

LuTEC<sup>+</sup>

## MISSION & VISION

# Rethinking Education

LuTEC High School helps prepare tomorrow's leaders through an individualized, gospel-centered and technologically-rich education.

## OUR MISSION

LuTEC's mission is to help prepare today's students for the careers of tomorrow by rethinking education. By providing a Gospel-centered, individualized, relevant and safe learning environment, our students will be ready to embark on the career path the Lord has chosen for them.

## THE VISION

We strive to create an educational environment that cares and inspires students to love learning and to grow in their faith. We will provide a unique academic experience that is student-centered, flexible, affordable and practical—focused on technology, education and career. Every graduate will receive help developing a strong understanding of who they are and their God-given gifts.

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### APPROVED NAMES

**LuTEC**

**LuTEC High School**

**LuTEC High School – Norwalk**

## VOICE

## LuTEC'S BRAND VOICE

**What is voice?** It is your brand's personality. It's what makes the LuTEC brand experience unique and does not change. Please refer to the following pillars when writing for your brand.

BECAUSE WE ARE	OUR VOICE IS	WE USE THESE WORDS/PHRASES	AND NOT THESE
GOSPEL-CENTERED	Purposeful	<p>Write with a positive tone and weave in words of faith, where appropriate:</p> <ul style="list-style-type: none"> <li>• LuTEC helps students use the gifts that God gave them.</li> <li>• Bring your faith from home into the classroom.</li> <li>• With a servant's heart, we encourage students to spread His word.</li> <li>• We fulfill God's plan to serve Him and teach students to be disciples of Christ.</li> </ul>	Avoid negative or uncertain language.
CREATING A PERSONALIZED LEARNING ENVIRONMENT	Student-Centered	<p>Rather than saying "the student" in messaging, use the word "you," when possible. Recognize individuality.</p> <ul style="list-style-type: none"> <li>• LuTEC treats you as an individual and supports you with a flexible learning experience based on your chosen career path.</li> <li>• LuTEC offers real life career experiences based on your gifts and talents.</li> <li>• At LuTEC, we want you to feel inspired to follow your passions.</li> <li>• We are all created uniquely. At LuTEC, we help you find and hone your God-given gifts.</li> <li>• LuTEC offers flexible, student-centered learning. Choose the classes you want and take them when you want.</li> </ul>	We are not a one-size-fits-all institution. Students aren't just a number.
EDUCATIONALLY RELEVANT	Innovative and Practical	<p>Demonstrate advanced thinking and technologically-rich teaching methods to help students become career ready:</p> <ul style="list-style-type: none"> <li>• Looking for something different? LuTEC is advancing education with a relevant and robust learning model.</li> <li>• LuTEC nurtures exploring, belonging and innovation.</li> </ul>	Don't sound traditional or old-fashioned.
SAFE	Caring and Inspiring	<p>Focus on the unique and welcoming experiences that LuTEC provides. Use expressive language. Speak with honest enthusiasm:</p> <ul style="list-style-type: none"> <li>• LuTEC understands you and creates a safe and small environment for you to learn and flourish.</li> <li>• Learning happens by doing, collaborating, solving real world problems and understanding that it is OK to fail at trying.</li> <li>• LuTEC feels strongly about rethinking education and shaping young lives for long-lasting career success.</li> <li>• LuTEC supports you in whatever path the Lord has chosen for you.</li> </ul>	<ul style="list-style-type: none"> <li>• Don't be judgmental, overly critical or sound intimidating.</li> <li>• Don't be monotone.</li> </ul>

## TONE

### LuTEC'S BRAND TONE

**What is tone?** Tone is your brand's mood that will change based upon the situation. This is how LuTEC will speak with different audiences and in certain scenarios. Here are a few examples to guide your writing.

#### UPBEAT

*"We are delighted that you have taken an interest in our school. At LuTEC, we want to help your student develop a strong understanding of who they are and their God-given gifts."*

#### SERIOUS

*"This email is to inform you about your recent academic performance. We want to help support you in any way you need. Please schedule a meeting with your dedicated counselor by Friday so you can get back on track."*

LuTEC's tone is friendly and informal. It's important to be direct and clear instead of too academic or clever. Be sure to consider your audience and their state of mind. Adjust the tone accordingly.

### STYLE TIPS

When writing, use AP Style when considering grammar and mechanics.

- Use active voice. Avoid passive voice.
- Avoid slang or jargon. Write in plain English.

