

LOGO STYLEBOOK & BRANDING GUIDELINES

PURPOSE OF THE STYLEBOOK & BRANDING GUIDE

As we communicate about our school both internally and externally, it is crucial that we be both consistent and effective. This Stylebook and Branding Guide outlines the standards designed to promote GCIT and its programs to all audiences on and off our campus. We ask all members of the school community to use the new Stylebook and Branding Guide to ensure that our visual communications—print or electronic—convey a cohesive image. These guidelines may be adapted when necessary due to the context of the publication or media only upon approval by the administrative team. This reference pertains to all printed and written materials, including, but not limited to:

- Advertising
- Booklets
- Brochures
- Exhibits/Displays/Signage
- Business Cards
- Program- or school-wide emails
- Flyers
- Handbooks
- Invitations
- Letterhead
- Letters
- Media materials
- Newsletters
- Posters
- Presentations
- Signage
- Social Media
- Spirit Wear
- Website

THE IMPORTANCE OF CONSISTENCY

Style guidelines are like road signs. They should be clear and direct. Our style is our own set of road signs, helping members of the community navigate through the many messages of school newsletters, emails, brochures, flyers and news releases.

Using the right colors and logos, having periods in the right places and quotation marks where they belong, capitalizing when appropriate, using abbreviations correctly, and displaying times and locations in the same way makes collateral material easier to understand and navigate. Style is about making information clear without grammatical, typographical and other writing errors to break the rhythm.

Following these guidelines will allow parents, students, faculty, staff and administrators—the primary readers of GCIT's publications—to see that we respect what we do and that we have style.

District Name (on first reference): Gloucester County Vocational-Technical School District
District Name (on second or later reference): GCVTSD
School Name (on first reference): Gloucester County Institute of Technology
School Name (on second or later reference): GCIT *(G.C.I.T. is NOT preferred)*
Hallway Locations: 100-wing, 200-wing, 300-wing, 400-wing, 500-wing, 600-wing, 1100-wing, 1200-wing, etc.
Times: 2:00 p.m., 8:00 a.m. *(12:00 should be referenced as noon or midnight)*
Phone Numbers: 856-468-1445 *(Do NOT use parenthesis around the area code)*
Addresses [web & email]: should be listed using all lowercase letters *(www.gcit.org, bsmith@gcecnj.org)*

POLICY AND COPYRIGHT INFORMATION

COPYRIGHT PROTECTION

The GCIT logos are original works of GCIT. The copyright ownership for all images belongs to the Gloucester County Institute of Technology and the Gloucester County Vocational-Technical School District.

Shown is the primary mascot logo for the school (top) and the primary shield logo for athletic use only (bottom).





APPROVAL PROCESS

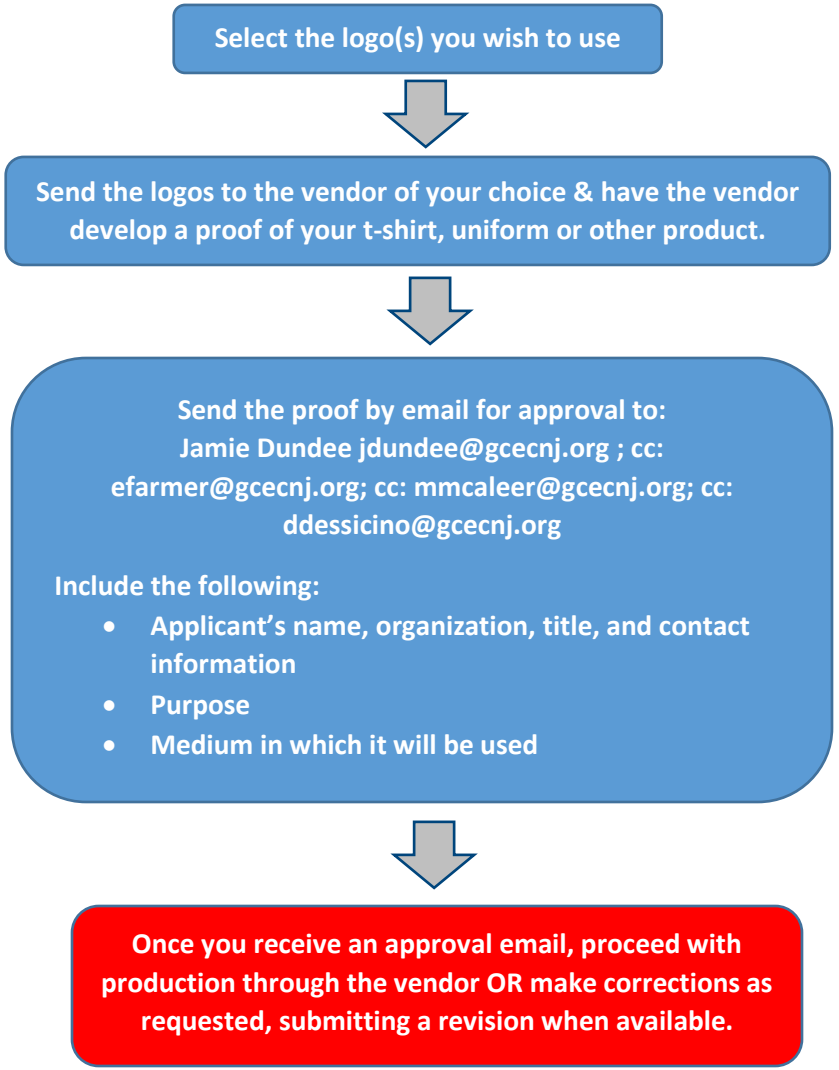
All requests for logo use must be made by email at least two weeks in advance of the inquirer's deadline.

