



GIBBONS SPIRIT LOGO STYLE GUIDE

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This document is designed to give guidance to anyone who needs to know about the Gibbons Spirit brand or how to use it correctly in graphics, uniforms, merchandise and other applications.

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BASIC GUIDELINES 1.0

GIBBONS is the primary name to be used on all athletic and spirit-related materials. The CRUSADERS name is always placed in a secondary position. The name CRUSADERS should never be used independently from the name GIBBONS.

The secondary font treatment can also be used for sport and academic descriptors including but not limited to baseball, tennis, soccer, cheerleading and theater. This font treatment is outlined in the Spirit Entity section of the Guide (see page 18). Specific sport and academic descriptors should be formatted following the Guide and be set in ALL CAPS.

PMS 356 green and PMS 7406 Gold are the colors used for the Gibbons Spirit logo family. These logos will be printed in full color, unless Legacy one-color logos are used.

The arched GIBBONS font treatment is used only with vertical logo orientations and type-only logos, and the non-arched treatment is used for the horizontal logo orientations. Either treatment can be used with or without the Shield Pennant Emblem.

SPIRIT LOGO ANATOMY



PRIMARY LOGOS 2.0

The Gibbons Shield Pennant Emblem and word mark lockup is the primary identifier for spirit programs at Cardinal Gibbons High School.

Consistent and proper use of the primary logo not only strengthens recognition for Gibbons spirit programs, but also builds brand equity and familiarity. Adherence to the guidelines prescribed over the following pages is critical to maintaining a strong, consistent brand.

The preferred format for the primary word mark is indicated on this page. GIBBONS should be presented WITHOUT a stroke (outline), in the combinations as indicated here. GIBBONS in white is not permitted in primary logo applications, but is allowed only as part of the Legacy look (page 14).

It is acceptable to drop the word CRUSADERS from the Primary logo. At your discretion the Shield Pennant Emblem can be used on its own. For example, on a football helmet, or stadium flag. The Gibbons word mark can also be used on its own.

STACKED VERSIONS (WITHOUT STROKE)



Full color logo for use on white background
(word mark in gold version)



Full color logo for use on white background
(word mark in green version)



Full color logo for use on green background
(green background should match PMS 356)



Full color logo for use on gold background
(gold background should match PMS 7406)

PRIMARY LOGOS 2.1

This Gibbons word mark stroked (outlined) variation is allowed to replace the unstroked version, as presented here, depending on user preference in different applications.

The same guidelines for the unstroked versions apply here. See previous page.

STACKED VERSIONS (WITH STROKE)



Full color logo for use on white background
(word mark in gold version)



Full color logo for use on white background
(word mark in green version)



Full color logo for use on green background
(green background should match PMS 356)



Full color logo for use on gold background
(gold background should match PMS 7406)

PRIMARY LOGOS 2.3

The Gibbons Shield Pennant Emblem and word mark lockup is the primary identifier for spirit programs at Cardinal Gibbons High School.

Consistent and proper use of the primary logo not only strengthens recognition for Gibbons spirit programs, but also builds brand equity and familiarity. Adherence to the guidelines prescribed over the following pages is critical to maintaining a strong, consistent brand.

The preferred format for the primary word mark is indicated on this page. GIBBONS should be presented **WITHOUT** a stroke (outline), in the combinations as indicated here. GIBBONS in white is not permitted in primary logo applications, but is allowed only as part of the Legacy look (page 14).

It is acceptable to drop the word CRUSADERS from the Primary logo. At your discretion the Shield Pennant Emblem can be used on its own. For example, on a football helmet, or stadium flag. The Gibbons word mark can also be used on its own.

HORIZONTAL VERSIONS (WITHOUT STROKE)



Full color logo for use on white background
(word mark in gold version)



Full color logo for use on white background
(word mark in green version)



Full color logo for use on green background
(green background should match PMS 356)



Full color logo for use on gold background
(gold background should match PMS 7406)

PRIMARY LOGOS 2.4

This Gibbons word mark stroked (outlined) variation is allowed to replace the unstroked version, as presented here, depending on user preference in different applications.

The same guidelines for the unstroked versions apply here. See previous page.

HORIZONTAL VERSIONS (WITH STROKE)



Full color logo for use on white background
(word mark in gold version)



Full color logo for use on white background
(word mark in green version)



Full color logo for use on green background
(green background should match PMS 356)



Full color logo for use on gold background
(gold background should match PMS 7406)

PRIMARY LOGOS 2.5

To maintain its position of prominence, the Spirit logo requires a minimum area of clear space around it. This clear space is equal to the height of the “G” within the shield.

In general, the logo should not be constrained in boxes or be placed extremely close to text or other design elements.

