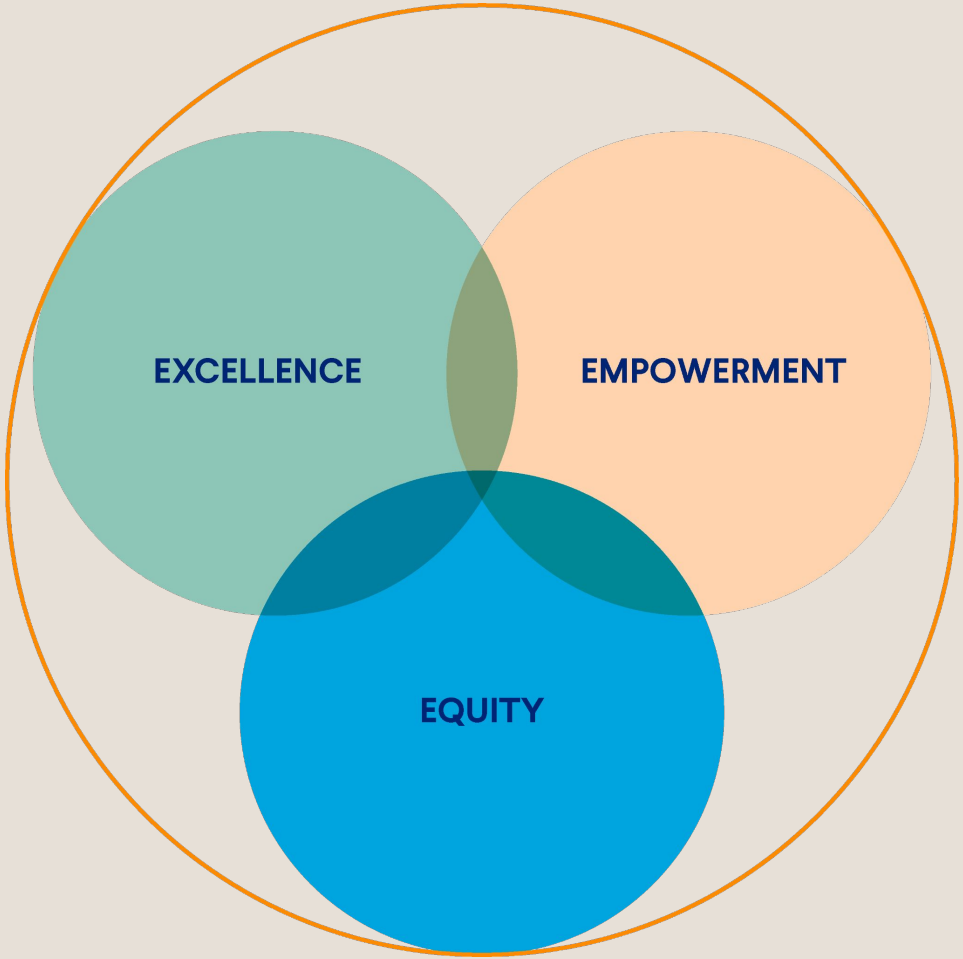
Brand World

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

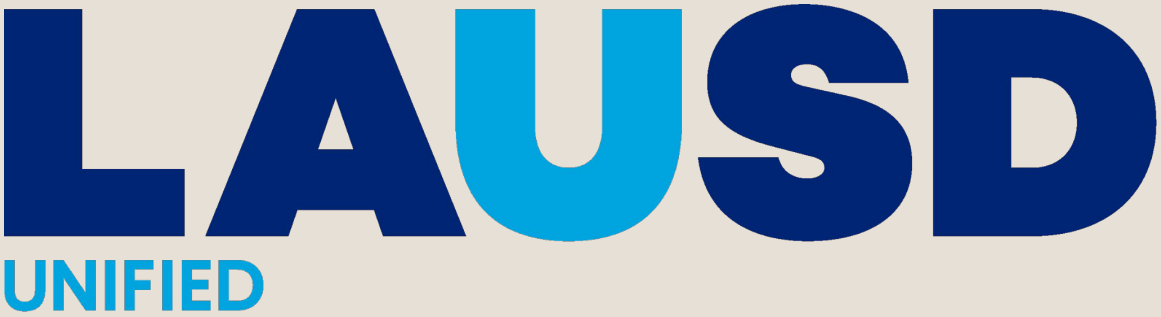
Graphic Tone & Energy

Bold
Bright
Engaged
Active

Design Strategy One

Wordmark

Wordmark



Seal

LOS ANGELES UNIFIED SCHOOL DISTRICT
EMPOWERING EQUITY AND EXCELLENCE

LOS ANGELES UNIFIED SCHOOL DISTRICT
EMPOWERING EQUITY AND EXCELLENCE

Wordmark

LAUSD

YOU ARE SAFE.

