



# GLENDALE ELEMENTARY

## SCHOOL DISTRICT NO. 40

### STYLE GUIDE

## Color Palette

Tints	<b>GESD Blue</b> <b>PANTONE® 2756 C</b> <b>Lab 16/19/-47</b> RGB 28/37/106 HEX 1c256a CMYK 100/96/27/20	
		80%
		60%
		40%
		20%
Tints	<b>GESD Yellow</b> <b>PANTONE® MEDIUM YELLOW</b> <b>Lab 88/1/109</b> RGB 245/216/0 HEX f5d800 CMYK 2/11/100/0	
		80%
		60%
		40%
		20%

## Typography

### Sans Serif

#### Nexa

The quick brown fox jumps over the lazy dog  
 abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ

#### Nexa Italic

*The quick brown fox jumps over the lazy dog*  
*abcdefghijklmnopqrstuvwxyz*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

### Display

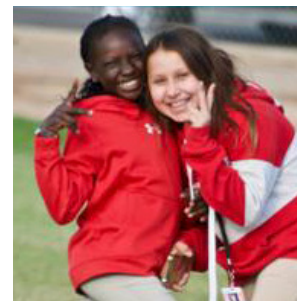
#### GIN REGULAR

THE QUICK BROWN FOX JUMPS OVER  
 THE LAZY DOG  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ

#### GIN OBLIQUE

THE QUICK BROWN FOX JUMPS OVER  
 THE LAZY DOG  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ

## Photography



## Graphic Elements

### Mosaic Pattern

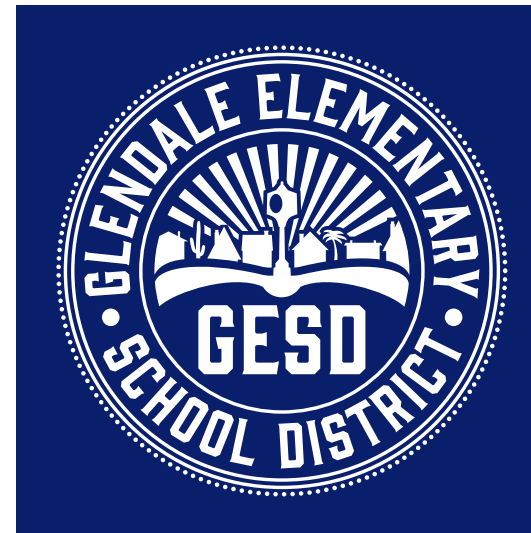
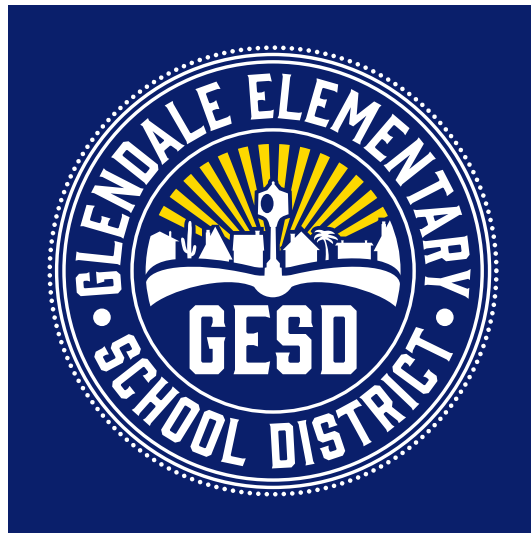
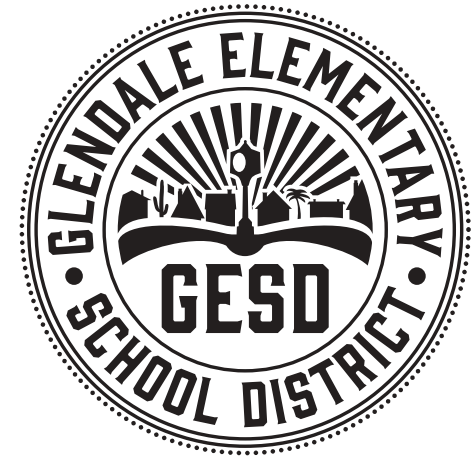


