

# VISUAL STYLE GUIDE

In this style guide, there are all the elements necessary for the visual identity of Grace Brethren Schools, and the guidelines to preserve the consistency of the brand.

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## PRIMARY LOGOTYPE



GRACE BRETHREN  
S C H O O L S

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## SECONDARY LOGOTYPE



GRACE BRETHREN  
SCHOOLS

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## WORDMARK

GRACE BRETHREN  
S C H O O L S

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## PRIMARY BRANDMARK



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## SECONDARY BRANDMARK



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## SPIRIT MARK



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## COLOR PALETTE



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## TYPOGRAPHY

Bentham

PT Sans Regular

**PT Sans Bold**

*PT Sans Italic*

***PT Sans Bold Italic***

# PRIMARY LOGOTYPE

The primary logotype for Grace Brethren Schools honors the institution’s 40+ years of academic excellence.

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## PRIMARY LOGOTYPE



GRACE BRETHREN  
S C H O O L S

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## CLEARSPACE

The area around the primary logotype is integral to the design, and adherence to the minimum spacing parameters helps the reader’s eye distinguish the logo easily. No copy or any other graphics may encroach on this minimum space. The clearspace must be equal to the height of the “G” in the Grace Brethren Schools wordmark.



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## MINIMUM SIZE

The minimum size of the primary logotype that may be used for print applications is 1.5 inches or 108 pixels wide.



# COLOR VARIATIONS

In order to maintain the integrity of the primary logotype, only the approved color variations may be used.

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## FULL COLOR VARIATIONS



The only occurrence when the shield is adjusted or altered is on a dark background. A white outline is added so that the integrity of the black shield is maintained.



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## BLACK + WHITE



# VIOLATIONS

In order to maintain the integrity of the brand image and identity, never alter or use anything but the approved primary logotype and it's colored variations.

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## PRIMARY LOGOTYPE VIOLATIONS



GRACE BRETHREN  
SCHOOLS

Do not change the color of the primary logotype.



GRACE BRETHREN  
SCHOOLS

Do not distort or skew the primary logotype.



GRACE BRETHREN  
SCHOOLS

Do not rotate the primary logotype in any manner.



GRACE BRETHREN  
SCHOOLS

Do not add any effects to the primary logotype.



GRACE BRETHREN  
SCHOOLS

Do not resize any aspect of the primary logotype.



GRACE BRETHREN  
SCHOOLS

Do not rearrange the elements of the primary logotype.



GRACE BRETHREN  
SCHOOLS

Do not recreate the primary logotype in any manner.



GRACE BRETHREN  
SCHOOLS

Do not reflect the primary logotype in any manner.



GRACE BRETHREN  
SCHOOLS

Do not use color variations other than specified.

# SECONDARY LOGOTYPE

The secondary logotype for Grace Brethren Schools is approved when spacing limitations prohibit the use of the primary logotype.

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## SECONDARY LOGOTYPE



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## CLEARSPACE

The area around the secondary logotype is integral to the design, and adherence to the minimum spacing parameters helps the reader's eye distinguish the logo easily. No copy or any other graphics may encroach on this minimum space. The clearspace must be equal to the height of the "G" in the Grace Brethren Schools wordmark.



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## MINIMUM SIZE

The minimum size of the secondary logotype that may be used for print applications is 1.5 inches or 108 pixels wide.



# COLOR VARIATIONS

In order to maintain the integrity of the secondary logotype, only the approved color variations may be used.

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## FULL COLOR VARIATIONS



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## BLACK + WHITE



# VIOLATIONS

In order to maintain the integrity of the brand image and identity, never alter or use anything but the approved secondary logotype and its colored variations.

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## SECONDARY LOGOTYPE VIOLATIONS



Do not change the color of the secondary logotype.



Do not distort or skew the secondary logotype.



Do not rotate the secondary logotype in any manner.



Do not add any effects to the secondary logotype.



Do not resize any aspect of the secondary logotype.



Do not rearrange the elements of the secondary logotype.



