

July 2022

LD
UB

LD
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LD
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STRONG
IN MIND
BODY,
VOICE

**BRAND
GUIDELINES**



ABOUT 01

LOGOS + MARKS 04

TYPE 15

COLOR 21

IMAGERY 26

ELEMENTS 30

APPLICATION 34



01



About Our Story

Our Mission is to prepare girls to be confident young women, who are strong in mind, body, and voice. Our school was founded by a small group of Seattle parents who believed that middle school could be a time for girls to thrive and grow. The founders knew that this particular time in a girl's life is crucial as well as ripe with possibilities. Given an environment designed to cultivate sense of self, community, and intellectual curiosity, girls can realize their potential and power.

LDUB is a grassroots response to a community-identified need and it has proven to be impressive to students, teachers, and parents. Our curriculum is a challenging, integrated program designed to educate the whole student: intellectually, socially, and emotionally. Our teachers are committed to teaching with culturally responsive principles, providing our students with multiple perspectives, and encouraging the students to form and articulate their own opinions.

**We are risk takers,
world changers,
and enthusiastically
passionate and unapologetic.**





About **Messaging**

Using consistent messaging across platforms allows for brand cohesion, and encourages pride in these statements and ownership behind their themes and messages.

Strong in mind, body, and voice.

We are risk takers, world changers, and enthusiastically passionate and unapologetic.

Equal parts creative and critical thinking.

Knowing yourself inside and out.

Respectful & Responsible.



