

GREGORY-PORTLAND INDEPENDENT SCHOOL DISTRICT - BRAND STYLE GUIDE



DISTRICT:
DEPARTMENT:

Gregory-Portland Independent School District
Communications & Engagement Office

CONTENTS

LEGAL: BRANDING PROPERTY & LOGO USE REQUEST/AGREEMENTS FOR COMMUNITY GROUPS, RETAIL VENDORS, EMPLOYEES, ETC. 3

LOGOS ACCEPTABLE USE 6

BRAND COLORS 15

BRAND TYPEFACES..... 19

LOGO USAGE WITH BACKGROUND COLORS 22

DEPARTMENT BRANDING..... 35

STATIONERY & OFFICE GRAPHICS 38

SOCIAL MEDIA/MULTIMEDIA 50

APPAREL..... 57

PROMOTIONAL & MARKETING ITEMS 72

SIGNAGE & DECALS 79

LOGO HISTORY TIMELINE 94

Welcome to Gregory-Portland Independent School District's Brand Style Guide!

Please use this guide as a reference when you are creating materials that will include a district or campus logo.

To conserve resources, please finish your supply of printed materials, and adhere to the style guide when purchasing new ones.

District and campus logos are designed to boost school and organizational spirit, as well as make the district and campuses readily identifiable to everyone in the community and the wider world. As such, it is important that the correct logo be used appropriately at all times.

IMPORTANT: All logos must be used within the guidelines set forth in this manual. As district-owned, intellectual property, logos may not be altered or modified, and may not be combined with any other unapproved graphic or textual elements. Logos may not be used to promote or endorse any interest or entity other than G-PISD and its campuses.

Use of G-PISD logos outside of these guidelines is prohibited. Any individual, organization or business that uses district trademarks or other intellectual property without appropriate authorization shall be subject to legal action. Pursuant to board policy CY (Local), the district protects all district trademarks, including names, logos, mascots and symbols from unauthorized use.

Vendors and/or External Partners requesting use of district and campus logos for merchandise must contact the Office of Communications and enter a vendor agreement before proceeding. These groups include but are not limited to vendors, parent organizations, student organizations and other district-affiliated school support or booster organizations.

LOGO USE REQUESTS / LICENSING AGREEMENTS FOR COMMUNITY GROUPS, RETAIL VENDORS, EMPLOYEES, ETC.

ALL STAKEHOLDERS MUST SHARE THE FOLLOWING LEGAL STATEMENT WHEN RELEASING A LOGO FOR AN ORDER, OR SPECIFIC/APPROVED PURPOSE.

G-PISD Logo Request Form: www.g-pisd.org/LogoRequest

G-PISD Logo Policy LEGAL STATEMENT:

Gregory-Portland ISD official logos and insignia are protected property / trademarks of the school district. Any logo(s), slogans, icons, taglines, etc., and/or any artwork of any kind in which the district may be identified must only be used with the express, written permission from the district's Office of Communications to order items for district use alone. Logos may not be altered or changed in any way, and all use must be aligned with the official G-PISD Style Guide (www.g-pisd.org/StyleGuide). Any other, external use of logos or insignia must be approved in writing prior to use. To request the use of any logo or insignia for external purposes, please complete the G-PISD Logo Request form at www.g-pisd.org/LogoRequest.

For additional questions concerning logo usage, please contact the Office of Communications at 361-777-1091, ext. 1057

Thank you!

LOGO USE REQUESTS / LICENSING AGREEMENTS FOR COMMUNITY GROUPS, RETAIL VENDORS, EMPLOYEES, ETC.

G-PISD Logo Request Form:
www.g-pisd.org/LogoRequest

G-PISD Logo Policy LEGAL STATEMENT:

Gregory-Portland ISD official logos and insignia are protected property / trademarks of the school district. Any logo(s), slogans, icons, taglines, etc., and/or any artwork of any kind in which the district may be identified must only be used with the express, written permission from the district's Office of Communications to order items for district use alone. Logos may not be altered or changed in any way, and all use must be aligned with the official G-PISD Style Guide (www.g-pisd.org/StyleGuide). Any other, external use of logos or insignia must be approved in writing prior to use. To request the use of any logo or insignia for external purposes, please complete the G-PISD Logo Request form at www.g-pisd.org/LogoRequest.

SCHOOL-SPONSORED ORGANIZATIONS / PARENT SUPPORT GROUPS Requesting Permission for Use of G-PISD Official Logos & Insignia

Gregory-Portland ISD official and established booster clubs, PTAs / PTOs, parent organizations, and all recognized school-sponsored organizations as well as the G-P Education Foundation have permission from Gregory-Portland to use its logos without obtaining a G-PISD Trademark License Agreement. However, these groups must complete a G-PISD Logo Request Form to obtain official and approved logo graphics and must abide by the rules of the official style guide for logo use to retain permission from the district. (Logo permission may be revoked at any time in the event that style guide is not followed, and/or logos are released by organizations to external parties without direct permission from the district for specific use.)

These official organizations may purchase items for retail sales and the company/vendor making their items is not required to have a trademark agreement as long as sales are limited to the G-PISD school-sponsored organization / parent support group requesting item(s). It is the responsibility of the organization making the order / request to ensure the vendor is aware of this policy, and to provide a copy of the LOGO USE LEGAL STATEMENT in any initial communication when ordering item(s). If the company/vendor wishes to expand sales to include other logo items, the company must obtain its own G-PISD Trademark License Agreement as a retail vendor per the process outline in the style guide. These groups must complete the G-PISD Logo Request Form to receive original logo graphics for this purpose.

RETAIL VENDORS / EXTERNAL BUSINESSES, COMPANIES Requesting Permission & Obtaining Trademark Licensing Agreement with G-PISD

Gregory-Portland ISD requires vendors who sell and profit from products using the G-PISD official logos, insignia, slogans, etc. (including any school names, school official logos, and/or G-PISD program or initiative branding/logos) to enter into a G-PISD Trademark License Agreement. The license benefits the wholesalers and vendors that manufacture or carry Gregory-Portland ISD or its campus/school merchandise. This process applies for both large and small businesses, including individual or at-home based retailers.

Through this program, vendors can become officially designated as licensed dealers for merchandise using Gregory-Portland ISD trademarks and intellectual property as protected by law. The program also positions the district to ensure the protection and integrity of the district's brand identity through proper usage, while providing a financial benefit to Gregory-Portland ISD schools through royalty fees. The G-PISD Trademark License Agreement allows for the sale of apparel and/or any merchandise bearing the Gregory-Portland ISD or any G-PISD school name for one year (July 1 - June 30). Please complete a G-PISD Logo Request Form to initiate this process with the district if you are a retail vendor.

G-PISD STUDENT ORGANIZATIONS (Academic, CTE, Fine Arts, Athletics, etc.) Requesting Permission for Use of G-PISD Official Logos & Insignia

Gregory-Portland ISD academic organizations, student clubs, athletic teams and fine arts programs are authorized to use the trademarked logos for ONLY school-related purposes. The logos may not be altered in any way and all other requirements as outlined in the G-PISD Style Guide must be followed. These groups are not required to enter into a G-PISD Trademark Licensing Agreement to use official logos. However, these groups must complete a G-PISD Logo Request Form to obtain official and approved logo graphics and cannot share logos with others or use for purposes other than those for which permission is granted. It is the responsibility of the organization making the order / request to ensure any/all vendors who may provide merchandise for the organization is aware of this policy, and to provide a copy of the LOGO USE LEGAL STATEMENT in any initial communication when ordering item(s).



LOGO USE REQUESTS / LICENSING AGREEMENTS FOR COMMUNITY GROUPS, RETAIL VENDORS, EMPLOYEES, ETC.

G-PISD Logo Request Form:
www.g-pisd.org/LogoRequest

G-PISD Logo Policy LEGAL STATEMENT:

Gregory-Portland ISD official logos and insignia are protected property / trademarks of the school district. Any logo(s), slogans, icons, taglines, etc., and/or any artwork of any kind in which the district may be identified must only be used with the express, written permission from the district's Office of Communications to order items for district use alone. Logos may not be altered or changed in any way, and all use must be aligned with the official G-PISD Style Guide (www.g-pisd.org/StyleGuide). Any other, external use of logos or insignia must be approved in writing prior to use. To request the use of any logo or insignia for external purposes, please complete the G-PISD Logo Request form at www.g-pisd.org/LogoRequest.

G-PISD EMPLOYEES

Requesting Permission for Use of G-PISD Official Logos & Insignia

Gregory-Portland ISD employees are authorized to use G-PISD logos for classroom and school-related communications and purposes. An employee may not use the logos for personal use or for retail sales without the written permission of G-PISD, and must follow the appropriate process as outlined above for specific entities or activities. Employees may request access to logos using the G-PISD Logo Request Form.

UNAUTHORIZED USE of G-PISD OFFICIAL LOGOS, INSIGNIA, SLOGANS, etc. Copyright, Property, Trademark Infringement Actions

Any unauthorized use of Gregory-Portland ISD official logos, insignia, slogans, etc., all of which are the intellectual property and/or copyright/trademark of the district is prohibited. Permission must be granted for use as outlined. Any use of G-PISD property as referenced that in any way suggests an endorsement, sponsorship, or affiliation where none exists will result in a demand to cease use of the G-PISD Copyright/Trademarks immediately. G-PISD reserves the right to take any and all necessary legal measures to protect its intellectual property rights and the goodwill associated with the G-PISD brand.

Selling items that include a G-PISD official logo/image/slogan/etc. and/or copyright/trademark without express written permission is an infringement of G-PISD's property rights and is not allowable. All district branding is a reflection of our students, staff, and the greater community in support of G-PISD, and because we take great pride in our schools and community it is necessary that these policies and procedures be followed by all stakeholders. Thank you.

CONTACT:

The Gregory-Portland ISD Property / Trademark Licensing Program is collaboratively managed by the Office of Communications & Engagement. If after reviewing this information you may have questions, please contact us at communications@g-pisd.org.





LOGOS:
ACCEPTABLE USE

USEAGE OF LOGOS

DO NOT ALTER ANY G-PISD LOGOS IN ANY WAY.

- Do not animate, color, rotate, skew, or apply any effects to the logo.
- Do not separate the elements.
- Never attempt to create the logo, change the font, or alter the size or proportions of logo.
- Do not attempt to stage the logo on a tag or alter the space between the graphic element and the G-PISD logos.
- * Full color logo should always appear with the white stroke outline when placed on any clear/transparent backgrounds, distracting patterns, printed fabric materials, busy backgrounds, etc.
- Do not use previous versions of G-PISD logos.
- Do not alter logo in any way or alter color arrangements or add patterns inside any district logos in this style guide.

Per board policy, the district protects all district and campus trademarks, including names, logos, mascots, and symbols, from unauthorized use. Any individual, organization, or business that uses district trademarks without appropriate authorization shall be subject to legal action.

Correct Usage



Seal Logo



Stand-Alone Logo



Secondary Logo



G-P Lettermark Logo



Do not: stretch, skew, rotate, flip or distort logos in any way.

Do not: place any distracting graphic elements behind any of these logos, as doing so would disturb the logo's visual integrity.

Examples of incorrect use:



Stretch



Skew



Rotate



Flip



Distort



Placing graphic elements behind logo



Placing graphic elements behind or around logo



Placing text on top or around logo



Altered color arrangement on logo



*Altered color logo without white stroke around logo



USEAGE OF LOGOS

DO NOT ALTER ANY G-PISD LOGOS IN ANY WAY.

- Do not animate, color, rotate, skew, or apply any effects to the logo.
- Do not separate the elements.
- Never attempt to create the logo, change the font, or alter the size or proportions of logo.
- Do not attempt to stage the logo on a tag or alter the space between the graphic element and the G-PISD logos.
- * Full color logo should always appear with the white stroke outline when placed on any clear/transparent backgrounds, distracting patterns, printed fabric materials, busy backgrounds, etc.
- Do not use previous versions of G-PISD logos.
- Do not alter logo in any way or alter color arrangements or add patterns inside any district logos in this style guide.

Per board policy, the district protects all district and campus trademarks, including names, logos, mascots, and symbols, from unauthorized use. Any individual, organization, or business that uses district trademarks without appropriate authorization shall be subject to legal action.

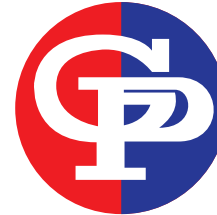
Correct Usage



G-P Lettermark
One-color G-P Red



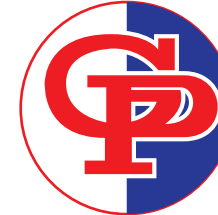
G-P Lettermark
One-color G-P Blue



G-P Lettermark
Reverse White



G-P Lettermark
with Blue & White Outline



*Note: Full color logo shown above reflects how the logo looks on top of a white and a color background. When placed on a color background, logo will appear with the white stroke outline.



G-P Lettermark Logo



Do not: stretch, skew, rotate, flip or distort logos in any way.
Do not: place any distracting graphic elements behind any of these logos, as doing so would disturb the logo's visual integrity.

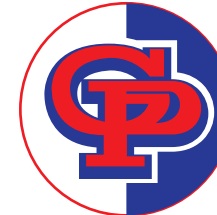
Examples of incorrect use:



Altered font &
staggered letters



Altered two color
arrangement



Altered logo with
offset blue dropshadow



*Altered color logo without
the white stroke outline

INCORRECT USE OF LOGOS

PREVIOUS G-PISD LOGOS

- Do not use previous versions G-PISD logos included in this page.

Per board policy, the district protects all district and campus trademarks, including names, logos, mascots, and symbols, from unauthorized use. Any individual, organization, or business that uses district trademarks without appropriate authorization shall be subject to legal action.

Incorrect use



Previous - G-PISD Seal Logo



Previous - G-PISD Gradient Seal Logo



Example of incorrect use: ***DO NOT***: Use previous Gregory-Portland ISD logos.



G-PISD Seal logo



G-PISD Gradient Seal logo



1990 G-P Stand-Alone logo



CLEAR SPACE & MINIMUM SIZE REQUIREMENTS

Clear Space

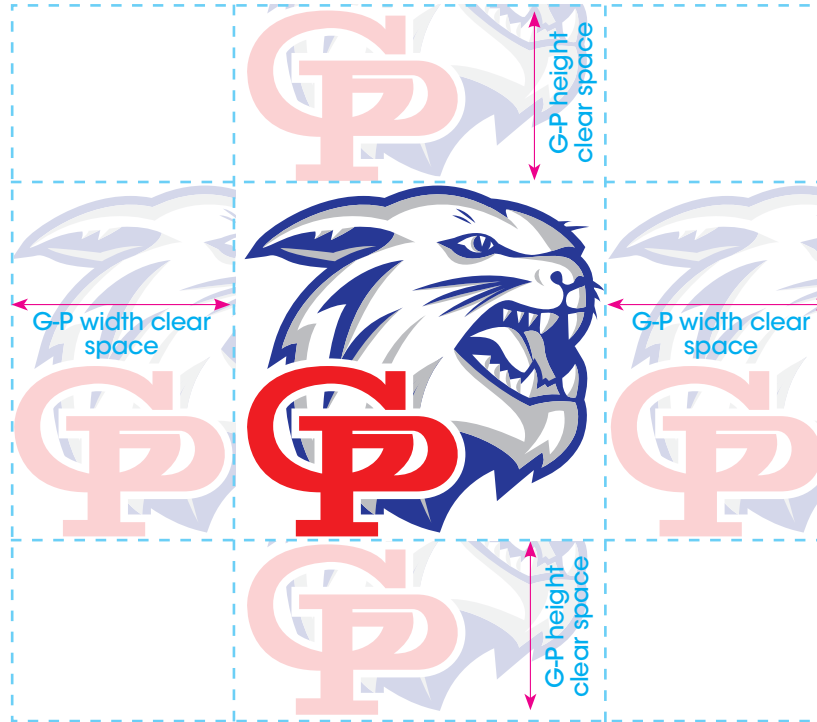
Always maintain clear space around the GPISD logos to protect the logo from distracting graphics or typography. In order to maintain sufficient clear space around the Primary, Secondary, Stand-Alone and Seal logos, please leave clear space (equivalent to the size of the Lettermark G-P) open on each side of the logo. (See example-at right.)

