

OFFICIAL BRAND IDENTITY USAGE AND STYLE GUIDE

GRISWOLD PUBLIC SCHOOLS

211 Slater Avenue, Griswold, CT 06351
griswoldpublicschools.org

Updated 4/16/2024
Kayla Hedman

CONTENTS

3	Introduction
4	Primary Academic Seal Logo
6	Wordmark Identities
9	Athletic Logos
13	Sports Icons Collection
20	Additional Brand Elements
22	Subtitles & Taglines
24	GES Wolverine
25	Wolverines Forward Logo
26	Common Misuse
27	Typography / Fonts
30	Color Values
31	Communications Icons

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APPROVED 12/13/2021 BY THE GRISWOLD BOARD OF EDUCATION

2021-22 Public Relations Sub-Committee Members: Martin Osga, Joyce Rice, Jaimee O'Neill-Eaton

MODIFIED APRIL 2024

This manual and the graphic standards herein replace all other previous logos and representations.

GRISWOLD PUBLIC SCHOOLS

211 Slater Avenue, Griswold, CT 06351

griswoldpublicschools.org

INTRODUCTION

Our identity system is made up of six Griswold Public Schools wordmarks (one for the district, each school and program), approved taglines, a primary seal, athletic graphics (G, a paw print, and mascot logos), sub-brand standards for individual departments and athletics, as well as icons and graphics to support the Griswold Wolverines brand.

In order to accommodate a variety of needs and make the system accessible and easy to use, we've supplied a range of file types, including vectors (PDF, .eps) and high-resolution print and digital file formats (.jpg, .png). Elements are provided in various color-ways, as well. All files will be available via Google Drive and linked to from the Griswold Public Schools website under resources.

In order for the district's visual identity to be recognizable and consistent in the community, we ask that you only use the supplied logos without altering them in any way. You may also use a combination of supplied elements that align with the brand standards.

We encourage the use of design tools like Canva to make high-quality graphics, and integrate the GPS brand via use of logos, icons, fonts, and colors.

Before applying any of the logos, please familiarize yourself with the usage rules provided in this document.