Logos + Marks



Logos + Marks **Primary Logo**





Logos + Marks **Secondary Logo**



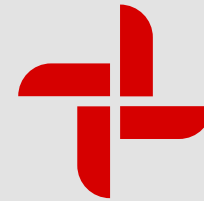
Lake Washington
GIRLS MIDDLE SCHOOL



Lake Washington
GIRLS MIDDLE SCHOOL



Lake Washington
GIRLS MIDDLE SCHOOL



Lake Washington
GIRLS MIDDLE SCHOOL



Logos + Marks **Tertiary Logo**

Lake Washington
GIRLS MIDDLE SCHOOL

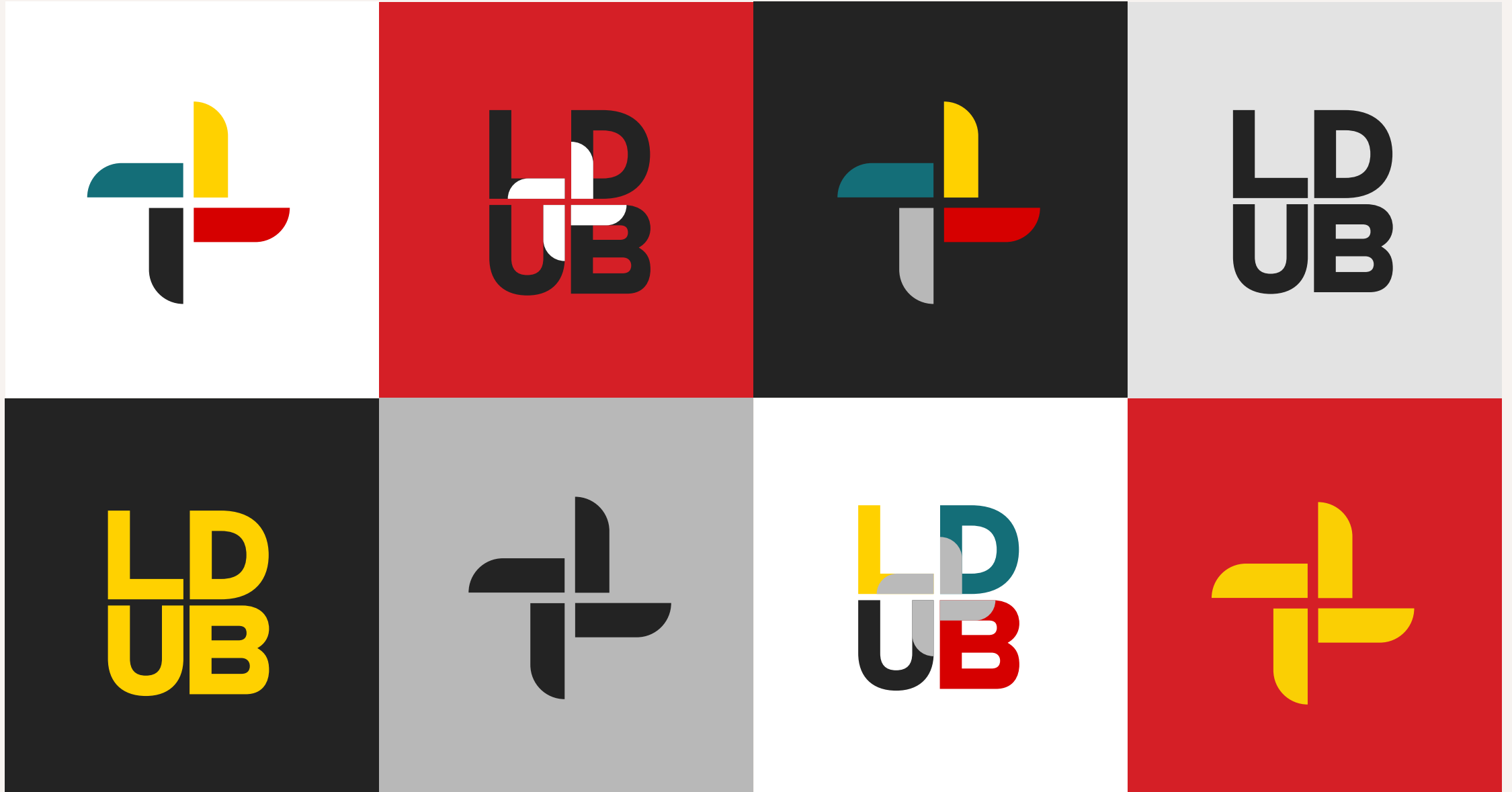
Lake Washington
GIRLS MIDDLE SCHOOL

Lake Washington
GIRLS MIDDLE SCHOOL

Lake Washington
GIRLS MIDDLE SCHOOL



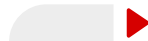
Logos + Marks **Brand Symbols + Marks**





Logos + Marks Guidelines

Elements must not be placed within a distance around the logo equal to the length of 1 pinwheel blade.



Distance between the symbol and wordmark should be equal to the width of 1 pinwheel blade.

Lake Washington
GIRLS MIDDLE SCHOOL

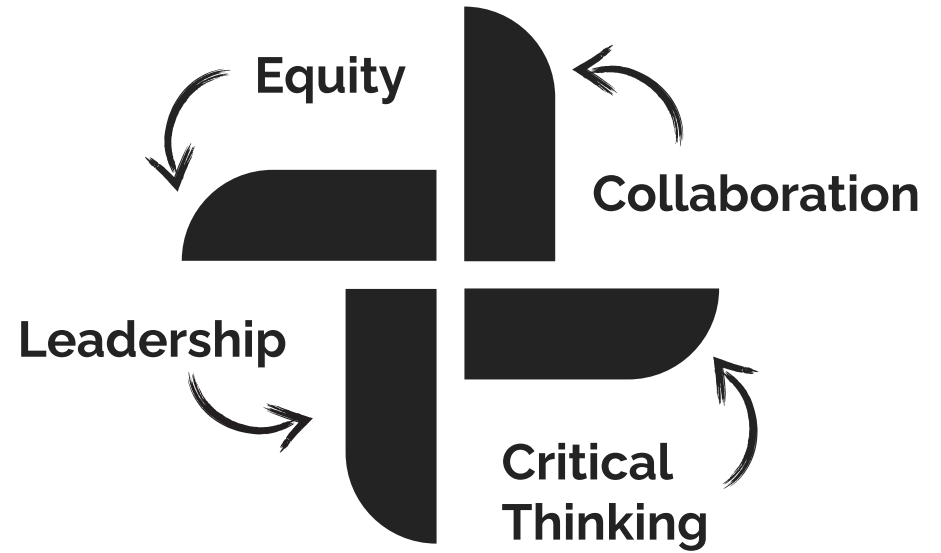


Logos + Marks **Pinwheel Breakdown**

Lake Washington is a force to be reckoned with.

Fuerza is the perfect word to describe these girls. Fuerza is a force that influences the motion of an object. The pinwheel symbol evokes playfulness and calls back to the motion of Fuerza.

The 4 pillars behind LDUB create each pinwheel blade: *Equity, Collaboration, Leadership, and Critical Thinking.*





Logos + Marks **Do and Do Not**



DO: Follow the guidelines and keep elements a safe distance away from the logo.