Wordmark

Wordmark

Wordmark

LAUSD

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

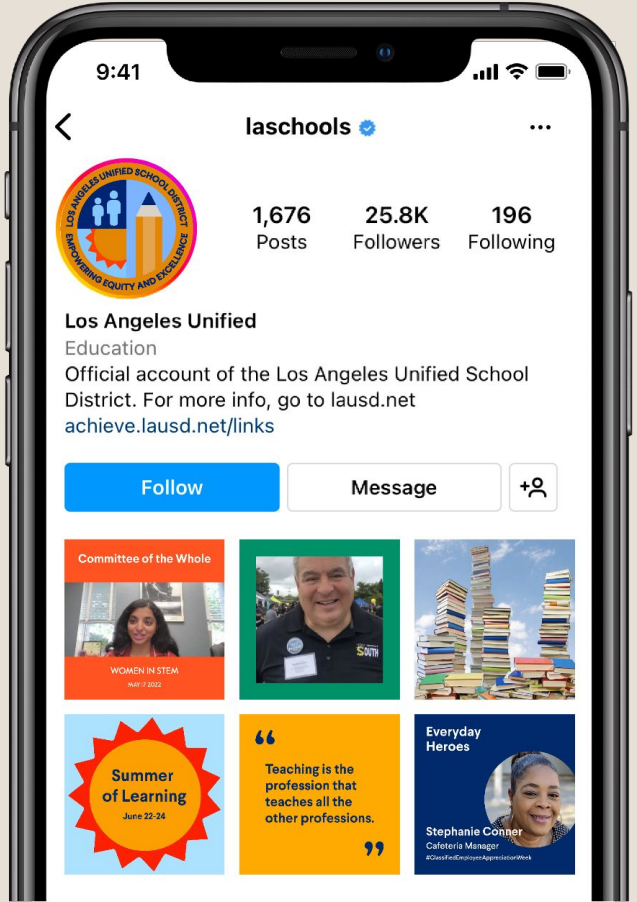
Wordmark and Seal

LAUSD

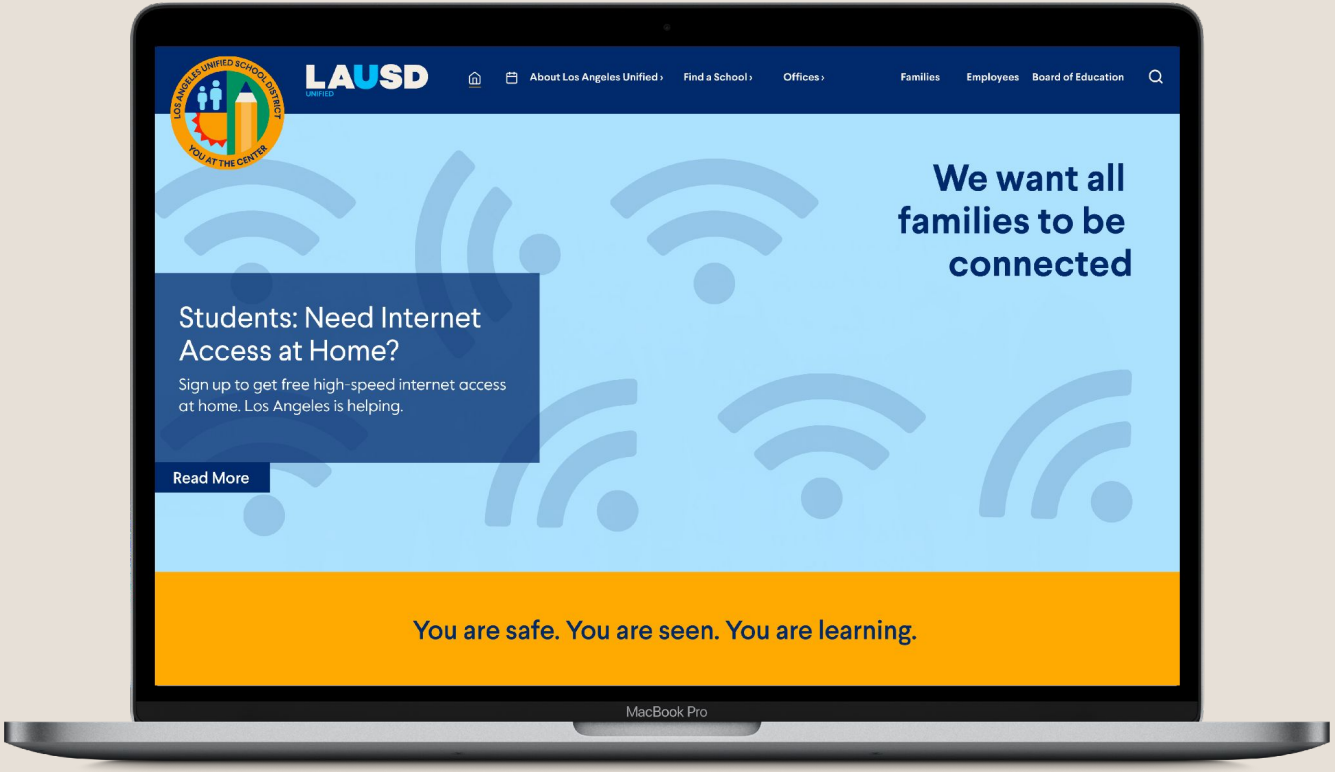
UNIFIED

Social Application

#IBelieveInLAUSD
#IAmLAUSD
#LAStories
#100DayPlan
#CulturalArtsPassport
#BrillianceRising
#OurDayinLA
#ImagineThePossibilities
#LAUnified
#ThankYouParents
Teachers
Employees
Administrators
#StudentSpotlight
#SeacherSpotlight
#AllFamiliesConnected
#AllThePlacesYoullGo

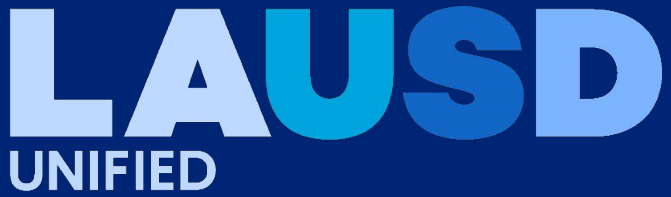


Website Application



Design Strategy Two

Wordmark

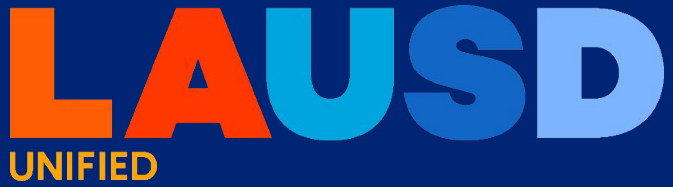