**LOGO**

## PRIMARY MARK

## FULL-COLOR



## COLOR ALTS



## EXCLUSION ZONE

**CLEAR SPACE AROUND LOGO**

No element, brand-related or otherwise, should impede the immediate area around the logo. This can be measured by utilizing the cross in the upper-right corner of the logo, proportionate to the logo's position in a collateral piece.

Logo must always be legible and sized proportionately.

**LOGO**

## VARIATIONS

No Added Text



High School Only



Location Only



High School and Location

**WEB FAVICON**

Favicon is designed exclusively for LuTEC's website and should not be used for any purpose beyond its intended use in a web platform's favicon field.

Browser and OS will determine size of display.

**CLEAR SPACE AROUND LOGO**

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Logo must always be legible and sized proportionately.

## COLOR

Navy Blue and Bright Orange are considered the primary brand colors of LuTEC. Navy (PMS 2767) represents faith, unity, conservatism and intelligence, while Orange symbolizes the fire of God, creativity, confidence and intrigue. The brand also includes a batch of accent colors, which should be used sparingly. They are intended to be used with both Navy and Orange, and should never overpower the primary colors nor be used in place of them.



Accurate CMYK values are dependent on printer/substrate combination.

RGB values are device dependent.

Only L\*a\*b\* color breakdowns are truly accurate when communicating color. Use these primarily.

## GRAPHIC PATTERN

A graphic pattern is also provided as part of LuTEC's brand architecture. This graphic asset can be used to add a compelling edge to collateral pieces, including business cards, presentations or flyers. It is not required to include this element in every branded piece.



## TYPOGRAPHY

### BRAND FONTS

FOR LOGOS, WEB AND MARKETING COLLATERAL

FOR HEADLINES & CALLOUTS

#### Roboto Slab

**Black**  
**Extrabold**  
**Bold**  
**Semibold**  
**Medium**  
**Regular**  
 Light  
 Extra Light  
 Thin

FOR SUBHEADS & BODY TEXT

#### PROXIMA NOVA

**Black**  
**Extrabold**  
**Bold**  
**Semibold**  
*Italic*  
**Regular**  
*Light Italic*  
 Light

### HOW TO ACCESS

Both fonts are utilized in the LuTEC logo and can easily be emulated throughout branded collateral. Proxima Nova is available on Adobe Fonts, while Roboto Slab is only available on Google Fonts but for free use in commercial situations. Additionally, both fonts are available for web use, so there is no need to find web-friendly alternatives.