DO NOT: Overcrowd the area around the logo, drawing attention away from the logo.



Logos + Marks **Do and Do Not**



DO: Maintain the spacing and sizing between all elements including letters, words, symbols, etc.



DO NOT: Change spacing, line weight, or sizing of logo elements. Messing with this will alter the logo balance.



Logos + Marks **Do and Do Not**



DO: Be mindful of contrast and accessibility in the color of the logo and elements and their background.



DO NOT: Use colors that have low contrast and be mindful of what the background is and how it might affect accessibility.



Logos + Marks Example

 **Lake Washington**
GIRLS MIDDLE SCHOOL

Lorem ipsum dolor:

Sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duiis dolore te feugait nulla facilisi.

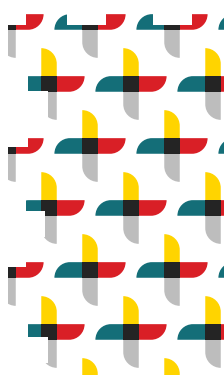
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit.

**Lorem ipsum,
Dolor**




Lake Washington
GIRLS MIDDLE SCHOOL
2100 S Walker St, Seattle, WA 98144






Lake Washington
GIRLS MIDDLE SCHOOL

**LD
UB**







Type Header Font

Merriweather Light

Merriweather Light Italic

Merriweather Regular

Merriweather Regular Italic

Merriweather Bold

Merriweather Bold Italic

Merriweather Black

Merriweather Black Italic



Type **Body Font**

Raleway Regular

Raleway Regular Italic

Raleway Medium

Raleway Medium Italic

Raleway SemiBold

Raleway SemiBold Italic

Raleway Bold

Raleway Bold Italic

Raleway ExtraBold

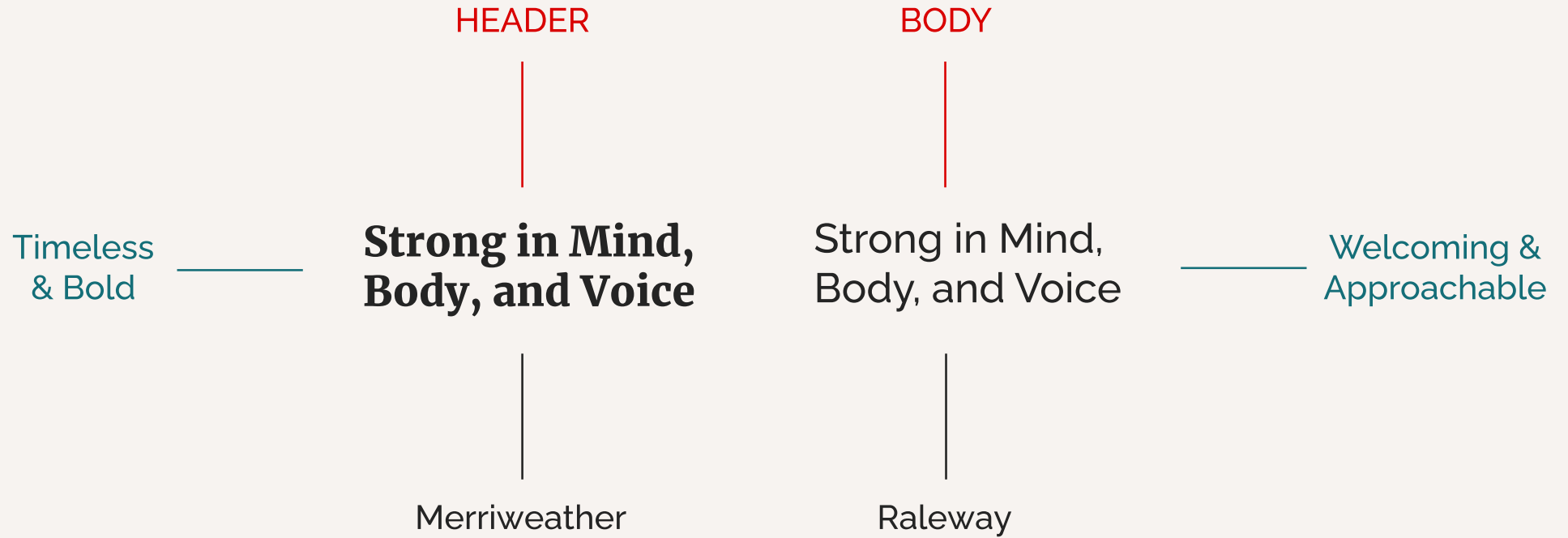
Raleway ExtraBold Italic

Raleway Black

Raleway Black Italic



Type **Font Usage**





Type Do and Do Not

Lake Washington
**KNOWING YOURSELF
INSIDE AND OUT.**

DO: Pair bold fonts with lighter, thinner fonts to maintain hierarchy.