Wordmark and Seal

LAUSD
UNIFIED

Design Strategy Three

Wordmark



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

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

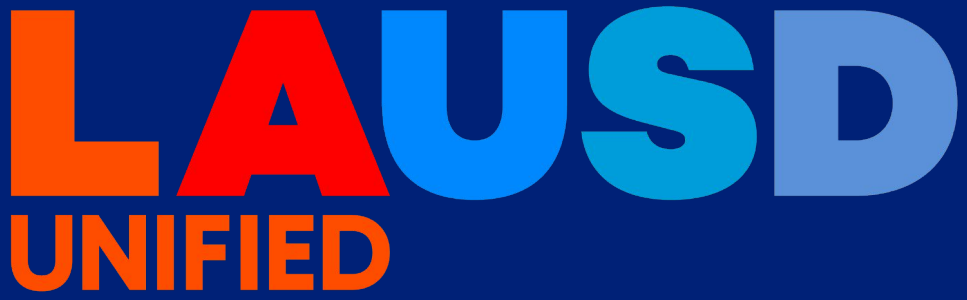
LAUSD
UNIFIED

Wordmark and Seal

LAUSD
UNIFIED

Seal

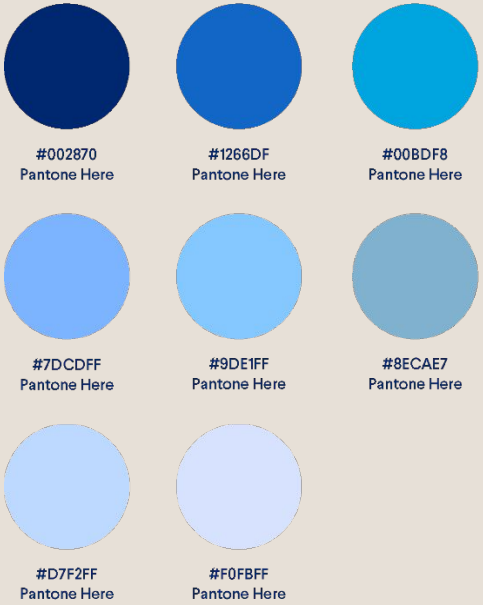
Wordmark



Color

Primary Color

Blue sky thinking, anything is possible

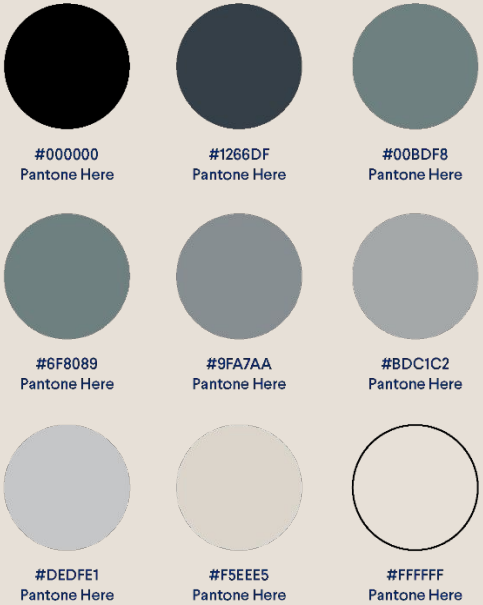


Secondary Color

Optimism and Diversity

Neutral Color

Integrity, Clarity, Trust



Type

Logo Typeface

Lorem is the primary typeface for any LAUSD logo lockup.

