

BRAND GUIDE
GJPS
GAHANNA-JEFFERSON
PUBLIC SCHOOLS



THE GJPS BRAND

The visual identity of our brand forms one of the first impressions our community, staff and students have of Gahanna-Jefferson Public Schools (GJPS). The colors, logos, fonts and taglines all play a part in telling the GJPS story.

However, our brand identity is more than just a logo and a color choice. Our identity also includes a foundation for making informed decisions represented in our Strategic Plan. This plan outlines our Vision, Mission, Values and Framework Pillars, further advancing our GJPS story.

This guide is intended to be a resource for understanding and applying our visual identity, ensuring every representation of GJPS is consistent and accurate. While there may be times when some flexibility is needed, this manual provides the guidelines to properly implement our brand identity in various settings. By adhering to these standards, you help maintain the integrity and effectiveness of our brand!

The Communications Department oversees the consistency of our brand throughout the district. For any inquiries about our visual identity or logos, please reach out to Erick Starkey at StarkeyE@gjps.org.



C

ROYAL

C 100
M 50
Y 0
K 41

R 0
G 76
B 151

#HEX
004C97

PANTONE
2945 C

O

GOLD

C 0
M 22
Y 100
K 0

R 255
G 198
B 0

#HEX
FFC600

PANTONE
7548 C

L

TEAL

C 100
M 25
Y 0
K 19

R 0
G 154
B 206

#HEX
009ACE

PANTONE
801 C

O

BLACK

C 20
M 20
Y 20
K 100

R 0
G 0
B 0

#HEX
000000

PANTONE
None

R

WHITE

C 0
M 0
Y 0
K 0

R 255
G 255
B 255

#HEX
ffffff

PANTONE
None

S

SILVER

C 18
M 12
Y 13
K 0

R 207
G 210
B 211

#HEX
CFD2D3

PANTONE
427 C

CMYK for Print

CMYK is the mixture of cyan, magenta, yellow and black to make colors for offset and digital printing. Use for printed flyers, posters and displays.

RGB for Digital and Onscreen

RGB is the combination of red, green and blue to make colors for online application. Use for social media, websites and posting online.

HEX for Digital and Onscreen

HEX is a six-digit combination of letters and numbers that represent an RGB color. Use for Google Docs and Slides.

Pantone (PMS) for Print

PMS colors are patented, standardized colors used in print and paint. Use to identify color consistency.

ABOUT OUR MASCOT LOGO

As a District we are proud of everyone's commitment in establishing and upholding the Gahanna-Jefferson Public Schools brand. Feedback was provided during the brand development process by students, staff and community members and we are happy to offer a united brand to showcase our entire District.

How lucky are we to be in a community where we are **ALL LIONS**! This brand represents our entire community and we want to ensure that the brand is consistent throughout that community. **If you are using a lion, please be sure to use the lion presented in our branding materials to ensure that we can all continue to be united.**

These guidelines are designed to empower everyone in our educational community to represent our district consistently and effectively. Each proper use of our brand strengthens our identity, allowing us to excel and stand out. Adhering to these guidelines ensures we are strong, effective and unified. Let's work together to proudly showcase the GJPS brand!



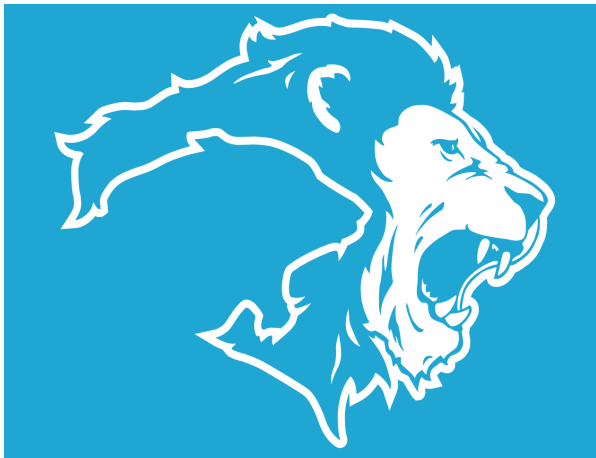
MASCOT LOGO



Primary Logo



Outlined in White



All White Negative

Acceptable to use the all white logo against medium to dark tones or patterns.



