

Landon School  
Visual Identity Guidelines



Dear Landon Community:

Beginning in the spring of 2015, Landon will use an updated crest and visual identity program that honors our 86-year history and our position as the premier all-boys college preparatory school in the D.C. area.

The reason for this update is simple. Just as our teaching, coaching and mentoring methods evolve to best suit the needs of our community, so too must our visual identity. In this dynamic digital world, our school's name and logos are found on everything from big signs we post outside our White Rocks to tiny apps we open on our smartphone. The images that define our school must adapt in all shapes and sizes to allow us to communicate effectively.

The centerpiece of this visual identity program is an updated crest. The Landon crest is our school's most powerful symbol of academic excellence. It was originally designed by Joe Patch '41, and elements of the mark, such as the shield and flame, have changed over time. The 2015 version maintains the traditions captured in the original crest, boasts a distinctive, eye-catching design, and functions beautifully across a wide range of applications.

In addition to our updated crest, Landon has reaffirmed its primary colors as brown and white, and we have added two new fonts for use on digital and printed materials. Finally, Landon has trademarked our name, "Landon School," and our bear logo. These trademarks are intended to ensure a positive image of Landon and to protect the school from unauthorized or inappropriate use of our school name and bear.

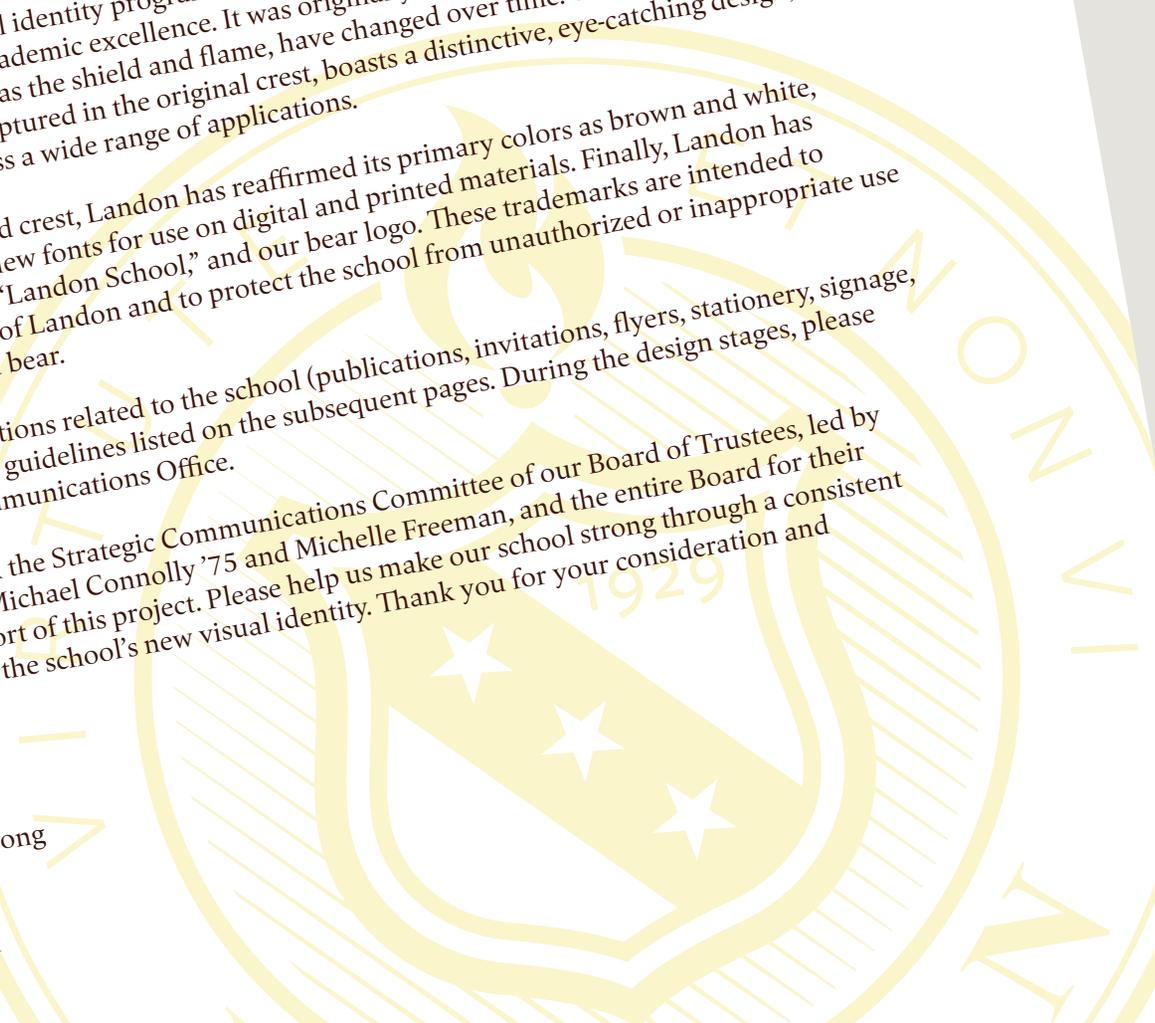
For visual communications related to the school (publications, invitations, flyers, stationery, signage, etc.), please follow the guidelines listed on the subsequent pages. During the design stages, please consult with our Communications Office.