LARRSEIT MEDIUM
ABC 123

LARRSEIT BOLD
ABC 123

LARRSEIT BOLD
ABC 123

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 BOLD
ABC 123

POPPINS REG
ABC 123

POPPINS BLACK
ABC 123

POPPINS MED
ABC 123

Digital Typeface

Lato is the primary typeface in use for LAUSD web.

LATO HAIRLINE
ABC 123

LATO BOLD
ABC 123

LATO LIGHT
ABC 123

LATO BLACK
ABC 123

LATO REGULAR
ABC 123

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

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

Digital Typeface

Lato is the current typeface in use for LAUSD web.

LATO HAIRLINE
ABC 123

LATO LIGHT
ABC 123

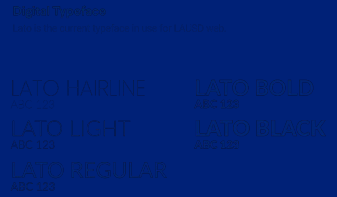
LATO REGULAR
ABC 123

LATO BOLD
ABC 123

LATO BLACK
ABC 123

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

Implementation



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

LARSEIT MEDIUM
ABC 123

LARSEIT BOLD
ABC 123

LARSEIT BOLD
ABC 123

LAUSD
UNIFIED

Primary Typeface

POPPINS LIGHT
ABC 123

POPPINS BOLD
ABC 123

POPPINS REG
ABC 123

POPPINS BLACK
ABC 123

POPPINS MED
ABC 123

Digital Typeface

LATO HAIRLINE
ABC 123

LATO BOLD
ABC 123

LATO LIGHT
ABC 123

LATO BLACK
ABC 123

LATO REGULAR
ABC 123

Brand Guide

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

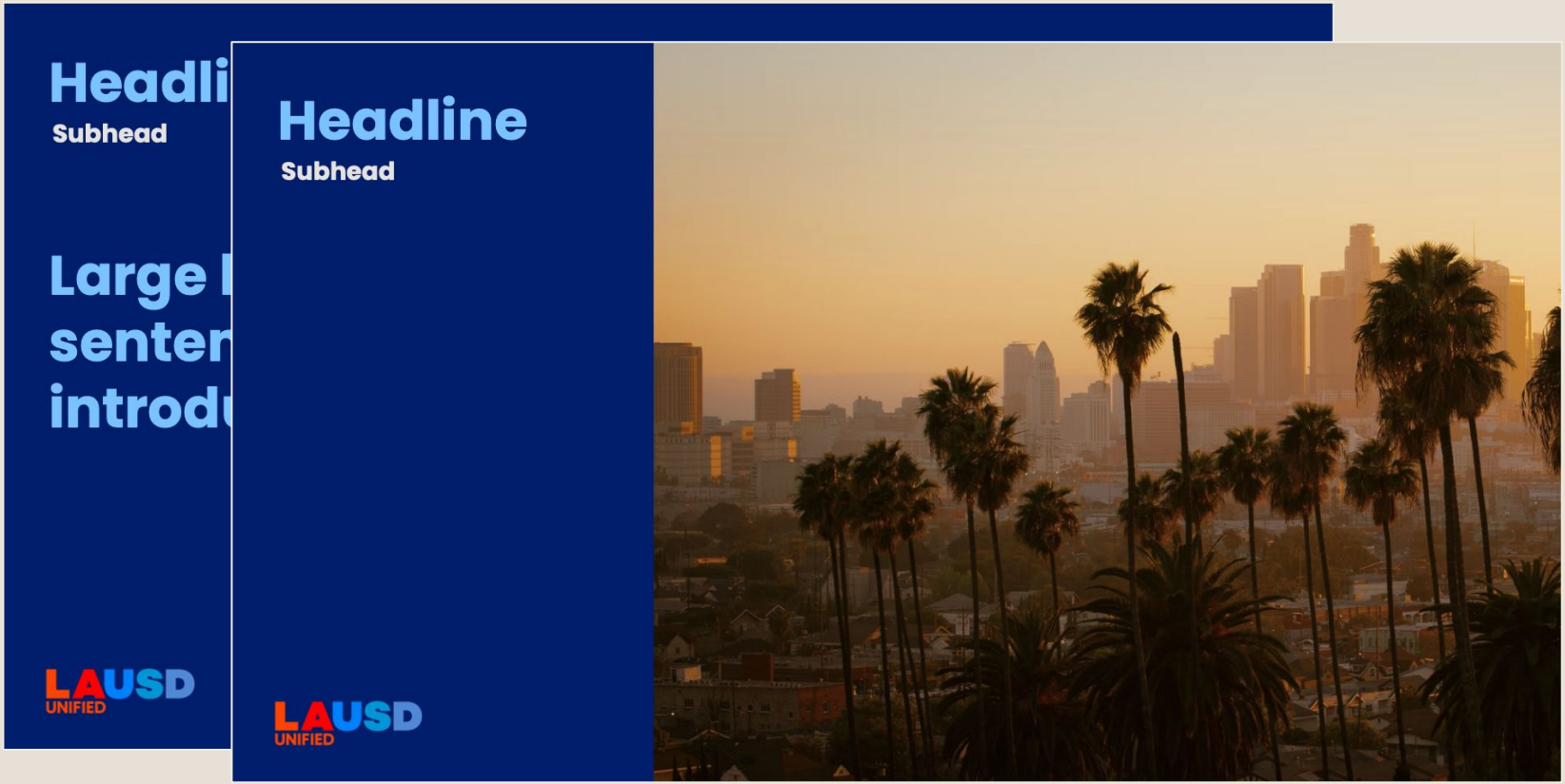
This is our LAUSD universal wordmark. This mark is our core identity asset to be used on all LAUSD materials to provide recognizability and consistency where our name appears.

