Actual Examples of Incorrect Logos

About the LACOE Logo

More Than a Flame

The current “flame” logo was adopted by the Los Angeles County Board of Education in 1984, along with the official name, the Los Angeles County Office of Education. (Previously we were known as the Office of the Los Angeles County Superintendent of Schools.) The simplified two-color “flame” (crimson and black) was adopted from an earlier three-color “torch of learning,” which had elaborate printing requirements.

The current LACOE logo consists of two elements: the “flame” graphic and the lettering (including the tagline). They are designed to be used together, not as separate elements.

Unacceptable Uses of the Logo

To create a strong, unified LACOE image in the public eye, it is imperative to avoid improper uses of the LACOE logo. The stylized elements of the logo, the colors of LACOE black and red, as well as the classical typography should not be modified. Do not alter the logo in any form, which includes any of the following:

- Stretching or compressing the logo in any form
- Using the logo within a box or frame
- Using an alternate or substitute typeface
- Displaying the logotype at an angle
- Cropping the words “Los Angeles County Office of Education” or the tagline at the bottom of the logo. They must be used together.
Preferred Versions

**LACOE Logo With Tagline (3 aspect ratios)**

There are three standard versions of the logo, and all three include the lettering (with the official tagline, “Serving Students, Supporting Communities, Leading Educators”). One of these aspect ratios should work in most publications. The LACOE logo with the tagline is designed to present a consistent organizational identity and message. One of these three versions must appear on all official LACOE publications and display material.

The three standard versions are shown at right:

**Alternate Versions**

An alternate version of the logo without the tagline may be approved for use by the Communications Department in specific instances when size restrictions of the logo affect readability, such as:

- Inter-office forms
- Multi-organizational materials (where the logo appears among other logos; see note above)
- Websites and other electronic signature
- Specialty items, such as engraved nametags, medals and licensed clothing

*Use of the logo without the tagline must be reviewed and approved in advance by the Communications Department.*

**LACOE Logo Size**

The LACOE logo is designed to retain its characteristics in a variety of applications and sizes. To ensure readability, the logo may be used no smaller than 1.5” x 1”. Certain applications, such as signage, may require enlargements of the LACOE logo.

The “one-to-one” proportion grid shown is only a guide to spatial relationships within the logo itself. Neither the logo nor its individual elements may be redrawn, reproportioned, distorted or altered in any way. To ensure legibility and recognition, and to prevent any obstruction of the mark, a protected area is reserved around the logo. This clearance space, equal to one-half the height of the LACOE “flame box” within the logo, defines the minimum distance required between the LACOE logo and any adjacent elements.

Grid and Spatial Guidelines
LACOE Logo Color

The official colors of the LACOE logo are Black (lettering and border around flame) and PANTONE® (PMS) 200 (flame). When printing a one-color document, the logo should be 100% of that single color. In a multi-color project, the logo should be 100% of the darkest color being used (e.g., a document printed in blue and yellow should have the logo in blue).

PANTONE® 200 & BLACK

100% BLACK

100% REVERSED OUT
(WHITE ON DARK BACKGROUND)

TWO-COLOR LOGO

LACOE RED
PANTONE® 200
CMYK: C=0, M=100, Y=63, K=12
RGB: R=219, G=0, B=41

ONE-COLOR LOGO

OFFICIAL COLOR
FOR ONE-COLOR LOGO
BLACK

REVERSED OUT
(ACCEPTABLE)
Lightest color/white on dark background
LACOE Logos
Single-Line Options

Los Angeles County Office of Education
100% one color (Black)

Los Angeles County Office of Education
Serving Students • Supporting Communities • Leading Educators

Los Angeles County Office of Education
Black & PMS 200

Los Angeles County Office of Education
Serving Students • Supporting Communities • Leading Educators

Reversed
LACOE Logos
Two-Line Options

Los Angeles County Office of Education
Serving Students • Supporting Communities • Leading Educators

100% one-color (Black)

Los Angeles County Office of Education

Black & PMS 200

Los Angeles County Office of Education
Serving Students • Supporting Communities • Leading Educators

Reversed
LACOE Logos
Two-Line Options Extra*

Los Angeles County Office of Education
Serving Students • Supporting Communities • Leading Educators

100% one color (Black)

Black & PMS 200

Reversed

*Should be used only with Board listings or for special circumstances determined by the Graphic Arts Dept.
LACOE Logos Centered Options

100% one-color (Black)

Black & PMS 200

Reversed
LACOE logo on standard flyers and 11x17 posters should be in the top 1.5” of the layout.