Do not place any graphic elements behind any of the GPISD logos, as doing so can often disturb the image's visual integrity and become a copyright infringement. The Communications office retains management of any logos. Please contact us with any requests for approval that may be acceptable.

Minimum Size

The GPISD logos reproduce well at almost any size. Going too small, however, can damage the logo's integrity and effectiveness. Do not reproduce the GPISD logos smaller than 1/2" inch wide, measured from the left side of the "apple" in the logo to the "D" in GPISD. (See example, right.)

Clear Space



Please leave clear space (equivalent to the size of the G-P Letters) open on each side of any G-PISD logos. No visual should be placed any closer to the logo than the width or height of the logo itself.

Do not place graphics behind logo

Example of incorrect use:



Minimum Size



1/2" inch wide

LOGO IDENTITY:

Primary, Secondary, Stand-Alone & District Seal Logos

The cornerstone of Gregory-Portland Independent School District's visual identity is the protected logo family. Instantly recognizable, yet simple and clean, its construction is a contemporary and modern expression of our history and our future.

In most instances the primary standard logo should be used, without alteration, to officially brand items. Please review the following pages for specific guidelines for each version of the logo.

Official Logos



G-PISD Seal Logo



G-PISD 75th Anniversary Logo
2025 - 2026 School Year

Secondary Logo



Stand-Alone Logo
Wildcat with G-P Lettermark



G-P Lettermark Logo



Vision Logo



75th Anniversary Vision Logo - 2025-2026 School Year



LOGO IDENTITY:

Primary, Secondary, Stand-Alone & District Seal Logos

The cornerstone of Gregory-Portland Independent School District's visual identity is the protected logo family. Instantly recognizable, yet simple and clean, its construction is a contemporary and modern expression of our history and our future.

In most instances the primary standard logo should be used, without alteration, to officially brand items. Please review the following pages for specific guidelines for each version of the logo.

Official Logos

Full Body Wildcat Logo



Wildcat Stand-Alone Logo



G-P Paw Print Logo



G-P Wildcats Secondary Logo



G-P Football Logo



"Wildcats" Wordmark Logo



"Wildcats" Wordmark Secondary Logo



Secondary Submark Logo



Secondary Paw Print Logo



LOGO IDENTITY:

Official G-PISD Campus Logos

G-PISD Campus Logos

The cornerstone of Gregory-Portland Independent School District's visual identity is the protected logo family. Instantly recognizable, yet simple and clean, its construction is a contemporary and modern expression of our history and our future.

In most instances the primary standard logo should be used, without alteration, to officially brand items. Please review the following pages for specific guidelines for each version of the logo.

G-P High School Primary Logo



G-P Middle School Logo



East Cliff Elementary School Logo



Stephen F. Austin Elementary School Logo



T.M. Clark Elementary School Logo



W.C. Andrews Elementary School Logo



LOGO IDENTITY:

G-PISD Program & Initiative Logos

The cornerstone of Gregory-Portland Independent School District's visual identity is the protected logo family. Instantly recognizable, yet simple and clean, its construction is a contemporary and modern expression of our history and our future.

In most instances the primary standard logo should be used, without alteration, to officially brand items. Please review the following pages for specific guidelines for each version of the logo.

Official G-PISD Program Logos

Examples



Early Childhood Center Logo



CTE Logo

Official G-PISD PodCast Logo

Examples



G-PISD PodCast Logo

Official G-PISD Initiative Logos

Examples



GP Safety First! Logo



Bond Logo



BRAND COLORS

COLOR PALETTE SPECIFICATIONS

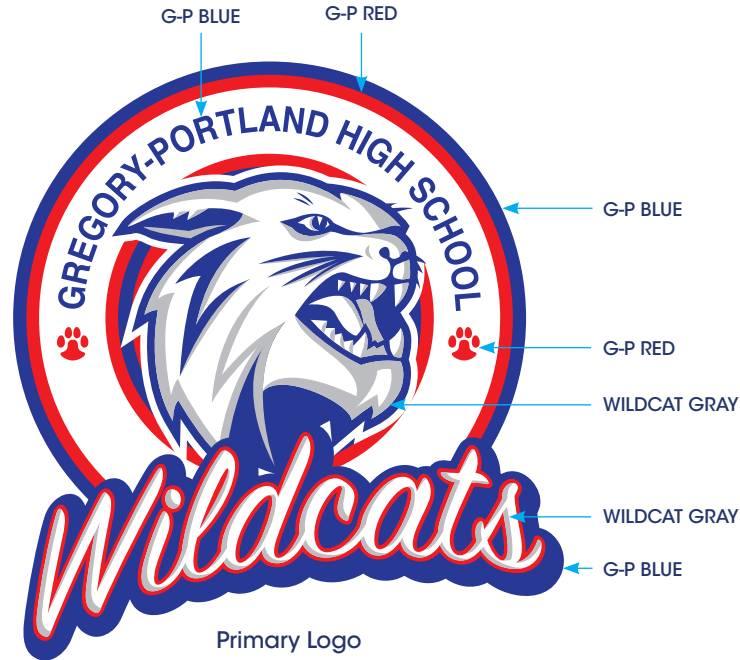
The G-PISD logo is based on a core set of colors key to the brand's identity. Our brand thrives on simplicity, not excess. These colors are primarily for print and web from the Pantone Matching System (PMS) and CMYK - 4 Color Process to RGB and HEX# codes.

If you need to order a product with the G-PISD logo imprint, follow the color values for our brand palette as specified in this style guide.

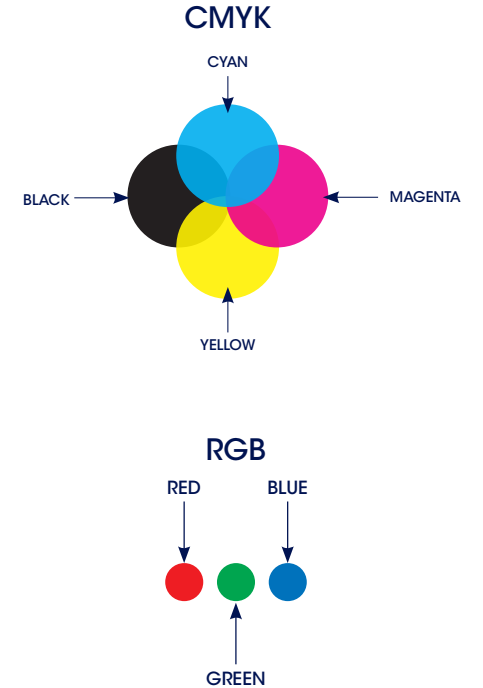
Adhere to these guidelines when ordering promotional and apparel items.




Do not alter the logo or its core colors.

Color Palette



Primary Logo



COLOR:	PANTONE	C	M	Y	K	R	G	B	HEX#
 G-P RED:	Red 185 C	0%	100%	100%	0%	237	28	36	ed1c24
 G-P BLUE:	Blue 072 C	100%	95%	0%	0%	41	56	150	293896
 WILDCAT GRAY:	Cool Gray 4 C	0%	0%	0%	30%	188	189	192	bcbdc0

COLOR PALETTE SPECIFICATIONS:

INTERIOR PAINT COLOR PALETTE

By Sherwin-Williams

When using paint to replicate G-PISD logo imprint, follow the color values for our brand palette as specified in this style guide.

Remember the G-PISD logo is based on a core set of colors key to the brand's identity. Our brand thrives on simplicity, not excess.

Adhere to these guidelines when painting interior and exterior walls, etc.

Do not alter the logo or its core colors.

Sherwin-Williams color palette specifications



SHERWIN-WILLIAMS®

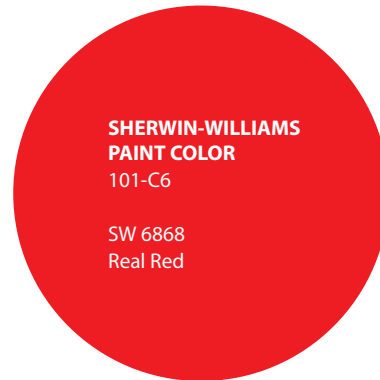


Stand-Alone Logo

235-C2
SW 7072
Online

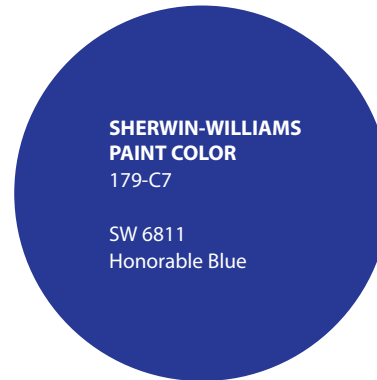
179-C7
SW 6811
Honorable Blue

101-C6
SW 6868
Real Red



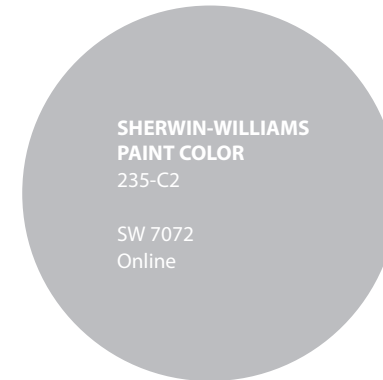
SHERWIN-WILLIAMS
PAINT COLOR
101-C6

SW 6868
Real Red






SHERWIN-WILLIAMS
PAINT COLOR
179-C7

SW 6811
Honorable Blue



SHERWIN-WILLIAMS
PAINT COLOR
235-C2

SW 7072
Online

COLOR:	(SHERWIN-WILLIAMS) PAINT COLOR	
 G-P RED:	101-C6	SW 6868 - Real Red
 G-P BLUE:	179-C7	SW 6811 - Honorable Blue
 WILDCAT GRAY:	235-C2	SW 7072 - Online

COLOR PALETTE SPECIFICATIONS:

INTERIOR PAINT COLOR PALETTE

By PPG

When using paint to replicate G-PISD logo imprint, follow the color values for our brand palette as specified in this style guide.

Remember the G-PISD logo is based on a core set of colors key to the brand's identity. Our brand thrives on simplicity, not excess.

Adhere to these guidelines when painting interior and exterior walls, etc.




Do not alter the logo or its core colors.

PPG color palette specifications



Stand-Alone Logo



COLOR:	(PPG) PAINT COLOR	
 G-P RED:	Wet Coral	PPG1189-6
 G-P BLUE:	Brilliant Blue	PPG1161-7
 WILDCAT GRAY:	Maiden Mist	PPG1039-2



BRAND TYPEFACES

PRIMARY TYPOGRAPHY:

FONT/TYPEFACES

The preferred typeface or font used with this G-PISD logo in all communication pieces is a sans serif custom font.

When creating documents carrying the G-PISD logo, "Helvetica" font should be used in subheads, section headings, and product descriptions. Short headlines or labels may be all caps; otherwise, headlines and subheads are sentence-case. For internal documents such as PowerPoint presentations, Word documents, and emails, the typeface "Helvetica" font may be substituted for "ITC Avante Garde Gothic Std".

Primary Typography



Primary Logo



"Wildcats" Wordmark Secondary Logo

Font Name:
Helvetica

Helvetica
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Font Name:
SignPainter

SignPainter
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Font Name:
Industrial LT Solid

INDUSTRIAL LT SOLID
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Font Name:
City Bold

CITY BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SECONDARY TYPOGRAPHY:

BRAND TYPEFACES

The secondary typeface or font used with this at G-PISD in all communication pieces.

When creating documents in carrying our brand at G-PISD, "ITC Avant Garde Gothic Std" font family should be used in subheads, section headings, and product descriptions. Short headlines or labels may be all caps; otherwise, headlines and subheads are sentence case. For internal documents, such as PowerPoint presentations, Word documents, and emails, the typeface "ITC Avant Garde Gothic Std" font may be substituted for "Arial".

Secondary Typography

ITC Avant Garde Gothic Std Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!?!&\$#

ITC Avant Garde Gothic Std Demi

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!?!&\$#

ITC Avant Garde Gothic Std Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!?!&\$#

Sarah Script

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!?!&\$#



LOGO USEAGE
WITH BACKGROUND COLORS

CORRECT USE OF LOGOS:

PRIMARY LOGO

Color, Grayscale, B&W, Spot Color & Reverse

When color or printing prohibits the use of a full-color logo, it may be used in all black or reversed-out to white. When registered or trademarked, the official ® or ™ should be black or white, not any other color.

The logo can appear on color, illustration, or photographic backgrounds as long as the logo appears with a white stroke/ background and the legibility and integrity of the logo are not diminished.

* Full color logo should always appear with a white stroke/ background when placed on any clear/transparent backgrounds, distracting patterns, printed fabric materials, busy backgrounds, etc.

Logo may be used by external or third parties under license approval only (partner communications, co-marketing, sponsorships, etc.).

Per board policy, the district protects all district and campus trademarks, including names, logos, mascots, and symbols, from unauthorized use. Any individual, organization, or business that uses district trademarks without appropriate authorization shall be subject to legal action.

Primary Logo



Primary Logo

**Note: Full color logo shown above reflects how the logo looks on top of a white and a color background. When placed on a color background, logo will appear with white stroke/background.*

Color



Primary Logo

Grayscale



Primary Logo

B&W



Primary Logo

Wildcat Blue One-color (spot color) Blue 072 C



Primary Logo

One-color option to be used when color count is limited.

Reverse



Primary Logo

Note: Reverse logo shown above reflects logo on top of background colors.

CORRECT USE OF LOGOS:

SECONDARY LOGO

Color, Grayscale, B&W, Spot Color & Reverse

When color or printing prohibits the use of a full-color logo, it may be used in all black or reversed-out to white. When registered or trademarked, the official ® or ™ should be black or white, not any other color.

The logo can appear on color, illustration, or photographic backgrounds as long as the logo appears with a white stroke/ background and the legibility and integrity of the logo are not diminished.

* Full color logo should always appear with a white stroke/ background when placed on any clear/transparent backgrounds, distracting patterns, printed fabric materials, busy backgrounds, etc.

Logo may be used by external or third parties under license approval only (partner communications, co-marketing, sponsorships, etc.).

Per board policy, the district protects all district and campus trademarks, including names, logos, mascots, and symbols, from unauthorized use. Any individual, organization, or business that uses district trademarks without appropriate authorization shall be subject to legal action.

