learning community

DOUGLAS SARPY

Brand Guidelines

learning community
DOUGLAS
SARPY

We are the Learning Community of Douglas and Sarpy Counties

Brand Matters

Thanks for using this handy reference guide for the Learning Community of Douglas and Sarpy Counties. We welcome the opportunity to connect.

Mission

Partnering with school districts and community organizations, we demonstrate, share and implement early childhood education and family engagement best practices to improve educational outcomes for underserved children and families.

Vision

That all children within the Learning Community achieve academic success without regard to social or economic circumstances.

Our Name

We are the Learning Community of Douglas and Sarpy Counties. Unless accompanied by our primary logo, the first reference in text should use our full organizational name. The use of the two-word Learning Community with a logo is acceptable. Please do not use LCDS.

The Learning Community Center of North Omaha and Learning Community Center of South Omaha may abbreviate to Learning Community North or Learning Community South, especially in summary documents. Please do not use LCCSO or LCCNO.

LearningCommunityDS.org

Facebook.com/LearningCommunityDS

Twitter.com/LearnComm

Instagram.com/LearningCommunityDS

Linkedin.com/LearningCommunityDS

#TheirFutureOurFuture

#SharingWhatWorks

#2Gen

Elevator Pitch

The Learning Community of Douglas and Sarpy Counties partners with school districts and community organizations to help close the opportunity gap between underserved families and academic success.

We accomplish this by providing high-quality preschool classrooms close to home; by engaging families with free access to educational resources and parenting courses; and by growing a pipeline of great teachers through real classroom experiences and training.

About

learning community
DOUGLAS SARPY

Why We're Here

To work with children and families to close the opportunity gap through early childhood education, family engagement and teacher preparation.

Locally Elected

Our staff works with a 12-member Coordinating Council of locally elected representatives from six sub councils across Douglas and Sarpy Counties.

Our Voice   We strive to be approachable, informative, culturally respectful and inclusive in everything we do. Our Learning Community brand voice is positive, accessible and strengths-based.

Our Partners   Our partners come from public education, healthcare, higher education, organizations and the philanthropic community.

MEET OUR PARTNERS

Our Values   Our values focus on creating stronger communities and a better future for everyone.

Recognized

ASCEND
THE ASPEN INSTITUTE

First Nebraska organization to join national
2-GEN PARTNERSHIP NETWORK

LEARNING COMMUNITY CENTER OF SOUTH OMAHA
A White House Bright Spot for Excellence in Hispanic Education

Sharing Best Practices   Regional and national conference presenter at: IRSLCE, MIDTESOL, NAEYC, NCFL, NAM and NASB

About the Logo

01

Last updated in 2019, the Learning Community of Douglas and Sarpy Counties uses a type-based logo.

learning community
DOUGLAS SARPY

Clear Space

learning community
DOUGLAS SARPY

Do

+ Use the logo in full color whenever possible.
+ Use black/white and gray when color is not available.
+ Use cushion space around the logo.

Cushion space equal to the width of the mark.

Mark

Rooted in collaboration among 11 school districts throughout Douglas and Sarpy counties, the logo suggests collaboration between these entities.

Logo Variations

02

The following are approved alternate logos on internal branded materials.

**learning
community**
DOUGLAS
SARPY

Color

Color Reversed

Grayscale

White

Logo Uses

03

Follow these rules while using the logo on printed and interactive materials.

Some exception may apply regarding colors, scale, visual treatments or effects with proper approval. However, any alternations to the logos' core shape or typography is strictly prohibited.

Minimum Size

1.5"

learning community DOUGLAS SARPY

Do Not

✖ Resize any single element or character of the logo.

learning community DOUGLAS SARPY

Do Not

✖ Use retired versions of the logo.
✖ Use the logo without "DOUGLAS SARPY".
✖ Alter or replace any characters within the logo.

learning community OF DOUGLAS AND SARPY COUNTIES

learning community

learning community DOUGLAS SARPY

Not Allowed

Do Not

✖ Alter the alignment of the characters or letters.

