

Branding the Nation's Second-Largest School District

Presenters

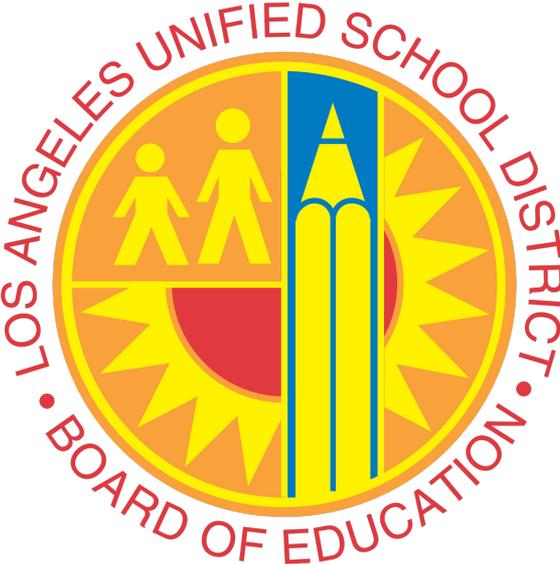
Shannon Haber, Chief of Communications, Engagement & Collaboration

Bích Ngọc Cao, Senior Advisor, Communications

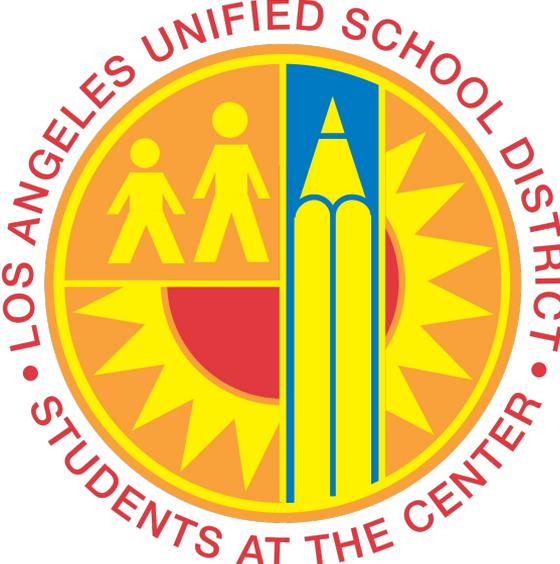
Lourdes Valentine, Senior Advisor, Communications