Secondary Logo



Secondary Logo

**Note: Full color logo shown above reflects how the logo looks on top of a white and a color background. When placed on a color background, logo will appear with white stroke/background.*

Color



Secondary Logo

Grayscale



Secondary Logo

B&W



Secondary Logo

Wildcat Blue One-color (spot color) Blue 072 C



Secondary Logo

One-color option to be used when color count is limited.

Reverse



Secondary Logo

Note: Reverse logo shown above reflects logo on top of background colors.

CORRECT USE OF LOGOS:

STAND-ALONE LOGO

Color, Grayscale, B&W, Spot Color & Reverse

When color or printing prohibits the use of a full-color logo, it may be used in all black or reversed-out to white. When registered or trademarked, the official ® or ™ should be black or white, not any other color.

The logo can appear on color, illustration, or photographic backgrounds as long as the logo appears with a white stroke/ background and the legibility and integrity of the logo are not diminished.

* Full color logo should always appear with a white stroke/ background when placed on any clear/transparent backgrounds, distracting patterns, printed fabric materials, busy backgrounds, etc.

Logo may be used by external or third parties under license approval only (partner communications, co-marketing, sponsorships, etc.).

Per board policy, the district protects all district and campus trademarks, including names, logos, mascots, and symbols, from unauthorized use. Any individual, organization, or business that uses district trademarks without appropriate authorization shall be subject to legal action.

Stand-Alone Logo



Stand-Alone Logo

**Note: Full color logo shown above reflects how the logo looks on top of a white and a color background. When placed on a color background, logo will appear with white stroke/background.*

Color



Stand-Alone Logo

Grayscale



Stand-Alone Logo

B&W



Stand-Alone Logo

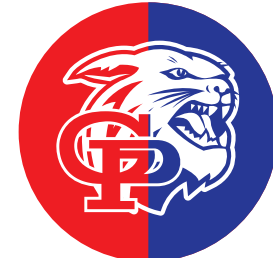
Wildcat Blue One-color (spot color) Blue 072 C



Stand-Alone Logo

One-color option to be used when color count is limited.

Reverse



Stand-Alone Logo

Note: Reverse logo shown above reflects logo on top of background colors.

CORRECT USE OF LOGOS:

G-P LETTERMARK LOGO

Color, Grayscale, B&W, Spot Color & Reverse Logos

When color or printing prohibits the use of a full-color logo, it may be used in all black or reversed-out to white. When registered or trademarked, the official ® or ™ should be black or white, not any other color.

The logo can appear on color, illustration, or photographic backgrounds as long as the logo appears with a white stroke/ background and the legibility and integrity of the logo are not diminished.

* Full color logo should always appear with a white stroke/ background when placed on any clear/transparent backgrounds, distracting patterns, printed fabric materials, busy backgrounds, etc.

Logo may be used by external or third parties under license approval only (partner communications, co-marketing, sponsorships, etc.).

Per board policy, the district protects all district and campus trademarks, including names, logos, mascots, and symbols, from unauthorized use. Any individual, organization, or business that uses district trademarks without appropriate authorization shall be subject to legal action.

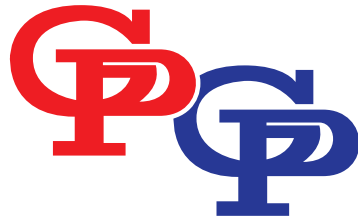
G-P Lettermark Logo



G-P Lettermark Logo

**Note: Full color logo shown above reflects how the logo looks on top of a white and a color background. When placed on a color background, logo will appear with white stroke outline.*

Color



G-P Lettermark Logo

Grayscale



G-P Lettermark Logo

B&W



G-P Lettermark Logo

Wildcat Blue
One-color (spot color) Blue 072 C



G-P Lettermark Logo

One-color option to be used when color count is limited.

Reverse



G-P Lettermark Logo

Note: Reverse logo shown above reflects logo on top of background colors.

CORRECT USE OF LOGO:

SEAL LOGO

Color, Grayscale, B&W, Spot Color & Reverse

When color or printing prohibits the use of a full-color logo, it may be used in all black or reversed-out to white. When registered or trademarked, the official ® or ™ should be black or white, not any other color.

The logo can appear on color, illustration, or photographic backgrounds as long as the logo appears with a white stroke/ background and the legibility and integrity of the logo are not diminished.

* Full color logo should always appear with a white stroke/ background when placed on any clear/transparent backgrounds, distracting patterns, printed fabric materials, busy backgrounds, etc.

Logo may be used by external or third parties under license approval only (partner communications, co-marketing, sponsorships, etc.).

Per board policy, the district protects all district and campus trademarks, including names, logos, mascots, and symbols, from unauthorized use. Any individual, organization, or business that uses district trademarks without appropriate authorization shall be subject to legal action.

Seal Logo



Seal Logo

**Note: Full color logo shown above reflects how the logo looks on top of a white and a color background. When placed on a color background, logo will appear with white stroke/background.*

Color



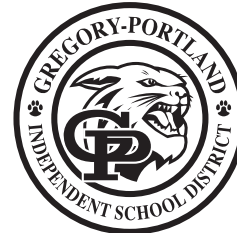
Seal Logo

Grayscale



Seal Logo

B&W



Seal Logo

Wildcat Blue

One-color (spot color) Blue 072 C



Seal Logo

One-color option to be used when color count is limited.

Reverse



Seal Logo

Note: Reverse logo shown above reflects logo on top of background colors.

CORRECT USE OF LOGO:

VISION LOGO

Color, Grayscale, B&W, Spot Color & Reverse

When color or printing prohibits the use of a full-color logo, it may be used in all black or reversed-out to white. When registered or trademarked, the official ® or ™ should be black or white, not any other color.

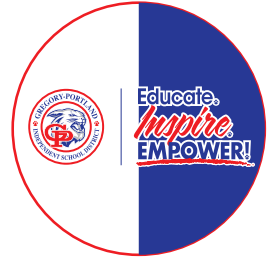
The logo can appear on color, illustration, or photographic backgrounds as long as the logo appears with a white stroke/ background and the legibility and integrity of the logo are not diminished.

* Full color logo should always appear with a white stroke/ background when placed on any clear/transparent backgrounds, distracting patterns, printed fabric materials, busy backgrounds, etc.

Logo may be used by external or third parties under license approval only (partner communications, co-marketing, sponsorships, etc.).

Per board policy, the district protects all district and campus trademarks, including names, logos, mascots, and symbols, from unauthorized use. Any individual, organization, or business that uses district trademarks without appropriate authorization shall be subject to legal action.

Vision Logo



Vision Logo

*Note: Full color logo shown above reflects how the logo looks on top of a white and a color background. When placed on a color background, logo will appear with white stroke/background.

Color



Vision Logo

Grayscale



Vision Logo

B&W



Vision Logo

Wildcat Blue One-color (spot color) Blue 072 C



Vision Logo

One-color option to be used when color count is limited.

Reverse



Vision Logo

Note: Reverse logo shown above reflects logo on top of background colors.

CORRECT USE OF LOGO ON BACKGROUNDS

When color or printing prohibits the use of a full-color logo, it may be used in all black or reversed-out to white. When registered or trademarked, the official ® or ™ should be black or white, not any other color.

The logo can appear on color, illustration, or photographic backgrounds as long as the logo appears with a white stroke/ background and the legibility and integrity of the logo are not diminished.

* Full color logo should always appear with a white stroke/ background when placed on any clear/transparent backgrounds, distracting patterns, printed fabric materials, busy backgrounds, etc.

Logo may be used by external or third parties under license approval only (partner communications, co-marketing, sponsorships, etc.).

Per board policy, the district protects all district and campus trademarks, including names, logos, mascots, and symbols, from unauthorized use. Any individual, organization, or business that uses district trademarks without appropriate authorization shall be subject to legal action.

Primary Logo



Primary Logo

**Note: Full color logo shown above reflects how the logo looks on top of a white and a color background. When placed on a color background, logo will appear with white stroke/background.*

Red Background



Primary Logo

White Background



Primary Logo

Blue Background



Primary Logo

CORRECT USE OF LOGO ON BACKGROUNDS

When color or printing prohibits the use of a full-color logo, it may be used in all black or reversed-out to white. When registered or trademarked, the official ® or ™ should be black or white, not any other color.

The logo can appear on color, illustration, or photographic backgrounds as long as the logo appears with a white stroke/background and the legibility and integrity of the logo are not diminished.

* Full color logo should always appear with a white stroke/background when placed on any clear/transparent backgrounds, distracting patterns, printed fabric materials, busy backgrounds, etc.

Logo may be used by external or third parties under license approval only (partner communications, co-marketing, sponsorships, etc.).

Per board policy, the district protects all district and campus trademarks, including names, logos, mascots, and symbols, from unauthorized use. Any individual, organization, or business that uses district trademarks without appropriate authorization shall be subject to legal action.

Secondary Logo



Secondary Logo

**Note: Full color logo shown above reflects how the logo looks on top of a white and a color background. When placed on a color background, logo will appear with white stroke/background.*

Red Background



Secondary Logo

White Background



Secondary Logo

Blue Background



Secondary Logo

CORRECT USE OF LOGO ON BACKGROUNDS

When color or printing prohibits the use of a full-color logo, it may be used in all black or reversed-out to white. When registered or trademarked, the official ® or ™ should be black or white, not any other color.

The logo can appear on color, illustration, or photographic backgrounds as long as the logo appears with a white stroke/background and the legibility and integrity of the logo are not diminished.

* Full color logo should always appear with a white stroke/background when placed on any clear/transparent backgrounds, distracting patterns, printed fabric materials, busy backgrounds, etc.

Logo may be used by external or third parties under license approval only (partner communications, co-marketing, sponsorships, etc.).

Per board policy, the district protects all district and campus trademarks, including names, logos, mascots, and symbols, from unauthorized use. Any individual, organization, or business that uses district trademarks without appropriate authorization shall be subject to legal action.

Stand-Alone Logo



Stand-Alone Logo

**Note: Full color logo shown above reflects how the logo looks on top of a white and a color background. When placed on a color background, logo will appear with white stroke/background.*

Red Background



Stand-Alone Logo

White Background



Stand-Alone Logo

Blue Background



Stand-Alone Logo

CORRECT USE OF LOGO ON BACKGROUNDS

When color or printing prohibits the use of a full-color logo, it may be used in all black or reversed-out to white. When registered or trademarked, the official ® or ™ should be black or white, not any other color.

The logo can appear on color, illustration, or photographic backgrounds as long as the logo appears with a white stroke/background and the legibility and integrity of the logo are not diminished.

* Full color logo should always appear with a white stroke/background when placed on any clear/transparent backgrounds, distracting patterns, printed fabric materials, busy backgrounds, etc.

Logo may be used by external or third parties under license approval only (partner communications, co-marketing, sponsorships, etc.).

Per board policy, the district protects all district and campus trademarks, including names, logos, mascots, and symbols, from unauthorized use. Any individual, organization, or business that uses district trademarks without appropriate authorization shall be subject to legal action.

G-P Lettermark Logo



Red Background



G-P Lettermark Logo

White Background



G-P Lettermark Logo

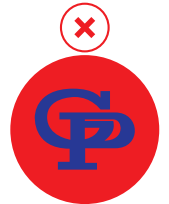
Blue Background



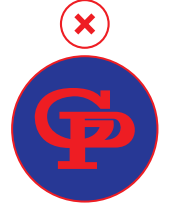
G-P Lettermark Logo

NOTE: When placing "G-P Lettermark" logo on a "RED" background. The "BLUE" G-P Lettermark logo version needs to be used. Contrasting colors with the white outline must be consistent.

NOTE: When placing "G-P Lettermark" logo on a "BLUE" background. The "RED" G-P Lettermark logo version needs to be used. Contrasting colors with the white outline must be consistent.



**Altered color logo without white stroke outline*



**Altered color logo without white stroke outline*



Note: Reverse logo shown above reflects logo on top of background colors.



NOTE: When placing "G-P Lettermark" logo on a "BLUE" background/fabric. The "RED" - G-P Lettermark logo version with white outline needs to be used.

CORRECT USE OF LOGO ON BACKGROUNDS

When color or printing prohibits the use of a full-color logo, it may be used in all black or reversed-out to white. When registered or trademarked, the official ® or ™ should be black or white, not any other color.

The logo can appear on color, illustration, or photographic backgrounds as long as the logo appears with a white stroke/ background and the legibility and integrity of the logo are not diminished.

* Full color logo should always appear with a white stroke/ background when placed on any clear/transparent backgrounds, distracting patterns, printed fabric materials, busy backgrounds, etc.

Logo may be used by external or third parties under license approval only (partner communications, co-marketing, sponsorships, etc.).

Per board policy, the district protects all district and campus trademarks, including names, logos, mascots, and symbols, from unauthorized use. Any individual, organization, or business that uses district trademarks without appropriate authorization shall be subject to legal action.

G-PISD Seal Logo



G-PISD Seal Logo

**Note: Full color logo shown above reflects how the logo looks on top of a white and a color background. When placed on a color background, logo will appear with white stroke outline.*

Red Background



G-PISD Seal Logo

White Background



G-PISD Seal Logo

Blue Background



G-PISD Seal Logo

CORRECT USE OF LOGO ON BACKGROUNDS

When color or printing prohibits the use of a full-color logo, it may be used in all black or reversed-out to white. When registered or trademarked, the official ® or ™ should be black or white, not any other color.

The logo can appear on color, illustration, or photographic backgrounds as long as the logo appears with a white stroke/background and the legibility and integrity of the logo are not diminished.

* Full color logo should always appear with a white stroke/background when placed on any clear/transparent backgrounds, distracting patterns, printed fabric materials, busy backgrounds, etc.

Logo may be used by external or third parties under license approval only (partner communications, co-marketing, sponsorships, etc.).

Per board policy, the district protects all district and campus trademarks, including names, logos, mascots, and symbols, from unauthorized use. Any individual, organization, or business that uses district trademarks without appropriate authorization shall be subject to legal action.

Vision Logo



Educate.
Inspire
EMPOWER!



Vision Logo

**Note: Full color logo shown above reflects how the logo looks on top of a white and a color background. When placed on a color background, logo will appear with white stroke/background.*

Red Background



Vision Logo

When placed on a color background, logo will appear with "WHITE" dividing line

White Background



Vision Logo

When placed on a White background, logo will appear with "BLUE" dividing line

Blue Background



Vision Logo

When placed on a color background, logo will appear with "WHITE" dividing line

Example of incorrect use:



**Note: Full color logo with "BLUE" dividing line shown above reflects how the logo looks on top of a color background. When placed on a color background, logo needs to appear with "WHITE" dividing line as shown at left.*

The background consists of a dark blue field with a repeating pattern of a light blue logo. The logo is a stylized, circular emblem. On the right side, a red arrow shape points from the blue field towards the right edge of the image.

DEPARTMENT BRANDING

CORRECT USE OF LOGO: Department Branding

Use G-P Stand-Alone Logo for district department branding.