LOGO CLEAR SPACE



LOGO COLOR VARIANTS 3.0

Both the Spirit logo and Gibbons word mark are designed to work on various approved background colors. This approved color matrix should act as a guide for color decision making for the Spirit logo and Gibbons word mark.

Logo Variants for Primary Applications				
Standard Color Variants on White				
Standard Color Variants on Gibbons Green				
Standard Color Variants on Gibbons Gold				
Standard Color Variants on Gray				

LOGO COLOR VARIANTS 3.0

Both the Spirit logo and Gibbons word mark are designed to work on various approved background colors. This approved color matrix should act as a guide for color decision making for the Spirit logo and Gibbons word mark.

Logo Variants for Secondary Applications (Specialty Uniforms or Spirit Gear)

Standard Color Variants on Bright Green				
Standard Color Variants on Dark Green				
Standard Color Variants on Old Gold				
Standard Color Variants on Pale Gold				

WORD MARK 4.1

It is acceptable for the Gibbons word mark to be used independently from the Shield Pennant Emblem. The Crusaders typographic can be removed freely.

When removed from Primary Spirit Logo, the clear space requirement for the Gibbons word mark is equal to the height of the "G."

ARCH VERSIONS (WITHOUT STROKE)

GIBBONS
CRUSADERS

GIBBONS
CRUSADERS

GIBBONS
CRUSADERS

GIBBONS
CRUSADERS

ARCH VERSIONS (WITH STROKE)

GIBBONS
CRUSADERS

GIBBONS
CRUSADERS

GIBBONS
CRUSADERS

GIBBONS
CRUSADERS

WORD MARK 4.2

It is acceptable for the Gibbons word mark to be used independently from the Shield Pennant Emblem. The Crusaders typographic can be removed freely.

When removed from Primary Spirit Logo, the clear space requirement for the Gibbons word mark is equal to the height of the "G."

STANDARD VERSIONS (WITHOUT STROKE)

GIBBONS
CRUSADERS

GIBBONS
CRUSADERS

GIBBONS
CRUSADERS

GIBBONS
CRUSADERS

STANDARD VERSIONS (WITH STROKE)

GIBBONS
CRUSADERS

GIBBONS
CRUSADERS

GIBBONS
CRUSADERS

GIBBONS
CRUSADERS

WORD MARK 4.3

To maintain its position of prominence, the Gibbons word mark logo requires a minimum area of clear space around it. This clear space is equal to the height of the “G” in the word mark.

In general, the logo should not be constrained in boxes or be placed extremely close to text or other design elements.

GIBBONS WORD MARK CLEAR SPACE



LEGACY LOGOS 4.0

"Legacy" logos can be used at the discretion of the marketing team. In example, these could be used for spirit gear, throwback jerseys, or in historical context. They should also be used for one-color applications when needed.

Removing the word CRUSADERS from the Legacy logo is allowed.

These were developed in 2010 as a one-color execution. Over the years, it was determined that Gibbons Gold should be incorporated into the logo, so the Gibbons brand is known for a balance of green and gold rather than green alone.

STACKED VERSIONS



HORIZONTAL VERSIONS

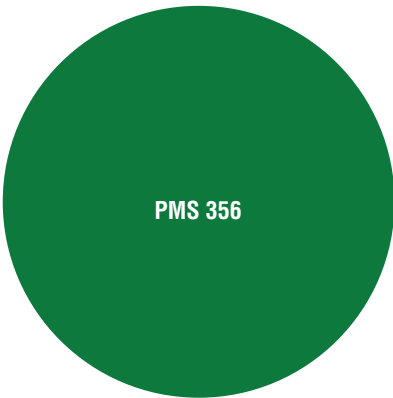


COLOR 5.0

Color is a fundamental component of the Cardinal Gibbons athletics brand identity. Gibbons Green and Gibbons Classic Gold represent the color foundation for the Spirit logo, and they should always be central in color decisions. Consistent use of color in conjunction with the Shield and Pennant Emblem, across various communications establishes brand recognition.

All printed colors (whether printed on coated or uncoated stock) should match color to current Pantone chips. The Pantone Matching System (PMS) is the authority for selecting, specifying and matching controlled ink colors.