Where We Started

Seals Before 2022



Before 2019



2019-2022

Logos, Logos and More Logos



CAA



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

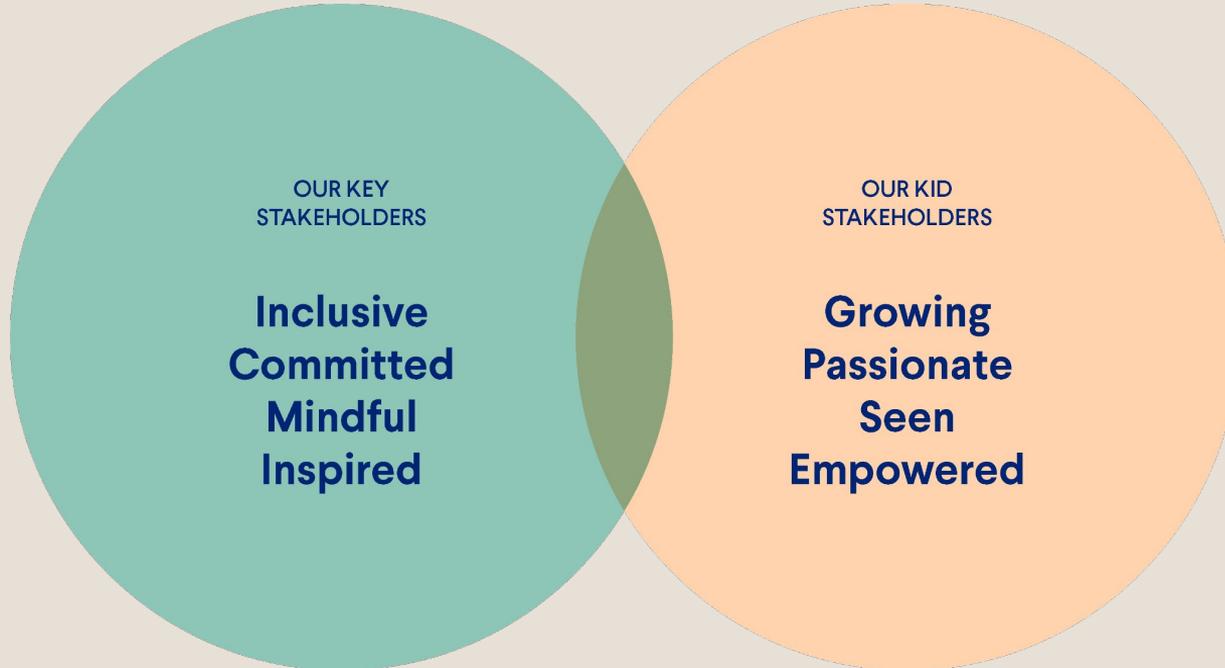
Possibility

Kindness

Determination

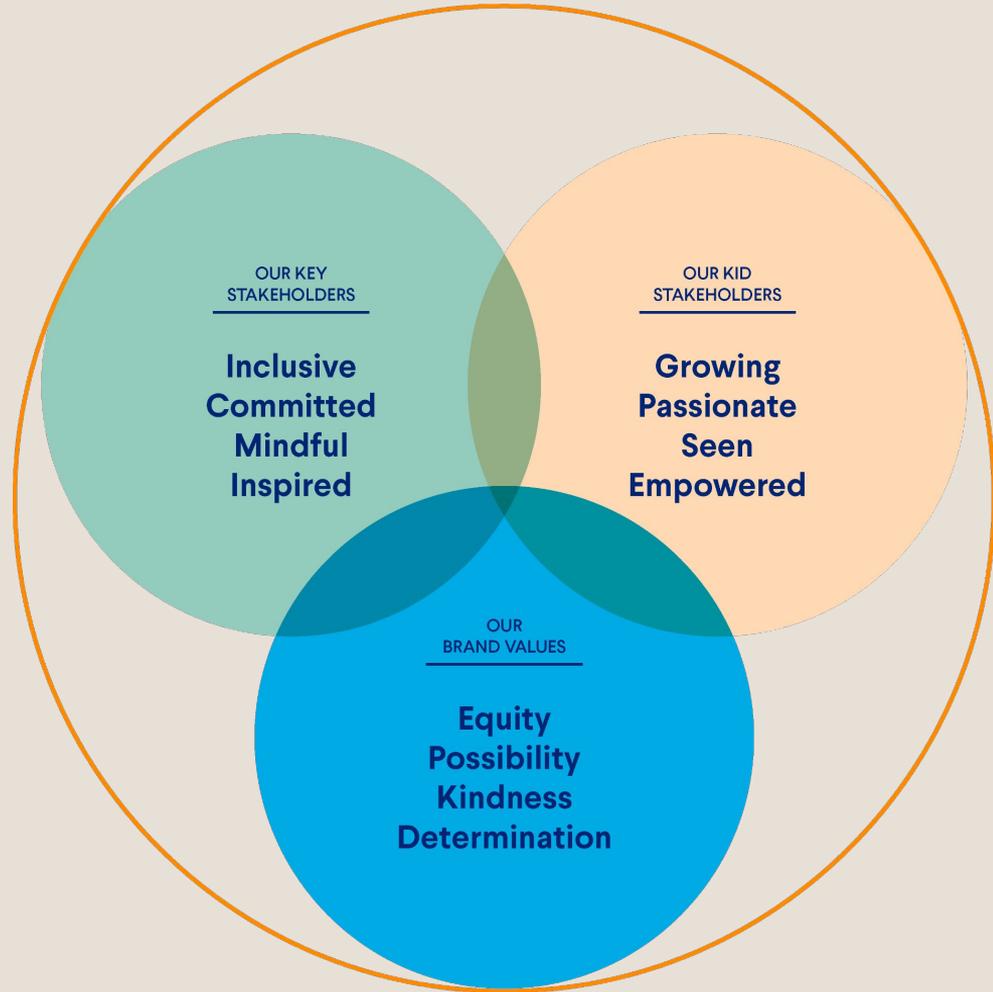
Brand Attributes