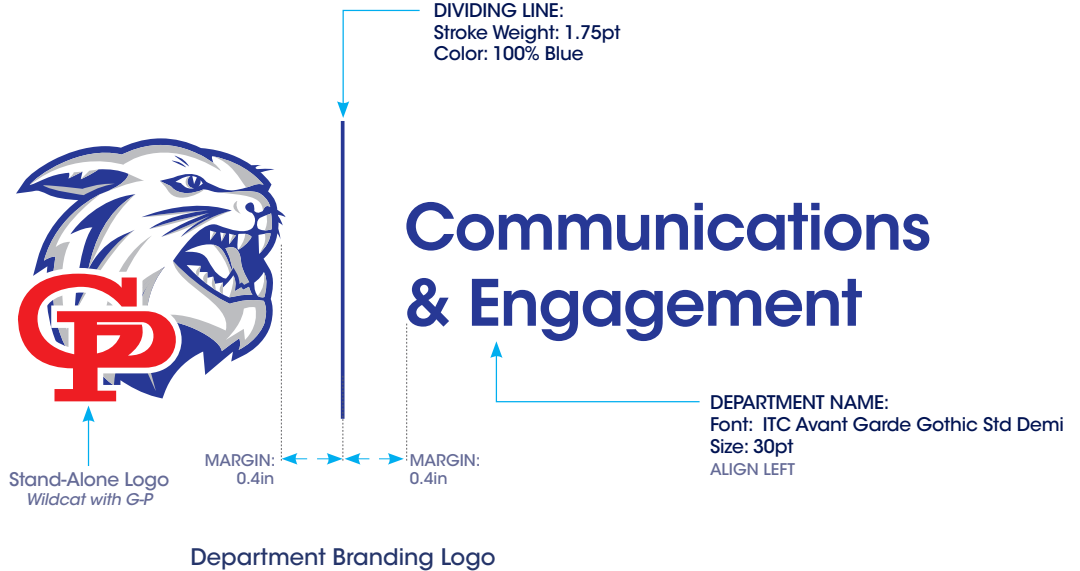
Departments shall not create individual logos. All District departments and offices should adhere to standard branding as shown on this page. To ensure the prominence, clarity and visual impact of the G-P ISD brand, use only approved presentation templates included in this guide.

* Full color logo should always appear with a white stroke/background when placed on any clear/transparent backgrounds, distracting patterns, printed fabric materials, busy backgrounds, etc.

Logo may be used by external or third parties under license approval only (partner communications, co-marketing, sponsorships, etc.).

Per board policy, the district protects all district and campus trademarks, including names, logos, mascots, and symbols, from unauthorized use. Any individual, organization, or business that uses district trademarks without appropriate authorization shall be subject to legal action.

Department Standard Branding



Example of the department branding logo

Preferred



Communications
& Engagement

Horizontal



Communications
& Engagement

Stacked

CORRECT USE OF LOGO: Department Branding

Use G-P Stand-Alone Logo for district department branding.

Departments shall not create individual logos. All District departments and offices should adhere to standard branding as shown on this page. To ensure the prominence, clarity and visual impact of the G-P ISD brand, use only approved presentation templates included in this guide.

* Full color logo should always appear with a white stroke/ background when placed on any clear/transparent backgrounds, distracting patterns, printed fabric materials, busy backgrounds, etc.

Logo may be used by external or third parties under license approval only (partner communications, co-marketing, sponsorships, etc.).

Per board policy, the district protects all district and campus trademarks, including names, logos, mascots, and symbols, from unauthorized use. Any individual, organization, or business that uses district trademarks without appropriate authorization shall be subject to legal action.

Department Standard Branding



Business & Finance



Curriculum & Instruction

Example of the department branding logos



STATIONERY & OFFICE GRAPHICS

G-PISD BUSINESS CARDS:

All employees using district business cards shall follow the example shown here. The address line will contain the district's mailing address and, in the case of satellite offices, the physical address. Phone numbers may include office number and extension, and (if desired) fax number, and cell phone.

Business cards will be printed on white lynx opaque smooth cover 100 lb. stock paper. District business cards will be double-sided. Lettering will appear in blue ink with the full-color G-PISD Seal logo in the upper left-hand corner.

*Note: Individual campuses may continue to use their official school mascots or district-approved, campus-specific graphics on business cards. See campus style guide or contact the Office of Communications for guidance.

Logo may be used by external or third parties under license approval only (partner communications, co-marketing, sponsorships, etc.).

Per board policy, the district protects all district and campus trademarks, including names, logos, mascots, and symbols, from unauthorized use. Any individual, organization, or business that uses district trademarks without appropriate authorization shall be subject to legal action.

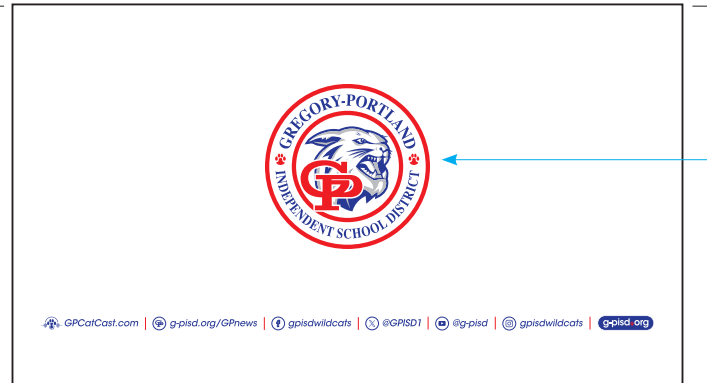
Business Cards



Front



Vision Logo



Back



Seal Logo

G-PISD BUSINESS CARDS:

All employees using district business cards shall follow the example shown here. The address line will contain the district's mailing address and, in the case of satellite offices, the physical address. Phone numbers may include office number and extension, and (if desired) fax number, and cell phone.

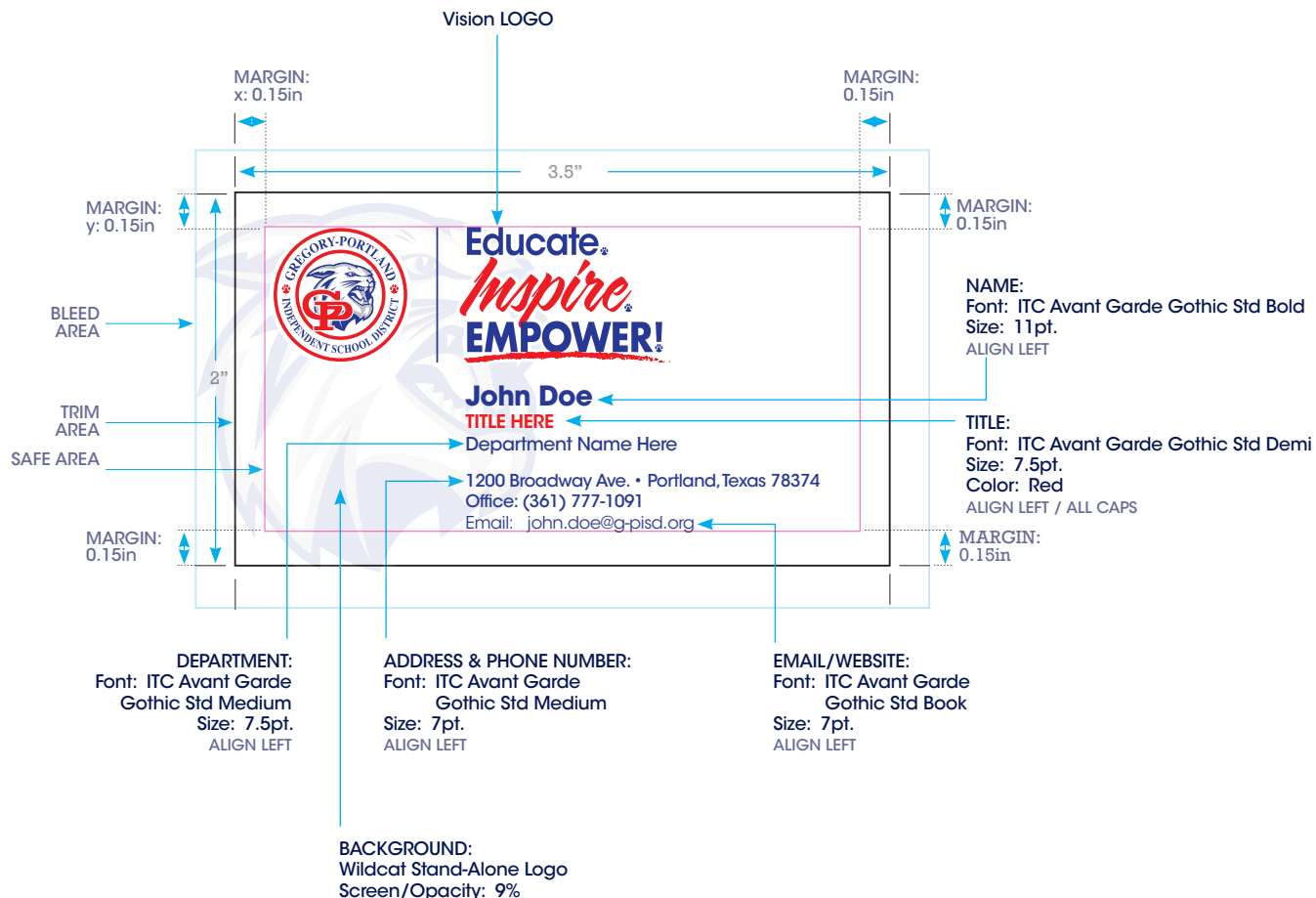
Business cards will be printed on white lynx opaque smooth cover 100 lb. stock paper. District business cards will be double-sided. Lettering will appear in blue only with the full-color G-PISD Seal logo in the upper left-hand corner.

*Note: Individual campuses may continue to use their official school mascots or district-approved, campus-specific graphics on business cards. See campus style guide or contact the Office of Communications for guidance.

Logo may be used by external or third parties under license approval only (partner communications, co-marketing, sponsorships, etc.).

Per board policy, the district protects all district and campus trademarks, including names, logos, mascots, and symbols, from unauthorized use. Any individual, organization, or business that uses district trademarks without appropriate authorization shall be subject to legal action.

Business Cards Front Side



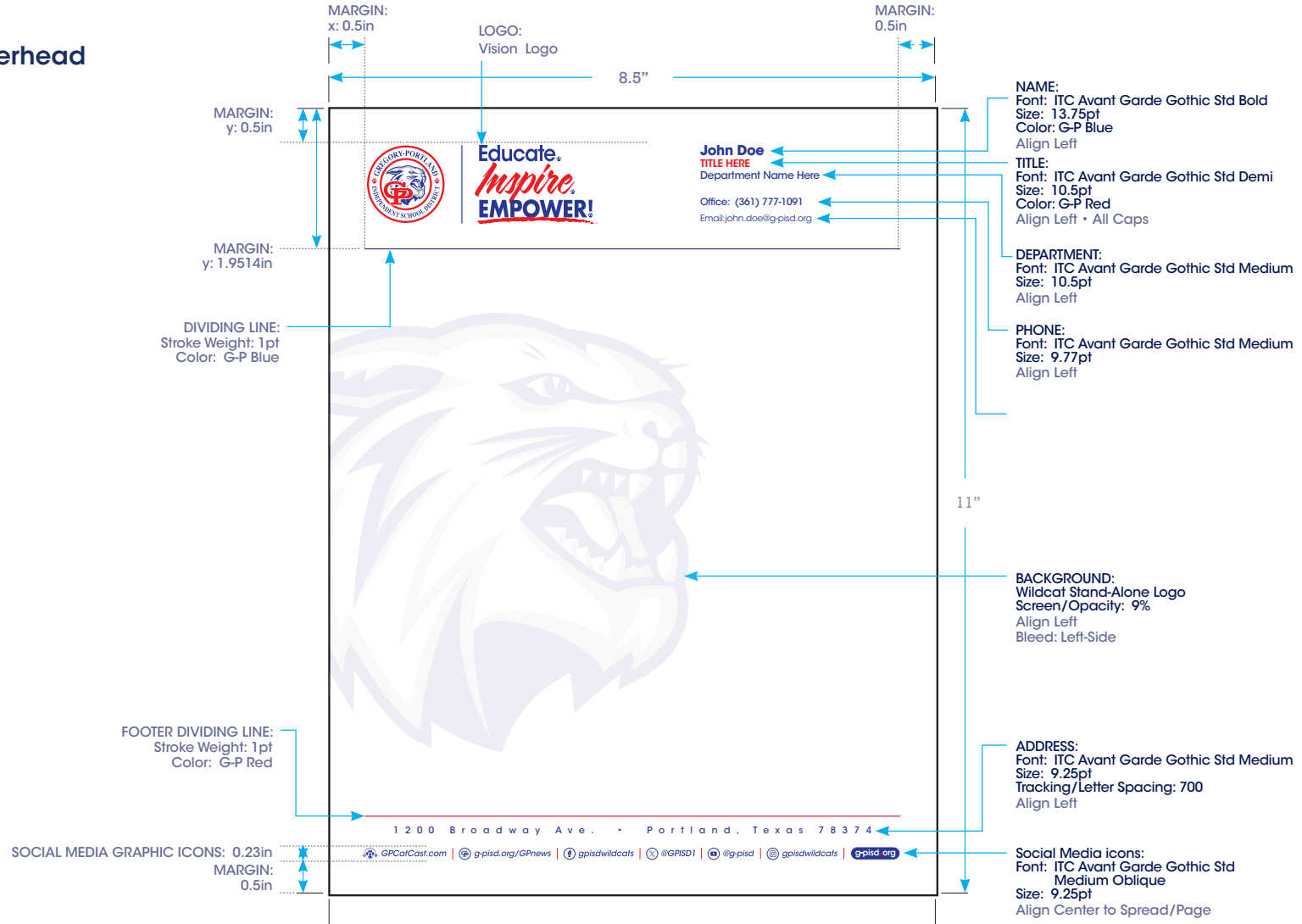
G-PISD LETTERHEAD

The letterhead contains the logo, address line, phone, extension, fax, and website address. The logo must appear in the official three colors and all type must print in blue. Body copy should be in black standard sans serif fonts (no script or handwriting fonts).

The department/office name will always appear in the upper right corner. The department/office physical address will always appear beneath the Gregory-Portland Independent School District address. Department and office phone, fax, and extension numbers will appear beneath the address. The address and social media/website list will always appear in the bottom footer area.

Per board policy, the district protects all district and campus trademarks, including names, logos, mascots, and symbols, from unauthorized use. Any individual, organization, or business that uses district trademarks without appropriate authorization shall be subject to legal action.

Letterhead



G-PISD STANDARD ENVELOPES

All departments and offices will use the standard G-PISD business envelope as shown here.

The envelope will be a No. 10, white, regular or window envelope.