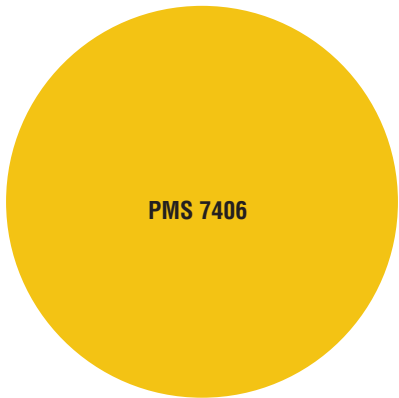
PRIMARY COLORS



PMS 356

Gibbons Green

PMS 356
CMYK 89/28/100/16
RGB 68/120/67
#447843



PMS 7406

Gibbons Classic Gold

PMS 7406
CMYK 5/22/100/0
RGB 230/194/52
#E6C234

SECONDARY COLORS



PMS 357

Dark Green

PMS 357
CMYK 86/40/91/39
RGB 55/86/55
#375637



PMS 368

Bright Green

PMS 368
CMYK 59/2/100/0
RGB 141/186/78
#8DBA4E



PMS 421

Gray

PMS 421
CMYK 32/24/25/0
RGB 176/178/178
#B0B2B2



PMS 110

Old Gold

PMS 110
CMYK 16/32/100/0
RGB 204/169/57
#CCA939



PMS 1205

Pale Gold

PMS 1205
CMYK 4/10/53/10
RGB 238/220/145
#EEDC91

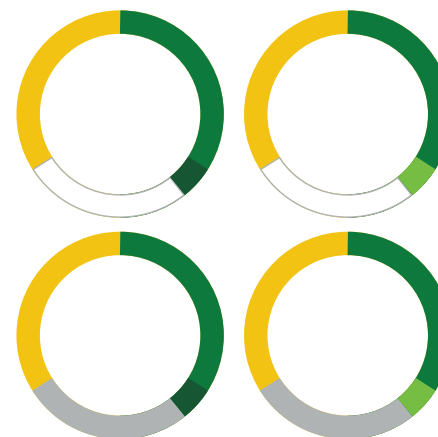
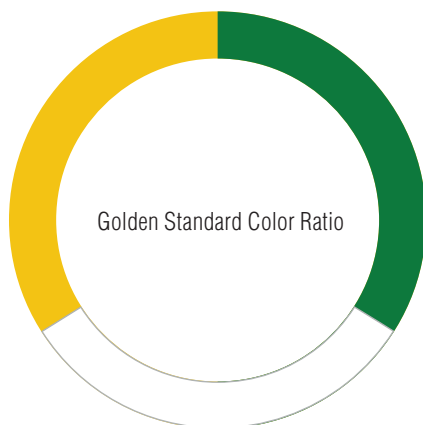
COLOR 5.1

The official colors of Gibbons athletics are green and gold and should be used in all cases when communicating on behalf of the brand. White is a supporting color in conjunction with dark green and bright green. Various combinations can be used at the discretion of the marketing team. However, reference the spirit color ratio in all decisions when dispersing color on a uniform, flag, sign or other spirit related application.

All Primary color sets must include both Gibbons Green and Gibbons Classic Gold. Other combinations may be identified with other schools and would diminish the brand equity of the Cardinal Gibbons green and gold primary palette.

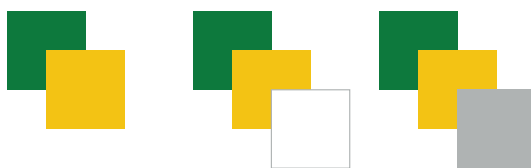
For some applications like spirit wear shirts or athletic uniforms, the Classic Gold or Pale Gold from the secondary set can be used for backgrounds, shirts, hats or uniform colors. However, these colors cannot be used to replace colors in the Spirit logo. The colors in the Spirit logo cannot be adjusted.

SPIRIT COLOR RATIOS



Color ratios when accent colors are incorporated. In these instances gray and white are interchangeable.

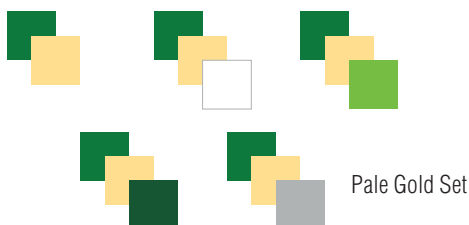
PRIMARY SPIRIT COLOR SETS



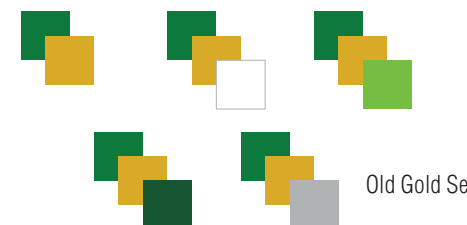
SPIRIT COLOR SETS WITH ACCENT



SECONDARY SPIRIT COLOR SETS (FOR SPIRIT WEAR AND OTHER SPECIALTY SITUATIONS)



Pale Gold Set



Old Gold Set

Matrix Bold is the font used for the Gibbons word mark. This font should never be used for other applications.

Bell Gothic Black is used for the word CRUSADERS and should not be used for other applications.

SPIRIT LOGO FONTS



Spirit Logo Font

Matrix Bold

Crusaders Font

BELL GOTHIC BLACK

The font Alternate Gothic No. 3 is the font that should be used for lettering on uniforms and spirit gear, i.e. words like BASKETBALL, SOCCER, TENNIS, etc. These spirit program names should always be set in ALL CAPS. See examples on page 18.