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



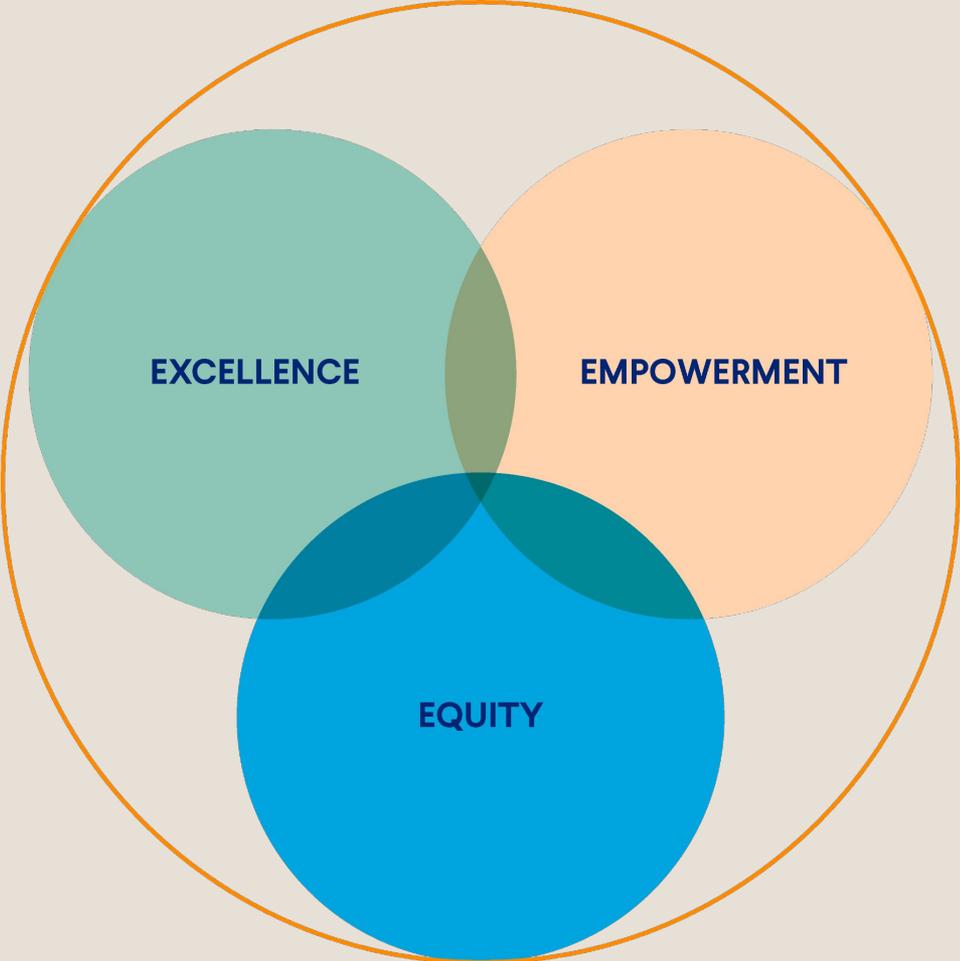
Brand World

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

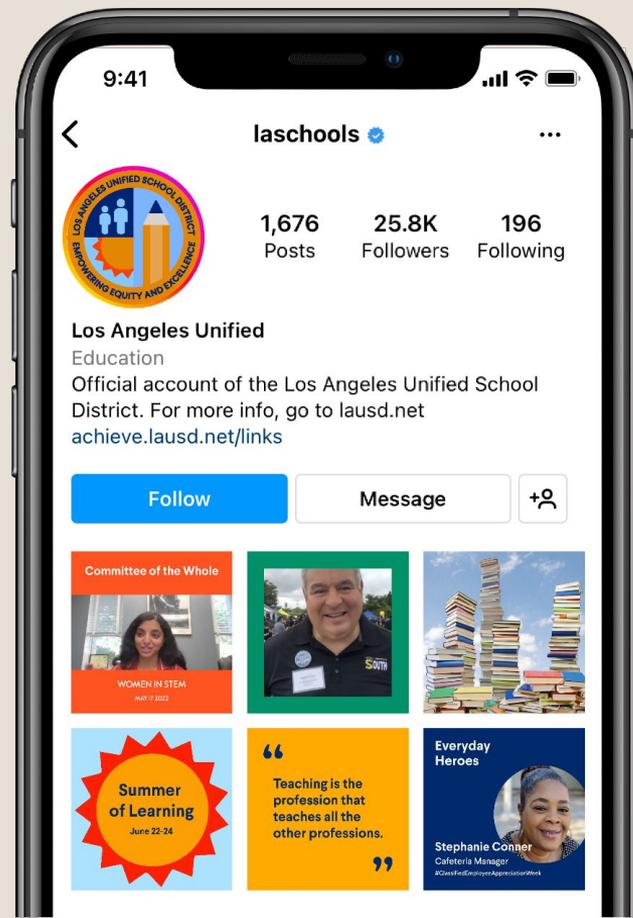
Administrators

#StudentSpotlight

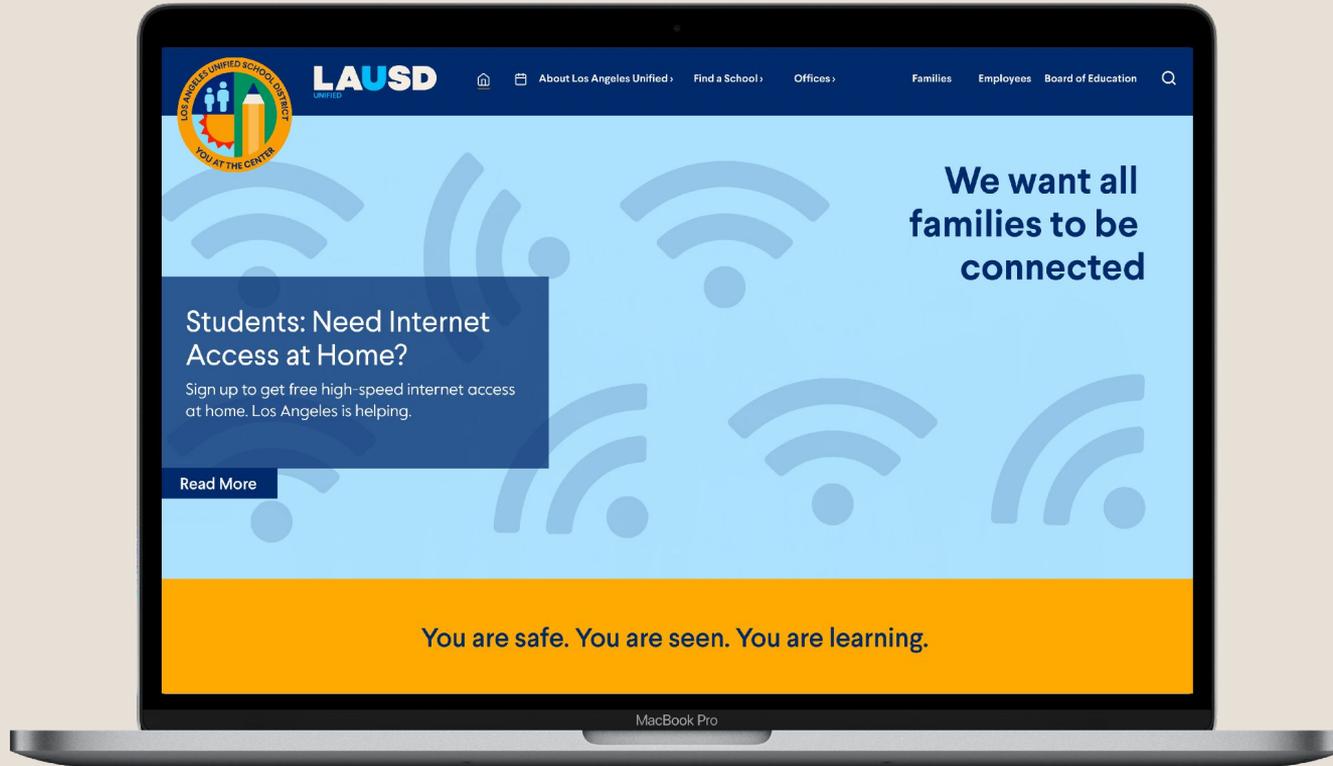
#SeacherSpotlight

#AllFamiliesConnected

#AllThePlacesYoullGo



Website Application



Design Strategy Two

Wordmark



LAUSD
UNIFIED

The logo features the word "LAUSD" in a bold, sans-serif font. The letters "L", "A", and "S" are dark blue, while "U", "D", and "I" are a lighter blue. Below "LAUSD" is the word "UNIFIED" in a smaller, dark blue, all-caps sans-serif font.