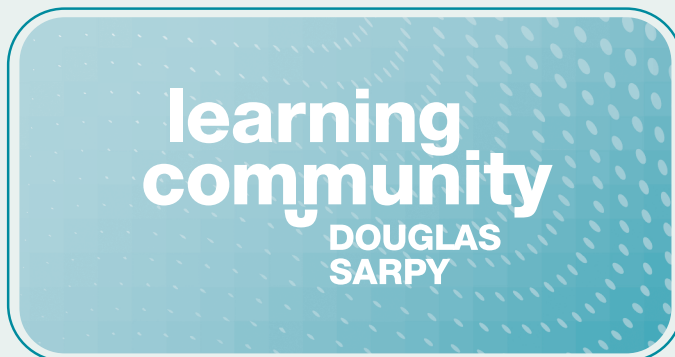**learning community** DOUGLAS SARPY

Not Allowed

Do Not

✖ Place the primary logo and program icon (or partner logo) in the same space or locked up.

Not Allowed

Do Not

✖ Place over complicated or small patterns or textures.

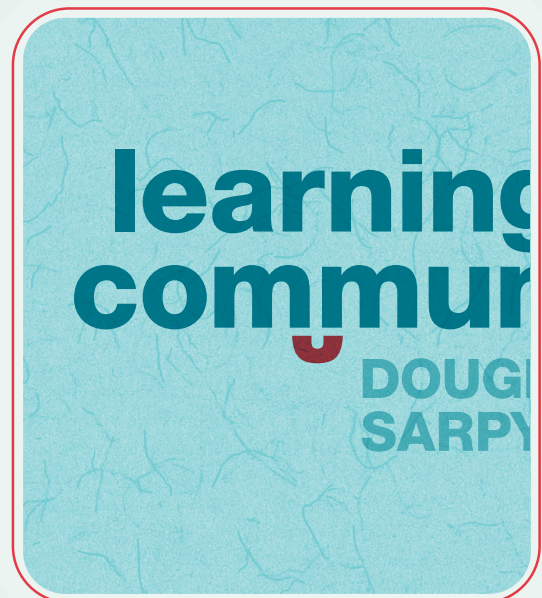✖ Place the colored logo on top of a photo.

Not Allowed

Exceptions made when the image or texture has low contrast or the logo is white.

Do Not

✖ Stretch the logo or change proportions.

✖ Change the logo colors; use any colors behind; or put a border around the logo.

Not Allowed

Do Not

✖ Print full color on a colored paper stock.


Not Allowed

Colors

04

The primary palette should be used on all brand materials.

An extended palette has been created and can be used individually with the primary palette. Or all colors can be used together in the spectrum seen on next page.

Tints

The primary colors can be used in various tints or opacities. However, these colors should never change within the logo itself.
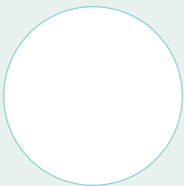
CMYK	0 0 0 0
HEX	#ffffff

CMYK	0 0 0 100
HEX	#000000

Do

+ Insert white, black and gray tints into the palette as needed.

Do Not

✕ Build black swatches with cyan, magenta or yellow inks.

Primary Palette

Pantone®
3145 U/C

CMYK | 100 4 28 20

#007788

Pantone®
319 U/C

CMYK | 52 0 19 0

#25c9d0

Pantone®
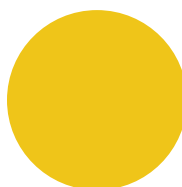186 U/C

CMYK | 1 91 72 3

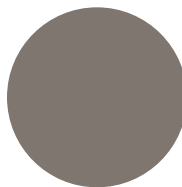#d2512e

Color Distribution

Extended Palette

CMYK	0 66 100 0
HEX	#f47721
PMS	152 U/C

CMYK	7 20 100 0
HEX	#f0c417
PMS	7404 U │ 7406 C

CMYK	50 9 100 0
HEX	#8dc63f
PMS	382 U │ 376 C

CMYK	18 21 27 47
HEX	#7f776f
PMS	Warm Gray 9 U/C
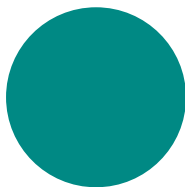
CMYK	90 20 50 10
HEX	#008984
PMS	2238 U │ 323 C
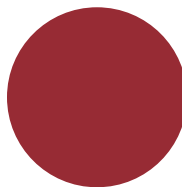
CMYK	18 91 72 31
HEX	#972b34
PMS	7623 U │ 499 C

