LACOE GRAPHICS STANDARDS

The Nike “swoosh” … the good hands of Allstate … McDonald’s golden arches. What do they have in common? They’re the public face and identity of major companies — a visual signature defining who they are and what they do.

The logo is vital in the corporate world to create “brand awareness and loyalty” in a competitive marketplace. The same is true in the public education world, where LACOE must create a consistent and positive identity to generate awareness and support for its programs and services.

How the logo is presented — its proportions, color, type — is integral to that identity. These guidelines offer the basics on how to use the LACOE logo to maintain its integrity in the marketplace.

The LACOE logo should be featured in a prominent position on publications and displays. Exceptions: Projects sponsored by more than one organization, where the LACOE logo may appear grouped with other logos; or projects in which LACOE is a minor participant and/or none of the participants use a logo, in which case the logo need not appear at all. Individual division or program logos are discouraged because we are all a part of the Los Angeles County Office of Education.

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 gray) 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 gray 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.

Actual Examples of Incorrect Logos

![Correct Logo](image1)

![Incorrect Logo 1](image2)

![Incorrect Logo 2](image3)

![Incorrect Logo 3](image4)
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, “Leading Educators, Supporting Students, Serving Communities”). 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.

LACOE Logo Color

Grid and Spatial Guidelines
The official colors of the LACOE logo are PANTONE® (PMS) 432 (lettering and border around flame) and PMS 200 (flame). Seventy percent black may be used instead of PMS 432. 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).

### TWO-COLOR LOGO

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

**LACOE GRAY**
- PANTONE® 432 gray
- CMYK: C=0, M=0, Y=0, K=70
- RGB: R=77, G=77, B=77

### ONE-COLOR LOGO

**OFFICIAL COLOR FOR ONE-COLOR LOGO**

**BLACK** (PREFERRED)

**LACOE RED** (ACCEPTABLE)

**REVERSED OUT** (ACCEPTABLE)

Lightest color/white on dark background
LACOE Logos
Single-Line Options

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

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

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

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

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

Los Angeles County Office of Education

100% one color (black)

70% black & PMS 200

PMS 432 & PMS 200

Reversed
LACOE Logos
Two-Line Options

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

100% one-color (black)

Los Angeles County Office of Education

70% black & PMS 200

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

PMS 432 & PMS 200

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

Reversed
LACOE Logos
Two-Line Options Extra*

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

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

100% one-color (black)

70% black & PMS 200

PMS 432 & PMS 200

Reversed