



# BRAND GUIDELINES

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**Liberty-Benton Local Schools**

Updated May 2024

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# INTRODUCTION

To the Members and Partners of Liberty-Benton:

When Liberty-Benton Local Schools embarked on a journey in 2020 to enhance our school facilities, we knew the district would undergo significant change during the next few years. Designing new facilities comes with hundreds, if not thousands, of decisions about the look and feel of the buildings. Our administration saw this as an opportunity to evaluate the existing Liberty-Benton brand, make upgrades to the brand in order to unify our “look” and create brand guidelines to inform the many building-related decisions to come. Our goal with the branding process was to create a smooth and successful transition into our new facilities.

Every brand element included in this guide was developed through an organized, community-driven process. Made up of district administration, staff, parents, students and members of the community, a Brand Advisory Team was developed and tasked with establishing a unique and unifying brand for our district. The diverse range of backgrounds and ideas from this group ultimately represented the Liberty-Benton community as a whole. This group participated in a series of virtual meetings throughout the 2021 Spring Semester to define the pillars of our brand, engage multiple graphic designers, refine brand concept options and eventually make a final brand recommendation to the Board of Education. These brand guidelines were officially adopted on August 5, 2021 by the Board of Education; therefore, this guide will serve as the standard for all graphic representations of Liberty-Benton Local Schools. Thank you to the members of the Brand Advisory Team for representing our community and guiding our district into a bright future with our new brand identity.

Thank you to the Liberty-Benton community for your endless support. We’re excited to unify all aspects of our district under **one brand**. We’re confident that these brand guidelines will help elevate our district’s identity, energize the student body, boost community spirit and ultimately make us **one L-B**.

We Are L-B!

Sincerely,



**Bruce Otley**  
Superintendent  
Liberty-Benton Local Schools

ONE BRAND. **ONE L-B.**



**Eagle Head**



**Flying Eagle**



**L-B Mark**



**Wordmark**



**Vertical Lockup**



**Horizontal Lockup**

# USAGE GUIDELINES

The purpose of this guide is to ensure all members and partners of the Liberty-Benton Local School District are working together to communicate a consistent brand identity and visual expression. Our brand is one of our most valuable assets. It defines who we are and what we represent as a school district.

Adhering to these guidelines will allow our district to communicate our brand in a compelling and unified manner. All logos, brand marks and lockups are to be used as depicted in this guide. **We are all L-B brand ambassadors.** As a representative of Liberty-Benton, your role in following these guidelines and properly using all brand-related materials directly impacts the success of our district's newly established identity.

This guide is designed to strengthen the Liberty-Benton brand, not to impose unnecessary restrictions on your creativity. Nevertheless, it is vitally important that we ensure a consistent and appropriate brand image for our school district. Please exercise good judgment in all creative executions and strive to use the brand effectively for your audience, using these brand guidelines as a tool.

**If you would like to access any of the files included in this guide or have any questions as you help promote the Liberty-Benton brand, please contact:**

**Brenda Frankart**

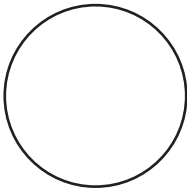
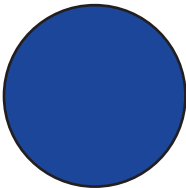
Director of Federal Programs and Curriculum  
Liberty-Benton Local Schools  
[bfrankart@liberty-benton.org](mailto:bfrankart@liberty-benton.org)



# COLORS

The official brand colors of the Liberty-Benton Local School District are **Blue and White with Red accent.**

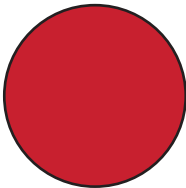
PRIMARY COLORS



Blue

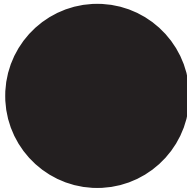
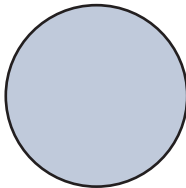
White

ACCENT COLOR



Red

SUPPORT COLORS



Gray

Black

Colors	Pantone	Grayscale	RGB	CMYK	Hex
Blue	Pantone 293c	78.77%	0, 61, 165	100, 86.58, 0, 0.06	#1b4799
White	-	0%	255, 255, 255	0, 0, 0, 0	#ffffff
Red	Pantone 186c	70.79%	200, 16, 46	14.65, 100, 90.94, 4.74	#c7202f
Gray	Pantone 442c	20.49%	194, 204, 220	22.83, 14.19, 6.3, 0	#c1cbda
Black	-	0%	0, 0, 0	0, 0, 0, 100	#000000

# TYPOGRAPHY

The official typeface of the Liberty-Benton Local School District is **OctinSportsRg-Regular**. This tough headliner belongs to the Octin font family and is the font used in the Liberty-Benton Lettermark and Wordmark.