Typography

Aa

05

The Helvetica typeface families are the preferred fonts for all brand materials.

Helvetica Neue, Nimbus Sans and Arial type families can be used interchangeably on materials when access to classic Helvetica (1957) is unavailable.

Helvetica Bold

AaBbCcDd
EeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789+;%@*

Helvetica Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789+;%@*

Secondary Fonts

Helvetica Neue Medium

AaBbCcDdEeFfGgHh
0123456789+;%@*

Nimbus Sans Regular

AaBbCcDdEeFfGgHh
0123456789+;%@*

Helvetica Neue Bold

**AaBbCcDdEeFfGgHh
0123456789+;%@***

Nimbus Sans Bold

**AaBbCcDdEeFfGgHh
0123456789+;%@***

Arial Regular

AaBbCcDdEeFfGgHh
0123456789+;%@*

Arial Bold

**AaBbCcDdEeFfGgHh
0123456789+;%@***

Montserrat Regular

AaBbCcDdEeFfGgHh
0123456789+;%@*

Montserrat Bold

**AaBbCcDdEeFfGgHh
0123456789+;%@***

Typography Styles

06

Headings, subheadings and paragraph styles should be consistent within a single brand material.

However, the styles can change from piece to piece. The sample on the right shows styles used in this piece as a beginning reference point on how to use and intermix various in-brand type styles.

Do Not

✖ Use red type on a darker teal or other dark background.

✖ Use the darker teal type on a red background.

LOREM IPSUM

LOREM IPSUM
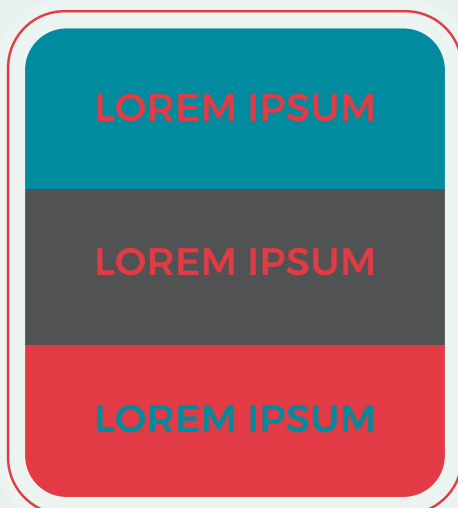
LOREM IPSUM

Not Allowed

Paragraph Styles

Headlines

Subheads

Leading Paragraphs — Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua

SUBHEADING

Paragraphs in columns — Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Subheading

Paragraphs — Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Bold Type — Lead into bulleted lists:

✚ List item: tempor incididunt ut labore
✚ List item: tempor incididunt ut labore
✚ List item: tempor incididunt ut labore

Preferred Type Alignments

learning community
DOUGLAS SARPY

learning community center
OF SOUTH OMAHA

learning community
DOUGLAS SARPY

Do Not

✖ Use center alignment with the logos.

learning community
DOUGLAS SARPY

learning community
DOUGLAS SARPY

learning community center
OF SOUTH OMAHA

Not Allowed

Program Logos

07

Logos have been created for the programs at centers in North and South Omaha.

Program logos for community center locations may be used for specific purposes such as presentations for program participants or community-based activities. They are not a substitute for the primary logo.