CONTACT INFORMATION

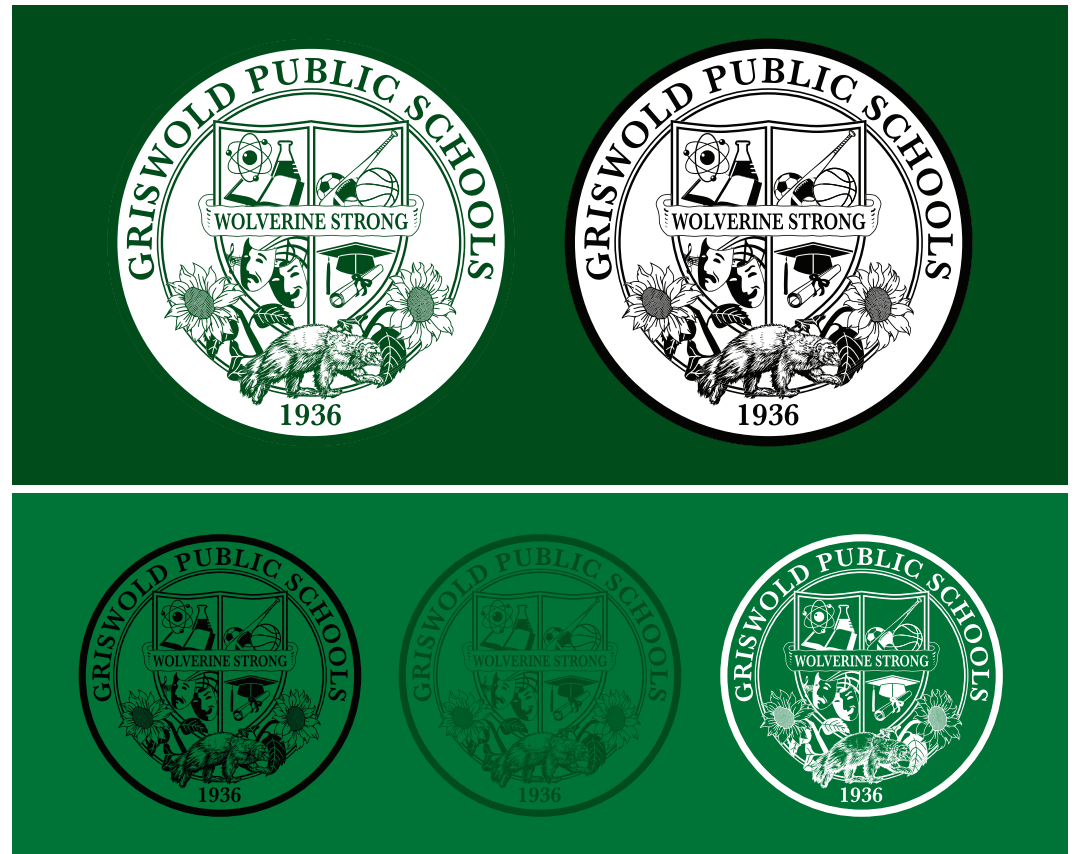
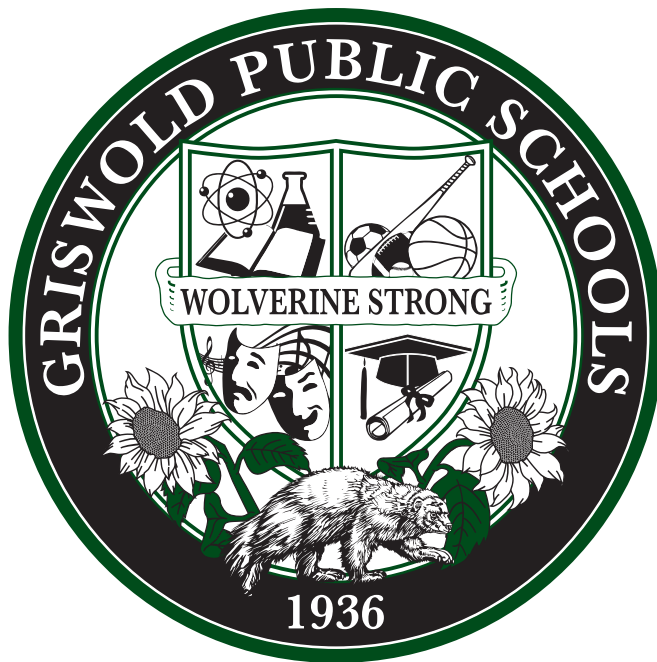
For more information about the GPS brand identity, for permission to reproduce any of the logos included in this guide, or if you have a need for a variation of our logo that isn't supplied in the suite, you can contact Marketing & Communications Director Kayla Hedman at khedman@griswoldpublicschools.org.



PRIMARY ACADEMIC SEAL LOGO

As the primary graphic identity for Griswold Public Schools, the seal should appear on most collateral pieces that are intended for external audiences. There are 6 color variations: Full Color Green, Black and White; Griswold Green with White or Transparent Background, Black with White or Transparent Background, and White with Transparent Background.

2019 graphic design contributor Shawn Rupy. Modifications made in 2021 and 2024.



SEAL WITH TEXT

The seal and wordmark should be used together for most external usage. This can be accompanied by the school address for stationary header, or by “Home of the Wolverines” or another subtitle for flyers or digital usage. The seal and wordmark may appear in any of the approved color variations (full color, Griswold green, black or white).



GRISWOLD PUBLIC SCHOOLS
HOME OF THE WOLVERINES



GRISWOLD PUBLIC SCHOOLS
EDUCATING FOR EXCELLENCE



GRISWOLD HIGH SCHOOL
HOME OF THE WOLVERINES



GRISWOLD HIGH SCHOOL
267 Slater Avenue, Griswold, CT 06351

See all Seal and Wordmark combinations in the assets folders.

WORDMARKS

The master wordmark logo serves as the primary graphic identity for Griswold Public Schools and should appear on all communications.

TREAT THE LOGO AS ARTWORK

When possible, use artwork supplied; do not use typed words in place of artwork. For example, do not type “Griswold Public Schools” as a substitute for the master logo. Wordmark is Baskerville Bold in all caps (no custom tracking or kerning).

COLOR

Whenever possible, the master logo should appear in Griswold Green: PANTONE 3537 C; CMYK 100 0 100 69; RGB 0 73 30; HEX #004C1D. It can also be used in all black or white. It should never be represented in any other color, as it will weaken the impact and effectiveness of our logo.