LAUSD
UNIFIED

The logo features the word "LAUSD" in a bold, sans-serif font. The letters "L", "A", and "S" are white, while "U", "D", and "I" are a light blue. Below "LAUSD" is the word "UNIFIED" in a smaller, white, all-caps sans-serif font.

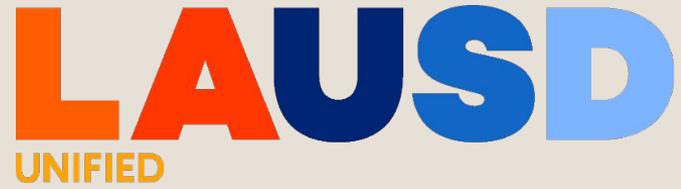
Wordmark and Seal



LAUSD
UNIFIED

Design Strategy Three

Wordmark



LAUSD
UNIFIED

The logo features the word "LAUSD" in a bold, sans-serif font. The letter "L" is orange, "A" is dark blue, "U" is medium blue, "S" is light blue, and "D" is very light blue. Below "LAUSD" is the word "UNIFIED" in a smaller, orange, sans-serif font.

LAUSD
UNIFIED

The logo features the word "LAUSD" in a bold, sans-serif font. The letter "L" is orange, "A" is dark blue, "U" is medium blue, "S" is light blue, and "D" is very light blue. Below "LAUSD" is the word "UNIFIED" in a smaller, orange, sans-serif font.

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
UNIFIED

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



#7DCDFE
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



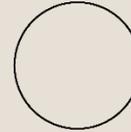
#BDC1C2
Pantone Here



#DEDFE1
Pantone Here



#F5EEEE
Pantone Here



#FFFFFF
Pantone Here

Type

Large Typefaces

LAUREL MEDIUM
ASC 123

LAUREL MEDIUM

ASC 123

LAUREL BOLD

ASC 123

LAUREL BOLD

ASC 123

LAUREL
MEDIUM

Classic Typefaces

POPPINS LIGHT
ASC 123

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 Typefaces

LATO HAIRLINE
ASC 123

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 Typeface

LAUSSET MEDIUM

ASC 103

LAUSSET MEDIUM

ASC 103

LAUSSET BOLD

ASC 103

LAUSSET BOLD

ASC 103

LAUSD
UNIFIED

Primary Typeface

POPPINS LIGHT, POPPINS MEDIUM, POPPINS BOLD, POPPINS REGULAR, POPPINS BLACK, POPPINS MEDIUM, POPPINS REGULAR, POPPINS BLACK

POPPINS LIGHT

ASC 103

POPPINS BOLD

ASC 103

POPPINS REG

ASC 103

POPPINS BLACK

ASC 103

POPPINS MED

ASC 103

LATO HAIRLINE

ASC 103

LATO BOLD

ASC 103

LATO LIGHT

ASC 103

LATO BLACK

ASC 103

LATO REGULAR

ASC 103

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

LAUSDTM (L) (M) (B) (S)

LAUSDTM (M)

ASC 103

LAUSDTM (B)

ASC 103

LAUSDTM (B)

ASC 103

LAUSD
UNIFIED

Primary Typeface

Primary typeface used for all signage and branding. Primary typeface used for all signage and branding. Primary typeface used for all signage and branding.

POPPINS LIGHT

ASC 102

POPPINS BOLD

ASC 102

POPPINS REG

ASC 102

POPPINS BLACK

ASC 102

POPPINS MED

ASC 102

LATO HAIRLINE

ASC 103

LATO BOLD

ASC 103

LATO LIGHT

ASC 103

LATO BLACK

ASC 103

LATO REGULAR

ASC 103



Brand Guide



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 v

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.