Minimum Size

1.25"

learning
community
center
OF NORTH OMAHA

learning
community
center
OF SOUTH OMAHA

learning
community
center
OF NORTH OMAHA

Do Not

✖ Recreate the logo with characters or shapes from the primary logo.

learning
community
center
OF SOUTH OMAHA

Do Not

✖ Use retired versions of the program logos.

learning
community
center
OF SOUTH OMAHA

Approved Alternate Program Logos

learning community center
OF SOUTH OMAHA

learning community center
OF NORTH OMAHA

Color

learning community center
OF SOUTH OMAHA

learning community center
OF NORTH OMAHA

Black

learning community center
OF SOUTH OMAHA

learning community center
OF NORTH OMAHA

White

Do Not

✖ Place a program logo and partner logo (or any other logo) in the same area or lock up.

learning community center
OF SOUTH OMAHA

learning community
DOUGLAS SARPY

Not Allowed

Do

✚ Reference Learning Community Centers or Learning Community of Douglas and Sarpy Counties when sharing partnership information.

"... a partnership between the Learning Community of Douglas and Sarpy Counties and [partner name]."

Example

Parent University Brand

08

This program icon is frequently used for community purposes in association with the Learning Community Center of North Omaha.

It is not a substitute for the primary logo in any format. When using the Parent University logo, there should always be prominent association with the Learning Community of Douglas and Sarpy Counties in text.

Color values can be found on pages 10-11.

Minimum Sizes

1.5"

1.0"

Primary Vertical Logo

Secondary Horizontal Logo

Promotional Logos & Marks

Social Media Profile

Limited Promotional Use

Alternate Logo Versions

+ Place white logo on dark colored background. Black and teal logo on light colored background.

White

Black

Teal

Do

+ Keep the white box and typeface in the logo when placing on a colored or photography background.

Photography

09

Choice and availability of photography can vary in materials.

Please follow the recommendations below when choosing images. A library of approved images, owned or licensed by the Learning Community of Douglas and Sarpy Counties, is available at the link below.

ACCESS PHOTOS

Do

+ Use images that reflect our voice, our partners and our values.
+ Use images that are colorful and vibrant.
+ Use images that showcase diverse groups of people.
+ Use images that are joyful, encouraging and reflect positively on the community we serve.
+ Attribute images to photographers or online sources when required.

Do Not

✖ Use images that are overtly "staged" or appear unauthentic.
✖ Use images that are low-resolution or pixelated.

Our Voice

Our Partners

Our Values

Iconography

10

Icons seen on the website and brand materials should align with the styles seen on the right.

Flat colors and shapes with no black or white strokes are preferred. All icons should be simplified and contain minimal detail.

Programs

11

Programs Demonstrate Impact

Program logos for community center locations may be used for specific purposes such as presentations for program participants, or community-based activities. They are not a substitute for the primary logo.

learning community

DOUGLAS SARPY

DISTRICT INITIATIVES

+ Instructional Coaching
+ Jumpstart to Kindergarten
+ Extended Learning

SUPERINTENDENTS' EARLY CHILDHOOD PLAN

+ School as Hub for
  Birth Through Grade 3
+ Customized Assistance
+ Professional Development for All

learning community center
OF NORTH OMAHA

+ Early Childhood Partnership
+ Childcare Training
+ Future Teacher Training
+ Parent University