### SYSTEM FONTS

FOR WORD DOCS, WHITE PAGES AND POWERPOINT

FOR HEADLINES & CALLOUTS

#### Roboto Slab

**Black**  
**Extrabold**  
**Bold**  
**Semibold**  
**Medium**  
**Regular**  
 Light  
 Extra Light  
 Thin

FOR SUBHEADS & BODY TEXT

#### ARIAL

**Black**  
***Bold Italic***  
**Bold**  
*Italic*  
**Regular**

### HOW TO ACCESS

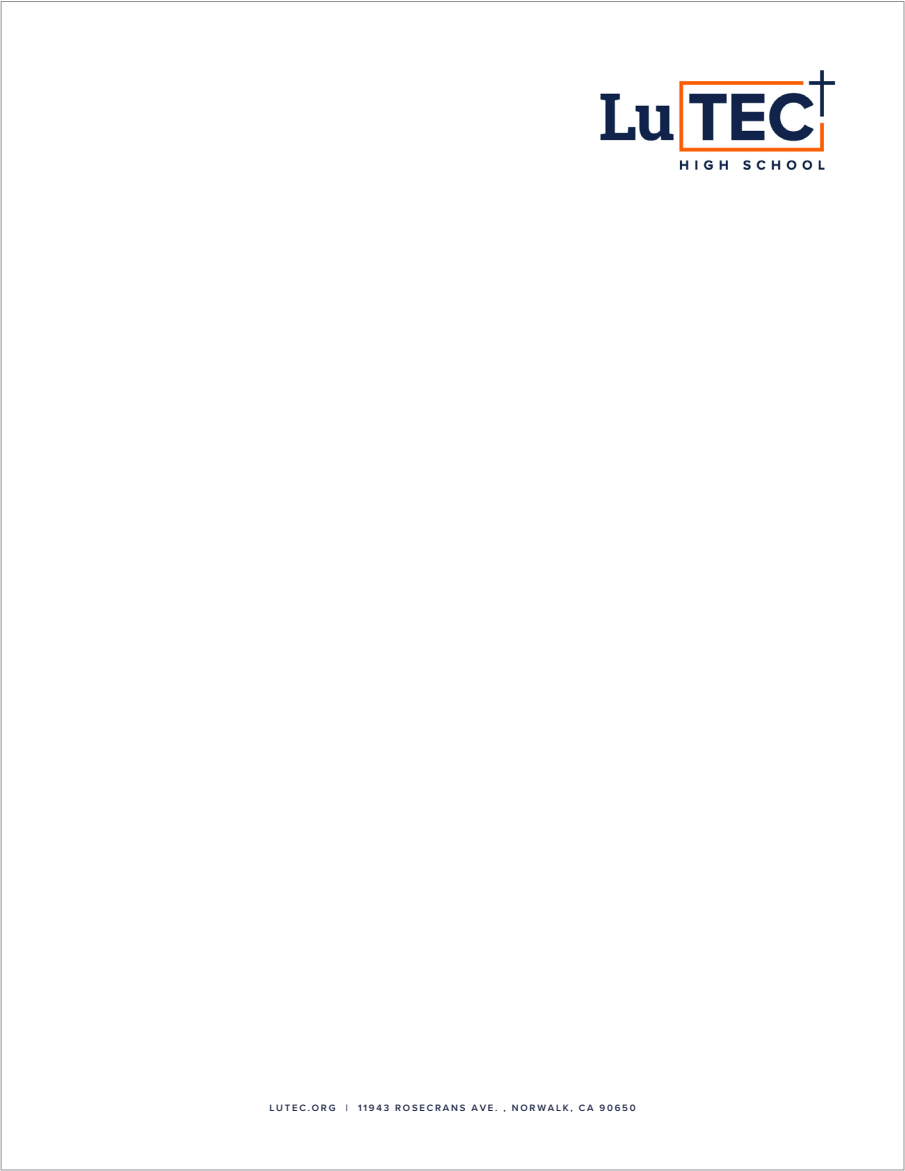
If alternative fonts are needed for everyday use with Microsoft Office products and other means, these fonts are selected to fill that need. Unlike Proxima Nova, which requires Adobe CC to access, Roboto Slab can be downloaded directly from Google Fonts to be used on both Windows and Mac.



BRANDED COLLATERAL SAMPLES  
BUSINESS STATIONERY



Business Cards



Letterhead

## BRANDED COLLATERAL SAMPLES

### MARKETING PIECES



# Rethinking Education

**PREPARE YOURSELF FOR TOMORROW**

LuTEC is a revolutionary high school created for students. We believe that all students should have an education that encourages them to gain a stronger understanding of who they are and their God-given gifts.

- **Student Centered:** Education is personalized and relevant based on students' passions and goals.
- **Technologically Rich:** Learn to understand technology and apply concepts for a better world and future.
- **Career Ready:** Receive real world training. Our industry partnerships help you learn beyond the walls of the classroom.
- **Gospel Centered:** Students learn to be disciples of Christ from dedicated Christian staff.



**Are you ready to rethink education?**

VISIT US AT **LuTEC.org**  
OR CALL 562-204-6538

**LuTEC<sup>+</sup>**  
HIGH SCHOOL



**LuTEC<sup>+</sup>**  
HIGH SCHOOL

**MONTHLY NEWSLETTER**

# Rethinking Education

**LuTEC<sup>+</sup>**  
HIGH SCHOOL

LuTEC HIGH SCHOOL NEWSLETTER



**LuTEC<sup>+</sup>**  
HIGH SCHOOL

**RETHINKING EDUCATION**  
11943 ROSECRANS AVE., NORWALK, CA 90650  
LUTEC.ORG

Email Headers & Footer

## BRANDED COLLATERAL SAMPLES

### PRESENTATION ASSETS



LuTEC<sup>+</sup>  
HIGH SCHOOL

# Presentation Header

Presenter Name  
Date

LUTEC.ORG | 11943 ROSECRANS AVE., NORWALK, CA 90650


A man in an orange polo shirt and a black and red safety harness is smiling and holding a clipboard and pen. He is standing outdoors in front of a building.



# Section Header

LUTEC.ORG | 11943 ROSECRANS AVE., NORWALK, CA 90650

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# Half/Half Header

- Lorem ipsum dolor sit amet, consectetur adipiscing erat volutpat euismod
- Sed diam nonummy nibh euismod tincidunt volutpat ut wisi
- Aliquam erat volutpat ut wisi
- Laoreet dolore magna

LUTEC.ORG | 11943 ROSECRANS AVE., NORWALK, CA 90650

A young man with curly hair is looking through a microscope in a classroom setting. He is wearing an orange shirt.



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# Thank you!

CONTACT EMAIL / INFORMATION

LUTEC.ORG | 11943 ROSECRANS AVE., NORWALK, CA 90650