### Logo

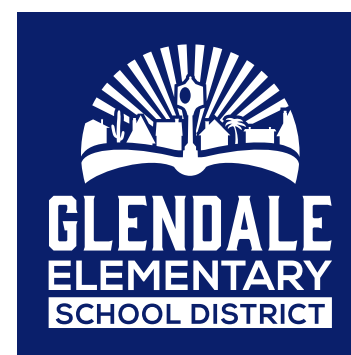
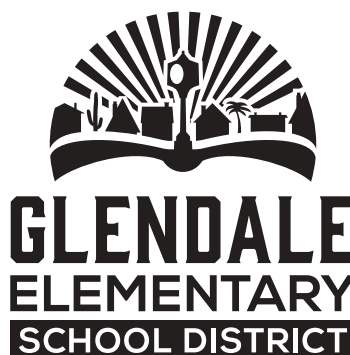
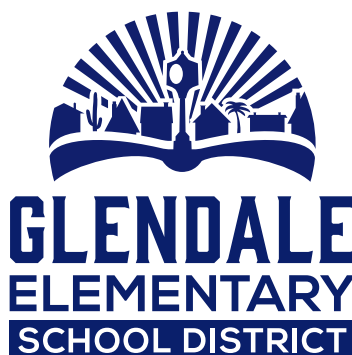
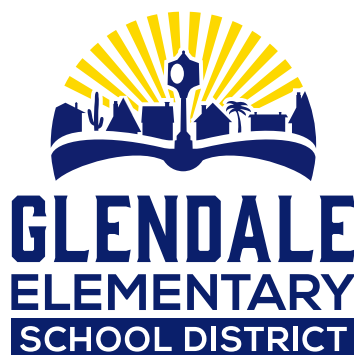


## PRIMARY LOGO ■

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## SECONDARY LOGOS.



**GESD**

**GESD**

**GESD**

# COLOR PALETTE.

## Primary Color Palette

Tints	<b>GESD Blue</b> <b>PANTONE® 2756 C</b> <b>Lab 16/19/-47</b> RGB 28/37/106 HEX 1c256a CMYK 100/96/27/20	
	80%	
	60%	
	40%	
	20%	
	<b>GESD Yellow</b> <b>PANTONE® MEDIUM YELLOW</b> <b>Lab 88/1/109</b> RGB 245/216/0 HEX f5d800 CMYK 2/11/100/0	
	80%	
	60%	
	40%	
	20%	

## Secondary Color Palette

<b>PANTONE® 440 C</b> <b>Lab 20/4/3</b> RGB 56/50/48 HEX 383230 CMYK 63/66/65/62	<b>PANTONE® 3268 C</b> <b>Lab 60/-55/0</b> RGB 69/167/143 HEX 45a78f CMYK 90/3/58/0
<b>PANTONE® 1585 C</b> <b>Lab 65/57/72</b> RGB 231/107/32 HEX e76b20 CMYK 0/72/99/10	<b>PANTONE® 359 C</b> <b>Lab 81/-29/35</b> RGB 176/213/135 HEX b0d587 CMYK 40/0/64/0
<b>PANTONE® 1915 C</b> <b>Lab 59/67/10</b> RGB 212/77/125 HEX d44d7d CMYK 0/85/24/0	<b>PANTONE® 319 C</b> <b>Lab 74/-39/-17</b> RGB 116/200/210 HEX 74c8d2 CMYK 66/0/21/0
<b>PANTONE® 705 C</b> <b>Lab 90/11/1</b> RGB 238/217/222 HEX eed9de CMYK 2/16/4/0	<b>PANTONE® 7457 C</b> <b>Lab 85/-10/-9</b> RGB 194/218/228 HEX c2dae4 CMYK 26/4/7/0

The L\*a\*b\* color mode is a global color profile that is used across many different industries, labs, and printing houses to achieve the most accurate color across platforms.

What we describe as a "Color" is comprised of an L\*a\*b\* breakdown (hue) which remains consistent, and a brightness/darkness value (attained via Curves) which is varied and customized for the specific lighting condition.

Tip: Set the hue (L\*a\*b\*) then adjust the brightness (curves).

# TYPOGRAPHY.

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## Primary Type Face

### Nexa

The quick brown fox jumps over the lazy dog  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

### *Nexa Italic*

*The quick brown fox jumps over the lazy dog*  
*abcdefghijklmnopqrstuvwxyz*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

Nexa family includes 16 very unique font styles & weights. The font family is characterized by excellent legibility in both web & print design areas, well-finished geometric designs, optimized kerning etc. Nexa is most suitable for headlines of all sizes, as well as for text blocks that come in both maximum and minimum variations.

## Display Type Face

### **GIN REGULAR**

**THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

### ***GIN OBLIQUE***

***THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***

## PHOTOGRAPHY.

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## GRAPHIC ELEMENTS.

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ALL in  
FOR all  
Kids

## EXAMPLE ART.



### Graphic Elements

Mosaic pattern can be used throughout designs intermixed with photography or on it's own.

### Headline

Nexa Bold

### GESD Logo

One color logo on white background, .25" spacing around logo

### Photography

Diverse images of Glendale Elementary children showcasing a variety of academics and activities.