GRISWOLD PUBLIC SCHOOLS

GRISWOLD HIGH SCHOOL

GRISWOLD MIDDLE SCHOOL

GRISWOLD ELEMENTARY SCHOOL

GRISWOLD SOULE STREET ACADEMY

GRISWOLD EARLY EDUCATION PROGRAM

ABREVIATED WORDMARKS

Abbreviated wordmarks provided in our brand standards kit include one for the district and each school/program. The middle letter of 3-letter abbreviations may also be enlarged for a monogram look that calls attention to the school.

GPS
GHS
GMS
GES
GSSA
GEEP

GPS
GHS
GMS
GES

ABREVIATED WORDMARKS

Aside from Griswold Green, Black or White, various other fill and stroke combinations or gradients are permitted for abbreviated wordmarks. These are also allowed for the Griswold G, but not full wordmarks.

GHS

GHS

GHS

GHS

GHS

GHS

ATHLETIC LOGOS & ICONS



Griswold Wolverines Mascot

Griz the Wolverine is the most ferocious mascot in the Eastern Connecticut Conference (ECC).



Wolverine Paw Print

We use a pawprint that is true to our mascot.

Fun fact: wolverine paws have five (5) toe pads. All uses of paw prints with four toes should be discontinued.



Griswold G

The versatile Griswold G is a blend of traditional and modern typography. The font "Quatro Slab Bold" was chosen for the G because it remain legible as a G in all directions.

WOLVERINE LOGO

The Wolverine may be utilized in various color formats: Griswold Full-Color, Brown Full-color, Griswold Green, Black, White, or Grayscale.

Uniforms should use the Griswold Full-Color version. Embroidery or screen-printed versions should choose the appropriate one-color version, depending on a light or dark background.



IMPORTANT: When Griz appears on a dark background, his design is inverted so that the parts that are normally dark become negative space. DO NOT recolor the green or black one-color version of the wolverine to make it white - it is not the same (see an example on page 26).



PAW ICON



GRISWOLD G ICON

A large, bold, green letter 'G' with a slightly rounded, stylized font, set against a plain white background.Three variations of the 'G' icon are shown side-by-side. The first is a solid dark grey 'G'. The second is a white 'G' with a thick green outline. The third is a solid green 'G' with a thick white outline.A large, bold, white letter 'G' with a slightly rounded, stylized font, set against a solid dark green background.Three variations of the 'G' icon are shown side-by-side. The first is a solid green 'G' with a thick white outline. The second is a white 'G' with a thick green outline. The third is a solid white 'G'.

SPORTS ICONS COLLECTION

Soccer as an example of all sports icon layouts.
Others are available on Google Drive.

Fonts:

School wordmark or abbreviation: Baskerville
Sport name: Open Sans Extrabold



**GRISWOLD HIGH SCHOOL
SOCCER**



**GHS
SOCCER**



**GRISWOLD HIGH SCHOOL
SOCCER**



**GHS
SOCCER**



SOCCER



SOCCER



SOCCER



SOCCER



SOCCER



SOCCER



SOCCER

SPORTS ICONS COLLECTION

Soccer as an example of all sports icon layouts.

Below is an example of how combining approved elements can work to create new graphics for apparel or other collateral.



GRISWOLD

SOCCER

WOLVERINE NATION

GRISWOLD WOLVERINES

**WOLVERINE
NATION**

**GRISWOLD
WOLVERINES**

GRISWOLD

SOCCER

***WOLVERINE
NATION***

***GRISWOLD
WOLVERINES***

HOME OF THE WOLVERINES

HOME OF THE WOLVERINES

SPORTS/CLUBS ICONS COLLECTION

(1-COLOR)

FALL



SOCCER



VOLLEYBALL



FOOTBALL



CHEERLEADING



CROSS COUNTRY



ESPORTS



FOOTBALL

WINTER



BASKETBALL



WRESTLING



FENCING



**COMPETITION
CHEERLEADING**



**INDOOR
TRACK**



GYMNASTICS



**UNIFIED
BASKETBALL**

SPRING



BASEBALL



SOFTBALL



LACROSSE



GOLF



**OUTDOOR
TRACK**



BASEBALL

SPORTS/CLUBS ICONS COLLECTION

(1-COLOR)