LAUSD UNIFIED

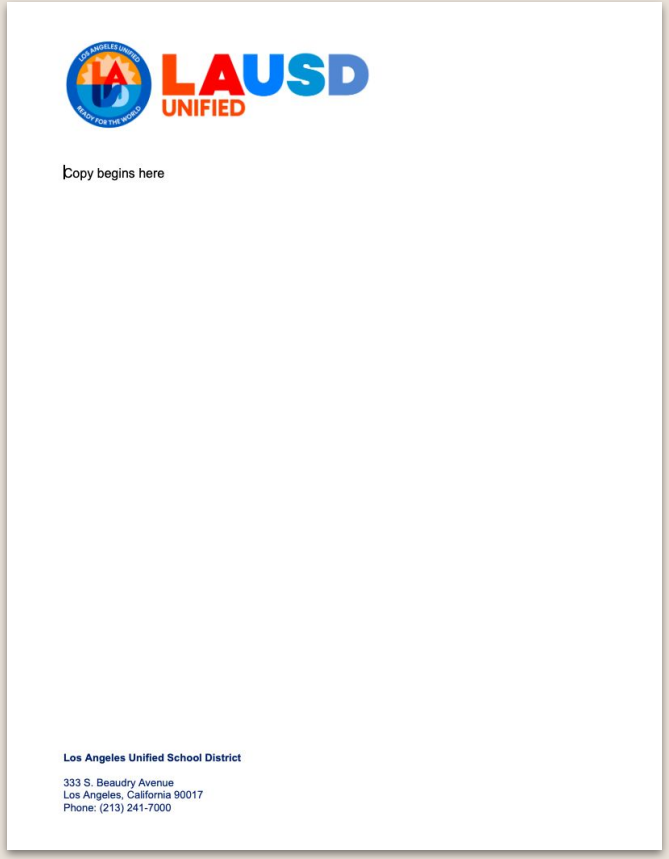
LAUSD UNIFIED

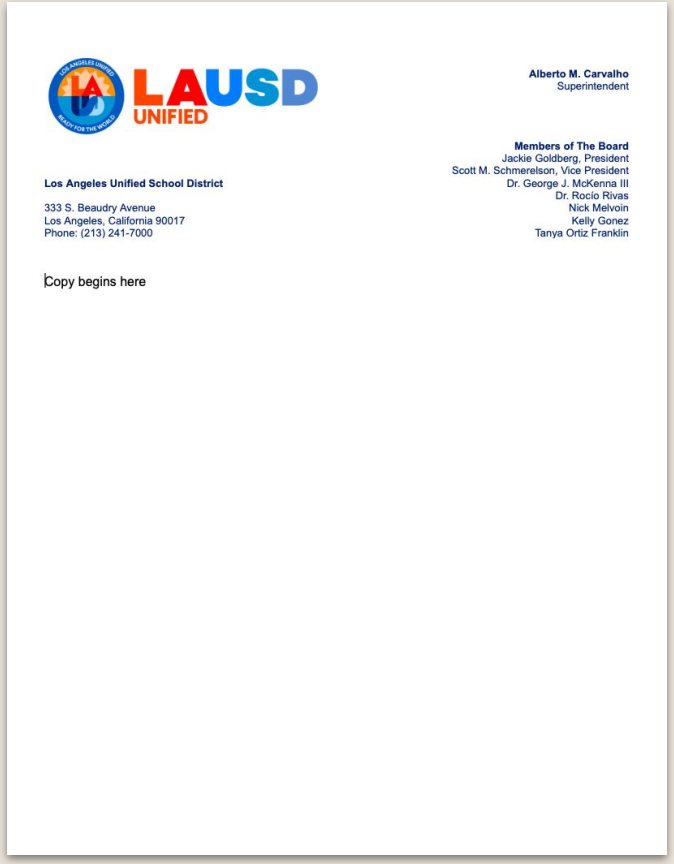
HEX, CMYK and Pantone Color Codes

Powerpoint Template



Letterhead


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


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

Brand Architecture

Logo Typeface

Lorem is the primary typeface for any LAUSD logo lockup.