**Lake Washington
KNOWING YOURSELF
INSIDE AND OUT.**

DO NOT: Pair equal weight fonts together, this may cause the design to lose its hierarchy.



Type Do and Do Not

**STRONG IN MIND,
BODY, VOICE**

DO: Be mindful of contrast and accessibility in the color of the type and its background.

**STRONG IN MIND,
BODY, VOICE**

DO NOT: Use colors that have low contrast and be mindful of what the background is and how it might affect accessibility.





Color Themes

LDUB Main



Jamila #d71f26

Mind



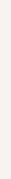
Maganda #9fc111

Body



Belle #fcd104

Voice



Sundara #156d79



Color Primary



Jamila #d71f26



Belle #fcd104



Sundara #156d79



Maganda #9fc111

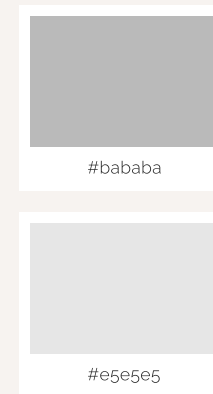
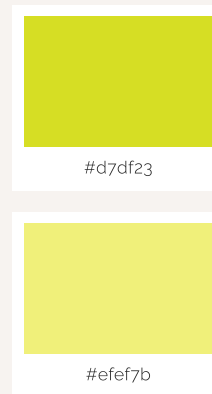
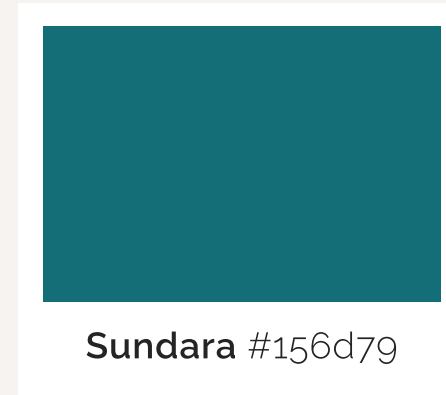
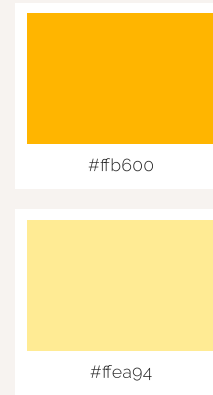
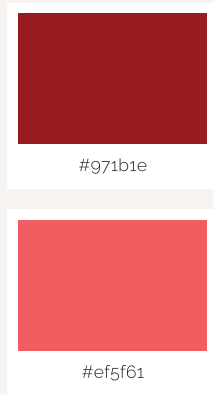


Hermosa #232323

These colors are inspired by the girls and highlight the diversity at LDUB, labeled "Beautiful" in various languages.



