

# LCISD BRANDING GUIDELINES

Approved May 2023



The Lubbock-Cooper ISD brand is more than a set of logos. It is the visual representation of our school home, and should be an extension of the district's core values of family, excellence, and innovation. Our brand is a trusted promise to our community of our commitment to serving our students and their families.

The following guidelines provide the tools for maintaining a consistent brand identity.

## APPROVAL PROCEDURE

All promotional items (including uniforms, signage, apparel, and merchandise) in association with Lubbock-Cooper ISD or its sub-groups or organizations must be approved by the LCISD Department of Public Information prior to sale and/or distribution. These items include, but are not limited to: *apparel representing teams or organizations, official team or organization uniforms, spirit apparel, auto decals, bumper stickers, flags, signs, megaphones and noisemakers, poms, temporary tattoos and face decals, tote bags, blankets, staff and faculty apparel, game-specific spirit apparel, and novelty merchandise*. It is very important that approval be obtained prior to the production of items to prevent possible financial loss in the event items are not approved.

Please keep in mind that branding guidelines, including promotional item approval, apply to all groups in association with Lubbock-Cooper ISD, including student, employee, athletic, academic, and parent organizations. Failure to comply with Branding Guidelines may result in the restriction or termination of an organization's privilege to sell and/or distribute promotional items or the banning of several or all of an organization's promotional items from district venues or events.

To submit items for approval, email Katie Heinrich at [kheinrich@lcisd.net](mailto:kheinrich@lcisd.net). Please include the following information:

- *Name of individual making request and position at LCISD/within the specified LCISD organization/sub-group*
- *Proof of design*
- *Explanation of where/how the item will be sold or otherwise distributed*
- *Name of vendor that will produce the item*

**Please allow two full school days from the receipt of the request for a response.**

## THE LCISD SEAL

The LCISD seal is the official seal of the district. As with any Lubbock-Cooper ISD logo, it should be used with discretion and care to ensure positive representation of the district. All uses of the LCISD seal must be approved by the LCISD Department of Public Information (including non-promotional uses).



## THE LCP LOGO

The LCP is the official logo of the district, and is representative and apparent on all Lubbock-Cooper ISD campuses. While the LCP logo may appear in different approved colors, it should not be altered to include additional letters (or replace/remove existing letters), and the spacing and dimensions of the LCP logo should remain intact.



PIRATE LOGO SET

The Pirate logo set includes a secondary mark, secondary word mark, mascot (male), mascot (female), shield mark, and three variations of a flag mark. This set is available for use for Lubbock-Cooper High School and any LCISD middle school or elementary campus.



LUBBOCK-COOPER



## LUBBOCK-COOPER HIGH SCHOOL LOGO SET

The Lubbock-Cooper High School logo set includes graphics that are specific to a single LCISD campus: Lubbock-Cooper High School. This set includes a primary mark, primary word mark, and circle mark. This set is available for use for Lubbock-Cooper High School. (Any LCISD middle school or elementary campus may request an applicable variation of this logo set.)



**LUBBOCK-COOPER**  
HIGH SCHOOL

**LUBBOCK-COOPER**  
HIGH SCHOOL



\*Please note, the pirate flag formerly utilized by the district was the official logo of the Tampa Bay Buccaneers, which the district used with formal permission from the NFL. Moving forward, the Tampa Bay flag will be phased out. Existing items featuring the Tampa Bay flag may still be used, but no new merchandise including the Tampa Bay flag will be approved. (Exceptions may be made on a case by case basis for the purpose of matching existing uniforms or merchandise).



## PATRIOT LOGO SET

The Patriot logo set includes a mascot (male), mascot (female), and LCP with star ring. Individuals utilizing this set may also incorporate appropriate and respectful illustrations of the United States flag or variations of the Stars and Stripes. This set is available for use for Liberty High School and any LCISD middle school or elementary campus.

*\*Please note, the LCP with star ring must include exactly 14 stars.*



# LIBERTY HIGH SCHOOL LOGO SET

The Liberty High School logo set includes graphics that are specific to a single LCISD campus: Liberty High School. This set includes a primary mark, primary word mark, secondary mark, secondary word mark, shield mark, and circle mark. This set is available for use for Liberty High School. (Any LCISD middle school or elementary campus may request an applicable variation of this logo set.)



