



GRACE ATHLETICS
VISUAL STYLE GUIDE

PRIMARY
WORDMARK

GRACE
ATHLETICS



SECONDARY
WORDMARK

LANCER
ATHLETICS



TERTIARY
WORDMARK

GRACE
LANCERS



SINGLE
WORDMARK

GRACE

GRACE

GRACE

GRACE

GRACE

GRACE

GRACE

GRACE

SINGLE
WORDMARK

LANCER

LANCER

LANCER

LANCER

LANCER

LANCER

LANCER

LANCER

SINGLE
WORDMARK

LANCERS

LANCERS

LANCERS

LANCERS

LANCERS

LANCERS

LANCERS

LANCERS

SINGLE COLOR VARIATIONS

GRACE
ATHLETICS

GRACE
ATHLETICS

GRACE
ATHLETICS



LANCER
ATHLETICS

LANCER
ATHLETICS

LANCER
ATHLETICS



GRACE
LANCERS

GRACE
LANCERS

GRACE
LANCERS



SINGLE COLOR VARIATIONS

GRACE

GRACE

GRACE

GRACE

LANCER

LANCER

LANCER

LANCER

LANCERS

LANCERS

LANCERS

LANCERS

**GENERAL
LOCK-UPS**



GENERAL
LOCK-UPS



GENERAL
LOCK-UPS



GENERAL
LOCK-UPS



GENERAL
LOCK-UPS



TEAM LOCK-UPS

**APPLIES TO ALL TEAMS
APPROPRIATE SPORT NAME TO REPLACE FOOTBALL*



TEAM LOCK-UPS

**APPLIES TO ALL TEAMS
APPROPRIATE SPORT NAME TO REPLACE FOOTBALL*



TEAM LOCK-UPS

**APPLIES TO ALL TEAMS
APPROPRIATE SPORT NAME TO REPLACE FOOTBALL*



TEAM LOCK-UPS

**APPLIES TO ALL TEAMS
APPROPRIATE SPORT NAME TO REPLACE FOOTBALL*

GRACE FOOTBALL



TEAM LOCK-UPS

**APPLIES TO ALL TEAMS
APPROPRIATE SPORT NAME TO REPLACE FOOTBALL*

LANCER FOOTBALL



TEAM LOCK-UPS

**APPLIES TO ALL TEAMS
APPROPRIATE SPORT NAME TO REPLACE FOOTBALL*

LANCERS FOOTBALL



TEAM LOCK-UPS

**APPLIES TO ALL TEAMS
APPROPRIATE SPORT NAME TO REPLACE FOOTBALL*



FOOTBALL



SPIRIT
MARK



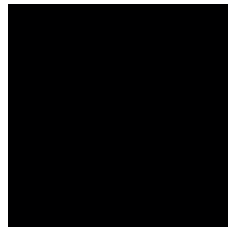
COLOR PALETTE

PRIMARY



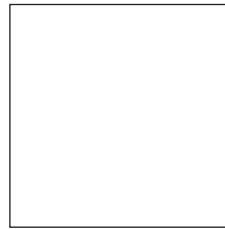
GBS RED
PMS 186C

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

SECONDARY



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

PRIMARY

Serpentine Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

SECONDARY

PT Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

PT Sans Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

PT Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

PT Sans Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789