For the development of all print and digital media materials, the **Montserrat** font family should be utilized. This is a universally accessible font that offers a multitude of font weights and adds a clean style to the Liberty-Benton brand.

OctinSportsRg-Regular

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
0123456789  
!"#\$%&'()\*+,-./

Montserrat


ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
0123456789  
!"#\$%&'()\*+,-./

# EAGLE HEAD







## Key Features




A literal bald eagle logo married with a simple design and district colors offers a balance between a traditional and modern brand.



The detailing and shadowing in the eye achieves a fierce, menacing-look without appearing overly aggressive.



Important physical features of a bald eagle are incorporated in the logo including a white head, a hooked beak and layers of feathers.



The style of this primary logo offers the ability for it to be applied in all settings throughout the entire district.

# EAGLE HEAD

## Color Variations



**FULL COLOR**



**SINGLE COLOR**



**BLACK AND WHITE**



# EAGLE HEAD

## Clear Space

Whenever using the Eagle Head logo, please respect the “Clear Space” established below by leaving this area empty in all circumstances. This area of clear space will ensure proper visibility of the logo. For the Eagle Head, the clear space is a quarter ( $\frac{1}{4}$ ) of the height of the logo (X).



## Size Requirements

The Eagle Head logo should not be less than 1 inch high (72 pixels). This would indicate a minimum width of 1.1809 inches (85.022 pixels). There is no maximum size restriction for this logo.



## Incorrect Usage

In order to maintain its design integrity, the Eagle Head logo is not to be altered in any way. Shown below are examples of unacceptable uses of the Eagle Head logo. Please contact the district with any questions regarding proper usage of this logo.



Do not switch colors.



Do not resize elements.



Do not use unapproved colors.



Do not redraw parts.



Do not add shapes.



Do not warp or apply other effects.



Do not add a drop shadow.



Do not rotate or invert logo.



Do not stretch or shear logo.


# FLYING EAGLE




## Key Features




This logo showcases an in-flight bald eagle that is in a position of attack. This slightly more dynamic design creates a strong identity with a sense of intimidation.



The wings are open wide and upwards to create an attack position for the eagle. The details in the wings show individual feathers and incorporate the limited red accent.



This logo offers great versatility with consistency of the head/neck between this logo and the standalone Eagle Head logo.



Physical features such as the carefully crafted talons and bowed tail offer additional tie-ins to the characteristics of a literal bald eagle.

# FLYING EAGLE

## Color Variations



**FULL COLOR**



**SINGLE COLOR**



**BLACK AND WHITE**





# FLYING EAGLE

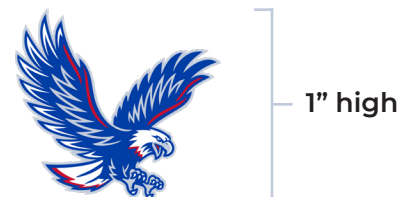
## Clear Space

Whenever using the Flying Eagle logo, please respect the “Clear Space” established below by leaving this area empty in all circumstances. This area of clear space will ensure proper visibility of the logo. For the Flying Eagle, the clear space is a quarter ( $\frac{1}{4}$ ) of the height of the logo (X).



## Size Requirements

The Flying Eagle logo should not be less than 1 inch high (72 pixels). This would indicate a minimum width of 1.071 inches (77.115 pixels). There is no maximum size restriction for this logo.



## Incorrect Usage

In order to maintain its design integrity, the Flying Eagle logo is not to be altered in any way. Shown below are examples of unacceptable uses of the Flying Eagle logo. Please contact the district with any questions regarding proper usage of this logo.



Do not switch colors.



Do not resize elements.



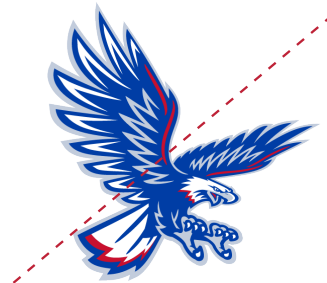
Do not use unapproved colors.



Do not redraw parts.



Do not add shapes.



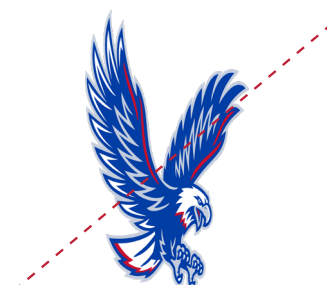
Do not warp or apply other effects.



Do not add a drop shadow.



Do not rotate or invert logo.



Do not stretch or shear logo.