LUBBOCK-COOPER LIBERTY



## MIDDLE SCHOOL AND ELEMENTARY LOGOS

LCISD middle school and elementary campuses are encouraged to use variations of the perviously listed logos, but may also develop individual campus logos with assistance from the LCISD Department of Public Information. All official campus logos should align with the color, style, and/or mascot themes of the district, when applicable.

## DIMENSIONS

All logos should reflect correct dimensions, and should not be stretched, compacted, or distorted in any way. Dimension distortions are often visible upon careful review, but the aspect ratio for each logo will be provided upon request.



## TRADEMARKS

All district graphic logos include a trademark (™) symbol. This symbol may not be removed from any of the district's graphic logos. While it is not necessary to replace existing items with an updated version to include the trademark symbol (unless doing so will be at no cost), moving forward, all designs using district graphic logos must include the trademark symbol.

## LICENSING

Because district graphic logos now include a trademark (™) symbol, a signed licensing agreement must be on file with the LCISD Department of Public Information before any promotional materials are produced by any vendor. The district has already established licensing agreements with a number of local or frequently used vendors, and can establish licensing agreements with additional vendors upon request. Licensing agreements are for one-year periods and may be revoked by the district at any time (as stated in the terms of the license).

# VARIATIONS

## LCP LOGO

Outside of recoloring to an approved LCISD color, the LCP logo may not be altered or distorted in any way without prior approval from the LCISD Department of Public Information. Do not add letters to the LCP (ex: LCLP) However, the letters L, C, and P may be used (within reason) with no limitation on font, size, color, etc. See examples below:



## RECREATING A PIRATE/PATRIOT

The district has two mascots, the Pirate and the Patriot. The mascots should appear as listed in the branding guidelines and should not be altered or recreated. Upon request, the Pirate or Patriot mascot may be temporarily adjusted with assistance from the LCISD Department of Public Information for district-supported initiatives (i.e. “Pink Out” games, holiday merchandise, etc.)

\*Please note, all mascot costumes must be approved by the LCISD Department of Public Information prior to purchase. When applicable, mascot costumes should reflect the same features established by previous mascot costumes, and mascot clothing colors should be as close to approved district colors as possible.

## COLORS

The district's color palette is swatched below. These colors are used in all official logos, and should be used in any representation displaying official district colors.

Accent colors including white, shades of gray, and neutral metallics may be used.

Upon request, the Pirate or Patriot mascot may be temporarily adjusted with assistance from the LCISD Department of Public Information for district-supported initiatives (i.e. "Pink Out" games, holiday merchandise, etc.)

\*Please note, some vendors may provide a limited color palette that does not include one or more of the district's swatches. In this case, the LCISD Department of Public Information can provide assistance in selecting a color closest to official swatches. (Shades of orange or burgundy may not be used in place of Lubbock-Cooper Red. Shades of royal blue or purple may not be used in place of Midnight Navy.)

**Lubbock-Cooper Red**  
**PMS: 3517 C**  
**HEX/Web: #BC1224**  
**CMYK: C: 0 M: 100 Y: 89 K: 24**  
**RGB: R: 188 G: 18 B: 36**

**Pirate Black**  
**HEX/Web: #000000**  
**CMYK: C: 0 M: 0 Y: 0 K: 100**  
**RGB: R: 0 G: 0 B: 0**

**Patriot Navy**  
**PMS: 289 C**  
**HEX/Web: #0C2340**  
**CMYK: C: 81 M: 45 Y: 0 K: 75**  
**RGB: R: 12 G: 35 B: 64**

## FONTS

The fonts used in the district seal are Crete Round, Myriad Pro (Bold), and Myriad Pro (Regular). The fonts used in the word marks, shield marks, and circle marks are Teuton Fett (Bold) and Outlast (Regular). There is no requirement to use these fonts in any design, however, the fonts may be available to the LCISD Department of Public Information. Note: Any paid font will likely be accessible only through a single-user license. In this case, the LCISD Department of Public Information may be able to assist in the creation of a design using the paid font, but will be unable to share access to the font license.