HEX, CMYK and Pantone Color Codes >



Powerpoint Template

The slide layout features a dark blue header bar at the top. On the left, there are two vertical blue bars. The first bar contains the text 'Headline' in large white font, 'Subhead' in smaller white font, 'Large I' in large white font, 'senter' in large white font, and 'introd' in large white font. The second bar contains 'Headline' in large white font, 'Subhead' in smaller white font, and the LAUSD UNIFIED logo at the bottom. The main content area on the right is a photograph of a city skyline at sunset, with palm trees in the foreground.

Headline

Subhead

**Large I
senter
introd**

LAUSD
UNIFIED

Headline

Subhead

LAUSD
UNIFIED



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. Schmeissel, Vice President
Dr. George J. McKenna III
Dr. Rocio Rivas
Nick Melvoin
Kelly Gonez
Tanya Ortiz Franklin

Division and Department Branding

ITS | **LAUSD**
Information Technology Services
UNIFIED

Office of the Chief
Medical Director | **LAUSD**
UNIFIED

Video

Large Typeface

LAUSDT MEDIUM
ASC 123

LAUSDT MEDIUM

ASC 123

LAUSDT BOLD

ASC 123

LAUSDT BOLD

ASC 123

LAUSDT
MEDIUM

Display Typeface

POPPINS LIGHT
ASC 123

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



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

JOIN US FOR A SUMMER OF LEARNING 2022

Programs for all currently enrolled Los Angeles Unified students in TK - 12th grade

JUNE 22 to JULY 22

Register now!
summerschool.lausd.net

SUCCESS BEGINS IN PRESCHOOL

FOR LEARNING | UNDERGARTEN READINESS | SAFE ENVIRONMENT

achieve.lausd.net/ECED (844)-EARLYED **ENROLL NOW**

OPCIONES

Deje que el Distrito Unificado de Los Angeles le ayude a encontrar el programa que mejor encaja con los intereses y las necesidades de su hijo.

SOLICITUD TARDÍA
Abre el 1^o de febrero, 2022
8:00 AM

- Programas Magnet
- Permisos con Transporte
- Educación de Lenguaje Dual
- Escuelas de Estudios Avanzados
- Escuelas Con Requisitos Adicionales para la Selección
- Escuelas Charter Afiliadas

Inglés | Diploma | Capacitamiento

Desarrolla tus Habilidades.
Construye tu Futuro.

LEVEL UP

Visita LAUnifiedAdult.org/Register
o llamar (888) 730-EARN

CHOICES

Magnet Programs

LATE APPLICATION
Opens February 1, 2022
8:00 AM

- Permits With Transportation
- Dual Language Education
- Schools for Advanced Studies
- Admission Criteria Schools
- Affiliated Charter Schools

LOS ANGELES UNIFIED **ALL FAMILIES CONNECTED**

NEED INTERNET?
Let LAUSD Get You There

Visit device.lausd.net/connect
or call (213) 443-1300

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.

Offering innovative STEAM programs

See You in School!

Enroll Now
goto.lausd.net

Option B: Motivate. Accelerate. Graduate.



Option B: Motivate. Accelerate. Graduate.



LAUSD UNIFIED

Motivate. Accelerate. Graduate.

Offering Arts Education from Pre-K through 12th Grade

See you in School!

Visit goto.lausd.net

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



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



**This could be you.
It starts here.**

Offering Arts Education
from Pre-K through
12th Grade

See You in School!
Enroll now goto.lausd.net



**This could be you.
It starts here.**

Offering innovative STEAM
programs

See You in School!
Enroll now goto.lausd.net



**This could be you.
It starts here.**

Offering innovative STEAM
programs

See You in School!
Enroll now goto.lausd.net



**This could be you.
It starts here.**

Offering Arts Education
from Pre-K through
12th Grade

See You in School!
Enroll now goto.lausd.net

Imagine the Possibilities

Creative
Imagine the Possibilities

Billboard



Bus Shelter



Mall Advertising



Magazine Advertising



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 Typeface

LAUSSET MEDIUM
ASC 123

LAUSSET MEDIUM

ASC 123

LAUSSET BOLD

ASC 123

LAUSSET BOLD

ASC 123

LAUSSET
MEDIUM

Display Typeface

POPPINS LIGHT
ASC 123

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

An aerial photograph of a park. A winding asphalt path with white dashed lines runs through a sandy area. People are walking along the path and sitting on the grass. There are some green bushes and a blue sky in the background. The text "IMAGINE THE POSSIBILITIES" is overlaid in the center in white letters on a blue background.