Color Secondary





Color Codes



PANTONE 186
#d71f26

R: 215 C: 9
G: 31 M: 100
B: 38 Y: 99
K: 1



PANTONE 194
#971b1e

R: 151 C: 26
G: 27 M: 100
B: 30 Y: 99
K: 24



PANTONE 7417
#ef5f61

R: 239 C: 0
G: 95 M: 78
B: 97 Y: 56
K: 0



**PANTONE
Neutral Black**
#232323

R: 35 C: 71
G: 35 M: 65
B: 35 Y: 64
K: 72



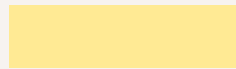
PANTONE 7548
#fcd104

R: 252 C: 2
G: 209 M: 16
B: 4 Y: 100
K: 0



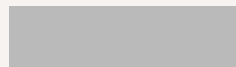
PANTONE 116
#ffb600

R: 255 C: 0
G: 182 M: 32
B: 0 Y: 100
K: 0



PANTONE 601
#ffa94

R: 255 C: 1
G: 234 M: 5
B: 148 Y: 51
K: 0



**PANTONE
Cool Gray**
#bababa

R: 186 C: 27
G: 186 M: 22
B: 186 Y: 22
K: 0



PANTONE 3155
#156d79

R: 21 C: 87
G: 109 M: 43
B: 121 Y: 44
K: 14



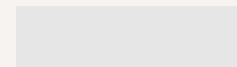
PANTONE 313
#339fa8

R: 51 C: 75
G: 159 M: 19
B: 168 Y: 34
K: 0



PANTONE 318
#6ad3d3

R: 106 C: 53
G: 211 M: 0
B: 211 Y: 22
K: 0



PANTONE 649
#ee5f61

R: 229 C: 9
G: 229 M: 6
B: 229 Y: 7
K: 0



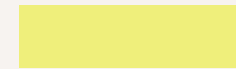
PANTONE 382
#9fc111

R: 159 C: 44
G: 193 M: 6
B: 17 Y: 100
K: 0



PANTONE 388
#d7df23

R: 215 C: 20
G: 223 M: 0
B: 35 Y: 98
K: 0



PANTONE 386
#efef7b

R: 239 C: 9
G: 239 M: 0
B: 123 Y: 64
K: 0



Imagery





Imagery Photography

When using photography, make sure that the images are high resolution and when possible avoid cropping that cuts off the body in an awkward way such as in the middle of someones face.

Photos should be lightly edited to improve lighting and color balance, but not so much that it looks unnatural; it should not look heavily edited.

Color overlays may be added when appropriate while keeping contrast in mind so it's easy on the eye.





Imagery Do and Do Not



DO: Make lighting corrections if needed and keep a natural and bright look and feel.



DO NOT: Over-edit lighting and contrast, and do not drastically change the hue or saturation of the photo.



Imagery **Do and Do Not**



DO: Keep the subject in frame and be mindful of cropping.



DO NOT: Crop too much of the subject out of the frame.