All Black

The black version should **only** be used when printing in color is not an option.

Logo Usage

Do not alter the appearance of the mascot logo in any way, including:

- Recoloring
- Stretching
- Distorting
- Reflecting
- Rotating
- Applying styles

Permission is required if your department, team or organization would like to change the appearance of the mascot logo for temporary purposes. Such situations like recoloring the mascot to celebrate an event or holiday (pink in October) must be approved by the GJPS Communications Department prior to printing or altering the logo.

Logo Files

You may obtain a file of these mascot logos in standard png formats from your building administration.

For vector formats, please contact the GJPS Communications Department.

MASCOT LOGO

WITH WORD MARK



Primary Logo



Outined in White



All White Negative

Acceptable to use the all white logo against medium to dark tones or patterns.



All Black

The black version should **only** be used when printing in color is not an option.

Logo and Font Usage

When using the GJPS lion mascot logo on signage, spirit wear, uniforms or swag, the only font permitted to be used in conjunction with the logo is the DRUK font.

This applies to any accompanying text, including the name of the school, team, organization, or department.

Ensuring consistency in our branding is essential, and adherence to these guidelines helps maintain our visual identity.

Logo and Font Files

You may obtain a file of these mascot logos with word marks in standan png formats from your building administration.

For vector formats, please contact the GJPS Communications Department.

Font files for DRUK and Graphik can also be obtained from your building administrator.

GAHANNA LINCOLN LOGO

INTERLOCKING LETTER MARK



Primary Logo



Grayscale

The grayscale version should **only** be used when printing in color is not an option.



Secondary Logo



Secondary Logo
Reverse

Logo Usage

Do not alter the appearance of the GL Letter Mark logo in any way, including:

- Recoloring
- Stretching
- Distorting
- Reflecting
- Rotating
- Applying styles

GL Letter Mark Files

Gahanna Lincoln High School staff may obtain a file of these GL interlocking letter mark logos in standard png formats from your building administration.

For vector formats, please contact the GJPS Communications Department.

HEADLINE FONT

DRUK

DRUK is the headline font for the Gahanna-Jefferson Public Schools brand and should be used for all headlines related to school activities in conjunction with the approved lion mascot logo and associated word marks. The font looks best with the kerning spacing set at 20 pts.

DRUK is the preferred headline font whenever possible, however, in the case that you do not have access to DRUK, please use Arial Bold.

When using a headline font with the lion mascot logo, DRUK must be used.

Aa



MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%&*()<>?

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%&*()<>?

HEAVY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%&*()<>?

SUPER

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%&*()<>?

BODY FONT

Graphik

Graphik is the body font for the Gahanna-Jefferson Public Schools brand and should be used for all body copy applications related to school activities in conjunction with the approved District logo, lion mascot logo and associated word marks. The font looks best with the kerning spacing set at 0 pts.

Graphik is the preferred body font whenever possible, however, in the case that you do not have access to Graphik, please use Arial Regular.

When using a headline font with the lion mascot logo, **DRUK** must be used.

Aa



THIN	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789!@#%&*()<>?
EXTRA LIGHT	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789!@#%&*()<>?
LIGHT	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789!@#%&*()<>?
REGULAR	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789!@#%&*()<>?
MEDIUM	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789!@#%&*()<>?
SEMIBOLD	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789!@#%&*()<>?
BOLD	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789!@#%&*()<>?
BLACK	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789!@#%&*()<>?
SUPER	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789!@#%&*()<>?

DISTRICT LOGO

PRIMARY LOGO



Primary Logo in White

Acceptable to use the all white logo against medium to dark tones or patterns.



Primary Logo in Black

The black version should **only** be used when printing in color is not an option.