I would like to thank the Strategic Communications Committee of our Board of Trustees, led by Douglas Kiker '93, Michael Connolly '75 and Michelle Freeman, and the entire Board for their guidance and support of this project. Please help us make our school strong through a consistent implementation of the school's new visual identity. Thank you for your consideration and cooperation!

All the best,

David M. Armstrong

Headmaster  
Landon School



## What Makes an Identity?

An organization's identity is a collection of perceptions about a product, service, experience or organization in the mind of the user. Perceptions of Landon are formed early and at every level of interaction, from how a student and his family feel the first time they walk through our hallways to how we answer an email or how we greet each other. Our visual identity system is a symbol for Landon products, services, people, behavior, interactions and beliefs. Visual identities are important and play an implicit role in any organization's success. Successful visual identity programs help unite employees, build loyalty with users, and establish an emotional connection beyond the typical experience.

## Why do we protect our visual identity?

Proper application of our new visual identity system to both internal and external communications materials is central to the success of the Landon identity. Our system includes a considered set of visual elements, which have been designed to create consistent, relevant and distinctive representations of our organization, services, events, facilities and personnel. We must protect our identity system from dilution as it continues to be applied, shared and reproduced. Protecting our investment in the Landon visual identity is an important mission because it provides significant benefits:

- Strengthening the consistency of our visual presentation to our audiences
- Preventing mixed visual messages and signals from reaching audiences
- Building equity in our identity by defining our visual property

## What are our trademarks?

In order to comply with and ensure protection under federal trademark law, Landon is required to monitor all uses of its trademarks. The school's registered trademarks include the word "Landon" and our bear logo.

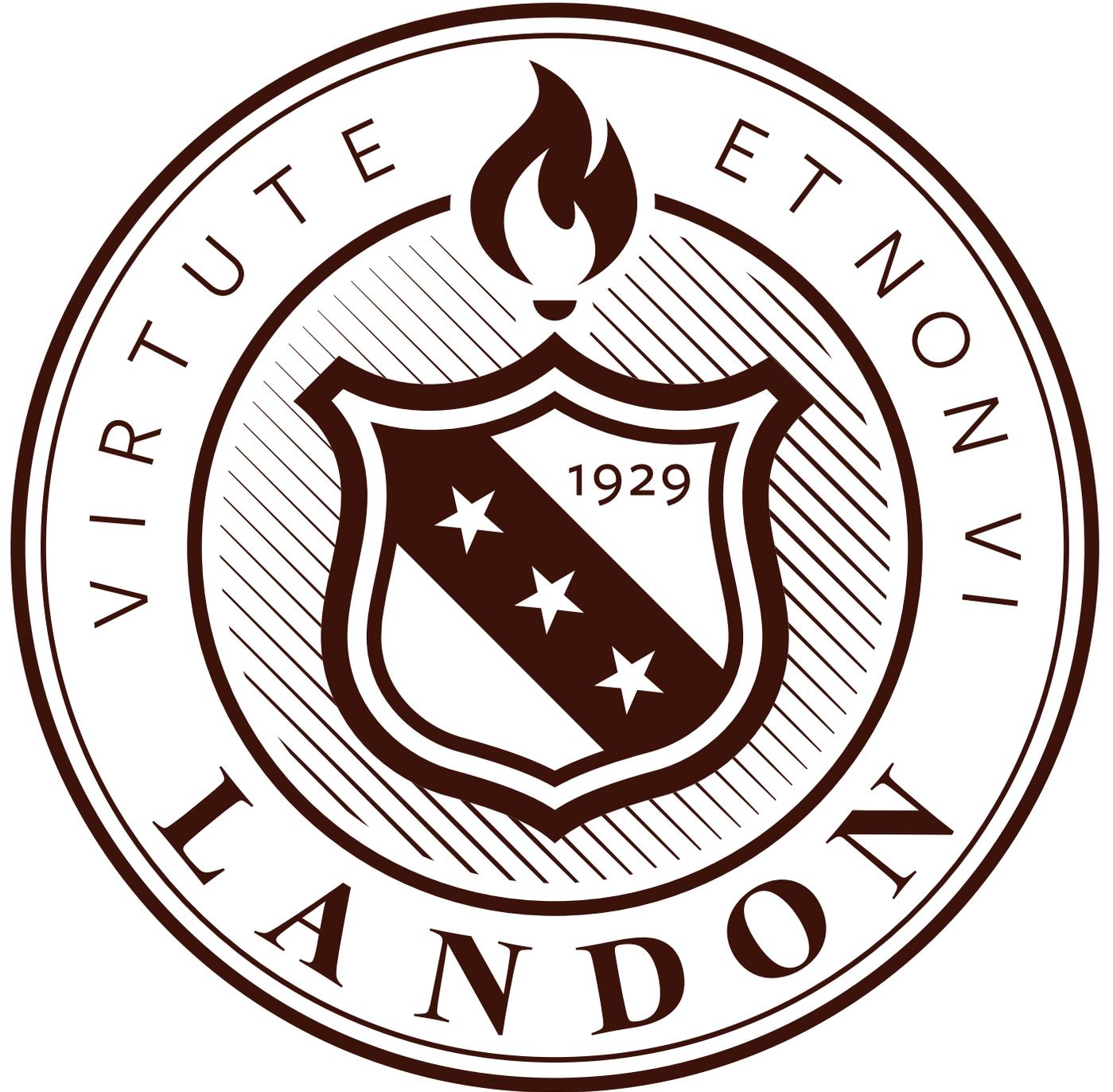
The overall purpose of the policy outlined below is to protect our visual identity, promote the school, and provide guidelines to the Landon community. The program also exists to ensure the school receives appropriate commercial value for the use of its trademarks, as well as to stop any unauthorized or inappropriate use.