Elements



Elements Pinwheel

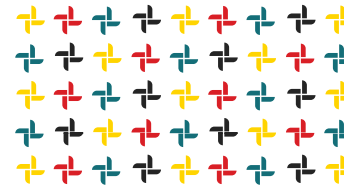
Primary Pinwheel



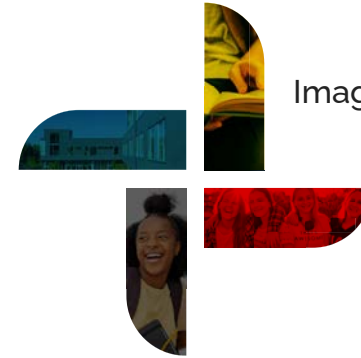
Deconstructed



Pattern



Imagery



Secondary Pinwheel



Deconstructed



Pattern



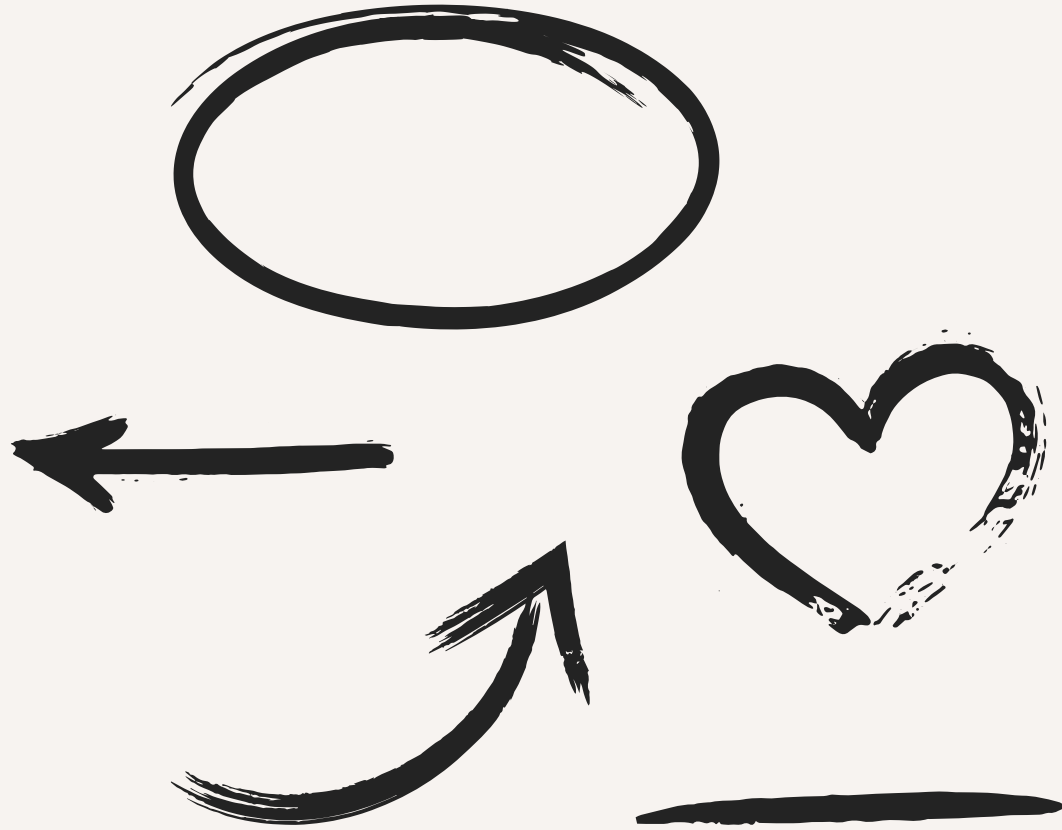
Imagery



*don't crop pinwheel



Elements Illustrations



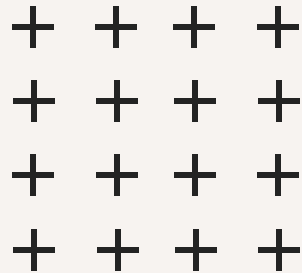
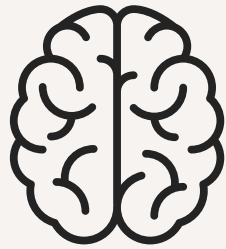
Illustrated assets are used to highlight and draw attention to a specific word or phrase.



Example



Elements Icons



Icons may be used to enforce the theme of the content and to balance the composition. For example, a brain icon may be used for "mind."



Example



Application





We Are
Strong in Mind,
Body, and Voice

+++
+++
+++

Lake Washington
GIRLS MIDDLE SCHOOL

We Are
Risk Takers &
World Changers


Lake Washington
GIRLS MIDDLE SCHOOL

We Are
Respectful
& Responsible

Lake Washington
GIRLS MIDDLE SCHOOL



Learn more at lwgms.org



"L-Dub students exemplify strength in body through PE, martial arts, and extracurricular activities such as sports, clubs, and camps. **It is a safe place to try new things, and to challenge themselves** to push a little harder than they might otherwise do." - **Coach Megan**

28
Qualified Faculty Members

100%
Faculty have B.A. or B.S. Degrees

81%
Faculty have M.A., M.S., M.Ed Degrees

+

Our Athletics Program creates a fun, exciting, and energetic atmosphere allowing our girls to work together while learning and improving their game skills. All students are encouraged and welcome to join soccer, volleyball, cross country, basketball, bouldering, ultimate frisbee, track and field.

No experience needed!

+

Performing Arts provides students the opportunity to use physical movements to express emotion and meaning, practice personal responsibility, and learn teamwork and leadership skills. Each event relies on teamwork and peer support for success; with every show the students learn to work cohesively and collaboratively.

+

Martial Arts Program is taught by experienced instructors. Students are encouraged to explore and discuss body mechanics as they learn. They regularly engage in discussions regarding the tenets of courtesy, integrity, perseverance, self-control, and indomitable spirit. The strengths gained by each individual are celebrated.



At L-Dub, the betterment of ourselves and others is woven into everything we do. The curriculum, sibling groups, clubs, and sports focus on learning and growing as individuals and as a community. **Students are encouraged to advocate for themselves.** - Ms. Shaina

116
L-DUB
Students

14%
Annual Budget
goes to Aid

23%
of Students get
Financial Aid

- + **Leadership** allows students to take on traditional leadership roles in student government, create and lead their own club, and develop particularly strong leadership skills through leading activities and discussions with their "siblings" in their Respect & Responsibility groups.
- + **Advocacy & Social Justice** allows the students to use their strong voices - loud, quiet, or somewhere in between - and recognize their own abilities to improve their communities. L-Dub girls are inclusive of others and they value integrity, respect, and responsibility.
- + **Spanish** teaches students to consider how and why language learning benefits an individual and society, and ask what role multilingualism plays in the United States. Throughout the year, students develop and strengthen their language skills while learning about the context of the language and the cultures that speak it.

Learn more at lwgms.org

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