SECONDARY LOGOS



Logo Usage

Do not alter the appearance of the GJPS District logo in any way, including:

- Recoloring
- Stretching
- Distorting
- Reflecting
- Rotating
- Applying styles

District Logo Files

You may obtain a file of these GJPS District logos in standad png and vector formats from the GJPS Communications Department.

Logo Fonts

Adobe Miller Display is the font used in the GJPS letter mark. It is a font that can be used for a more formal look.

Adobe Proxima Nova is the font used in the District name and tagline. It is an appropriate font to use in document headings and body content.

Font files for Miller Display and Proxima Nova can be obtained from the GJPS Communications Department.

STRATEGIC PLAN GUIDE

OUR VISION

IGNITE a passion for lifelong learning
ENRICH student experiences
CHAMPION pathways to success for all

Gahanna-Jefferson Public Schools
www.GahannaSchools.org

OUR MISSION



Empower students
for **LIFELONG SUCCESS**
by ensuring that
STUDENT LEARNING is our
top priority, preparing each student
to **CONTINUALLY THRIVE** in an
ever-changing world.

OUR VALUES

INTEGRITY
COLLABORATION
INCLUSIVITY

STUDENTS FIRST
EMPOWERMENT
EXCELLENCE

GJPS Tagline

**INSPIRING LEARNERS
BUILDING FUTURES**

Showcasing the work of our strategic plan is our tagline, “Inspiring Learners, Building Futures.”

Children will always come first in Gahanna-Jefferson Public Schools and our tagline encourages students and staff to reach even higher levels of growth.

We are excited that this encapsulates our strategic plan and allows us to all have a united direction to work toward.

District Tagline Files

You may obtain a file of the GJPS District tagline in standard png and vector formats from the GJPS Communications Department.

GJPS DISTRICT STRATEGIC PLAN FRAMEWORK

STUDENT SUCCESS	EDUCATOR EMPOWERMENT	PARTNERSHIP FOR ALL	ORGANIZATIONAL EFFICIENCY
Create accessible and developmentally appropriate learning environments	Enhance staff efficacy through a culture of collaboration and innovation	Foster connection through communication and engagement	Improve resource allocation and operations
<ul style="list-style-type: none">• Uphold the values of GJPS• Embed transformative practices in curriculum design, instructional strategies and assessment practices to facilitate student growth• Incorporate pathways that allow students to explore and pursue their passions• Prioritize student mental health, personal growth and well-being	<ul style="list-style-type: none">• Uphold the values of GJPS• Establish and nurture high expectations for students and staff• Build and sustain a culture of transparency and accountability• Engage in professional learning that supports innovative practices and improves their craft	<ul style="list-style-type: none">• Provide avenues to share, consider and act upon feedback• Create timely, consistent and accessible communication• Collaborate with students, families, staff and community to elevate the student experience and foster a safe environment• Cultivate community partnerships that broaden the learning experience for students	<ul style="list-style-type: none">• Optimize processes for accessibility and distribution of resources• Leverage technology to improve district systems and operations• Collect and use relevant data as a basis for decision making• Retain staff and increase recognition

GJPS WRITING STYLE

District

Capitalize the word “District” when referring to Gahanna-Jefferson Public Schools

Our Superintendent

Dr. Tracey Deagle

Tracey R. Deagle, Ph.D

Superintendent Dr. Tracey Deagle

Gahanna-Jefferson Public Schools (GJPS)

GJPS is singular

Gahanna-Jefferson Public Schools’ name is a single entity using a singular verb

When referencing GJPS as a possessive noun, put the apostrophe after the “s”

The Gahanna-Jefferson Public Schools Board of Education is singular and not possessive so does not require an apostrophe

Board of Education should be capitalized when talking about the GJPS Board of Education

Gahanna Lincoln High School

Our high school is Gahanna Lincoln High School

Avoid using Lincoln High School

Do not hyphenate

Can be referred to as GLHS on second mention - GLHS, not LHS

Use “Families” and “Students”

Avoid “parents”, “guardians”, “kids” or “children”