This policy applies to faculty, staff, students, academic departments, ad hoc groups, administrative divisions/departments, alumni organizations, informal groups and student organizations. Suppliers and manufacturers of commercial and non-commercial products must comply with their licensing agreement with Landon School.

Our bear trademark may not be altered in any way. Nor can the school's trademarks be used in the name of a business, logo, in promoting services, or on a product in a way that could state or imply an endorsement by the school. Use of the word "Landon" on any apparel and other items must be approved by the Landon Communications Office. The school reserves the right to disapprove any use of its trademarks. Those who use the school's trademarks without permission are subject to civil and criminal penalties pursuant to trademark law.

our font?  
our school colors?  
our signature?  
*or is it something more?*

Our Academic Seal



## Elements of our Seal

Our updated seal retains many key elements of the original, but features a fresh look and several new attributes.

### 1 The Flame

The flame symbolizes the pursuit of knowledge — both academic and ethical — that drive Landon’s mission to prepare talented boys for productive lives as accomplished, responsible and caring men.

### 2 Circle

On our original seal, an image of chains represented the bonds that tie our community together. The updated seal has evolved to replace chains with a circle to emphasize brotherhood and illustrate our commitment to an unending, unified community.

### 3 Founding Date

A completely new addition to the seal, the 1929 founding date evokes Landon’s impressive history and longevity.

### 4 School Motto in Latin

The school’s Latin motto, *Virtute et non vi* (“By virtue, not by force”), remains unchanged from Paul Landon Banfield’s days. It indicates our continued commitment to the Landon Code of Character and emphasizes remaining respectful, honest and ethical in the pursuit of excellence.

### 5 Stars

The three stars are a nod to our founding in Washington, D.C. — the D.C. flag, based on George Washington’s coat of arms, also boasted three stars — and reflect our close ties to the region.

### 6 Shield

A symbol of strength, the shield underscores Landon’s emphasis on teaching boys to be strong of mind, strong of character and strong of body.

### 7 Shading

Reserved for the official academic seal for the most formal applications.



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**Academic Seal**


Apply to high-level academic documents (diplomas) and headmaster office communications.

Works well as large watermark background on marketing communications.

Best for supervised, large, high-resolution applications.

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**Circular Signature**


Apply to marketing communications and school merchandise.

Best for medium- to large-scale applications.

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**Motto & Date Emblem**


Apply to marketing communications and school merchandise.

Best for medium- or large-scale applications.

*Designed to work in conjunction with the Landon wordmark. The preferred Landon signatures are created with this emblem.*

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**Circular Shield**


Designed to be used as an icon without the Landon wordmark.