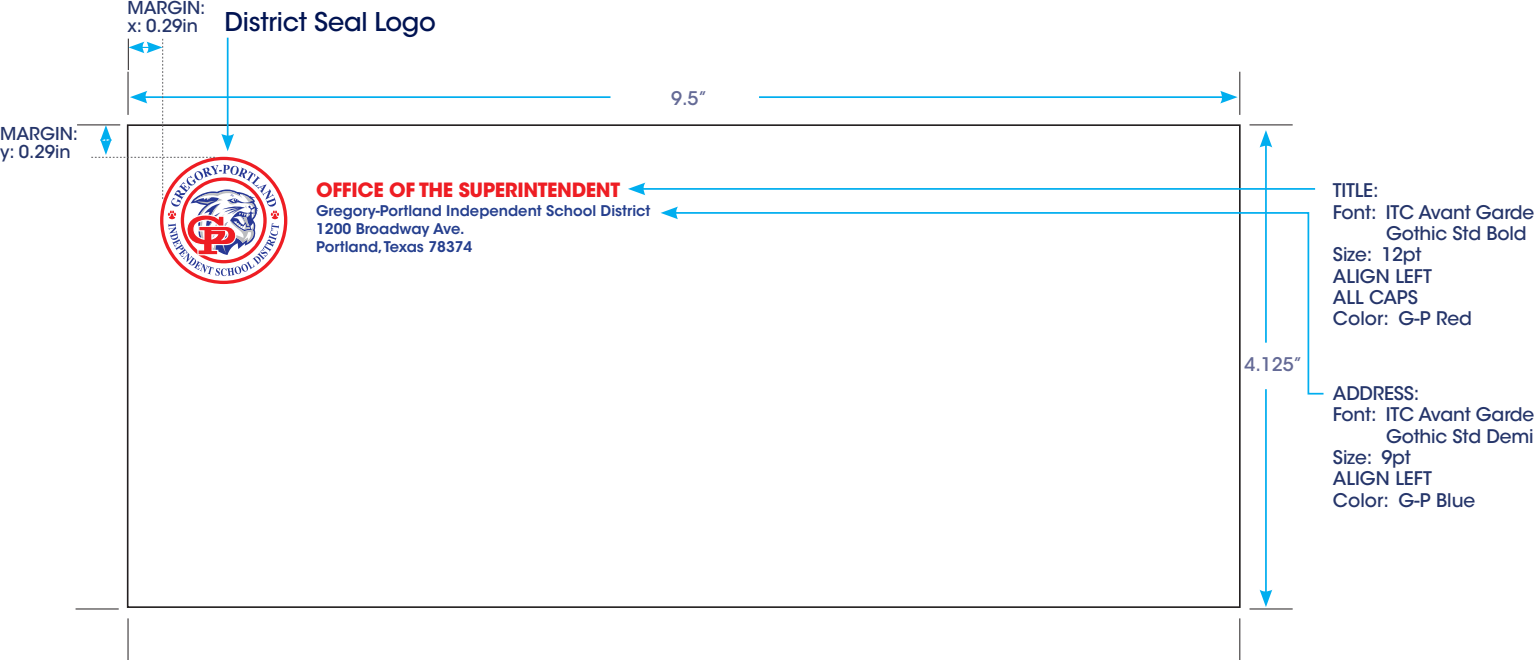
Special envelopes that utilize the G-PISD logo must show the logo in the upper left-hand corner in its official colors and proper proportions. Special envelopes are defined as those other than business envelopes (e.g. invitations, special mailings, oversized).

Special envelopes must be approved by the Communications & Engagement Office.

Per board policy, the district protects all district and campus trademarks, including names, logos, mascots, and symbols, from unauthorized use. Any individual, organization, or business that uses district trademarks without appropriate authorization shall be subject to legal action.

Standard Envelope with Title

Sample#10 Envelope
District Seal Logo
Office of the Superintendent



G-PISD ENVELOPES

All departments and offices will use the standard G-PISD business envelope as shown here.

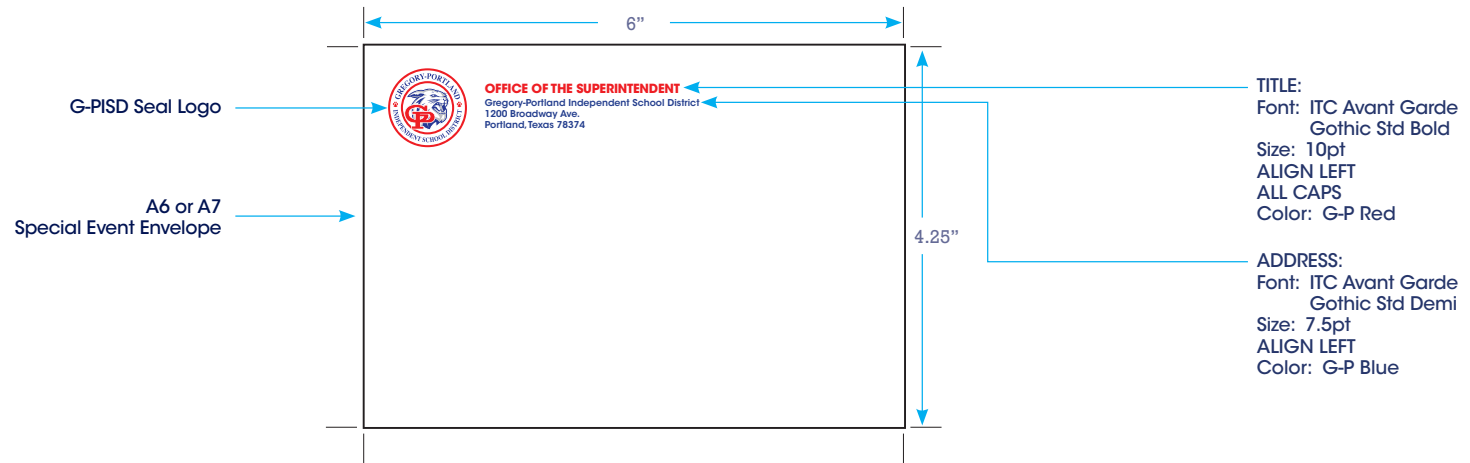
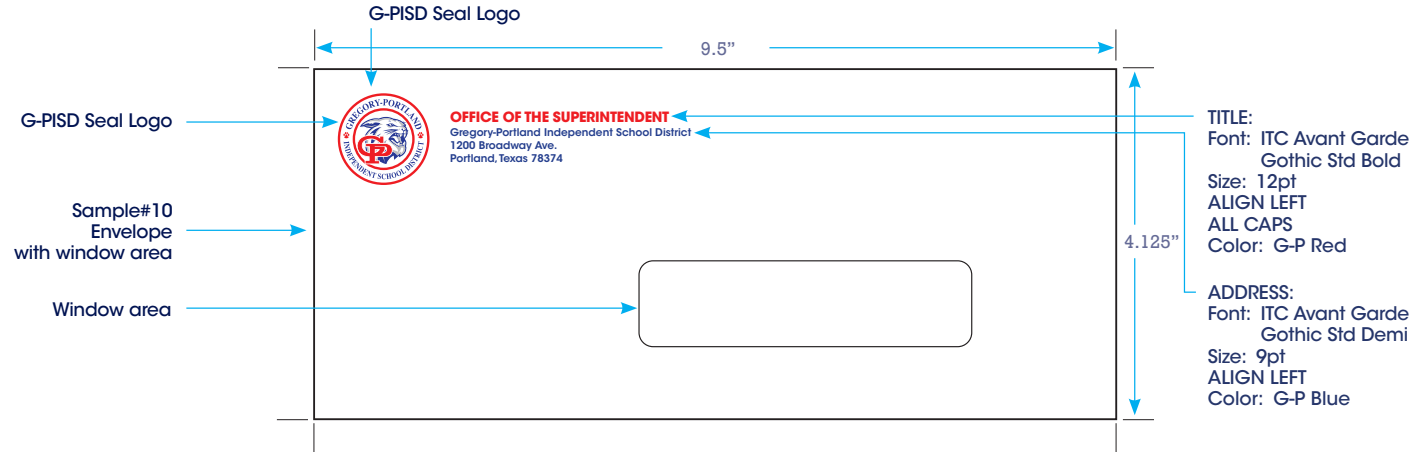
The envelope will be a No. 10, white, regular or window envelope.

Special envelopes that utilize the G-PISD logo must show the logo in the upper left-hand corner in its official colors and proper proportions. Special envelopes are defined as those other than business envelopes (e.g. invitations, special mailings, oversized).

Special envelopes must be approved by the Communications & Engagement Office.

Per board policy, the district protects all district and campus trademarks, including names, logos, mascots, and symbols, from unauthorized use. Any individual, organization, or business that uses district trademarks without appropriate authorization shall be subject to legal action.

Envelopes: Standard & A6



G-PISD POWERPOINT TEMPLATE

All district departments and offices will use the standard G-PISD PowerPoint slide template as shown.

To ensure the prominence, clarity and visual impact of our district brand, use only approved presentation templates included in this guide.

Per board policy, the district protects all district and campus trademarks, including names, logos, mascots, and symbols, from unauthorized use. Any individual, organization, or business that uses district trademarks without appropriate authorization shall be subject to legal action.

PowerPoint Slide Template: Widescreen (16:9) HD



CORRECT USE OF LOGO

ID badge

G-PISD Vision Logo shall be used on ID badges and parking permits.

ID badges and parking permits will be produced and issued through the Office of Human Resources.

*Do not alter the logo.**

* Full color logo should always appear with the white stroke outline when placed on any clear/transparent backgrounds, distracting patterns, printed fabric materials, busy backgrounds, etc.

- Font for department name under logo should be ITC Avant Garde Gothic Std. Helvetica may be substituted for ITC Avant Garde Gothic Std. **See page 21.*

Logo may be used by external or third parties under license with approval only (partner communications, co-marketing, sponsorships, etc.).

ID badges

Full Color



Vision Logo

Examples of the G-PISD Vision Logo usage on ID badges

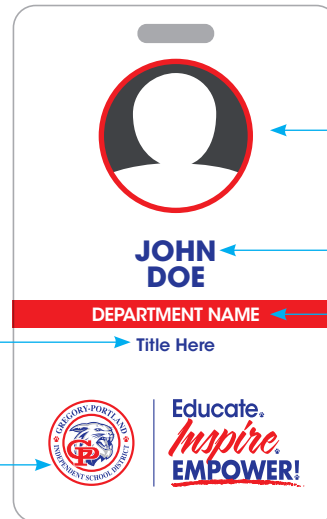
FONT:

ITC Avant Garde Gothic Std

Helvetica may be substituted for ITC Avant Garde Gothic Std

TITLE:
Font: ITC Avant Garde Gothic Std Demi
Size: 8pt
Color: Blue
ALIGN CENTER / LOWER CASE

LOGO:
Vision Logo



EMPLOYEE PICTURE

NAME:
Font: ITC Avant Garde Gothic Std Bold
Size: 13pt
Color: Blue
ALIGN CENTER / ALL CAPS

DEPARTMENT NAME:
Font: ITC Avant Garde Gothic Std Demi
Size: 8.5pt
Color: White
ALIGN CENTER / ALL CAPS

ID Badges

CORRECT USE OF LOGO

District office desktop or laptop computer screensaver graphic:

G-PISD Vision Logo shall be displayed on district office desktop computers and laptop screens as screensaver backdrop.

- Full color logo should always appear with the white stroke/background when placed on any display screen such as computer desktop screens, backdrop, phone display screen, etc.

Logo may be used by external or third parties under license with approval only (partner communications, co-marketing, sponsorships, etc.).

Computer screensaver graphic

Full Color



Vision Logo

*Full color logo should always appear with the white stroke outline on any screen display, etc.

Example of the G-PISD Vision Logo displayed on district desktop or laptop computer screen.



Office desktop computer

CORRECT USE OF LOGO

District phone display screen

G-PISD Vision Logo shall be displayed on district phones' display screens.

- Full color logo should always appear with the white stroke outline when placed on any display screen such as computer desktop screens, backdrop, phone display screen, etc.

Logo may be used by external or third parties under license with approval only (partner communications, co-marketing, sponsorships, etc.).

District office phone display screen

Full Color



Vision Logo

*Full color logo should always appear with the white stroke outline on any screen display, etc.

Example of the G-PISD Vision Logo usage displayed on district phone screens.



Office phone

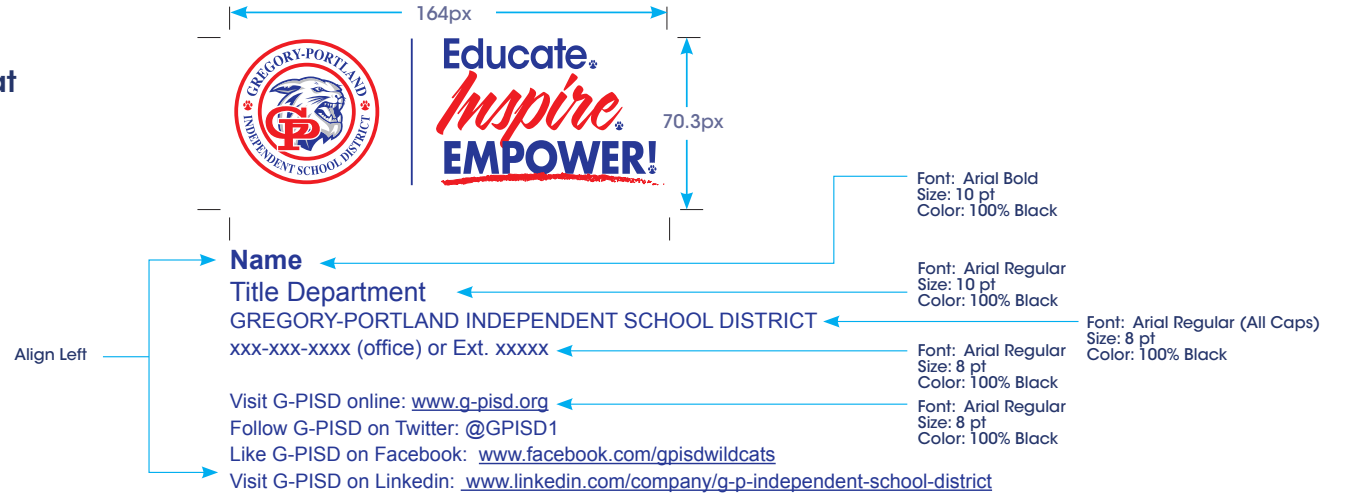
G-PISD EMAIL SIGNATURE

Correct use

All departments and district offices will use the standard G-PISD email signatures example as shown here.

Occasionally the Communication office will notify you of a temporary adjustment (i.e. Bond issues, major events, etc.) All email signatures should follow the direction of the Communications & Engagement office.

Email Signature Approved format



G-PISD Email Signature

Per board policy, the district protects all district and campus trademarks, including names, logos, mascots, and symbols, from unauthorized use. Any individual, organization, or business that uses district trademarks without appropriate authorization shall be subject to legal action.

Example of email signature usage



G-PISD EMAIL SIGNATURE

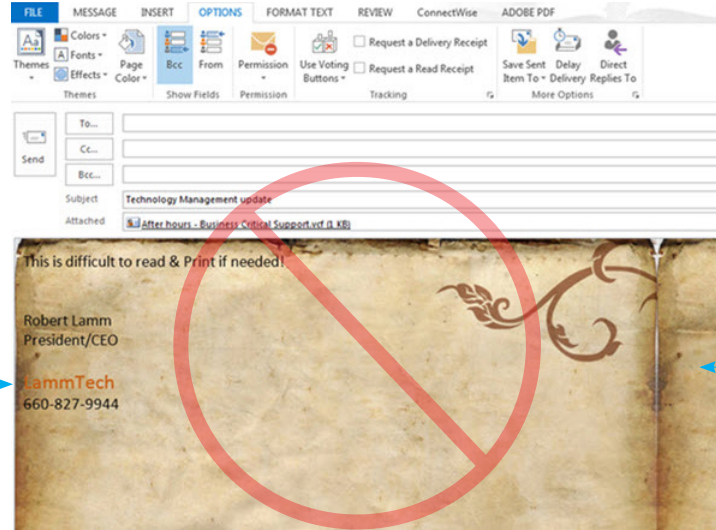
Incorrect use

To ensure the prominence, clarity and visual impact of our district brand, use only approved presentation templates included in this guide.