# L-B MARK

To compliment the eagle logos, the interlocking L-B Mark below offers a classically-styled brand element for Liberty-Benton. The concept was developed based on the vintage block L-B that is used on the Liberty-Benton letter jackets as a nod to the rich history of our district and community. The interlocking L-B mark utilizes the OctinSportsRg-Regular typeface.



## Color Variations



**WHITE ON BLUE**



**WHITE ON BLACK**



**BLACK ON WHITE**

# L-B MARK

## Clear Space

Whenever using the L-B Mark, please respect the “Clear Space” established below by leaving this area empty in all circumstances. This area of clear space will ensure proper visibility of the brand mark. For the L-B Mark, the clear space is a quarter ( $\frac{1}{4}$ ) of the height of the brand mark (X).



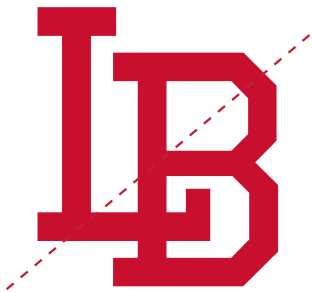
## Size Requirements

The L-B Mark should not be less than 1 inch high (72 pixels). This would indicate a minimum width of 0.8825 inches (63.543 pixels). There is no maximum size restriction for this brand mark.

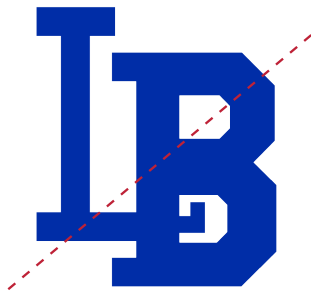


## Incorrect Usage

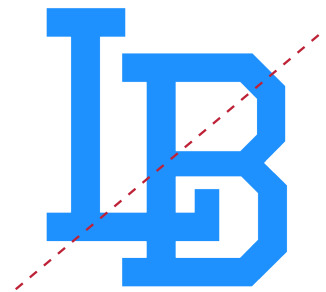
In order to maintain its design integrity, the L-B Mark is not to be altered in any way. Shown below are examples of unacceptable uses of the L-B Mark. Please contact the district with any questions regarding proper usage of this brand mark.



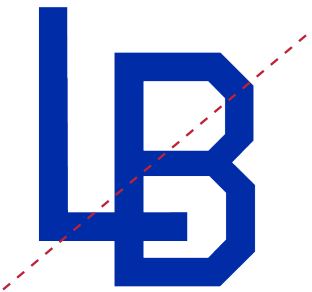
Do not switch colors.



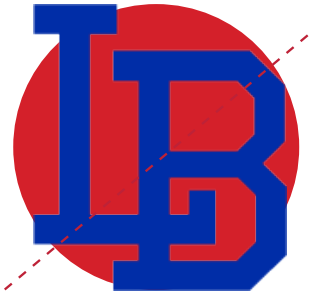
Do not resize elements.



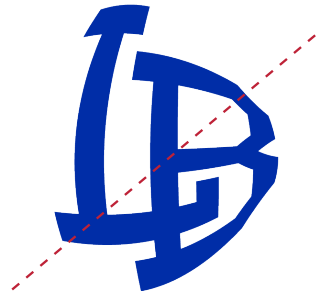
Do not use unapproved colors.



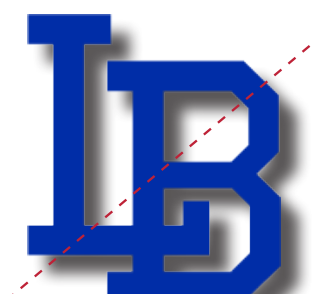
Do not redraw parts.



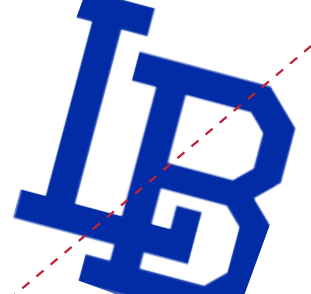
Do not add shapes.



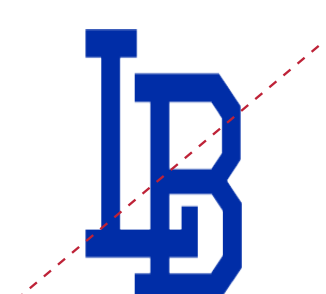
Do not warp or apply other effects.



Do not add a drop shadow.



Do not rotate or invert.



Do not stretch or shear.