Apply to marketing communications and school merchandise.

Best for small- to large-scale applications, low-resolution applications, or demanding print applications such as screen printing and embroidery.

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**Shield**


Apply to marketing communications and school merchandise.

Best for small- to large-scale applications, low-resolution applications or demanding print applications such as screen printing and embroidery.

*Works well as a signature with the Landon name.*

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## Our Preferred Visual Identifiers

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### Our Academic Seal

Our Academic Seal is the most formal of our visual identifiers and is best applied to high-level academic documents (diplomas) and headmaster office communications. Our seal is very intricate; to maintain the integrity of these details it must be applied with great care. Our seal works well as a large background graphic.

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### Our Circular Signature

Our Circular Signature maintains the core visual language of our academic seal in a simplified form that is resilient and can be applied more easily than our Academic Seal.

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### Our Horizontal Signature

Our Horizontal Signature combines our Motto & Date Emblem and our Landon wordmark into a considered arrangement or signature. Because of the larger Landon name and simplified emblem, this signature can be applied at a smaller scale and to more demanding applications than our other preferred identifiers.

The Horizontal Signature is our preferred signature.

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On this page, our identifiers are sized so that our motto cap height is 6pt.

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### Our Academic Seal



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### Our Circular Signature



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### Our Horizontal Signature



Landon

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## Our Functional Signatures

Our visual identity system provides a range of identifiers to meet the most challenging applications. These versions of our visual identifier should be applied less often than our Circular Signature, Horizontal Signature and Academic Seal, but when the application context dictates these signatures are a practical option.

### School Signature

From time to time, a version of our logo with “Landon School” is needed.

### Vertical Signature

Occasionally there is a circumstance in which our preferred Horizontal Signature is too wide to be legible. In these instances our Vertical Signature is a better choice.

### Shield Signatures

Using the less intricate shield, these signatures are our best options for demanding applications such as screen printing or embroidery. They also work better than our other identifiers in very small or low-resolution applications and are very well suited for use on screen.

There is a horizontal signature (preferred) as well as a vertical one.

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### Our “School” Signature



# Landon School

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### Our Shield Horizontal Signature



# Landon

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### Our Vertical Signature



# Landon

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### Our Shield Vertical Signature



# Landon

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## Minimum Sizes

A set of suggested default minimum sizes of our identifiers is provided for applications both in print and on screen. Applying our identifiers smaller than these suggested sizes may produce unprofessional or illegible results.

Our shield signatures are provided as part of our suite of identifiers because they are more durable than our other identifiers. They remain clear at smaller sizes, at lower resolutions and in more difficult print applications. The shield signatures are the best versions to use when sending artwork “out of house” where it cannot be supervised throughout the production process.

### Our Academic Seal



In Print	On Screen
<b>A</b> 1 inch	<b>A</b> 125 pixels
Motto Cap Height 3.5 pts	Motto stroke width .6 pixel (.6 pt) <i>Crisp at 205 &amp; above</i>

### Our Circular Signature



In Print	On Screen
<b>B</b> 5/8 inch	<b>B</b> 115 pixels
Motto Cap Height 3.5 pts	Motto stroke width .6 pixel (.6 pt) <i>Crisp at 195 &amp; above</i>

### Our Horizontal Signature



In Print	On Screen
<b>C</b> 5/8 inch	<b>C</b> 115 pixels
Motto Cap Height 3.5 pts	Motto stroke width .6 pixel (.6 pt) <i>Crisp at 195 &amp; above</i>

### Our Vertical Signature



In Print	On Screen
<b>D</b> 5/8 inch	<b>D</b> 115 pixels
Motto Cap Height 3.5 pts	Motto stroke width .6 pixel (.6 pt) <i>Crisp at 195 &amp; above</i>

### Shield Horizontal Signature



In Print	On Screen
<b>E</b> Capital L height is 1/8 inch	<b>E</b> Capital L height is 24 pixels <i>Crisp at 50 &amp; above</i>

### Shield Vertical Signature



In Print	On Screen
<b>F</b> Capital L height is 1/8 inch	<b>F</b> Capital L height is 24 pixels <i>Crisp at 50 &amp; z above</i>

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## Clear Space

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Maintaining open space around our identifiers allows them to remain clear and prominent.

