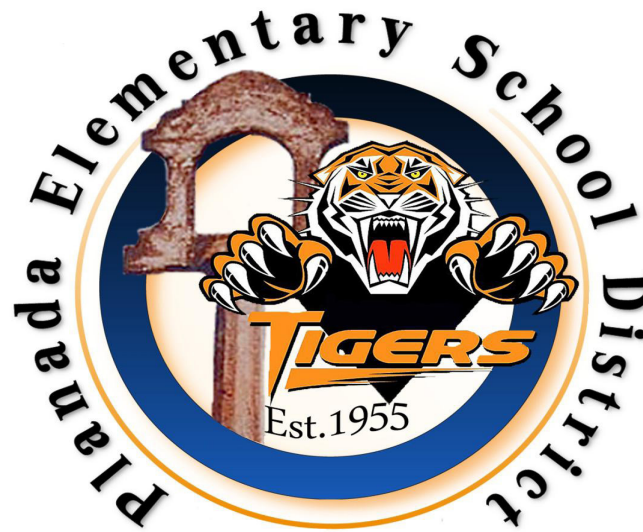# edlio®

School & District Websites

Logo Policy Proposal

by Edlio Design Team

Why we need a logo policy?

Often Clients have given us logos that do not meet web standards, making them unusable. Sometimes its the resolution, or the type of file, or some other factor that requires us spending time to redo the logo in order to use it.

A logo such as the one above is not acceptable for web use. It is a jpg with a white background, a distorted image in the background combined with a vectorized Tiger on top. Logos like this will no longer be accepted.

Logo Requirements

In order for us to accept the logo it must meet the following requirements:

I. Adobe Illustrator (.AI), EPS vector file

II. JPG or PNG 300 PPI, with no background color (not even white)

III. Dimensions should be no smaller than 200px wide and long.

If requirements are not met...

If the Client does not have a logo or a usable logo that fits our requirements, we will suggest to redo their logo; however we will give them limited options as to how it will be done.

We have set up a system to help navigate the process of creating a new logo for the Client. With this system we believe we can save time overall, and please the client with a professional looking logo they can use on their site.

Mascot...

Should they choose a mascot...

First we will ask the Client whether they wish to use a mascot or a crest. Most of the school logos we've encountered have either/or. The Client is Hogwarts High School. Hogwarts' mascot is a Wolf. We give them three varations of pre-made wolves that we have in our mascot library. They pick #2.

1.

2.

3.

Mascot...

We ask Hogwarts, what are your school colors? They also get to pick an accent color that can be used if necessary. Hogwarts chooses Marigold (#fecd30) and Crimson (#9e0b0f) as their school colors. They choose Gold (#cdbc52) for their accent color.

School Colors   **Accent Color**

Marigold   Crimson   Gold
(#fecd30)   (#9e0b0f)   (#cdbc52)

Mascot...

We then ask whether they'd like the font of the school logo to be more tradtional or modern? We give them the option of a serif or sans-serif font, We do not however let them choose which typeface they pick. They can provide examples of what they want, but ultimately to ensure the typeface meets web-standards and legibility; the designer and project manager have the final call on the type choice. Hogwarts chooses a tradtional typeface.

Tradtional: Serif

HOGWARTS

Modern: Sans- Serif

HOGWARTS

Mascot...

The Client then chooses the placement of the mascot and the school name. The Client may choose to place the school name below the mascot or next to (or to the right) of the mascot. Hogwarts chooses below the mascot.

Below Mascot

HOGWARTS

Next to (right of) Mascot

HOGWARTS

Mascot...voilà!
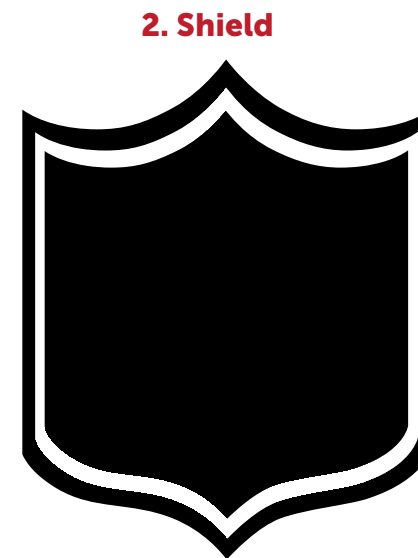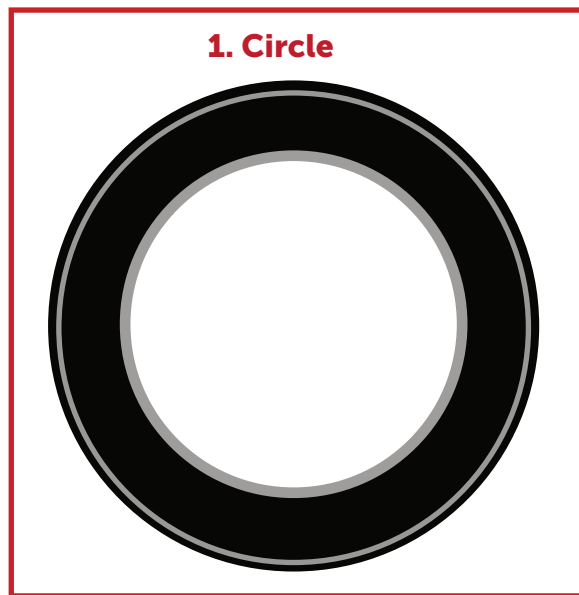
Here we have the finished Mascot!

Hogwarts
high school

Crest...

Should they choose a crest...

Using the same example of Hogwarts High School. First they choose the crest shape. We have two variations of the crest shape; a circle and a shield. Hogwarts likes the circle shape.

1. Circle

2. Shield

Crest...

The school colors are done the same way as the mascot. Hogwarts chooses Marigold (#fecd30) and Crimson (#9e0b0f) as their school colors. They choose Gold (#cdbc52) for their accent color.

School Colors

Accent Color

Marigold
(#fecd30)

Crimson
(#9e0b0f)

Gold
(#cdbc52)

Crest...

They choose a typeface that is either traditional or modern. Hogwarts chooses a tradtional typeface.

Tradtional: Serif

HOGWARTS

Modern: Sans- Serif

HOGWARTS

Crest...

The school name and/or school motto CAN ONLY be placed inside the circle shape, NOT IN A SHIELD. The name of the school can also be placed below or next to the crest on BOTH circle and the shield crest shape. Hogwarts likes the school name inside the circle.

SCHOOL MOTTO INSIDE CREST/ SCHOOL NAME NEXT TO CREST

HOGWARTS HIGH SCHOOL

SCHOOL MOTTO INSIDE / SCHOOL NAME BELOW

HOGWARTS
HIGH SCHOOL

SCHOOL NAME INSIDE CREST

Crest...

Layout of a crest logo differs in that the Client chooses whether they'd like a single image or 4 images inside the crest. Four images will be 4 simple vectors that the school will pick via listing which images they'd like on the brief (i.e. bible, cross, leaf, dove), the designer and project manager will then select these images based off of our current vector library. Client may choose to pick a mascot, as long as the mascot fits the logo policy requirements or if it is has been remade by us. Hogwarts chooses to use the single image layout in the circle shape.

Single Image Layout   **4 image layout**

Mascot...voilà!

Here we have the finished Mascot!

District Wide Sites

For DWS the process of creating a logo would happen ONLY ONCE! The style of the logo would stay the same and the only changes would be the SCHOOL NAME, THE SCHOOL COLORS, AND THE MASCOT/CREST IMAGES.