LARRSEIT MEDIUM
ABC 123

LARRSEIT BOLD
ABC 123

LARRSEIT BOLD
ABC 123

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 BOLD
ABC 123

POPPINS REG
ABC 123

POPPINS BLACK
ABC 123

POPPINS MED
ABC 123

Digital Typeface

Lato is the primary typeface in use for LAUSD web.

LATO HAIRLINE
ABC 123

LATO BOLD
ABC 123

LATO LIGHT
ABC 123

LATO BLACK
ABC 123

LATO REGULAR
ABC 123

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

Division and Department Branding

ITS
Information Technology Services

LAUSD UNIFIED

Office of the Chief Medical Director

LAUSD UNIFIED

Video

Logo Typeface

Lorem is the primary typeface for any LAUSD logo lockup.

LARRSEIT MEDIUM
ABC 123

LARRSEIT BOLD
ABC 123

LARRSEIT BOLD
ABC 123

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 BOLD
ABC 123

POPPINS REG
ABC 123

POPPINS BLACK
ABC 123

POPPINS MED
ABC 123

Digital Typeface

Lato is the primary typeface in use for LAUSD web.

LATO HAIRLINE
ABC 123

LATO BOLD
ABC 123

LATO LIGHT
ABC 123

LATO BLACK
ABC 123

LATO REGULAR
ABC 123

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

ARE YOU READY ???
READY FREDDIE

DRAFT

LAUSD UNIFIED

Enrollment Campaign 2023

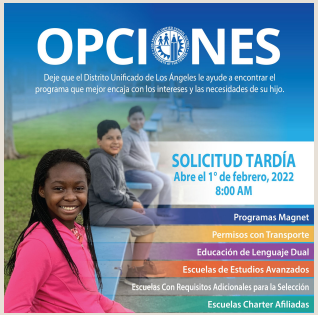
Campaign Overview

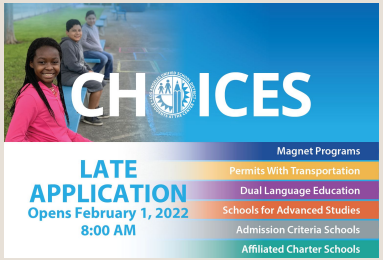
Overview

- 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.

LAUSD UNIFIED

Previous Campaigns





LAUSD UNIFIED

Slogan Options

Imagine the possibilities.
Imagina las Posibilidades.

Motivate. Accelerate. Graduate.
Motivar. Acelerar. Graduate.

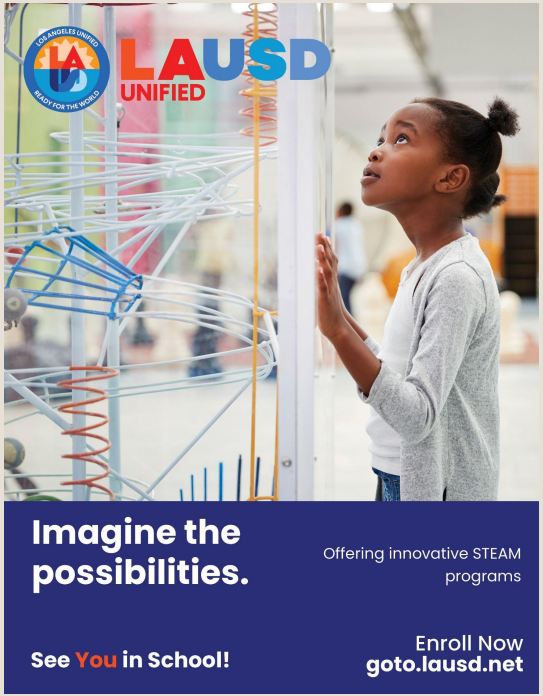
This could be you. It starts here.
Esto podrías ser tu. Comienza aquí.