Do not recreate the secondary logotype in any manner.



Do not reflect the secondary logotype in any manner.



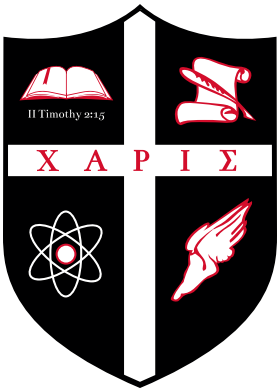
Do not use color variations other than specified.

# PRIMARY BRANDMARK

The primary brandmark is the strongest aspect of the visual identity of Grace Brethren School and will be the most recognized aspect of the visual brand.

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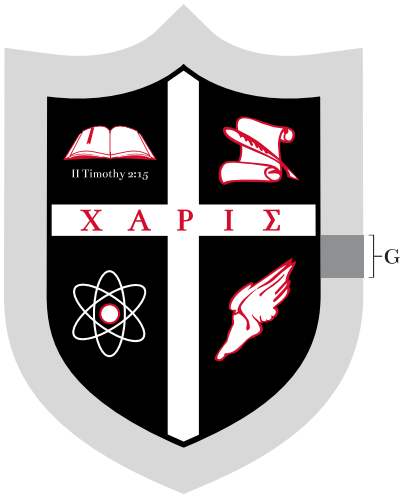
## PRIMARY BRANDMARK



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## CLEARSPACE

The area around the primary brandmark is integral to the design, and adherence to the minimum spacing parameters helps the reader's eye distinguish the logo easily. No copy or any other graphics may encroach on this minimum space. The clearspace must be equal to the height of the "G" in the Grace Brethren Schools wordmark.



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## MINIMUM SIZE

The minimum size of the primary brandmark that may be used for print applications is 0.45 inches or 32.4 pixels wide.



.45 inches

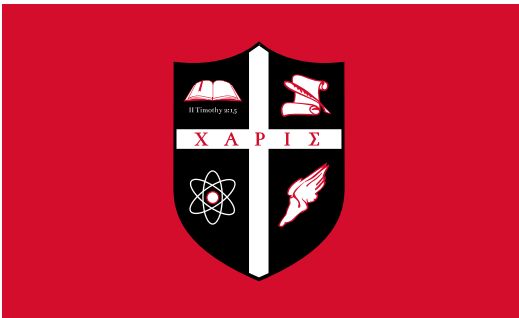
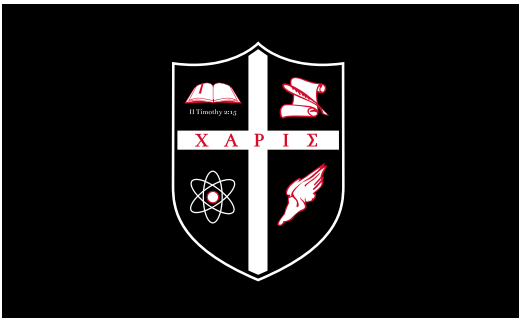
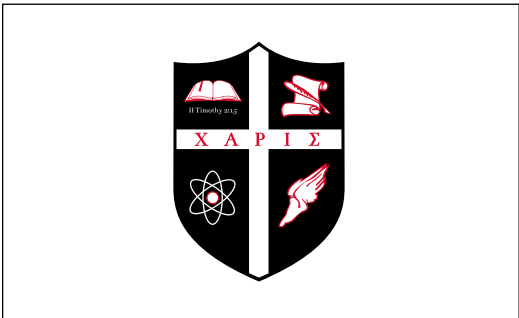


# COLOR VARIATIONS

In order to maintain the integrity of the primary brandmark, only the approved color variations may be used.

