

BRAND GUIDE



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

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BASIC GUIDELINES 1.0

The Cardinal Gibbons logo and wordmark lockup is the primary identifier for Cardinal Gibbons High School.

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

The preferred format for the primary wordmark is indicated on this page. CARDINAL GIBBONS HIGH SCHOOL should be presented WITHOUT a stroke (outline), as indicated here.

It is acceptable to drop the wordmark from the Primary logo. At your discretion the logo can be used on its own. The Cardinal Gibbons wordmark can also be used on its own.

PRIMARY LOGO



Full color logo for use on
white background

BASIC GUIDELINES 1.1

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STACKED LOGO



Full color logo for use on
white background

BASIC GUIDELINES 1.2

To maintain its position of prominence, the logo and wordmark lockup requires a minimum area of clear space around it. This clear space is equal to the height of the "CG."

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

LOGO CLEAR SPACE



BASIC GUIDELINES 1.3

Reversing the logo and wordmark lockup is necessary when it appears on a dark background to ensure visibility and maintain the integrity of the brand even in different color schemes. Here are some guidelines to consider when using a reversed logo:

Contrast: The primary goal of reversing a logo is to ensure good contrast between the logo and the background. Make sure the it remains easily distinguishable and doesn't blend into the background.

Legibility: The logo's elements should remain clear and legible even when reversed

Proportions: The proportions of the reversed logo should be consistent with the original version.

Backgrounds: The reversed logo works best on darker backgrounds where the logo's white or light-colored elements can stand out. Avoid using it on busy or textured backgrounds that might interfere with visibility.

REVERSED LOGO

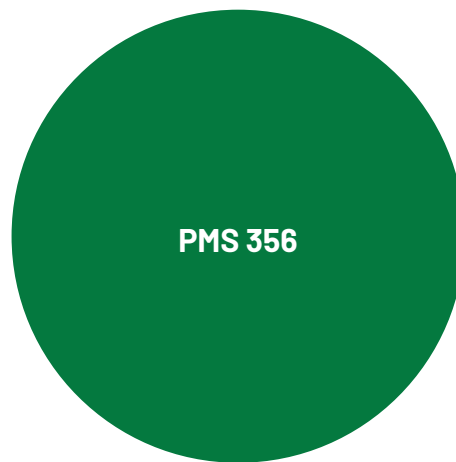


COLOR 2.0

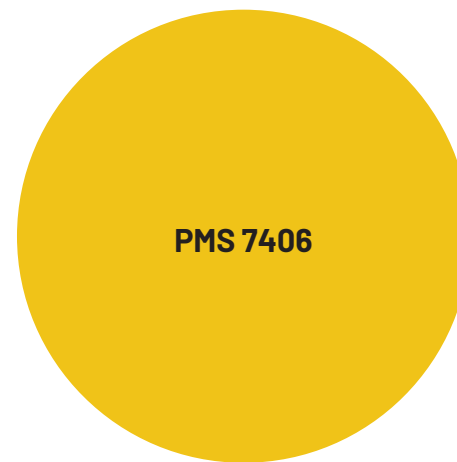
Color is a fundamental component of the Cardinal Gibbons brand identity. Gibbons Green and Gibbons Classic Gold represent the color foundation for the all Cardinal Gibbons logos, and they should always be central in color decisions. Consistent use of color in conjunction with the Shield and Pennant Emblem, 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



Gibbons Green
PMS 356
CMYK 96/27/100/15
RGB 0/121/52
#007834



Gibbons Classic Gold
PMS 7406
CMYK 6/22/100/0
RGB 243/195/0
#f2c300

SECONDARY COLORS



Dark Green
PMS 357
CMYK 86/40/90/39
RGB 26/86/50
#1a5532



Bright Green
PMS 368
CMYK 59/2/100/0
RGB 118/188/33
#75bb21



Gray
PMS 421
CMYK 32/23/25/0
RGB 176/179/178
#b0b2b2



Old Gold
PMS 110
CMYK 16/31/100/0
RGB 218/169/0
#daa900



Pale Gold
PMS 1205
CMYK 3/10/53
RGB 248/223/141
#f7de8d

COLOR 2.1

The Cardinal Gibbons logo and wordmark are designed to work on various approved background colors. This approved color matrix should act as a guide for color decision making for the Cardinal Gibbons logo and work 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 Grey			

COLOR 2.2

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

LOGO VARIANTS FOR PRIMARY APPLICATIONS		
Standard Color Variants on Bright Green		
Standard Color Variants on Dark Green		
Standard Color Variants on Old Gold		
Standard Color Variants on Pale Gold		

TYPOGRAPHY 3.0

Type tells a story. The right typeface, used consistently, can become a strong brand identifier. To assist in creating a consistent look for a wide variety of communications, Lora should be used for all serif applications, and Barlow should be used for sans-serif applications.

