LEADING TO A BRIGHT FUTURE
OUR VISION

Students will exit our system with the same passion for learning they had when they entered, without economics determining success.

Every Option Open.

OUR CHALLENGES

In order to accomplish this vision, we must:

- Give students ownership in their learning, with the Seven Student Learning Behaviors anchoring every classroom.
- Close the achievement gap.
- Ensure students exit our system college and career ready.
- Focus on the whole student, ensuring that every student is healthy, safe, engaged, supported and challenged.
Secondary Logo and tagline must appear together.
The LISD Compass Rose can be used as a semi-independent design element. It can be used separate of the logo, but must appear in the same document with the Primary Logo or Secondary Logo.
Colors

LISD Blue
CMYK - C96, M66, Y25, K7
RGB - R0, G89, B135
HEX - #005987
Pantone - 3015U

LISD Yellow
CMYK - C1, M19, Y99, K0
RGB - R253, G204, B15
HEX - #ffcb0c
Pantone - 108U

LISD Gold
CMYK - C0, M35, Y99, K0
RGB - R252, G176, B26
HEX - #fcb0la
Pantone - 123U

LISD Gray
CMYK - C0, M0, Y0, K50
RGB - R147, G149, B151
HEX - #939598
Pantone - 423U

Colors should not be altered in any way without prior approval from the administration.

For questions on the official colors, please contact SCR.
Headline Typeface - Novecento Wide Bold

**NOVECENTO WIDE BOLD**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!@#$%&*()

Copy Typeface - Futura LT Pro

Futura LT Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!@#$%&*()}
### Guidelines

#### Spacing

Copy around the logo should maintain a distance equal to the size of the Compass Rose Icon. This keeps the logo from being crowded by other elements and aids readability.

#### Proportions

<table>
<thead>
<tr>
<th>PERFECT</th>
<th>UNACCEPTABLE</th>
<th>UNACCEPTABLE</th>
</tr>
</thead>
</table>

Never, never, never, never change the proportions of the logo. If you must scale the logo, always scale horizontally and vertically at 100%.

*For assistance in scaling a logo properly, please contact SCR.*

#### Font Substitution

There is flexibility in fonts used on documents featuring the logo, but the fonts used to create the logo must never be changed. Only use officially sanctioned logo files. Do not attempt to recreate the logo.

**OFFICIAL LOGO FILES CAN BE OBTAINED BY CONTACTING:**

Laura Weiss  
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