**Our Academic Seal**



**Our Circular Signature**

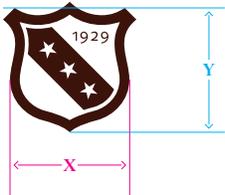


**Our Horizontal Signature**

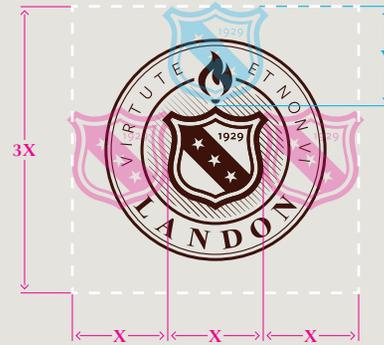


## Clear Space Structure

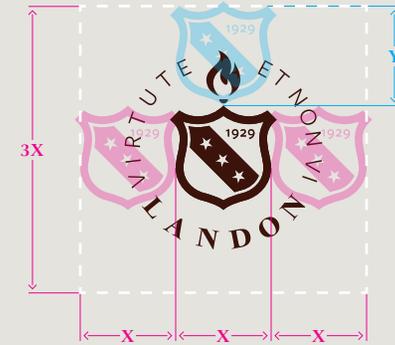
The dimensions of the Landon Shield are used to define a minimum amount of clearance space around our Academic Seal and Circular Signature. The width of the L in our wordmark is used to define the clearance space around our Horizontal Signature.



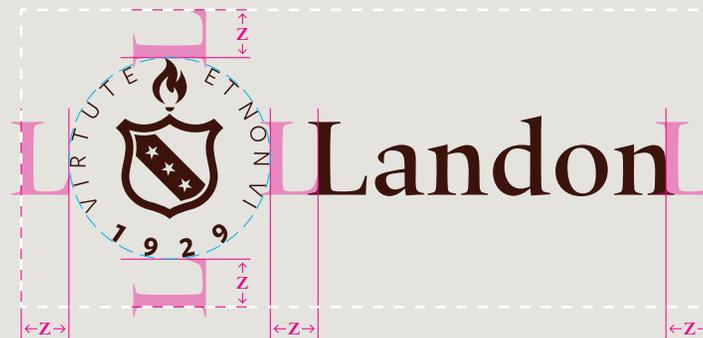
### Our Academic Seal



### Our Circular Signature



### Our Horizontal Signature



## Our Mascot

Our mascot, the Landon Bear, is a registered trademark and thus should be used as specified in this document.

The Landon Bear should not be used in formal applications such as academic documents or diplomas, but rather as a supplemental logo.

The Landon Bear must appear right-facing and unaltered.

Maintaining open space around our identifiers allows them to remain clear and prominent.

**Right-facing Bear**

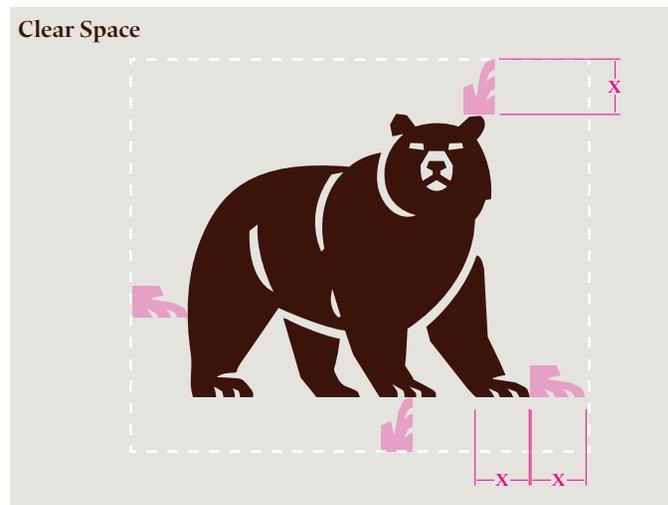


The width of the front-most paw is used to define a minimum amount of clearance space around the Landon Bear.

For the horizontal measurements, it is the width of the paw. For vertical measurements, it is the height of the paw when turned on its side.



**Clear Space**



## Our Athletics L

The Landon athletics capital block L serves as our primary logo for athletic purposes.

The Landon athletics L may be used either inside of the oval or independently.

For oval applications, the L should be white with a gold outline, centered within a brown oval with a thicker gold outline.

If using the L independently, it should appear brown with a white outline, or white with a brown outline.

Maintaining open space around our identifiers allows them to remain clear and prominent.

The width of the front-most tip of the L is used to define a minimum amount of clearance space around the L.