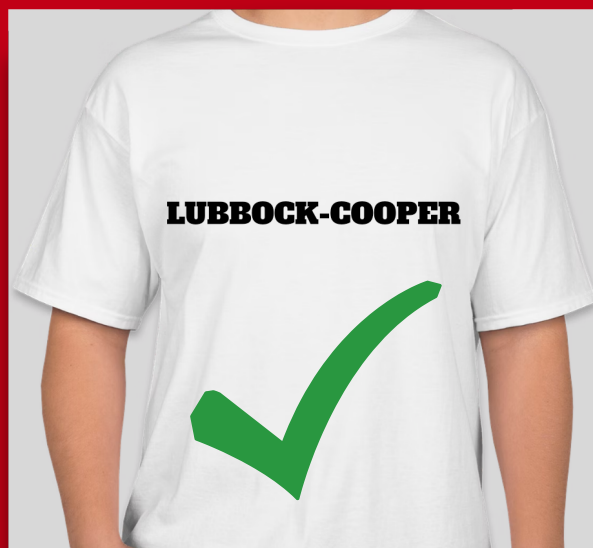
# STYLISTIC GUIDELINES

## DISTRICT AND CAMPUS NAMES

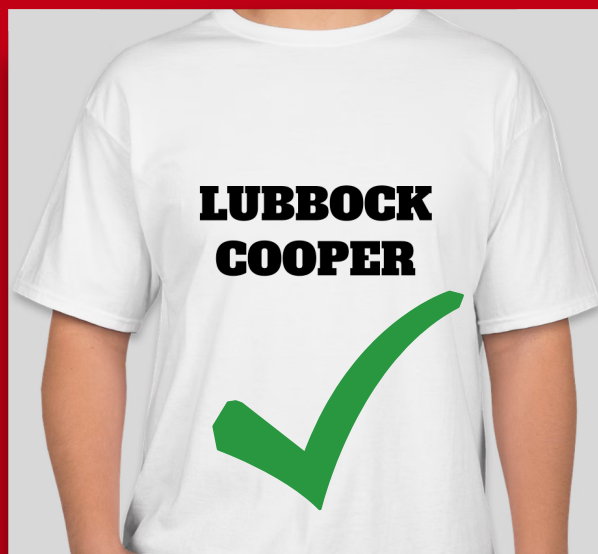
The official name of the district is Lubbock-Cooper Independent School District. The campuses are:

Commonly Used Name	Official Name
Lubbock-Cooper High School	Lubbock-Cooper High School (same)
Liberty High School	Lubbock-Cooper Liberty High School
New Hope Academy	Lubbock-Cooper New Hope Academy
Laura Bush Middle School	Lubbock-Cooper Laura Welch Bush Middle School
Lubbock-Cooper Middle School	Lubbock-Cooper Middle School (same)
Central Elementary	Lubbock-Cooper Central Elementary
East Elementary	Lubbock-Cooper East Elementary
North Elementary	Lubbock-Cooper North Elementary
South Elementary	Lubbock-Cooper South Elementary
West Elementary	Lubbock-Cooper West Elementary

Variations on these names are accepted as necessary and within reason, however, references that include “Lubbock-Cooper” should appear as such. No merchandise or published/printed material should reference the district as “Cooper.”



The reference “Lubbock-Cooper” should contain a hyphen in all cases, except when vertically stacked.





## ABBREVIATIONS

When abbreviating the district name or campus names, do not use periods between each letter.

**LCISD** ✓

**L.C.I.S.D.** ✗

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**LCMS** ✓

**L.C.M.S.** ✗

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**LUBBOCK-COOPER ISD** ✓

**LUBBOCK-COOPER I.S.D.** ✗

## LCP

In addition to being the official logo of the district and all campuses, the abbreviation “LCP” is used frequently to reference (or as part of the title of) a variety of district groups and entities. Do not use periods between each letter in LCP.

When stated in full, “LCP” stands for “Lubbock-Cooper Pirates” or “Lubbock-Cooper Patriots.” Therefore, the terms “LCP Pirates” and “LCP Patriots” are incorrect and redundant. These terms should not be used on merchandise or published/printed material. On merchandise, it is acceptable for the mascot name to appear above the “LCP,” but not below.





These branding guidelines are not intended to discourage individuals from creating new Lubbock-Cooper designs. The graphics presented do not have to be used on all merchandise. ***In short, you are free to create any design you would like for school-related gear, so long as you do not create a new Pirate or Patriot, you do not violate the branding guidelines, and you submit a proof of your design for approval prior to production.***



**Have questions about the LCISD Branding Guidelines,  
merchandise, or the approval process?  
Contact Katie Heinrich at [kheinrich@lcisd.net](mailto:kheinrich@lcisd.net)!**



**LUBBOCK-COOPER** ISD  
...building the future, one student at a time!