FALL



SOCCER



VOLLEYBALL



FOOTBALL



CHEERLEADING



CROSS COUNTRY



ESPORTS



FOOTBALL

WINTER



BASKETBALL



WRESTLING



FENCING



**COMPETITION
CHEERLEADING**



**INDOOR
TRACK**



GYMNASTICS



**UNIFIED
BASKETBALL**

SPRING



BASEBALL



SOFTBALL



LACROSSE



GOLF



**OUTDOOR
TRACK**



BASEBALL

SPORTS/CLUBS ICONS COLLECTION (2-COLOR)

FALL



SOCCER



VOLLEYBALL



FOOTBALL



CHEERLEADING



CROSS COUNTRY



ESPORTS



FOOTBALL

WINTER



BASKETBALL



WRESTLING



FENCING



**COMPETITION
CHEERLEADING**



**INDOOR
TRACK**



GYMNASTICS



**UNIFIED
BASKETBALL**

SPRING



BASEBALL



SOFTBALL



LACROSSE



GOLF



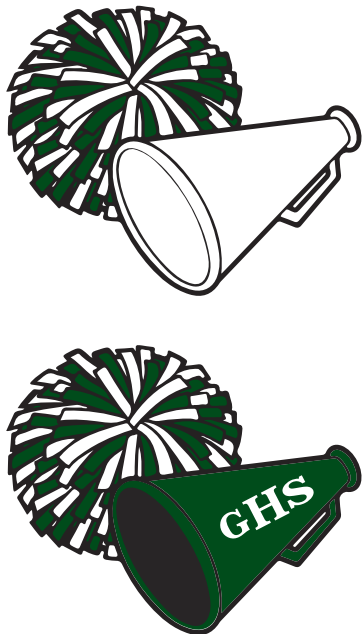
**OUTDOOR
TRACK**



BASEBALL

SPORTS/CLUBS ICONS COLLECTION (FULL COLOR)

CHEERLEADING



ESPORTS



The Griswold Esports logo incorporates the font "Algerian Regular" to spell out *Wolverines*. This font is not to be used for anything other than Esports.

ATHLETICS



WE ARE GRISWOLD

HOME OF THE WOLVERINES

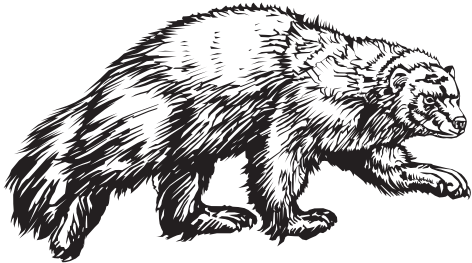
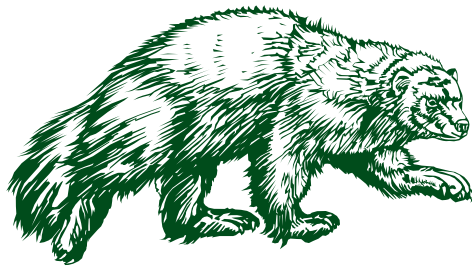