UNIFORM/SPIRIT GEAR FONTS

Preferred font for lettering on uniforms/other applications

ALTERNATE GOTHIC NO. 3

SPIRIT ENTITY NAME LOCKUP 7.0

The Spirit Entity typography lockup is a primary identifier for spirit programs (such as a team, club or department) at Cardinal Gibbons High School.

Consistent and proper use of the Spirit Entity typography not only strengthens recognition for Gibbons spirit programs, but also builds brand equity and familiarity. Adherence to the guidelines prescribed over the following pages is critical to maintaining a strong, consistent brand.

Spirit Entity program names can only be used with the full Shield Pennant Emblem. The emblem can only be positioned top or left of the entity name. The entity name should be set in Alternate Gothic No. 3. The letter spacing should be set to feel open and breathable. You may find that the tracking is too tight and should be moderately opened up. The entity name should be equal to the height of $1\frac{1}{2}x$. Exceptions will need to be made in some instances.

The spirit program name may be typeset on a subtle arch if it enhances the look of the application.

Like the Spirit logo, the Spirit Entity lockup should have 1x of clear space on all sides.

See next page for setup modifications for longer entity names that exceed one line.

SPIRIT PROGRAM NAME SETUP AND CLEAR SPACE (STANDARD)



SPIRIT ENTITY NAME LOCKUP 7.1

There will be times when the length of the Spirit Entity name will be more comfortable on two lines. In these instances a line break should be inserted at the discretion of the designer. Unlike the one-line (standard) setup, the entity name should be equal to the height of 1x. This creates more visual balance. As with the one-line version, exceptions will need to be made in some instances.

Spirit Entity program names can only be used with the full Shield Pennant Emblem. The emblem can only be positioned top or left of the entity name.

The subtle arch treatment that is permissible for short, one-line spirit program names is NOT allowed for applications where the name requires two lines.

Please reference previous page for additional information on the Spirit Entity typography setup.

SPIRIT PROGRAM NAME SETUP AND CLEAR SPACE (2 LINES)



STACKED VERSIONS (WITHOUT STROKE)



Full color setup on white background
(entity name in gold version)



Full color setup on white background
(entity name in green version)



Full color setup on green background
(green background should match PMS 356)



Full color setup on gold background
(gold background should match PMS 7406)

STACKED VERSIONS (WITH STROKE)



Full color setup on white background
(entity name in gold version)



Full color setup on white background
(entity name in green version)



Full color setup on green background
(green background should match PMS 356)



Full color setup on gold background
(gold background should match PMS 7406)

SPIRIT ENTITY NAME LOCKUP 7.4

The arched treatment is not allowed when the Spirit Entity name requires two lines.

ARCHED VERSIONS (WITHOUT STROKE)



Full color setup on white background
(entity name in gold version)



Full color setup on white background
(entity name in green version)



Full color setup on green background
(green background should match PMS 356)



Full color setup on gold background
(gold background should match PMS 7406)

SPIRIT ENTITY NAME LOCKUP 7.5

The arched treatment is not allowed when the Spirit Entity name requires two lines.

ARCHED VERSIONS (WITH STROKE)



Full color setup on white background
(entity name in gold version)



Full color setup on white background
(entity name in green version)



Full color setup on green background
(green background should match PMS 356)



Full color setup on gold background
(gold background should match PMS 7406)

STANDARD VERSIONS (WITHOUT STROKE)



Full color setup on white background
(entity name in gold version)



Full color setup on white background
(entity name in green version)



Full color setup on green background
(green background should match PMS 356)



Full color setup on gold background
(gold background should match PMS 7406)

STANDARD VERSIONS (WITHOUT STROKE)



Full color setup on white background
(entity name in gold version)



Full color setup on white background
(entity name in green version)











Full color setup on green background
(green background should match PMS 356)



Full color setup on gold background
(gold background should match PMS 7406)










SPIRIT ENTITY COLOR VARIANTS 8.0

The Spirit Entity name lockups are designed to work on various approved background colors. This approved color matrix should act as a guide for color decision making for the Spirit logo and Gibbons word mark.

Variants for Primary Applications				
Standard Color Variants on White				
Standard Color Variants on Gibbons Green				
Standard Color Variants on Gibbons Gold				
Standard Color Variants on Gray				

SPIRIT ENTITY COLOR VARIANTS 8.1

The Spirit Entity name lockups are designed to work on various approved background colors. This approved color matrix should act as a guide for color decision making for the Spirit logo and Gibbons word mark.

Variants for Secondary Applications (Specialty Uniforms or Spirit Gear)				
Standard Color Variants on Bright Green				
Standard Color Variants on Dark Green				
Standard Color Variants on Old Gold				
Standard Color Variants on Pale Gold	