Per board policy, the district protects all district and campus trademarks, including names, logos, mascots, and symbols, from unauthorized use. Any individual, organization, or business that uses district trademarks without appropriate authorization shall be subject to legal action.

Email Signature Incorrect use

Do not use multiple colors of text



Do not use wallpaper or background colors

Do not include images or graphics

Name

Title Department
GREGORY-PORTLAND INDEPENDENT SCHOOL DISTRICT
xxx-xxx-xxxx (office) or Ext. xxxxx

Visit G-PISD online: www.g-pisd.org
Follow G-PISD on Twitter: @GPISD1
Like G-PISD on Facebook: www.facebook.com/gpisdwildcats
Visit G-PISD on LinkedIn: www.linkedin.com/company/g-p-independent-school-district



Communications
& Engagement

Do not add a department logo or distracting images or graphics



SOCIAL MEDIA / MUTLIMEDIA

SOCIAL MEDIA ICONS

Correct use

To ensure the prominence, clarity and visual impact of our district brand, the following logos and colors are approved for use on social media and the district's website including campus and program pages.

Per board policy, the district protects all district and campus trademarks, including names, logos, mascots, and symbols, from unauthorized use. Any individual, organization, or business that uses district trademarks without appropriate authorization shall be subject to legal action.



G-PISD.ORG BUTTON ICON

COLOR:	R	G	B	HEX#
G-P RED:	237	28	36	ed1c24
G-P BLUE:	41	56	150	293896
WILDCAT GRAY:	188	189	192	bcdbc0

Social Media icons



G-PISD.org Button icon



BLUE: G-PISD Social Media icons



REVERSE WHITE: G-PISD Social Media icons

DISTRICT WEBSITE




Correct use

To ensure the prominence, clarity and visual impact of our district brand, the following logos and colors are approved for use on social media and the district's website including campus and program pages.

Per board policy, the district protects all district and campus trademarks, including names, logos, mascots, and symbols, from unauthorized use. Any individual, organization, or business that uses district trademarks without appropriate authorization shall be subject to legal action.

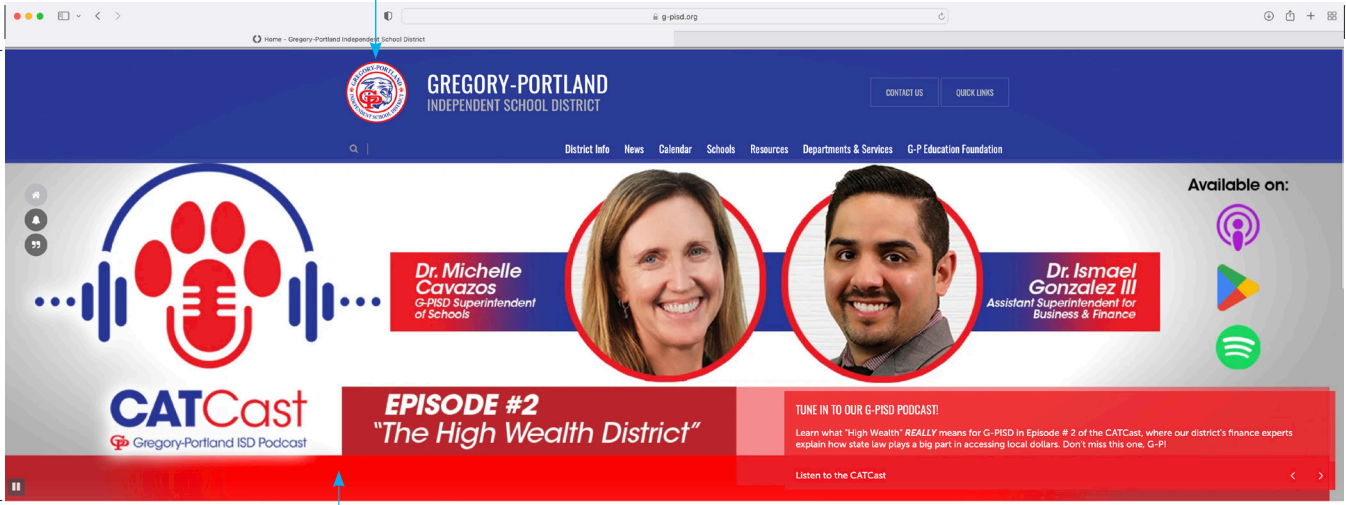


District Seal Logo

COLOR:	R	G	B	HEX#
 G-P RED:	237	28	36	ed1c24
 G-P BLUE:	41	56	150	293896
 WILDCAT GRAY:	188	189	192	b0bdc0

District Website 

GPISD District Seal Logo



2200 pixels

680 pixels

2200px X 680px - Website Cover Image/Banner (District Website)

SOCIAL MEDIA:

Facebook

facebook.com/gpsidwildcats

To ensure the prominence, clarity and visual impact of our district brand, the following logos are approved for use on social media channel. Campus programs logos provided by Communications must be used for those respective pages as appropriate.

Per board policy, the district protects all district and campus trademarks, including names, logos, mascots, and symbols, from unauthorized use. Any individual, organization, or business that uses district trademarks without appropriate authorization shall be subject to legal action.



District Seal Logo

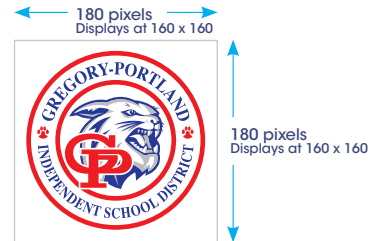
COLOR:	R	G	B	HEX#
G-P RED:	237	28	36	ed1c24
G-P BLUE:	41	56	150	293896
WILDCAT GRAY:	188	189	192	bcbdc0

Social Media Facebook



820px X 360px - Facebook Event Image

Facebook/Profile Photo



SOCIAL MEDIA:

Twitter




twitter.com/@gpisd1

To ensure the prominence, clarity and visual impact of our district brand, the following logos are approved for use on social media channel. Campus programs logos provided by Communications must be used for those respective pages as appropriate.

Per board policy, the district protects all district and campus trademarks, including names, logos, mascots, and symbols, from unauthorized use. Any individual, organization, or business that uses district trademarks without appropriate authorization shall be subject to legal action.



District Seal Logo

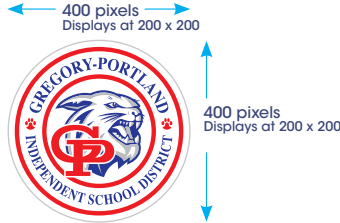
COLOR:	R	G	B	HEX#
 G-P RED:	237	28	36	ed1c24
 G-P BLUE:	41	56	150	293896
 WILDCAT GRAY:	188	189	192	bcbdc0

Social Media Twitter



1500px X 500px - Twitter Header Photo

Twitter/Profile Photo



SOCIAL MEDIA:

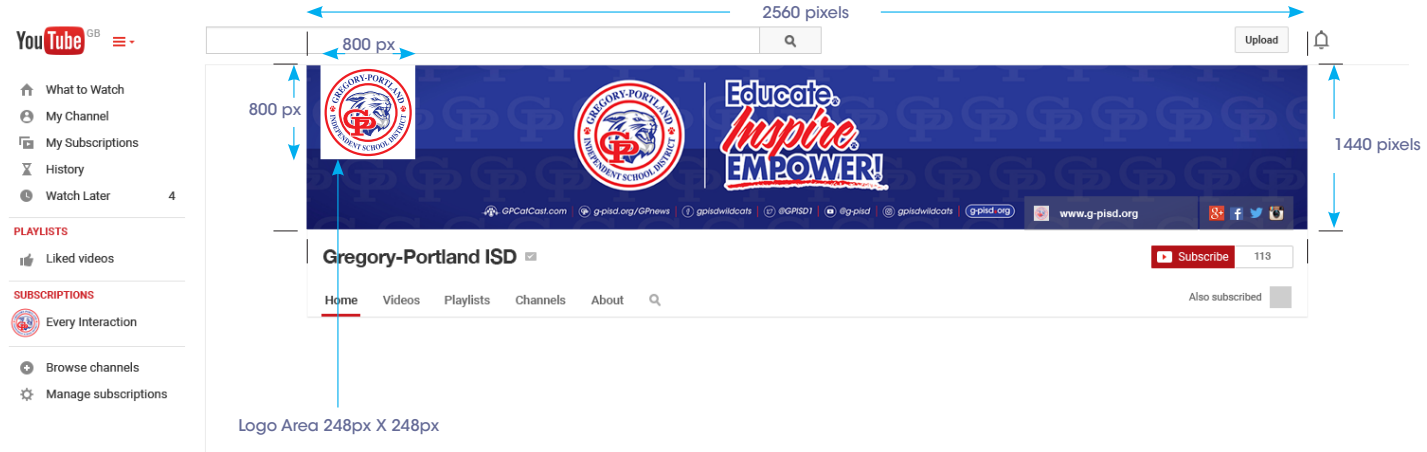
YouTube channel

Gregory-Portland ISD

To ensure the prominence, clarity and visual impact of our district brand, the following logos are approved for use on social media channel. Campus programs logos provided by Communications must be used for those respective pages as appropriate.

Per board policy, the district protects all district and campus trademarks, including names, logos, mascots, and symbols, from unauthorized use. Any individual, organization, or business that uses district trademarks without appropriate authorization shall be subject to legal action.

Social Media YouTube channel



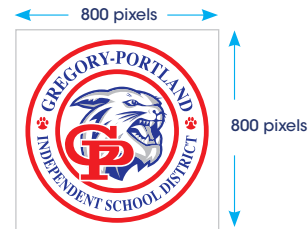
2560px X 1440px - YouTube channel cover photo



District Seal Logo

COLOR:	R	G	B	HEX#
G-P RED:	237	28	36	ed1c24
G-P BLUE:	41	56	150	293896
WILDCAT GRAY:	188	189	192	bcdbc0

YouTube/Profile Photo



SOCIAL MEDIA:

Instagram

[instagram.com/gpisdwildcats](https://www.instagram.com/gpisdwildcats)

To ensure the prominence, clarity and visual impact of our district brand, the following logos are approved for use on social media channel. Campus programs logos provided by Communications must be used for those respective pages as appropriate.

Per board policy, the district protects all district and campus trademarks, including names, logos, mascots, and symbols, from unauthorized use. Any individual, organization, or business that uses district trademarks without appropriate authorization shall be subject to legal action.



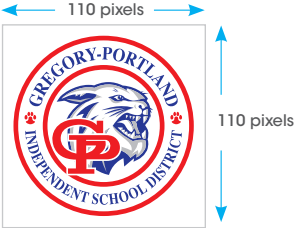
District Seal Logo

COLOR:	R	G	B	HEX#
	237	28	36	ed1c24
	41	56	150	293896
	188	189	192	bcbdc0

Social Media Instagram



Instagram/Profile Photo





APPAREL

CORRECT USE OF LOGO ON APPAREL

Embroidery Specifications

Color apparel/merchandise

Secondary “Embroidery” Logo may be used on apparel such as caps, shirts, patches, embroidery, screen printing, etc.

* Full color logo should always appear with the white stroke outline when placed on any clear/transparent backgrounds, distracting patterns, printed fabric materials, busy backgrounds, etc.

• Font for department name under logo should be ITC Avant Garde Gothic Std. Helvetica may be substituted for ITC Avant Garde Gothic Std.

**See page 63 - 65.*

Logo may be used by external or third parties under license approval only (partner communications, co-marketing, sponsorships, etc.).

Official Colors for Apparel*

**District Administration official colors. Other colors may be worn, as long as the logo is not altered in any way, including the logo's colors.*



Secondary Logo



*Full color logo should always appear with the white stroke/background on any embroidery, screen printing, etc.

Examples of Secondary “Embroidery” Logo usage



Blue Cap



Blue Long Sleeve Button-Down Shirt



Blue Polo Shirt



Red Cap



Red Polo Shirt



White Cap



White Long Sleeve Button-Down Shirt



Gray Sweater



White Polo Shirt



Red Long Sleeve Button-Down Shirt

CORRECT USE OF LOGO ON APPAREL

Embroidery Specifications

Color apparel/merchandise

Stand-Alone “Embroidery” Logo may be used on apparel such as caps, shirts, patches, embroidery, screen printing, etc.

* Full color logo should always appear with the white stroke/outline when placed on any clear/transparent backgrounds, distracting patterns, printed fabric materials, busy backgrounds, etc.

- Font for department name under logo should be ITC Avant Garde Gothic Std. Helvetica may be substituted for ITC Avant Garde Gothic Std. **See page 63 - 65.*

Logo may be used by external or third parties under license approval only (partner communications, co-marketing, sponsorships, etc.).

Official Colors for Apparel*

**District Administration official colors. Other colors may be worn, as long as the logo is not altered in any way, including the logo’s colors.*



Stand-Alone Logo
Wildcat with G-P



*Full color logo should always appear with the white stroke/background on any embroidery, screen printing, etc.

Examples of Stand-Alone “Embroidery” Logo usage



Blue Cap



Blue Long Sleeve Button-Down Shirt



Blue Polo Shirt



Red Cap



Red Polo Shirt



White Cap



White Long Sleeve Button-Down Shirt



Gray Sweater



White Polo Shirt



Red Long Sleeve Button-Down Shirt

CORRECT USE OF LOGO ON APPAREL

Embroidery/Screen Printing Specifications

Color apparel/merchandise

G-PISD Seal “Embroidery/Screen Printing” Logo may be used on apparel such as caps, shirts, patches.

- * Full color logo should always appear with the white stroke outline when the placed on any clear/transparent backgrounds, distracting patterns, printed fabric materials, busy backgrounds, etc.
- Font for department name under logo should be ITC Avant Garde Gothic Std. Helvetica may be substituted for ITC Avant Garde Gothic Std.
*See page 63 - 65.

Logo may be used by external or third parties under license approval only (partner communications, co-marketing, sponsorships, etc.).

Official Colors for Apparel*

*District Administration official colors. Other colors may be worn, as long as the logo is not altered in any way, including the logo's colors.

- Red
- White
- Black
- Gray

G-PISD Seal Logo



*Full color logo should always appear with the white stroke outline on any embroidery, screen printing, etc.

Examples of G-PISD Seal “Embroidery” Logo usage



Blue Cap



Blue Long Sleeve Button-Down Shirt



Blue Polo Shirt



Red Cap



Red Polo Shirt



White Cap



White Long Sleeve Button-Down Shirt



Gray Sweater



White Polo Shirt



Red Long Sleeve Button-Down Shirt

CORRECT USE OF LOGO ON APPAREL

Embroidery/Screen Printing Specifications

Color apparel/merchandise

G-PISD Vision “Embroidery/Screen Printing” Logo may be used on apparel such as caps, shirts, patches.

* Full color logo should always appear with the white stroke outline when placed on any clear/transparent backgrounds, distracting patterns, printed fabric materials, busy backgrounds, etc.

