

# GJPS | GJPS BRAND STYLE SHEET

## PRIMARY LOGOS



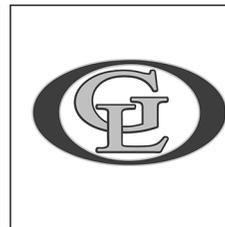
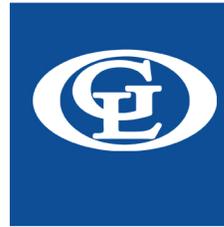
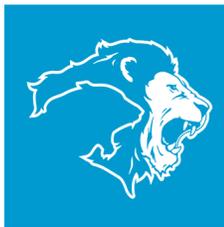
When using a lion image to represent a team, group, school or the GJPS District, one of these Primary or Secondary Lion Mascot Logos must be used. No other **LION** graphic may be used to represent the GJPS brand.

Other representations such as paw prints, school accessories or sports equipment may be chosen and used.

## SECONDARY LOGOS



## COLOR OPTIONS



## BRAND COLORS



**ROYAL**

C 100  
M 50  
Y 0  
K 41

R 0  
G 76  
B 151

#HEX  
004C97

PANTONE  
2945 C

**GOLD**

C 0  
M 22  
Y 100  
K 0

R 255  
G 198  
B 0

#HEX  
FFC600

PANTONE  
7548 C

**TEAL**

C 100  
M 25  
Y 0  
K 19

R 0  
G 154  
B 206

#HEX  
009ACE

PANTONE  
801 C

**BLACK**

C 20  
M 20  
Y 20  
K 100

R 0  
G 0  
B 0

#HEX  
000000

PANTONE  
None

**WHITE**

C 0  
M 0  
Y 0  
K 0

R 255  
G 255  
B 255

#HEX  
ffffff

PANTONE  
None

**SILVER**

C 18  
M 12  
Y 13  
K 0

R 207  
G 210  
B 211

#HEX  
CFD2D3

PANTONE  
427 C

## BRAND TYPOGRAPHY

**DRUK MEDIUM**  
(HEADLINE FONT)

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

a b c 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

**GRAPHIK REGULAR**  
(BODY FONT)

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

a b c 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

**DRUK** must be used when using a font with the lion mascot logo.

For all requests regarding any GJPS logo, please consult your building administrator or the GJPS Communications Department at [Info@gjps.org](mailto:Info@gjps.org).