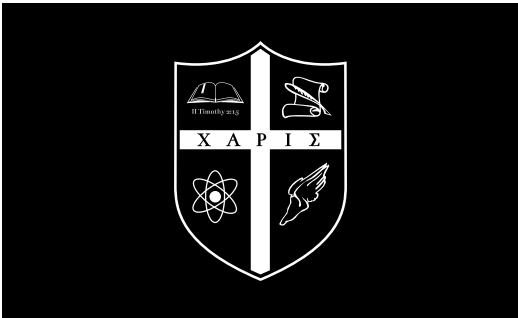
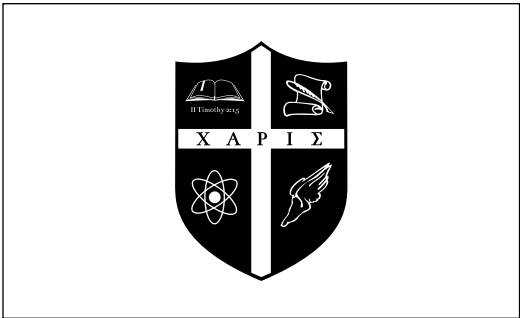
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## FULL COLOR VARIATIONS



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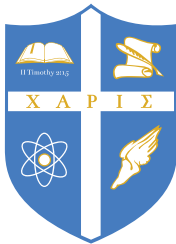
## BLACK + WHITE



# VIOLATIONS

In order to maintain the integrity of the brand image and identity, never alter or use anything but the approved primary landmark and it's colored variations.

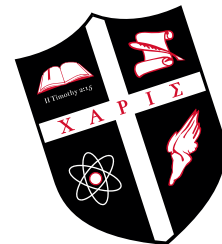
## PRIMARY BRANDMARK VIOLATIONS



Do not change the color of the primary landmark.



Do not distort or skew the primary landmark.



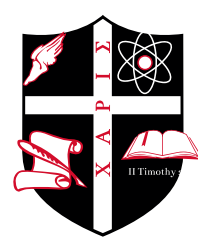
Do not rotate the primary landmark in any manner.



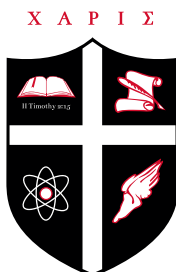
Do not add any effects to the primary landmark.



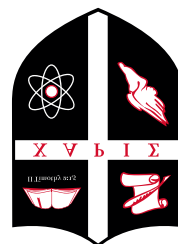
Do not resize any aspect of the primary landmark.



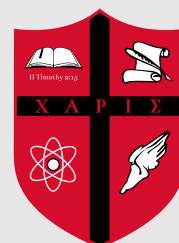
Do not rearrange the elements of the primary landmark.



Do not recreate the primary landmark in any manner.



Do not reflect the primary landmark in any manner.



Do not use color variations other than specified.

# SECONDARY BRANDMARK

The secondary brandmark or the medallion is a more formal representation of GBS. It must stand alone as the wordmark is integrated into the design, and should be used only in occurrences approved by the marketing department.

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## SECONDARY BRANDMARK



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## CLEARSPACE

The area around the secondary brandmark is integral to the design, and adherence to the minimum spacing parameters helps the reader's eye distinguish the logo easily. No copy or any other graphics may encroach on this minimum space. The clearspace must be equal to the height of the "G" in the Grace Brethren Schools wordmark.



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## MINIMUM SIZE

The minimum size of the secondary brandmark that may be used for print applications is 0.75 inches or 54 pixels wide.



.75 inches

# COLOR VARIATIONS

In order to maintain the integrity of the secondary brandmark, only the approved color variations may be used.

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## FULL COLOR VARIATIONS



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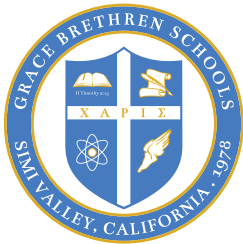
## BLACK + WHITE



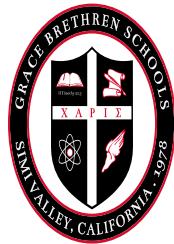
# VIOLATIONS

In order to maintain the integrity of the brand image and identity, never alter or use anything but the approved secondary brandmark and it's colored variations.