LAUSD UNIFIED

Option A: Imagine the Possibilities

LAUSD UNIFIED

Option A: Imagine the Possibilities

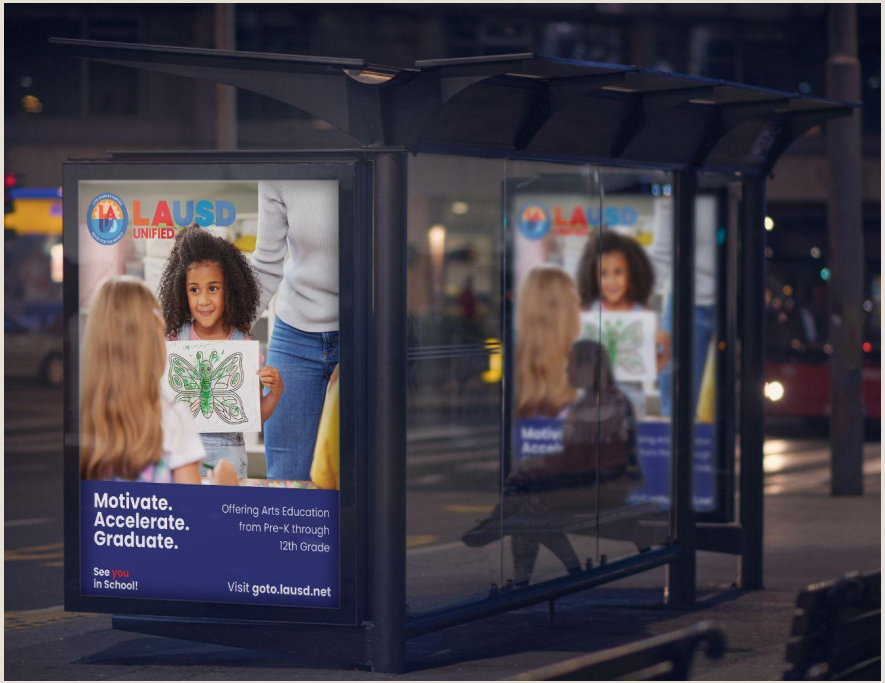


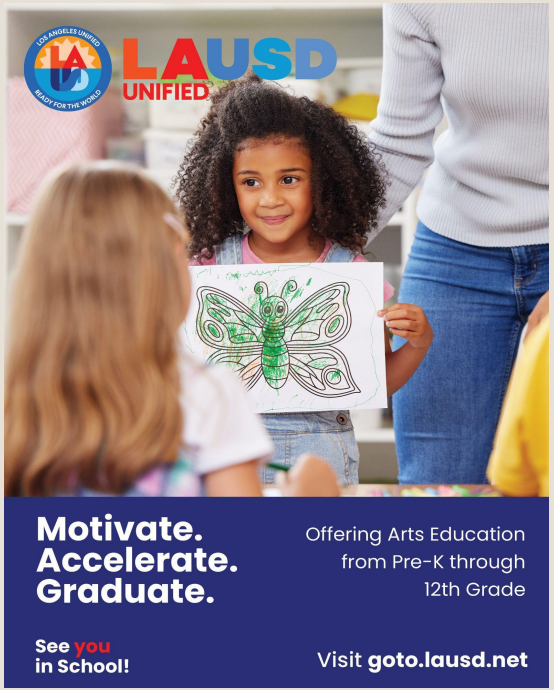
LAUSD UNIFIED

Option B: Motivate. Accelerate. Graduate.

LAUSD UNIFIED

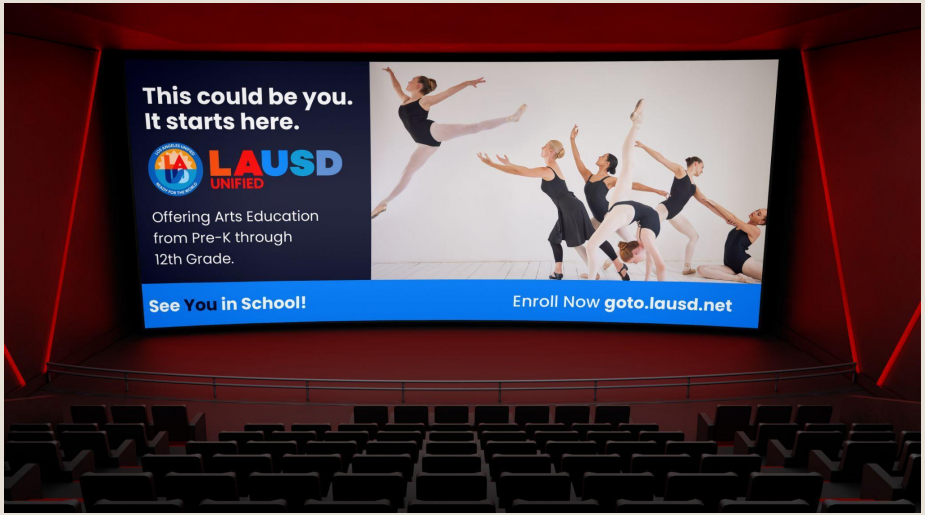
Option B: Motivate. Accelerate. Graduate.





