

# Lowell School Brand Standards



**LOWELL SCHOOL LOGO** 2.1

The logo is made up of two primary elements, the stylized pictogram of the school building and campus, and distinctive typographic treatment of the Lowell School name. All aspects of the logo have been carefully considered to ensure an appropriate balance between the two primary elements.

The integration of the logo with the signature tagline establishes a distinctive and proprietary visual representation for the Lowell School brand.

The Lowell School logo is considered artwork and may not be recreated or modified in any way. It is important that the Lowell School logo is used in the correct manner at all times in order to ensure brand integrity.

**Stylized Pictogram**  
The stylized pictogram is highly detailed and simplified yet still conveys the iconic, picturesque campus setting. It is lighter and contained within a rounded unit.

**LOWELL SCHOOL**  
Educational Excellence Redesigned

**Unique Tagline**  
The tagline is the destination of the Lowell positioning. It is important to be fully justified with the Lowell logo. Please use the artwork with the tagline set. Do not attempt to set the tagline as separate art.

**Customized Typeface**  
The typeface is a modified, proprietary typeface. The customized typeface retains some of the classic elements from the previous logo, but is spaced more modern and legible.

**PHOTOGRAPHY STYLE** (Continued) 2.9

**Documentary-Style Environmental Images**  
This style of photography captures everyday activities showing action, involvement, and fun. They are meant to be used as smaller "chip shots" to support visual storytelling in publications and communications material.

**VISUAL STORYTELLING** 2.12

One of the key branding elements are the visual storytelling composite images. These pieces use a variety of images, textures, illustrations, and handwriting to create a collage that tells a unique story. Care should be taken to ensure that these pieces are well-balanced, incorporate a variety of elements, and have a good sense of hierarchy.

**Impactful Background Image**

**Handwriting Element**

**Artistic Elements and Textures**

**Documentary-Style Environmental Images**

**Color Silhouettes**

**Silhouetted Portraits**  
Black and White Portrait

**Composite Story**

We start each chip saying hi to our friends - sometimes we even say hi in a different language.

There is a sense of joy and fun that is often the result of a well-timed and well-placed photograph. It is the result of a moment captured in time, a moment that is often fleeting and often unexpected. It is the result of a moment that is often unexpected and often unexpected.