



**East Lansing** Public Schools



## Brand Essence

East Lansing Public Schools has committed itself, both emotionally and financially, to creating a brand that represents the educational community it serves while connecting it to the global community to which it belongs. Its brand essence, therefore, is one of “scholastic sophistication” — a brand that honors the diverse culture it represents while communicating its fundamental purpose.

## Design Tone

The appeal of a logo itself is not a question of personal taste, but rather its ability to connect the viewer to the organization’s mission. The ELPS logo was inspired by a design philosophy of clever simplicity; it is all-at-once traditional, modern and whimsical in both its iconography and its typeface in order to establish a broader design system that works to build a truly emotional connection between the brand and its users.

The logo will be supplied in various digital formats that ***must not be manipulated in any way***. These files are provided in conjunction with the following identity standards so as to avoid confusion regarding acceptable usage and proper execution.

## Identity Standards

Whether it represents a running shoe or a public school system, a brand is not something you can hold. Though it may manifest itself in a logo, a brand is ultimately defined in its execution — i.e. *the way* it is presented to the world. From a consistent color scheme to a logical sense of proportion, this presentation must maintain a standard set of guidelines that honor both the brand’s essence and a coherent aesthetic.

The following pages offer an initial set of guidelines to be followed in the development of *all* internal and external marketing and/or communications materials. These guidelines will surely evolve as practical execution reveals their strengths and weaknesses, but they are nonetheless immediately critical to ensure professionalism, consistency and unity as we begin to build our brand together.

## The Logo Components

The ELPS logo consists of a “wordmark” and an “icon.” The wordmark must *a/ways* appear in conjunction with the icon, whereas the icon can be used as a stand-alone design element in approved contexts.

East Lansing Public Schools

{ WORDMARK }



{ ICON }

## Logo Orientation

The ELPS logo has three acceptable orientations, dictated by a logical consideration of proportion:



East Lansing Public Schools

{ STANDARD }



East Lansing  
Public Schools

{ VERTICAL }

East Lansing Public Schools



{ HORIZONTAL }

## Logo Scale & Proportion

The ELPS logo was designed with careful consideration of scale and proportion between the wordmark and icon, as well as within a general design context relative to any additional copy and/or design elements. **The logo is set with the icon exactly 1/2 the width of the wordmark, and the wordmark appearing below or to the left of the icon exactly equal to its y-axis; do not alter this proportion in any way:**



East Lansing Public Schools

{ MINIMUM LOGO SIZE: 1" WIDE WORDMARK }

-OR-

{ 0.5" WIDE ICON }



{ NO MAJOR DESIGN ELEMENTS WITHIN 150% OF X/Y AXIS }

## Logo Color

The color ELPS logo should be reproduced using the following Pantone inks (or their CMYK conversions):



### PANTONE 281

c100 m72 y0 k32

SCREENS: no<15%, no>85%



### PANTONE CG11 (Cool Grey 11)

c0 m2 y0 k68

SCREENS: no<15%, no>85%

## Logo Color Schemes

The ELPS logo has four acceptable color schemes:



{ TWO-COLOR PMS 281 & CG11 -OR- CMYK }



{ ONE-COLOR PMS 281 }



{ ONE-COLOR BLACK }



{ WHITE AGAINST SOLID DARKER THAN 50% GREY }

## Typography

The primary font for the ELPS brand is Helvetica Neue. This typeface is designed using two versions: 75 Bold and 45 Light. The bold typeface is primarily meant for headline copy; the light typeface is meant for body and legal copy only and should never be used as a headline typeface.

### Helvetica Neue 75 Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

!@#\$%^&\*()

### Helvetica Neue 45 Light

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

!@#\$%^&\*()

## Examples of Unacceptable Usage

Distortion



Rotation



Outlines



Arbitrary Color



No Icon