**IMAGINE
THE
POSSIBILITIES**

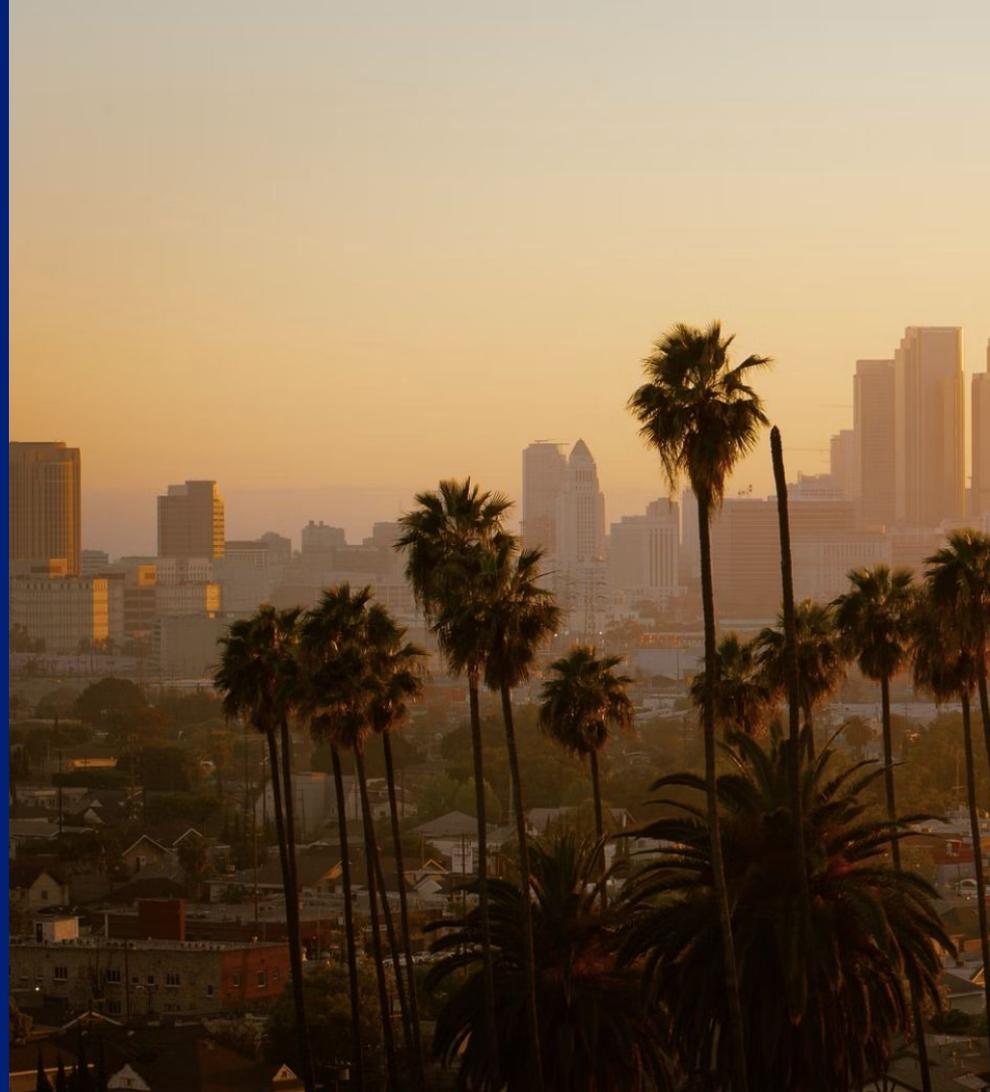
Thank You

Website

lausd.org/brand

Contact

brand@lausd.net





LAUSD
UNIFIED