learning community center
OF SOUTH OMAHA

+ Parent Education
+ Programming for Children
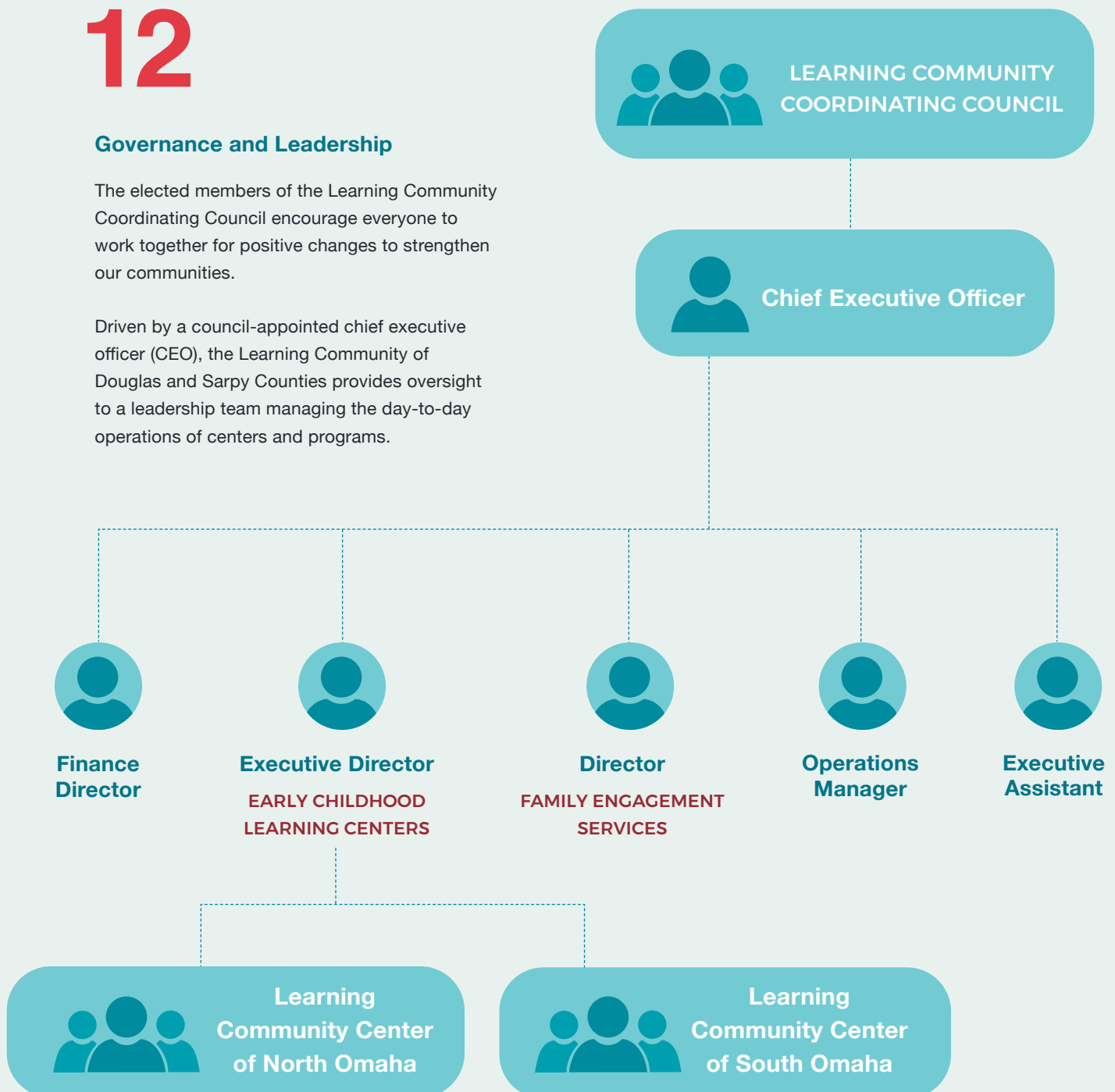+ Interactive Parent/Child Activities
+ Community Childcare Training

Leadership

12

Governance and Leadership

The elected members of the Learning Community Coordinating Council encourage everyone to work together for positive changes to strengthen our communities.

Driven by a council-appointed chief executive officer (CEO), the Learning Community of Douglas and Sarpy Counties provides oversight to a leadership team managing the day-to-day operations of centers and programs.

LEARNING COMMUNITY COORDINATING COUNCIL

Chief Executive Officer

Finance Director

Executive Director
EARLY CHILDHOOD LEARNING CENTERS

Director
FAMILY ENGAGEMENT SERVICES

Operations Manager

Executive Assistant

Learning Community Center of North Omaha

Learning Community Center of South Omaha

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