# WORDMARK

The official wordmark of the Liberty-Benton brand offers a classic style similar to the L-B Mark. This single-colored wordmark includes a stacked “Liberty-Benton Eagles” in a block-letter format. Like the interlocking L-B mark, the Wordmark also utilizes the OctinSportsRg-Regular typeface. The wordmark is typically used in larger settings such as the lettering in the endzones of the football field.

**LIBERTY-BENTON  
EAGLES**



## Color Variations



WHITE ON BLUE



WHITE ON BLACK

LIBERTY-BENTON  
**EAGLES**

BLACK ON WHITE

# WORDMARK

## Clear Space

Whenever using the Wordmark, please respect the “Clear Space” established below by leaving this area empty in all circumstances. This area of clear space will ensure proper visibility of the brand mark. For the Wordmark, the clear space is a quarter ( $\frac{1}{4}$ ) of the height of the brand mark (X).



## Size Requirements

The Wordmark should not be less than 0.75 inches high (54 pixels). This would indicate a minimum width of 2.3264 inches (167.503 pixels). There is no maximum size restriction for this brand mark.



## Incorrect Usage

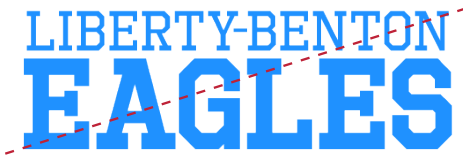
In order to maintain its design integrity, the Wordmark is not to be altered in any way. Shown below are examples of unacceptable uses of the Wordmark. Please contact the district with any questions regarding proper usage of this brand mark.



Do not switch colors.



Do not resize elements.



Do not use unapproved colors.



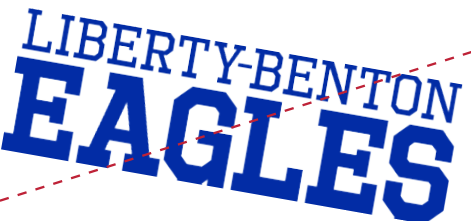
Do not add shapes.



Do not warp or apply other effects.



Do not add a drop shadow.



Do not rotate or invert.



Do not stretch or shear.

# LOCKUPS

## Vertical Lockups

A lockup is a formal combination of different brand elements. The lockups for the Liberty-Benton brand consist of a combination of the primary Eagle Head logo with the official Wordmark. An additional lockup option includes a “Liberty-Benton Local Schools” wordmark. The Vertical Lockups below create a sense of cohesion between the Liberty-Benton brand elements.



The Vertical Lockup package includes lockup options with wordmarks for each school including “Liberty-Benton Elementary School,” “Liberty-Benton Middle School” and “Liberty-Benton High School.”



# LOCKUPS

## Horizontal Lockups

For the sake of consistency, the lockups shouldn't be taken apart or altered in anyway. The format and spacing of these lockups are intentional with each brand element locked in their relative positions. The Horizontal Lockups below offer an additional format to the Vertical Lockups and include both the "Liberty-Benton Eagles" and the "Liberty-Benton Local Schools" versions.



The Horizontal Lockup package includes lockup options with wordmarks for each school including “Liberty-Benton Elementary School,” “Liberty-Benton Middle School” and “Liberty-Benton High School.”



# LOCKUPS

## Clear Space

Whenever using one of the Lockups, please respect the “Clear Space” established below by leaving this area empty in all circumstances. This area of clear space will ensure proper visibility. For the Lockups, the clear space is a quarter ( $\frac{1}{4}$ ) of the height of the logo (X).





## Size Requirements

The Eagle Head logo within both lockups should not be less than 1 inch high. This would indicate a minimum height of 1.7238 inches (124.11 pixels) and width of 2.1357 inches (153.767 pixels) for the Vertical Lockup. The Horizontal Lockup size requirement includes a minimum height of 1 inch (72 pixels) and width of 3.6552 inches (263.176 pixels). There is no maximum size restriction for either of the lockups.



## Incorrect Usage

In order to maintain its design integrity, the Lockups are not to be altered in any way. Please note the examples of unacceptable uses listed for each individual brand element (Eagle Head and Wordmark). Please contact the district with any questions regarding proper usage of this logo. Unacceptable uses include the following: do not switch colors; do not use unapproved colors; do not resize elements; do not add shapes; do not redraw parts; do not warp or apply other effects; do not add a drop shadow; do not rotate or invert; and do not stretch or shear.



**ONE BRAND.**



# ONE L-B.





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## Liberty-Benton Local Schools

9190 County Road 9  
Findlay, Ohio 45840  
(419) 422-8526

If you have any questions as you help promote the Liberty-Benton brand,  
please contact:

**Brenda Frankart**

Director of Federal Programs and Curriculum  
Liberty-Benton Local Schools  
[bfrankart@liberty-benton.org](mailto:bfrankart@liberty-benton.org)