• Font for department name under logo should be ITC Avant Garde Gothic Std. Helvetica may be substituted for ITC Avant Garde Gothic Std. **See page 63 - 65.*

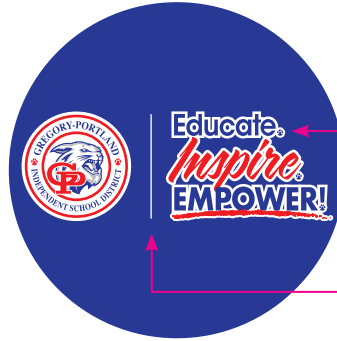
Logo may be used by external or third parties under license approval only (partner communications, co-marketing, sponsorships, etc.).

Official Colors for Apparel*

*District Administration official colors. Other colors may be worn, as long as the logo is not altered in any way, including the logo’s colors.

- Red
- White
- Black
- Gray

Vision Logo



* Full color logo should always appear with the white stroke outline on any embroidery, screen printing, etc.

NOTE:
When placed on a white fabric, logo will appear with "BLUE" dividing line.
When placed on a color fabric, logo will appear with "WHITE" dividing line.



*NOTE: When placing Vision logo on a color background, logo needs to appear with "WHITE" dividing line as shown on this page & page 34.

Examples of Vision “Embroidery” Logo usage



Blue Cap



Blue Long Sleeve Button-Down Shirt



Blue Polo Shirt



Red Cap



Red Polo Shirt



White Cap



White Long Sleeve Button-Down Shirt



Gray Sweater



White Polo Shirt



Red Long Sleeve Button-Down Shirt

CORRECT USE OF LOGO ON APPAREL

Embroidery Specifications

Color apparel/merchandise

G-P Lettermark "Embroidery" Logo may be used on apparel such as caps, shirts, patches, embroidery, screen printing, etc.

- * Full color logo should always appear with the white stroke outline when placed on any clear/transparent backgrounds, distracting patterns, printed fabric materials, busy backgrounds, etc.
- Font for department name under logo should be ITC Avant Garde Gothic Std. Helvetica may be substituted for ITC Avant Garde Gothic Std. **See page 63 - 65.*

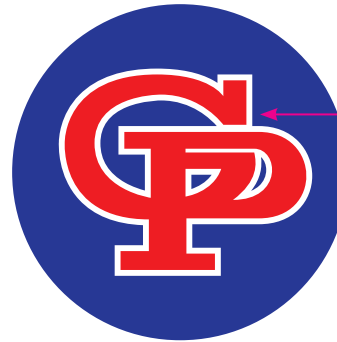
Logo may be used by external or third parties under license approval only (partner communications, co-marketing, sponsorships, etc.).

Official Colors for Apparel*

**District Administration official colors. Other colors may be worn, as long as the logo is not altered in any way, including the logo's colors.*



G-P Lettermark Logo



*Full color logo should always appear with the white stroke outline around logo on any embroidery, screen printing, etc.

NOTE: When placing "G-P Lettermark" logo on a "BLUE" background/fabric, The "RED" - G-P Lettermark logo version needs to be used.



NOTE: When placing "G-P Lettermark" logo on a "RED" background/fabric. The "BLUE" G-P Lettermark logo version needs to be used.

Examples of G-P Lettermark "Embroidery" Logo usage



Blue Cap



Blue Long Sleeve Button-Down Shirt



Blue Polo Shirt



Red Cap



Red Polo Shirt



White Cap



White Long Sleeve Button-Down Shirt



Gray Sweater



White Polo Shirt



Red Long Sleeve Button-Down Shirt

CONSISTENT USE OF OFFICIAL LOGOS

Ensuring Branding Recognition & Consistency:

- Do not use the previous versions of the G-PISD logos on uniforms/apparel.
- Do not alter color arrangements or add patterns inside any logos in this style guide.
- * Full color logo should always appear with the white stroke outline when placed on any clear/translucent backgrounds, distracting patterns, printed fabric materials, busy backgrounds, etc.
- Font for department name under logo should be Avant Garde Gothic Std. Helvetica may be substituted for ITC Avant Garde Gothic Std.
*See page 63- 65.

Logo may be used by external or third parties under license with approval only (partner communications, co-marketing, sponsorships, etc.).

Official Colors for Apparel*

*District Administration official colors. Other colors may be worn, as long as the logo is not altered in any way, including the logo's colors.

- Red ○ White
- Black ● Gray

Using logos as shown in this style guide will help ensure G-PISD looks professional and clearly recognized.

Examples of correct use:

HUMAN RESOURCES
Department name under G-P Seal Logo

MAINTENANCE
Department name under G-P Lettermark Logo

COMMUNICATIONS & ENGAGEMENT OFFICE
Department name under Stand-Alone Logo

* Full color logos should always appear with the white stroke outline when placed on any patterns, printed fabric materials, etc. See pages 31 & 62.

DEPARTMENT NAME

FONT: Avant Garde Gothic Std Medium

Helvetica may be substituted for ITC Avant Garde Gothic Std

Incorrect logo use leads to "logo soup," resulting in an unprofessional appearance and reduced brand recognition.

EXAMPLES OF INCORRECT USE:

Do not place graphic elements behind or around logo, do not distract from logo

Placing text on top of or too close around logo

Altered color arrangement on logo is never permissible

CONSISTENT USE OF OFFICIAL LOGOS

District apparel:

G-PISD Seal or Stand-Alone Logo should be used on district apparel.

Uniforms may have the G-PISD logo on a patch or embroidered on the fabric. The patch should be white and show the logo. Embroidery should match the logo and should follow the same configuration as a patch.

G-PISD logo should appear on the upper left-hand side of the shirt, with department name under logo. Employee's name should be on the right-hand side of the shirt, opposite to the logo.

* Full color logo should always appear with the white stroke outline when placed on any clear/translucent backgrounds, distracting patterns, printed fabric materials, busy backgrounds, etc.

• Font for department name under logo should be Avant Garde Gothic Std. Medium Helvetica may be substituted for ITC Avant Garde Gothic Std. **See page 63 - 65.*

Logo may be used by external or third parties under license with approval only (partner communications, co-marketing, sponsorships, etc.).

Official Colors for Apparel*

*District Administration official colors. Other colors may be worn, as long as the logo is not altered in any way, including the logo's colors.

- Red
- White
- Black
- Gray

District Apparel

Examples of correct use:



Department name under logo
G-P Seal Logo



Department name under logo
G-P Lettermark Logo



Department name under logo
Stand-Alone Logo

*Full color logo should always appear with the white stroke outline when placed on any patterns, printed fabric materials, etc.

When embroidery becomes an issue in stitching "G-P Seal Logo", use the G-P Lettermark Logo or - Stand-Alone Logo instead.

DEPARTMENT NAME

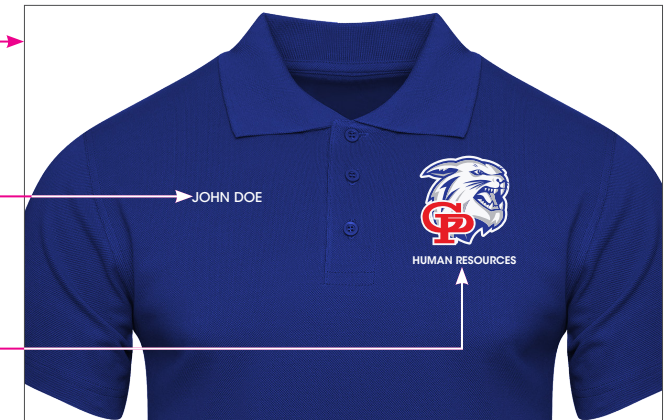
FONT: Avant Garde Gothic Std Medium

Helvetica may be substituted for ITC Avant Garde Gothic Std Medium

Examples of the G-PISD Seal & Stand-Alone Logos usage on district apparel:



District Apparel



District Apparel

EMPLOYEE NAME:
Location: Upper right-hand side
Font: ITC Avant Garde Gothic Std Medium or Helvetica

CCISD LOGO/DEPARTMENT NAME:
Location: Upper left-hand side
Department Name: Under logo
Font: ITC Avant Garde Gothic Std Medium or Helvetica

CONSISTENT USE OF OFFICIAL LOGOS

Maintenance, Custodial uniforms:

G-PISD Seal or Stand-Alone Logo should be used on district apparel.

Uniforms may have the G-PISD logo on a patch or embroidered on the fabric. The patch should be white and show the logo. Embroidery should match the logo and should follow the same configuration as a patch.

G-PISD logo should appear on the upper left-hand side, with department name under logo. Employee's name should be on the right-hand side, opposite to the logo.

* Full color logo should always appear with the white stroke outline when placed on any clear/transparent backgrounds, distracting patterns, printed fabric materials, busy backgrounds, etc.

• Font for department name under logo should be ITC Avant Garde Gothic Std. Medium Helvetica may be substituted for ITC Avant Garde Gothic Std. **See page 63 - 65.*

Logo may be used by third parties under license only (partner communications, co-marketing, sponsorships, etc.).

Maintenance, Custodial Work Uniforms

Examples of correct use:



Department name under logo
G-P Seal Logo



Department name under logo
G-P Lettermark Logo



Department name under logo
Stand-Alone Logo

*Full color logo should always appear with the white stroke outline when placed on any patterns, printed fabric materials, etc.

When embroidery becomes an issue in stitching "G-P Seal Logo," use the G-P Lettermark Logo or - Stand-Alone Logo instead.

DEPARTMENT NAME

FONT: Avant Garde Gothic Std Medium

Helvetica may be substituted for ITC Avant Garde Gothic Std Medium

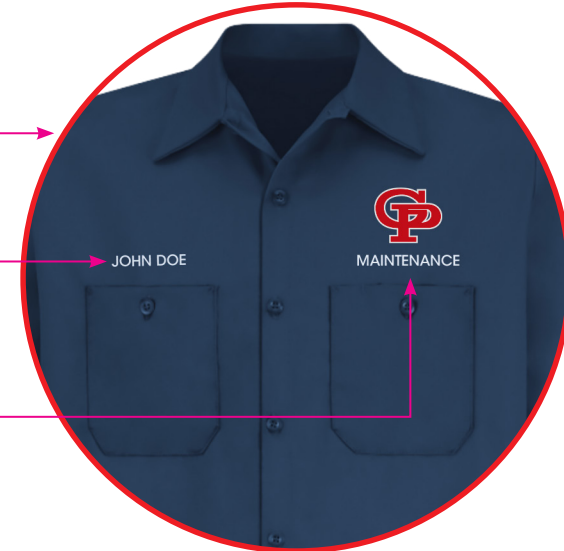
Examples of the G-PISD Lettermark Logo usage on uniforms



Uniforms

EMPLOYEE NAME:
Location: Upper right-hand side
Font: ITC Avant Garde Gothic Std Medium or Helvetica

G-PISD LOGO/DEPARTMENT NAME:
Location: Upper left-hand side
Department Name: Under logo
Font: ITC Avant Garde Gothic Std Medium or Helvetica



CONSISTENT USE OF LOGOS ON PATTERNS AND DRY FIT FABRICS

Screen Printing:

Patterns, prints and varied fabric materials may be used on apparel such as caps, jerseys, shorts, shirts, embroidery, screen printing, etc.

Adhere to these guidelines when ordering apparel.
Do not alter the logo.*

- Do not use previous versions of the G-PISD logos on uniforms/ apparel.
- Do not alter color arrangements or add patterns inside any logos in this style guide.
- Full color logo should always appear with the white stroke outline when placed on any clear/ transparent backgrounds, distracting patterns, printed fabric materials, busy backgrounds, etc.
- Font for department name under logo should be ITC Avant Garde Gothic Std. Helvetica may be substituted for ITC Avant Garde Gothic Std.

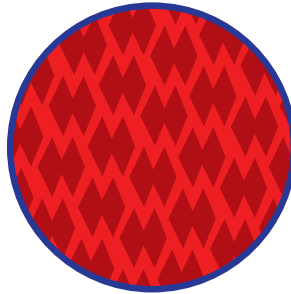
**See pages 63 - 65.*

Logo may be used by external or third parties under license with approval only (partner communications, co-marketing, sponsorships, etc.).

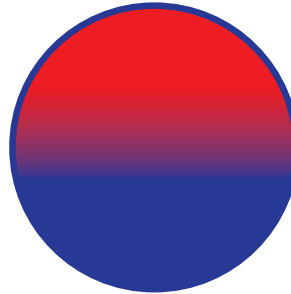
Examples of patterns, print fabric materials:



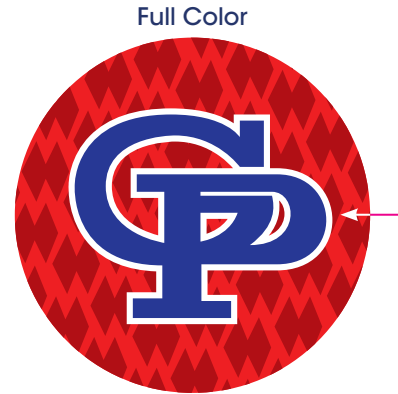
Digital Camouflage Pattern



Diamond Pattern



Gradient Pattern



Primary Logo

*Full color logo should always appear with white stroke outline when placed on any patterns, printed fabric materials, etc.
See pages 32 & 62.



Digital Camouflage Pattern



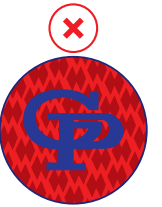
Diamond Pattern



Gradient Pattern



Digital Camouflage Pattern Polo Shirt



*Altered color logo without white stroke outline



*Altered color logo without white stroke outline



NOTE: When placing "G-P Lettermark" logo on a "RED" background/fabric. The "BLUE" - G-P Lettermark logo version with white outline needs to be used.



NOTE: When placing "G-P Lettermark" logo on a "BLUE" background/fabric. The "RED" - G-P Lettermark logo version with white outline needs to be used.

T-SHIRT APPAREL CATEGORIES & DESIGN APPROVAL PROCESS

Process for all G-PISD Employees, Student Groups, School-Sponsored / Parent Organizations, etc.

All t-shirt designs must be approved by the G-PISD Office of Communications and District or Campus Administration as appropriate before ordering or production/creation of any merchandise. Turnaround time for design approval is 5-10 business days, unless modifications are required to design. As a best practice to ensure fast approval: (1) please ensure the Style Guide is followed for any/all designs; and (2) please plan ahead and provide at least three weeks of design review/approval before submission to any vendor for production.