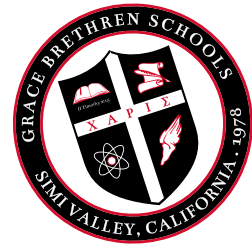
## SECONDARY BRANDMARK VIOLATIONS



Do not change the color of the secondary brandmark.



Do not distort or skew the secondary brandmark.



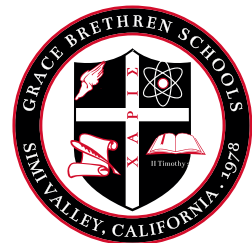
Do not rotate the secondary brandmark in any manner.



Do not add any effects to the secondary brandmark.



Do not resize any aspect of the secondary brandmark.



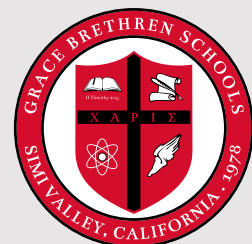
Do not rearrange the elements of the secondary brandmark.



Do not recreate the secondary brandmark in any manner.



Do not reflect the secondary brandmark in any manner.



Do not use color variations other than specified.

# PRIMARY WORDMARK

The primary wordmark uses the official serif typeface Bentham, a clean and classic typeface that like Grace Brethren Schools is timeless.

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## PRIMARY WORDMARK

GRACE BRETHREN  
S C H O O L S

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## CLEARSPACE

The area around the primary wordmark is integral to the design, and adherence to the minimum spacing parameters helps the reader's eye distinguish the logo easily. No copy or any other graphics may encroach on this minimum space. The clearspace must be equal to the height of the "G" in the Grace Brethren Schools wordmark.



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## MINIMUM SIZE

The minimum size of the primary wordmark that may be used for print applications is 1 inches or 72 pixels wide.

GRACE BRETHREN  
S C H O O L S

1 inches

# COLOR VARIATIONS

In order to maintain the integrity of the primary wordmark, only the approved color variations may be used.

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## FULL COLOR VARIATIONS



GRACE BRETHREN  
S C H O O L S

GRACE BRETHREN  
S C H O O L S



GRACE BRETHREN  
S C H O O L S

GRACE BRETHREN  
S C H O O L S



GRACE BRETHREN  
S C H O O L S

*The wordmark should never be used in black on a red background. The colors are too harsh on the eye.*

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## BLACK + WHITE



GRACE BRETHREN  
S C H O O L S



GRACE BRETHREN  
S C H O O L S

# VIOLATIONS

In order to maintain the integrity of the brand image and identity, never alter or use anything but the approved primary wordmark and its colored variations.

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## PRIMARY WORDMARK VIOLATIONS



GRACE BRETHREN  
SCHOOLS

Do not change the color of the primary wordmark.



GRACE BRETHREN  
SCHOOLS

Do not distort or skew the primary wordmark.



GRACE BRETHREN  
SCHOOLS

Do not rotate the primary wordmark in any manner.



GRACE BRETHREN  
SCHOOLS

Do not add any effects to the primary wordmark.



GRACE BRETHREN  
SCHOOLS

Do not change alignment of the primary wordmark.



GRACE  
BRETHREN  
SCHOOLS

Do not move or rearrange any aspect of the primary wordmark.



GRACE BRETHREN

Do not remove any aspect of the primary wordmark.



GRACE BRETHREN  
SCHOOLS

Do not change the size of any aspect of the primary wordmark.



GRACE BRETHREN  
SCHOOLS

Do not use color variations other than specified.



# SPIRIT MARK

The spirit mark is the primary icon of Grace Brethren School Athletics and will be the most recognized aspect of the visual brand of the entire department. The only approved usage of the spirit mark is for the Athletic Department or for school spirit.

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## SPIRIT MARK



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## CLEARSPACE

The area around the spirit mark is integral to the design, and adherence to the minimum spacing parameters helps the reader's eye distinguish the logo easily. No copy or any other graphics may encroach on this minimum space. The clearspace must be equal to the height of the "G" in the Grace Brethren Schools wordmark.