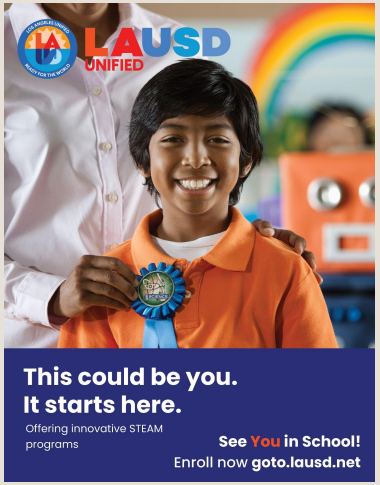
LAUSD
UNIFIED

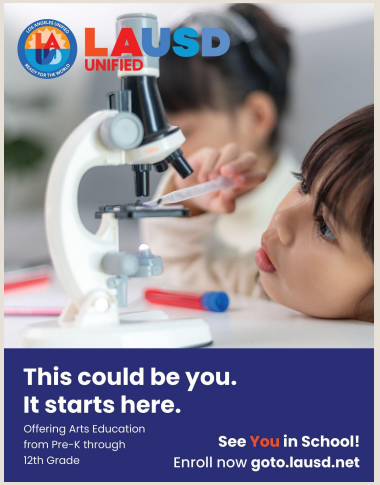
Option C: This Could Be You. It Starts Here.



LAUSD UNIFIED

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





LAUSD UNIFIED

Slogan Selection

Logo Typeface

LARSEIT MEDIUM
ABC 123

LARSEIT BOLD
ABC 123

LARSEIT BOLD
ABC 123

Primary Typeface

POPPINS LIGHT
ABC 123

POPPINS REG
ABC 123

POPPINS MED
ABC 123

POPPINS BOLD
ABC 123

POPPINS BLACK
ABC 123

Digital Typeface

LATO HAIRLINE
ABC 123

LATO LIGHT
ABC 123

LATO REGULAR
ABC 123

LATO BOLD
ABC 123

LATO BLACK
ABC 123

Imagine the Possibilities

LAUSD UNIFIED

Creative
Imagine the Possibilities

Billboard

LAUSD UNIFIED

Bus Shelter

LAUSD UNIFIED

Mall Advertising

LAUSD UNIFIED

Magazine Advertising

LAUSD UNIFIED

Metro Advertising

LAUSD UNIFIED

Theater Advertising

LAUSD UNIFIED

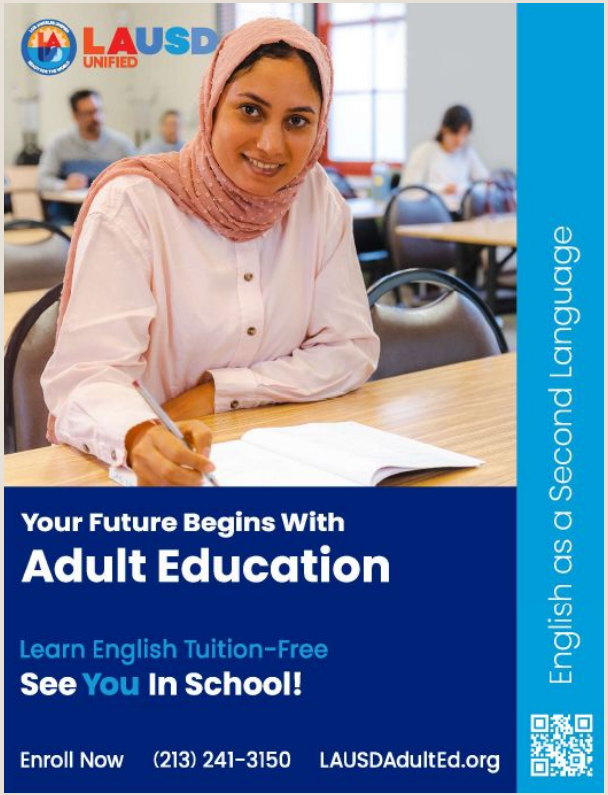
White Fleet Wrapping

LAUSD UNIFIED

Coherence: Early Education Program

LAUSD UNIFIED

Coherence: Adult Education Program



LAUSD UNIFIED

Video

Logo Typeface

Lorem is the primary typeface for any LAUSD logo lockup.

LARRSEIT MEDIUM
ABC 123

LARRSEIT BOLD
ABC 123

LARRSEIT BOLD
ABC 123

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 BOLD
ABC 123

POPPINS REG
ABC 123

POPPINS BLACK
ABC 123

POPPINS MED
ABC 123

Digital Typeface

Lato is the primary typeface in use for LAUSD web.

LATO HAIRLINE
ABC 123

LATO BOLD
ABC 123

LATO LIGHT
ABC 123

LATO BLACK
ABC 123

LATO REGULAR
ABC 123

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

IMAGINE
THE
POSSIBILITIES

Thank You

Website
lausd.org/brand

Contact
brand@lausd.net

LAUSD UNIFIED

LAUSD
UNIFIED