The request should include:

- Applicant's name, organization, title, and contact information;
- Specific logo/name requested;
- Purpose (group fundraiser, partnership identification, promotion, etc.);
- Medium in which it will be used (on clothing, novelty items, in flyers, publications, etc.).

All logo requests for use in publications – including flyers, advertisements, websites, clothing, novelty items, etc. – should be directed to one of the two following parties:

All requests from a GCIT-sanctioned activity or club, athletic team, HSA, alumni committee, other groups or from an outside vendor:
Jamie Dundee, Principal, jdundee@gcecnj.org;
cc: efarmer@gcecnj.org
cc: mmcaleer@gcecnj.org



GCIT LOGOS

Each graphic within the GCIT family of logos features a typography unique to GCIT and one of two images inspired by the Cheetah. The Cheetah image is primarily used for the school as a whole, and the shield image is primarily used for athletic programs. It is important to note, however, that any logo within the brand family can be used to represent any authorized GCIT program.

NO OTHER LOGOS MAY BE USED TO REPRESENT GCIT, ITS PROGRAMS, ACTIVITIES, ATHLETIC, CLUBS, ETC.

Graphics are available for download by authorized users at the following web address: www.gcit.org/branding. All GCIT employees also can access the files in the Staff Only section.

The following formats are available: jpg, eps, and pdf. The name of the file next to the logo on this document indicates the folder the files are located. The folder will include every format of the image available.



ONE COLOR SAMPLES:










PRINTING LIGHT IMAGE ON A DARKER BACKGROUND:

When printing the image in a color lighter than the background, vendors should use ONLY the REVERSED file of the image (which is like a negative). This will ensure the detail of the design is not lost.

REVERSED files can be found online and have REVERSED in the file name.

GCIT SCHOOL COLORS

The primary colors for GCIT are Navy Blue with Gray as the primary accent color and White as a secondary accent color. All uniforms must adhere to these color options.

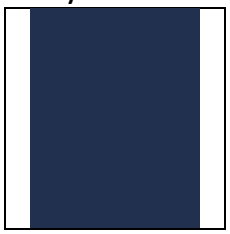
The GCIT logos can be printed on merchandise of other colors, such as Powderpuff shirts, but the colors of the GCIT logo itself may not be changed beyond this color scheme.

The exact colors and color codes are located on the right of this page.

Below are the definitions for the color processes and typical applications for use:

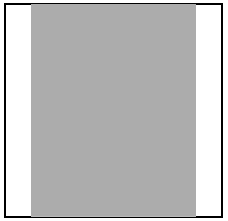
- **Pantone (PMS)** is a solid-color matching system used for applications such as business cards and letterheads. This is primarily the code that will be used to communicate colors with vendors or printers.
- **4-Color process (CMYK)** is a color model in which all colors are a mixture of these four colors and is the standard color model used in offset printing for full-color documents.
- **RGB** refers to a system that represents the colors to be used on a computer display, such as a PowerPoint presentation. Red, green and blue are combined in various proportions to obtain any color. Each color ranges from 0 to 100 percent in intensity.
- **Hexadecimal** is a six-digit hexadecimal number used in HTML, CSS and other computing applications to represent colors on websites. The bytes represent the red, green and blue components of the color.