WOLVERINE
NATION

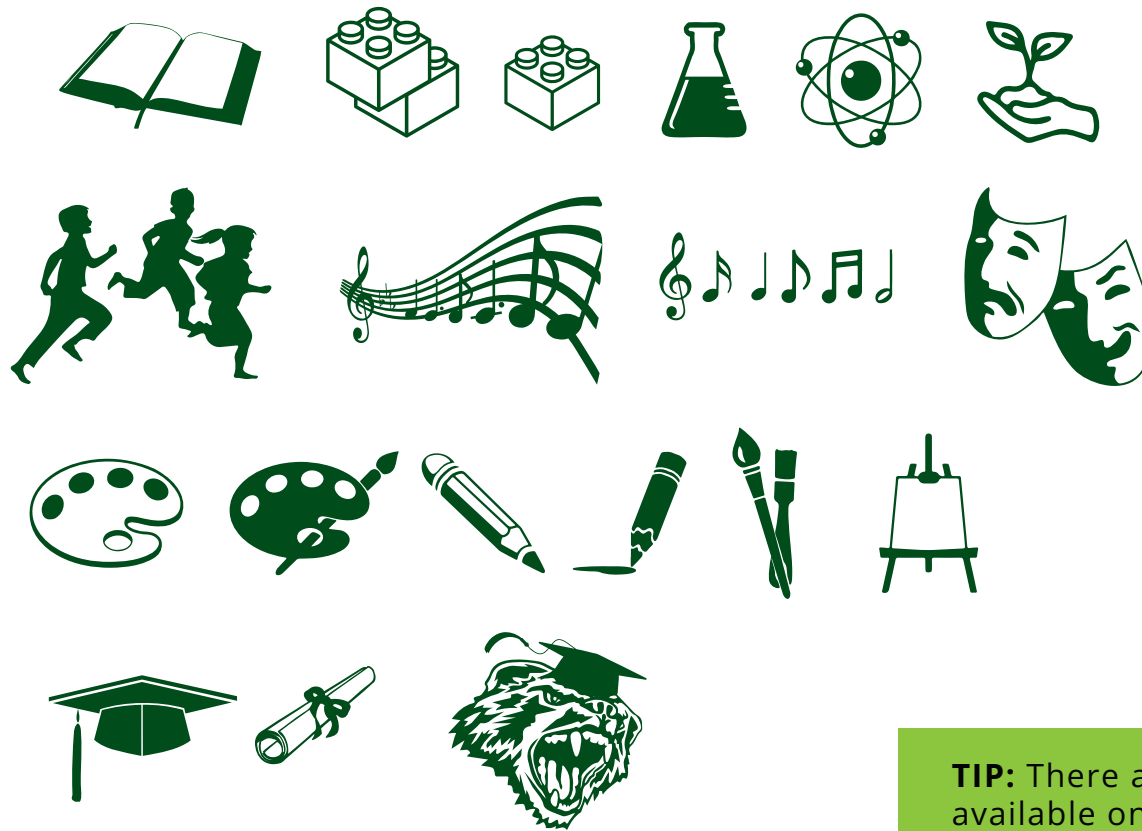


ADDITIONAL ELEMENTS INCLUDED IN BRAND PACKAGE

The block-print style Wolverine taken from the base of the academic seal logo can be utilized for any collateral.



ADDITIONAL ELEMENTS INCLUDED IN BRAND PACKAGE



TIP: There are many other great icons available on Canva to fit your needs. Adjusting vector icons to the Griswold brand colors helps create a consistent look for any GPS-related design.

SUBTITLES

Sub-brand signatures brand the individual departments or programs while demonstrating a connection to Griswold Public Schools.

We created a visual format for all sub-brand signatures to follow: Use a Primary Wordmark plus a subtitle in Baskerville Regular. If there is an accompanying icon, the title and sub-title should be justified left. If there is no icon, the title and sub-title could be justified left or centered. The font is the same size, but the hierarchy of information is created by the difference in text weight. All rules that apply to our primary identity also apply to sub-branded logos.

Primary Wordmark: All caps, Baskerville Bold
GRISWOLD PUBLIC SCHOOLS
GRISWOLD HIGH SCHOOL
GRISWOLD MIDDLE SCHOOL
GRISWOLD ELEMENTARY SCHOOL
GRISWOLD SOULE STREET ACADEMY
GRISWOLD EARLY EDUCATION PROGRAM

Sub-title: Baskerville Regular, same font size
Examples: Grades 1-12, Kindergarten, Club Names, Department or Office Names, Organizations, Courses, Special Education, Administration, Titles, Board of Education, Staff, Faculty, Families, Students, Alumni, etc.

GRISWOLD PUBLIC SCHOOLS

Food Services



GRISWOLD HIGH SCHOOL
Music Department

GRISWOLD MIDDLE SCHOOL

Technology Education

We previously showed that athletic icons utilize Open Sans Extrabold to maintain a clean, streamlined look. This is used for “Athletics” and individual sports (can add youth, freshmen, junior varsity, varsity, etc. as needed).



GRISWOLD HIGH SCHOOL
VARSITY GIRLS SOCCER

TAGLINES

Taglines are mostly presented in a consistent format: use a Primary Wordmark, plus a tagline, centered, in Baskerville Bold. Use text size to create a hierarchy of information. All rules that apply to our primary identity also apply to sub-branded logos.

GRISWOLD PUBLIC SCHOOLS
EDUCATING FOR EXCELLENCE

GRISWOLD HIGH SCHOOL
HOME OF THE WOLVERINES

Stand-alone taglines are customized to fit the message and placement:

The strategic plan title, Griswold Forward, is presented in Baskerville Bold and Bold Italic.

Griswold *Forward*

**Griswold
*Forward***

“Wolverine Strong” is custom scale to fit within the banner on the academic seal.

