

## **LPSS CORPORATE IDENTITY**

It is important to represent the Lafayette Parish School System (LPSS) in a unified, professional and consistent manner.

The LPSS graphic identity (logo) is used to represent the system's brand. While a brand is made up of many attributes, tangible and intangible, one of the most visible and easily managed is its graphic identity. The accurate and consistent use of the system's name, logo and marks is essential to creating and maintaining awareness of the system.

While the Marketing and Student Recruitment Department has primary responsibility for managing the system's brand, every person working in the system makes a contribution to how our system is viewed by the public. For that reason and others, it is important to maintain a coordinated effort in representing our system.

In order to maintain the integrity of the system's graphic identity, all business cards, stationery and ID badges used by district-level employees will adhere to the corporate identity package adopted by the board. These formats will be provided to the printer of the employee's choice, provided that the printer has agreed to follow the technical guidelines adopted by the board regarding graphic identity. Electronic versions of stationery also will be provided to employees who wish to use this format.

Any printer who will not or cannot adhere to the guidelines will not be provided with the templates or the logo.

The entire system benefits from consistent branding. The technical guidelines adopted by the board show the appropriate graphic elements and typography and should be used in any materials which bear the system's logo. Printed and electronic materials, including but not limited to newsletters, brochures, posters, flyers and web pages are valuable tools in communicating an entity's brand. For that reason, all these materials must follow the technical guidelines adopted by the board.

The marks of the system are owned by the system and are trademarked. Additionally, the appearance of the system's logo on any publication implies endorsement by the system of this publication or the program presented therein. For these reasons, any use of the mark requires approval from the Marketing and Student Recruitment Office.

Any questions regarding the technical guidelines or this policy should be directed to the Marketing and Student Recruitment Department.

Adopted: 02/04/09