Barlow	Lora
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 <i>Regular</i>	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 <i>Regular</i>
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 <i>Italic</i>	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 <i>Italic</i>
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 <i>Bold</i>	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 <i>Bold</i>

SPIRIT LOGO 4.0

The Gibbons Shield Pennant Emblem and wordmark 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 is critical to maintaining a strong, consistent brand.

The preferred format for the primary wordmark 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 xx).

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 wordmark can also be used on its own.

PRIMARY LOGO



SPIRIT LOGO 4.1

It is acceptable for the Gibbons wordmark 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 wordmark is equal to the height of the "G."

WORDMARKS LOGO

GIBBONS
CRUSADERS

GIBBONS
CRUSADERS

SPIRIT LOGO 4.2

"Legacy" logos can be used at the discretion of the Director of Communications. 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 LOGO



HORIZONTAL LOGO



SPIRIT LOGO 4.3

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



SPIRIT LOGO 4.4

Both the Spirit logo and Gibbons wordmark 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 wordmark.

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 Grey		

SPIRIT LOGO 4.5

Both the Spirit logo and Gibbons wordmark 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 wordmark.

LOGO VARIANTS FOR PRIMARY APPLICATIONS		
Standard Color Variants on Bright Green		
Standard Color Variants on Dark Green		
Standard Color Variants on Old Gold		
Standard Color Variants on Pale Gold		

SPIRIT LOGO 4.6

Only use when necessary for legibility purposes.

LOGO WITH STROKES



ATHLETIC LOCKUPS 5.0

Athletic teams use the Athletic Lockup to maintain consistent brand identity.

PRIMARY LOGO



STACKED LOGO



ATHLETIC LOCKUPS 5.1

Athletic teams use the Athletic Lockup to maintain consistent brand identity.

ARCHED LOGO



ATHLETIC LOCKUPS 5.2

Athletic teams use the Athletic Lockup to maintain consistent brand identity.

LOGO FONTS



Gibbons Spirit Shield

Sport name in Alternate Gothic No 2 font,
bolded, and all caps

ATHLETIC LOCKUPS 5.3

The athletic lockup is 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 wordmark.

LOGO VARIANTS FOR PRIMARY APPLICATIONS

Standard Color Variants on White	 CROSS COUNTRY	 CROSS COUNTRY
Standard Color Variants on Gibbons Green	 CROSS COUNTRY	 CROSS COUNTRY
Standard Color Variants on Gibbons Gold	 CROSS COUNTRY	 CROSS COUNTRY
Standard Color Variants on Grey	 CROSS COUNTRY	 CROSS COUNTRY

ATHLETIC LOCKUPS 5.4

The athletic lockup is 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 wordmark.

LOGO VARIANTS FOR PRIMARY APPLICATIONS

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

SPIRIT ENTITY LOCKUPS 6.0

Student groups use the Spirit Entity Lockup to maintain consistent brand identity.

Educators can create a logo for their group by visiting the Brand Templates section in Canva. Access Canva through the Launchpad.

PRIMARY LOGO



Gibbons Spirit Shield

Club/activity name in Lora font,
bolded, and all caps

STACKED LOGO



SPIRIT ENTITY LOCKUPS 6.1

The Spirit Entity logo is designed to work on various approved background colors. This approved color matrix should act as a guide for color decision making for the Spirit entity logo.

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 Grey		

SPIRIT ENTITY LOCKUPS 6.2

The Spirit Entity logo is designed to work on various approved background colors. This approved color matrix should act as a guide for color decision making for the Spirit entity logo.

LOGO VARIANTS FOR PRIMARY APPLICATIONS

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

FOR MORE INFORMATION

For more information, contact the Director of Communications & Marketing at communications@cghsnc.org.

The Director of Communications & Marketing must approve all merchandise.

Events logos may be created at the discretion of the Director of Communications & Marketing for use with school-wide events that have a fixed start and end date. They must use brand colors and fonts.