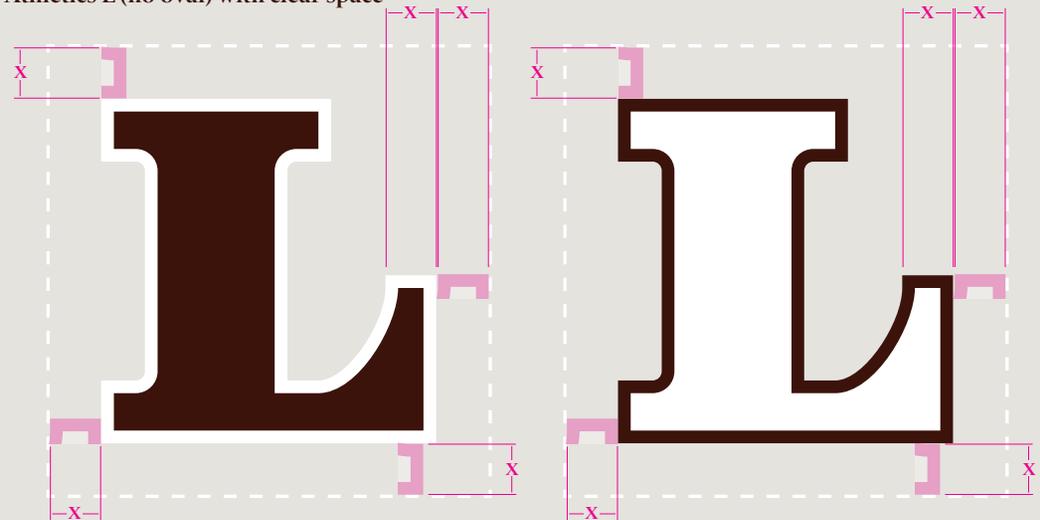
For the horizontal measurements, it is the width of the tip. For vertical measurements, it is the height of the tip when turned on its side.



**Athletics L (in oval)**



**Athletics L (no oval) with clear space**



## Applications to Avoid

The integrity of our visual identifiers should be maintained to help mnemonically build a consistent visual voice. Consistent presentation of our identifiers is essential to building and preserving recognition and identity equity of our school.

For best results, please use our approved Landon identifiers! (See page 5, 6 and 7.)

### Please don't distort

- 1 The considered elegant forms in our identifiers should be maintained.

### Please don't rotate

- 2 The center axis of our identifiers should be perpendicular to the horizon line. Rotating our identifiers gives them an unbalanced appearance.

### Please don't alter arrangement

- 3 The elements within our identifiers are thoughtfully arranged to create harmonious compositions. Rearranging element in our identifiers creates confusion. Use only the approved visual identifiers.

### Please don't alter elements

- 4 Deleting, altering, scaling, flipping or rearranging of the elements within our visual identifiers is not acceptable and dilutes our visual identity.



1



2



3



Landon



4



## More Applications to Avoid

The integrity of our visual identifiers should be maintained to help mnemonically build a consistent visual voice. Consistent presentation of our identifiers is essential to building and preserving recognition and identity equity of our school.

For best results, please use our approved Landon identifiers! (See page 5, 6 and 7.)

### Please don't alter typography

- 5 Please don't use incorrect typefaces or modify the spacing or scale of the type in our identifiers. Modifying the typography in our identifiers dilutes the integrity of our visual identity.

### Please don't alter or add color

- 6 Our identifiers should be filled with our foundation colors (brown and white) or black and white only.

### Please use quality artwork

- 7 An artwork library is provided with formats and resolutions refined for most applications. Occasionally an unusual circumstance may arise where custom artwork is required. In these cases please contact the Landon Communications Office.

### Please don't add effects or shadows

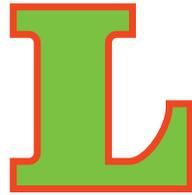
- 8 Our identifiers are visually intricate; applying effects adds more complexity and dilutes our identifiers' compositional balance and visual impact. Please don't add three-dimensional effects in a two-dimensional medium.



5



**Landon**



6



Landon



7



Landon



8



Landon

## Our Basic Color System

Our foundation colors are our most essential colors. They should always be the most prominent colors and should be applied continuously. Our core accent colors work in concert with our foundation colors to provide contrast and variety to our visual communications. Together these colors are the most often applied and should make up the majority of color found in all the Landon visual communications materials.