Navy Blue



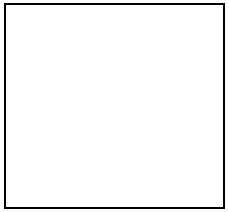
PMS	295
CMYK	100 69 8 54
RGB	0 40 85
HEX	002855

Gray



PMS	
CMYK	0 0 0 40
RGB	153 153 153
HEX	999999

White



PMS	
CMYK	
RGB	
HEX	

GCIT LOGO GUIDELINES

WHY GUIDELINES MATTER

The elements within this guide — including the colors, typography and logos — represent essential components of GCIT's brand identity. By using them consistently and professionally, we make the school's brand — and the quality it promises — immediately recognizable to all audiences, including current, past and future students, parents, staff members and community members.

USAGE REQUIREMENTS

The design of each GCIT logo must remain intact. No alterations, additions or deletions to any part of the logo are permitted without written permission from the Superintendent or designee. The GCIT logos may only be used in association with activities, programs and partnerships that reflect school-appropriate ideals and expectations.

Restrictions include, but are not limited to:

- Do not manipulate the logo colors.
- Do not rearrange elements of the logo.
- Do not change the type spacing.
- Do not distort the proportions of the image.
- Do not change the logo font or typography.
- Do not alter the orientation of the logo.
- Do not change the scale of a logo's elements.

GCIT recognizes that popular trends and styles, particularly in apparel, change from year to year; therefore, the district may approve the use of the logos in personalized formats as needed, as long as the use does not negatively impact the effectiveness of the brand. This includes, but is not limited to, distressing, blinging, and side printing.

GCIT FONTS & TYPOGRAPHY

FONT SELECTION

The GCIT logos feature an original font design that cannot be duplicated to form additional words or phrases. Instead, each logo is personalized for programs by adding a sub-head under the design.

All subheads feature the font Franklin Gothic Medium with the following settings: vertical height-90%, kerning-30 points; and slant-7%. If included as part of the logo, all subheads must be used in an approved size, placed in an approved location and printed in one of the brand's pre- approved colors.

Additional fonts are allowed on GCIT materials if they are separate from the logo, especially on apparel.

PROGRAM, CLUB OR ACTIVITY NAME PERSONALIZATION

Each logo can be personalized to include the name of a GCIT program, club or activity. To request a logo with a program name, please email the specifics of your need, including the logo and exact wording, to Carl Heil at cheil@gcecnj.org.

Personalization added by a vendor or individual must adhere to the guidelines outlined in this handbook.





Franklin Gothic Medium

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 . : , ; ' " (! ?) + - * / =

SOCIAL MEDIA GUIDELINES & GCIT LOGOS

In order to protect GCIT's brand identity and to differentiate the official GCIT social media accounts from social media accounts for GCIT approved clubs and activities as well as student-created social media accounts involving GCIT, it is important that these guidelines are followed.

What social personality do you want to convey? Consider your avatars, profile, and background images to be extensions of your web presence. If you do not have a visual aesthetic, consider social media your opportunity to give yourself a consistent, recognizable look and feel. Be creative. Be unique. Be yourself.

Graphical Representation

When adding graphics in the form of avatars or background images to social websites:

- Do use an iconic and identifiable photograph as your graphical representation. Consider using a portrait or a photo of your program or an approved GCIT logo that includes your program or club name.
- **DO NOT use the official GCIT logo as your graphical representation (avatar) unless it appears in a photo or is custom made for your club/department/program.**

Keep active

Social media accounts require constant update. Inactive social media accounts appear clumsy and unprofessional. Please update your accounts often and be sure that you are responsive and engaged with your followers on a regular basis.

DISTRICT LOGOS & USAGE

The Gloucester County Vocational-Technical School District has a separate logo from the school logo.

The District logo should be used on official communications from the District Office.