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## MINIMUM SIZE

The minimum size of the spirit mark that may be used for print applications is 0.5 inches or 36 pixels wide.



.5 inches

# COLOR VARIATIONS

In order to maintain the integrity of the primary brandmark, only the approved color variations may be used.

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## FULL COLOR VARIATIONS



# VIOLATIONS

In order to maintain the integrity of the brand image and identity, never alter or use anything but the approved spirit mark and it's colored variations.

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## SPIRIT MARK VIOLATIONS



Do not change the color of the spirit mark.



Do not distort or skew the spirit mark.



Do not rotate the spirit mark in any manner.



Do not add any effects to the spirit mark.



Do not put the spirit mark into any shape as part of the design.



GRACE BRETHREN  
SCHOOLS

Do not combine the spirit mark with any academic school element.



Do not use the spirit mark without the border.



Do not use the spirit mark as the border only.



Do not add a circle or any other element to the spirit mark.

# COLOR PALETTE

Color is as significant to a graphic identity as symbols and marks. The official colors of Grace Brethren Schools are red, black, gray, and white.

For printing on paper, there are two options: coated and uncoated. The difference in color saturation changes depending on the paper type. Therefore, we recommend a unique Pantone or CMYK color for each so that the true colors' consistency remains.

It is important to note that the primary color palette of Grace Brethren Schools should be used whenever possible. The Pantone (PMS) color version should be used when budget allows for the option to specify Pantone ink. Otherwise, the four-color (CMYK) values listed should be used.

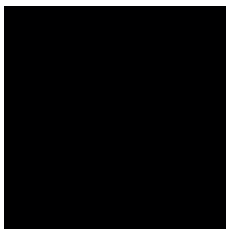
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## PRIMARY COLOR PALETTE



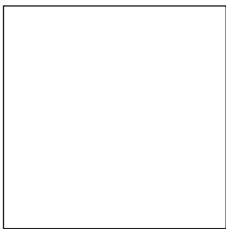
**GBS RED**  
PMS 186C

CMYK: 2 100 85 6  
RGB: 200 16 46  
HEX: C8102E



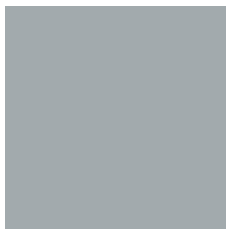
**GBS BLACK**

CMYK: 60 40 40 100  
RGB: 0 0 0  
HEX: 000000



**GBS WHITE**

CMYK: 0 0 0 0  
RGB: 255 255 255  
HEX: FFFFFFFF



**GBS GRAY**  
PMS 429C

CMYK: 21 11 9 23  
RGB: 162 170 173  
HEX: A2AAAD

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## SECONDARY COLOR PALETTE



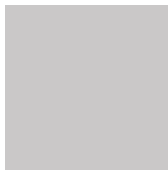
PMS COOL GRAY 11 C

CMYK: 44 34 22 77  
RGB: 83 86 90  
HEX: 53565A



PMS COOL GRAY 7 C

CMYK: 20 14 12 40  
RGB: 151 153 155  
HEX: 97999B



PMS COOL GRAY 3 C

CMYK: 8 5 7 16  
RGB: 200 201 199  
HEX: C8C9C7



METALLIC PMS 877C

THIS SHOULD ONLY BE USED  
AS A PMS COLOR, NEVER TO  
BE CONVERTED TO FOR CMYK  
PRINT OR WEB

# OFFICIAL TYPOGRAPHY

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## PRIMARY TYPEFACES

*SERIF*

Bentham

Uses include: web headings, formal headings, formal documents.

*SANS-SERIF*

PT Sans Regular

*PT Sans Italic*

**PT Sans Bold**

***PT Sans Bold Italic***

Uses include: primary body copy and header typeface.

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## SECONDARY TYPEFACES

*CONDENSED*

PT Sans Narrow Regular

**PT Sans Narrow Bold**

Uses include: headers and informal documents.