WOLVERINE STRONG

Stand-alone, these taglines are Baskerville Semibold to feel balanced:

**EDUCATING FOR
EXCELLENCE**

**HOME OF THE
WOLVERINES**

ELEMENTARY WOLVERINE

The GES Wolverine can be used to promote any internal programs and celebrate school pride for students grades Pre-K -4!



GRISWOLD ELEMENTARY SCHOOL HOME OF THE WOLVERINES



WOLVERINES FORWARD SUBLOGO

Sub-branding is the creation of a separate identity (like a custom logo) for an organization, department or group that is tied to the primary brand, but which requires differentiation.

Sub-brands can present challenges for the parent organization when the public doesn't intuitively recognize who is communicating with them or if the relationship between the parent organization and its individual departments isn't clear. That is why all logos or sub-brands, besides those created for student groups and clubs or parent organizations, **MUST** be approved prior to use.

See an example of the Wolverines Forward Before & After School Program sub-brand below. This sub-brand utilizes the shield motif found in the GPS Academic Seal. It integrates custom icons that fit the program, and a font layout similar to the primary wordmark and sub-brand signature.



WOLVERINES FORWARD
BEFORE & AFTER SCHOOL PROGRAM



WOLVERINES
FORWARD



WOLVERINES FORWARD
BEFORE & AFTER SCHOOL PROGRAM

All colorways are available in the assets folders.

COMMON MISUSE

The GPS wordmark and seal should never be recreated. Only official logo files should be used in communications.

Do not alter the proportions, stretch, distort, or recolor any of the logos.

When possible, use the full color version with Griswold Green text. If that's not possible, you can use just Griswold Green, black or white logos provided.

Do not put the logos in a secondary shape or amend them with text, icons, other logos, dropshadows, outlines or any other type of graphic embellishments unless approved.

Past versions of Griswold Public Schools logos should no longer be utilized as we move to a more consistent look.



✓ GRISWOLD PUBLIC SCHOOLS

✗ GRISWOLD PUBLIC SCHOOLS

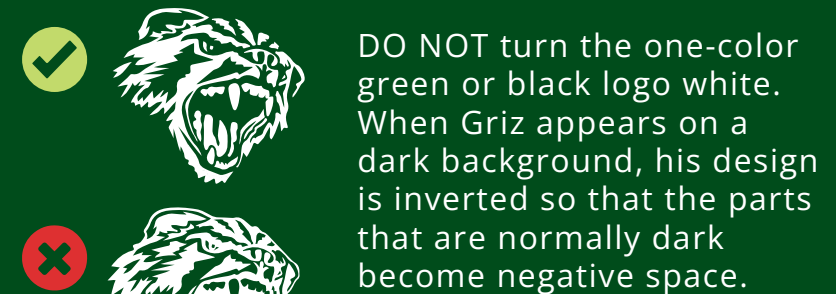
Do not stretch or shrink wordmark logo. Keep to scale.

✗ GRISWOLD PUBLIC SCHOOLS

Do not recolor wordmark logo to anything other than Griswold Green, Black or White.

✗ GRISWOLD PUBLIC SCHOOLS

Do not use dropshadow or other stylistic effects.



TYPOGRAPHY

Baskerville: all weights

BASKERVILLE BOLD is our primary Serif title font.

Weights include Regular, *Italic*, **SemiBold**, *SemiBold Italic*, **Bold**, and ***Bold Italic***. Sometimes the Tracking is adjusted to provide more space between letters (Tracking 0 < Tracking 50).

GRISWOLD PUBLIC SCHOOLS

Regular Subtitles or **TAGLINES BOLD, SMALLER, & CENTERED**

Tagline: **Griswold Forward**

NOTE:

On Google tools and Canva, use Libre Baskerville (not Baskerville with 2 v's).

Open Sans: most weights

Open Sans is to be used as body text on web and print pieces. Weights we use include Regular, *Italic*, **SemiBold**, *SemiBold Italic*, **Bold**, ***Bold Italic***, **ExtraBold**, and ***ExtraBold Italic***.

Griswold Public Schools serves approximately 1,700 students in grades PreK-12. Our Mission is to educate for excellence by ensuring our students are connected, by nurturing individual student talents, and by fostering a future-focused mindset.

ACCENT TYPOGRAPHY

Quatro Slab: Bold

A large, bold, green letter 'G' in the Quatro Slab font style, which has a thick, slab-like appearance with a slightly irregular, hand-drawn feel.

Quatro Slab Bold is used for the Griswold G. That's it!