### Foundation Colors



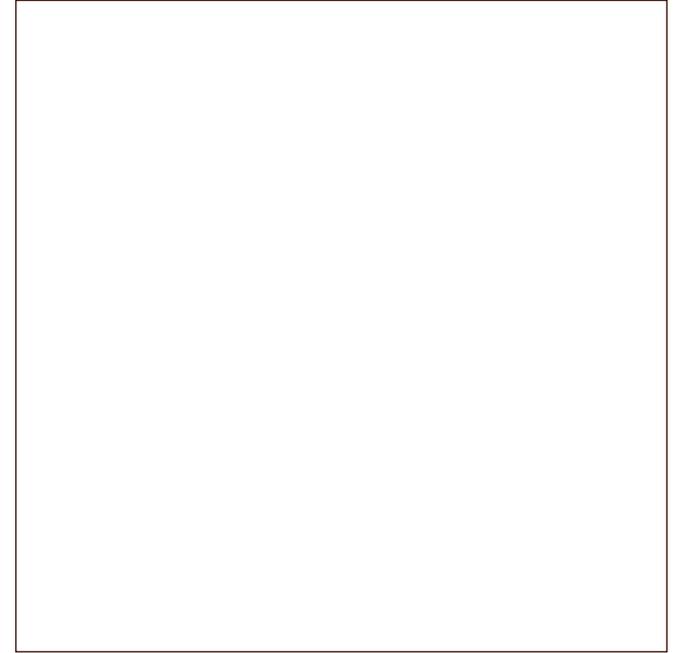
Landon Brown

Pantone 4625C

C30 M72 Y74 K80

R79 G44 B29

HTML #4f2c1d



Landon White

C0 M0 Y0 K0

R255 G255 B255

HTML #ffffff

### Core Accent Colors



Bright Orange

Pantone 144C

C0 M51 Y100 K0

R237 G139 B0

HTML #ed8b00



Gold

Pantone 4515C

C13 M19 Y62 K28

R179 G163 B105

HTML #b3a369

## Our Typographic Family Quant

Typography runs through all of our visual communications and is fundamental in defining our visual voice. Consistent use of our typographic style strengthens our visual identity and makes our communications distinctive and recognizable. If all our visual communications share a consistent voice and work harmoniously as a team, they reinforce one another and strengthen our visual identity.

Our core font is Quant, a modern serif type family designed by Dieter Hofrichter and released in 2014. Quant is a new design that is based on classic serif letterforms but is not indebted to any specific historical model.

Quant is well equipped for ambitious typography. Our type family consists of four weights — light, regular, medium and bold. Each weight contains uppercase, lowercase, small capitals, uppercase numerals (lining numerals) and lowercase numerals (old style or non-lining numerals). Numerals are provided in both proportional and tabular spacing. A full set of punctuation, ligatures and fractions are also included in our open type font Quant.

Quant should be used continuously in our communications and should be the predominant typeface found in all Landon visual communications.

### Basic Glyphs

ABCDEFGHIJKLMNOP  
 QRSTUVWXYZ  
 abcdefghijklmnopqrstuv  
 wxyz 1234567890  
 ABCDEFGHIJKLMNOPQRST  
 UVWXYZ 1234567890

### Weights

Quant Light

Quant Regular

Quant Medium

Quant Bold

### Versions

Roman

*Italic*

SMALL CAPITALS

*SML CAPS ITALIC*

### Numerals

#### Tabular Uppercase

1234567890

#### Proportional Uppercase

1234567890

#### Tabular Lowercase

1234567890

#### Proportional Lowercase

1234567890

## Our Support Type Family Freight Sans

Our support font is the type family Freight Sans, a humanist sans serif type family designed by Joshua Dardenat and released in 2005. Freight combines the modern visual sense of a sans serif typeface with the classic letterforms and proportions of old style serif type, making it a logical complement to our core type family Quant. Each of Freight's five weights contains the same versions as our primary font Quant. Roman, italic, small caps and small caps italic are included in both type families. It is rare for a sans serif type family to include small capitals and lowercase numerals.

Our support sans serif type family consists of five weights — light, book, medium, bold and black. Both uppercase numerals (lining numerals) and lowercase numerals (old style or non-lining numerals) are provided in all weights. Freight's uppercase numerals feature an even tabular spacing that is consistent from weight to weight. The lowercase numerals' proportional kerning is optically adjusted for an even appearance in text. A standard set of punctuation and ligatures are included in our truetype support font Freight Sans.

In our communications, Freight Sans should be applied as an accent to Quant and should rarely be the dominant typeface found in any Landon visual communications.

Freight Sans is well equipped for rigorous typography.

### Basic Glyphs

A B C D E F G H I J K L M N O P Q

R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v

w x y z 1 2 3 4 5 6 7 8 9 0

A B C D E F G H I J K L M N O P Q R S T U

V W X Y Z 1 2 3 4 5 6 7 8 9 0

### Weights

Freight Light

Freight Book

Freight Medium

**Freight Bold**

**Freight Black**

### Versions

Roman

*Italic*

SMALL CAPITALS

*SMALL CAPS ITALIC*

### Numerals

#### Tabular Uppercase

0123456789

#### Proportional Lowercase

0123456789

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## Our Name as Text & Legal Applications

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When using our name in text, there are a few simple conventions to follow.

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### **Initial caps should be used when using our name in text.**

Landon is a proper noun and like other proper nouns should be capitalized in text. In running text, Landon and Landon School should appear with a capital L and S.

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### **Please don't capitalize every letter.**

In running text (such as a paragraph of text), please do not capitalize every letter of our school. For example, don't do this: LANDON or LANDON SCHOOL. But please do this: Landon or Landon School.

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### **Please don't include our visual identifiers in running text.**

It interrupts the flow of the text and disrupts the reader.

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### **Legal applications**

When Landon appears in text (e.g., on the website), we should use the Circle-R in at least one prominent location for the word "Landon" and for our bear logo. Our fine print should include the following language: "Landon and the Landon Bear logo are registered trademarks."

## The Process

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You have an idea for a flyer, shirt or other Landon item... now what?

Follow these steps to guide you through the process!

- 1** Consult our guidelines at [landon.net/logo](http://landon.net/logo).
- 2** Make sure you are using our name, logos, colors and fonts correctly.
- 3** Need a graphic file of one of our logos? Send an email to: [communications@landon.net](mailto:communications@landon.net).
- 4** Design your item!
- 5** Send a proof to [communications@landon.net](mailto:communications@landon.net) for approval.
- 6** The Communications Office gives you the OK to proceed.
- 7** Print, order or produce your item.
- 8** You have Landon Pride!

## Our Identifier Artwork Library

Our library of artwork for our visual identifiers includes digital artwork saved in an array of formats that are optimized for print and screen applications.

The print versions are saved in CMYK color mode as vector art. Vector artwork is resolution independent and can be scaled larger or smaller than the original art without any image quality loss. The print optimized artwork is saved in these file formats:

.indd	InDesign CC File (CMYK)
.idml	Backward Compatible InDesign File
.pdf	No Compression PDF
.eps	InDesign eps
.ai	Illustrator CC File
ai.eps	Illustrator eps

The screen versions are saved in RGB color mode as raster art. Raster art can be used at equal or smaller sizes than the original artwork, but be careful: If enlarged, the image quality will degrade. The screen optimized artwork is saved in these digital file formats:

.indd	InDesign CC (RGB)
.idml	Backward Compatible InDesign File
.pdf	No Compression PDF
.jpg	Compressed Image File
.png	Lossless Transparent Compressed Image File
.psd	Photoshop CC with Smart Object Layer

# Landon\_Horizontal\_Signature\_BrownOnWhite\_CMYK\_ai.eps

### Artwork File Naming Convention

01

#### Specific Identifier

Artwork for 11 identifiers is included in our library. Print- and screen- optimized versions of each identifier are included.

#### Preferred Identifiers

Standard Academic Seal  
Simplified Academic Seal  
Circular Signature  
Horizontal Signature

#### Functional Identifiers

"Landon School" Signature  
Shield Horizontal Signature  
Shield Vertical Signature  
Vertical Signature

#### Ancillary Identifiers

Circular Shield Icon  
Landon Shield  
Landon Wordmark

See pages 5, 6 and 7 for visual reference of each identifier.

02

#### Color Version

Artwork is provided for three color versions of each identifier:  
Brown on White  
Black on White  
Reversed White

The Reversed White features a transparent background and is intended to be applied to Landon Brown and black background colors.

See pages B.07 for approved color applications of our visual identifiers.

03

#### Color Mode

Artwork is provided in both RGB and CMYK color modes. CMYK is for print applications and RGB is for screen applications.

04

#### ai

This appears on the adobe illustrator eps artwork file. The "ai" distinguishes the illustrator eps from the InDesign eps. Both eps files are designed for print application of our identifiers.

05

#### Digital Artwork File Format

A range of artwork files are provided.

VECTOR ARTWORK	
indd	Adobe InDesign CC
idml	InDesign Markup Language
ai	Adobe Illustrator CC
pdf	Adobe Portable Document Format
eps	Encapsulated PostScript
RASTER ARTWORK	
psd	Adobe Photoshop CC
png	Portable Network Graphic
jpg	Joint Photographic Experts Group

Landon School  
Visual Identity  
Specifications

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