This font is available with Adobe fonts, but not with Google or Canva. Please use the outlined font "G" graphic available in the assets folder.

Knewave: Regular

Knewave is used as an accent on marketing materials.

This font is available from Google Fonts and on Canva.

Oswald: Bold

Oswald is used as an accent for athletic phrases such as "Wolverine Nation."

This is a common font available from Google Fonts and on Canva.

Azzardo: Regular

Azzardo (also called Adelaide) is only to be used for short accent text (i.e. *Class of, Homecoming*, etc.), but never to spell out Griswold or Wolverines.

This font is available in our brand package.

ACCENT TYPOGRAPHY

GPS SPEED

GPS Speed (also called GPS Regular) is a custom font that can be utilized for Griswold athletics, jerseys, and more. The G can be used alternatively to the Quatro Slab G for athletics.

This custom font is only available in our brand package. All characters appear as caps, but are typed with lowercase. Certain letters have alternative glyphs with gaps (use uppercase for gap version on A, B, H, P, Q, and R). In order for this font to look its best, we recommend adjusting the tracking between individual letters for balance.

A A B B C D E F G
H I J K L M N O
P P Q Q R R S T
U V W X Y Z

This font is often used with a light gray outline to give it dimension.



COLOR VALUES

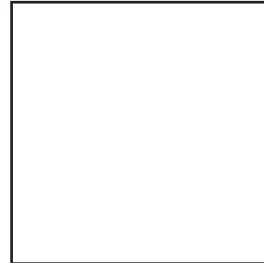
Our color palette plays an important role in establishing a consistent look throughout our communication materials.



Griswold Green
CMYK 100 0 100 69
PANTONE 3537 C
RGB 0 73 30
HEX #004C1D



Black
CMYK 0 0 0 100
RGB 35 31 32
HEX #231F20



White
CMYK 0 0 0 0
RGB 255 255 255
HEX #FFFFFF

Some projects may require a “rich black” or “true black” for printing or digital use. An example of a rich black is CMYK 75 68 67 90. The darkest black Pantone color is Black 6 C.



Some digital projects (i.e. digital LED billboards) suggest not using white backgrounds, as the designs appear muddy. Review recommendations and try to use a green background with white text instead, or a fitting alternative.

ACCENT COLORS



Medium Green
CMYK 100 0 100 39
RGB 0 116 55
HEX #007437



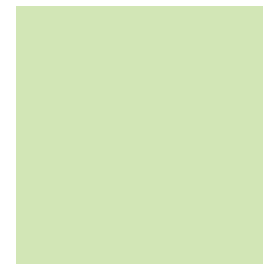
Dark Green
CMYK 100 0 100 89
RGB 0 44 0
HEX #002C00



Light Gray
CMYK 0 0 0 30
RGB 188 190 192
HEX #BCBEC0



Citrus Green
Slide pres. accent
CMYK 27 0 74 0
RGB 195 219 107
HEX #C1FF72 or
#C3DB6B



Sage Green
Website accent
CMYK 18 0 36 0
RGB 210 232 181
HEX #D2E8B5



Lime Green
Esports accent
CMYK 50 0 100 0
RGB 141 198 63
HEX #8DC63F

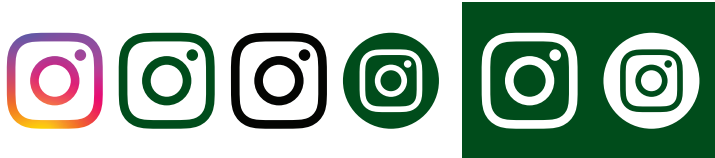
These are tint variations of Griswold Green by darkening or lightening the black (K) in CMYK.

COMMUNICATIONS ICONS

FACEBOOK  @griswoldpublicschools



INSTAGRAM  @griswoldschools



ENGAGEMENT ICONS




OTHER SOCIAL MEDIA LOGOS




OTHER ICONS




 (860) 376-7600

 (860) 376-7600


 (860) 376-7610

 (860) 376-7610

 (860) 376-7630

 (860) 376-7630


 (860) 376-7640

 (860) 376-7640


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 267 Slater Avenue
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 267 Slater Avenue
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 303 Slater Avenue
Griswold, CT 06351

 303 Slater Avenue
Griswold, CT 06351

 22 Soule Street
Jewett City, CT 06351

 22 Soule Street
Jewett City, CT 06351