Any person(s) or organization(s) designing a custom shirt must submit for approval via the form below. An image of the design will be required as part of this submission. Additionally, those who request design approval must indicate which of the following four t-shirt types / categories applies to your request:

T-Shirt Types / Categories:

1. **Student, Staff, Parent/Family Group or Organization Shirt** – Design may be custom. If using district logo(s), please follow the Style Guide for logo placement and use. *(Examples for this category include shirts to promote or signify: Band, Academic Decathlon, Booster Club, Science Club, Athletic Team(s), etc.)*
2. **Celebration or Themed Shirt** – Design may be custom, and is intended for a limited time or specific-use event / purpose / celebration. If using district logo(s), please follow the Style Guide for logo placement and use. *(Examples for this category include: District Annual Theme, Centennial, Information Campaign, etc.)*
3. **G-P / Wildcat or School Pride Shirt** – Design is generally in use/appropriate for all times, events. May include text and creative patterns/design or appropriate slogans. If using district logo(s), please follow the Style Guide for logo placement. *(Examples for this category include: District Annual Theme, Centennial, Information Campaign, etc.)*
4. **G-PISD Employees / Staff Professional Use Shirt** – Design is professional in appearance with official logo(s) and/or official department/team logo placement as appropriate. Standard colors, no patterns or designs. Must adhere to Style Guide. *(Examples for this category include: Food Service “work shirt,” or any shirt for professional use in lieu of collared, polo, button-down uniform as referenced under Apparel in the Style Guide.)*

T-Shirt Design Approval Form: www.g-pisd.org/DesignApproval

G-PISD Logo Policy LEGAL STATEMENT:

Gregory-Portland ISD official logos and insignia are protected property / trademarks of the school district. Any logo(s), slogans, icons, taglines, etc., and/or any artwork of any kind in which the district may be identified must only be used with the express, written permission from the district’s Office of Communications to order items for district use alone. Logos may not be altered or changed in any way, and all use must be aligned with the official G-PISD Style Guide (www.g-pisd.org/StyleGuide). Any other, external use of logos or insignia must be approved in writing prior to use. To request the use of any logo or insignia for external purposes, please complete the G-PISD Logo Request form at www.g-pisd.org/LogoRequest.

T-SHIRT EXAMPLES:



1. Student, Staff, Parent/Family Group or Organization Shirt



2. Celebration or Themed Shirt



3. G-P/Wildcat or School Pride Shirt



4. G-PISD Employees / Staff Professional Use Shirt
**See page 63*

CORRECT USE OF LOGOS

Masks

Full color Secondary logo, Spot Color or Reverse logos may be used on masks with patterns, prints and varied fabric materials may be used on apparel such as masks, embroidery, screen printing, etc.

Adhere to these guidelines when ordering apparel.

*Do not alter the logo.**

* Full color logo should always appear with the white stroke outline when placed on any clear/transparent backgrounds, distracting patterns, printed fabric materials, busy backgrounds, etc.

Logo may be used by external or third parties under license with approval only (partner communications, co-marketing, sponsorships, etc.).

Approved Colors for District Promotional Items

District Colors*

*See page 16 for district color specifications



Masks

Full Color



Secondary Logo

Wildcat Blue

One-color (spot color) Blue 072 C



Secondary Logo

One-color option to be used when color count is limited.

Reverse



Secondary Logo

Note: Reverse logo shown above reflects logo on top of background colors.

Examples of Secondary Logo usage on masks:



One-color option to be used when color count is limited.



Reverse

CORRECT USE OF LOGOS

Masks

Full color G-PISD Seal logo, Spot Color or Reverse logos may be used on masks with patterns, prints and varied fabric materials may be used on apparel such as masks, embroidery, screen printing, etc.

Adhere to these guidelines when ordering apparel.

*Do not alter the logo.**

* Full color logo should always appear with the white stroke outline when placed on any clear/transparent backgrounds, distracting patterns, printed fabric materials, busy backgrounds, etc.

Logo may be used by external or third parties under license with approval only (partner communications, co-marketing, sponsorships, etc.).

Approved Colors for District Promotional Items

District Colors*

*See page 16 for district color specifications

- Red
- White
- Black
- Gray

Masks

Full Color



G-PISD Seal Logo

Wildcat Blue

One-color (spot color) Blue 072 C



G-PISD Seal Logo

One-color option to be used when color count is limited.

Reverse



G-PISD Seal Logo

Note: Reverse logo shown above reflects logo on top of background colors.

Examples of G-PISD Seal Logo usage on masks:



One-color option to be used when color count is limited.



Reverse

CORRECT USE OF LOGOS

Masks

Full color Stand-Alone logo, Spot Color or Reverse logos may be used on masks with patterns, prints and varied fabric materials may be used on apparel such as masks, embroidery, screen printing, etc.

Adhere to these guidelines when ordering apparel.

*Do not alter the logo.**

* Full color logo should always appear with the white stroke outline when placed on any clear/transparent backgrounds, distracting patterns, printed fabric materials, busy backgrounds, etc.

Logo may be used by external or third parties under license with approval only (partner communications, co-marketing, sponsorships, etc.).

Approved Colors for District Promotional Items

District Colors*

**See page 16 for district color specifications*



Masks

Full Color



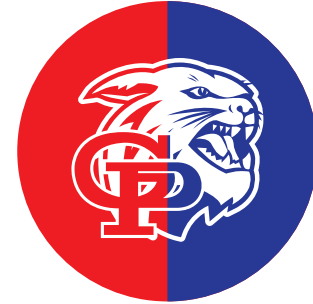
Stand-Alone Logo

Wildcat Blue One-color (spot color) Blue 072 C



Stand-Alone Logo
One-color option to be used when color count is limited.

Reverse



Stand-Alone Logo

Note: Reverse logo shown above reflects logo on top of background colors.

Examples of Stand-Alone Logo usage on masks:



One-color option to be used when color count is limited.



Reverse

CORRECT USE OF LOGOS

Masks

Full color G-P Lettermark logo, Spot Color or Reverse logos may be used on masks with patterns, prints and varied fabric materials may be used on apparel such as masks, embroidery, screen printing, etc.

Adhere to these guidelines when ordering apparel.

*Do not alter the logo.**

* Full color logo should always appear with the white stroke outline when placed on any clear/transparent backgrounds, distracting patterns, printed fabric materials, busy backgrounds, etc.

Logo may be used by external or third parties under license with approval only (partner communications, co-marketing, sponsorships, etc.).

Approved Colors for District Promotional Items

District Colors*

**See page 16 for district color specifications*



Masks

Full Color



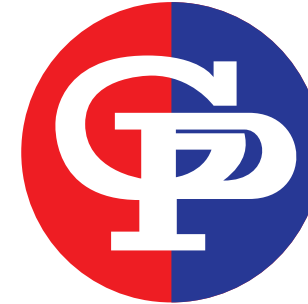
G-P Lettermark Logo

Wildcat Blue One-color (spot color) Blue 072 C



G-P Lettermark Logo
One-color option to be used when color count is limited.

Reverse



G-P Lettermark Logo
Note: Reverse logo shown above reflects logo on top of background colors.

Examples of G-P Lettermark Logo usage on masks:



One-color option to be used when color count is limited.



Reverse





PROMOTIONAL & MARKETING ITEMS

CORRECT USE OF LOGOS

Tablecloth

Full color G-P Seal, Stand-Alone & Lettermark logos shall be used on tablecloths.

Adhere to these guidelines when ordering apparel.

*Do not alter the logo.**

* Full color logo should always appear with the white stroke outline when placed on any clear/transparent backgrounds, distracting patterns, printed fabric materials, busy backgrounds, etc.

Logo may be used by external or third parties under license with approval only (partner communications, co-marketing, sponsorships, etc.).

Approved Colors for District Promotional Items

District Colors*

*See page 16 for district color specifications



Tablecloth



IMPORTANT:
*Full color logos should always appear with the white stroke outline on any embroidery, screen printing, etc.

NOTE:
When placed on a color fabric, logo will appear with "WHITE" dividing line.

When placed on a White fabric, logo will appear with "BLUE" dividing line.

Example of the G-PISD Vision Logo usage on tablecloth



CORRECT USE OF LOGOS

Promotional items

Full color G-P Stand-Alone logo may be used on promotional items such as pens, mugs, usb drives, etc.

Adhere to these guidelines when ordering apparel.

*Do not alter the logo.**

* Full color logo should always appear with the white stroke outline when placed on any clear/transparent backgrounds, distracting patterns, printed fabric materials, busy backgrounds, etc.

Logo may be used by external or third parties under license with approval only (partner communications, co-marketing, sponsorships, etc.).

Approved Colors for District Promotional Items

District Colors*

**See page 16 for district color specifications*



Promotional items

Full Color



Stand-Alone Logo

Wildcat Blue

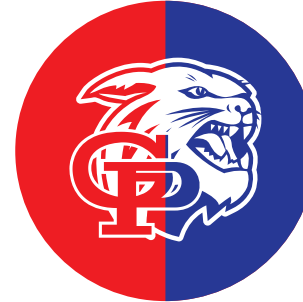
One-color (spot color) Blue 072 C



Stand-Alone Logo

One-color option to be used when color count is limited.

Reverse



Stand-Alone Logo

Note: Reverse logo shown above reflects logo on top of background colors.



**Full color logo should always appear with the white stroke outline when placed on any clear/transparent material.*

Examples of Stand-Alone Logo usage on promotional items



Clear Tumbler Mug



Pen



Mug



Insulated Mug



USB Drive



Cellphone Power Pack Charger

CORRECT USE OF LOGOS

Promotional items

Full color G-P Seal logo may be used on promotional items such as pens, mugs, usb drives, etc.

Adhere to these guidelines when ordering apparel.

*Do not alter the logo.**

- When printing becomes an issue in reproducing the G-PISD Seal Logo, use the Stand-Alone Logo instead.
**See page 74*

* Full color logo should always appear with the white stroke outline when placed on any clear/transparent backgrounds, distracting patterns, printed fabric materials, busy backgrounds, etc.

Logo may be used by external or third parties under license with approval only (partner communications, co-marketing, sponsorships, etc.).

Approved Colors for District Promotional Items

District Colors*

**See page 16 for district color specifications*

- Red
- White
- Black
- Gray

Promotional items

Full Color



G-PISD Seal Logo

Wildcat Blue One-color (spot color) Blue 072 C



G-PISD Seal Logo

One-color option to be used when color count is limited.

Reverse



G-PISD Seal Logo

Note: Reverse logo shown above reflects logo on top of background colors.



**Full color logo should always appear with the white stroke outline when placed on any clear/transparent material.*

Examples of G-PISD Seal Logo usage on promotional items



Clear Tumbler Mug



Pen



Mug



Insulated Mug



USB Drive



Cellphone Power Pack Charger

CORRECT USE OF LOGOS

Promotional items

Full color G-P Vision logo may be used on promotional items such as pens, mugs, usb drives, etc.

Adhere to these guidelines when ordering apparel.

*Do not alter the logo.**

* Full color logo should always appear with the white stroke outline when placed on any clear/transparent backgrounds, distracting patterns, printed fabric materials, busy backgrounds, etc.

Logo may be used by external or third parties under license with approval only (partner communications, co-marketing, sponsorships, etc.).

Approved Colors for District Promotional Items

District Colors*

*See page 16 for district color specifications

- Red
- White
- Black
- Gray

Promotional items

Full Color



Vision Logo

Wildcat Blue

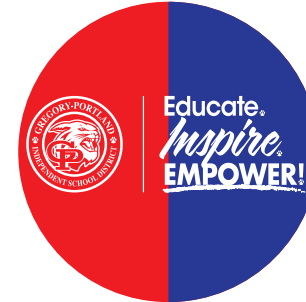
One-color (spot color) Blue 072 C



Vision Logo

One-color option to be used when color count is limited.

Reverse



Vision Logo

Note: Reverse logo shown above reflects logo on top of background colors.



*Full color logo should always appear with the white stroke outline when placed on any clear/transparent material.

Examples of G-PISD Vision Logo usage on promotional items



Clear Tumbler Mug



Pen



Mug



Insulated Mug



USB Drive



Cellphone Power Pack Charger

CORRECT USE OF LOGOS

Promotional items

Full color G-P Lettermark logo may be used on promotional items such as pens, mugs, usb drives, etc.

Adhere to these guidelines when ordering apparel.

*Do not alter the logo.**

* Full color logo should always appear with the white stroke outline when placed on any clear/transparent backgrounds, distracting patterns, printed fabric materials, busy backgrounds, etc.

Logo may be used by external or third parties under license with approval only (partner communications, co-marketing, sponsorships, etc.).

Approved Colors for District Promotional Items

District Colors*

*See page 16 for district color specifications



Promotional items

Full Color



G-P Lettermark Logo

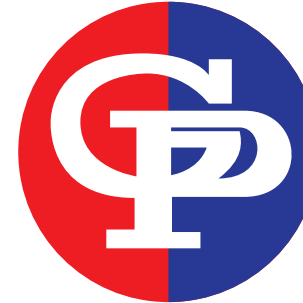
Wildcat Blue One-color (spot color) Blue 072 C



G-P Lettermark Logo

One-color option to be used when color count is limited.

Reverse



G-P Lettermark Logo

Note: Reverse logo shown above reflects logo on top of background colors.



**Full color logo should always appear with the white stroke outline when placed on any clear/transparent material.*

Examples of G-P Lettermark Logo usage on promotional items



CORRECT USE OF LOGO STADIUM GAME-DAY APPROVED ITEMS

Stadium clear bags

Full color G-P Lettermark logo may be used on stadium game-day clear bags.

Adhere to these guidelines when ordering apparel.

Do not alter the logo.*

* Full color logo should always appear with the white stroke outline when placed on any clear/transparent backgrounds, distracting patterns, printed fabric materials, busy backgrounds, etc.

Logo may be used by external or third parties under license with approval only (partner communications, co-marketing, sponsorships, etc.).

Approved Colors for District Promotional Items

District Colors*

**See page 16 for district color specifications*



Stadium clear bags

Full Color



G-P Lettermark Logo

Wildcat Blue One-color (spot color) Blue 072 C



G-P Lettermark Logo

One-color option to be used when color count is limited.



*Full color logo should always appear with the white stroke outline when placed on any clear/transparent material.

Examples of Primary Logo usage on stadium game-day approved clear bags



Clear Tote



6"



Clear Small Clutch Bag



SIGNAGE & DECALS

CORRECT USE OF LOGO

Exterior Signage on stone veneer exterior walls:

The G-PISD Primary, Secondary, Stand-Alone and Seal Logo should be used primarily for signage purposes such as:

Lighted signs, outdoor entrance signage, etc.

*Adhere to these guidelines when ordering signs. Do not alter the logo.**

- Do not use the previous versions of the G-PISD logos.
- Do not alter color arrangements or add patterns inside any approved district logos in this style guide.
- * Full color logo should always appear with the white stroke outline when placed on any backdrop patterns, stone veneer or stacked stone materials, clear/transparent backgrounds, distracting patterns, printed fabric materials, busy backgrounds, etc.

Logo may be used by external or third parties under license with approval only (partner communications, co-marketing, sponsorships, etc.).

Example of backdrop stone veneer when using G-PISD Logo signage:



Full Color



Example of incorrect use:



**Altered color logo without white stroke outline*

*Full color logo should always appear with the white stroke outline when placed on any backdrop patterns, stone veneer, stacked stone or metal materials, etc. See pages 7, 8 & 30-33.



Secondary Logo

Stand-Alone Logo
Wildcat with G-P

G-PISD Seal Logo

CORRECT USE OF LOGO

Office/Department Signage

The G-PISD Seal Logo should be used primarily for departments and office purposes such as:

Office Location Signage

All departments and offices should adhere to standard branding as shown on this page. To ensure the prominence, clarity and visual impact of the Gregory-Portland ISD brand, use only approved presentation templates included in this guide.

Logo may be used by external or third parties under license with approval only (partner communications, co-marketing, sponsorships, etc.).

Office/Department signage



CORRECT USE OF LOGO

G-PISD Flags

District flagpole flags shall have the G-PISD Seal or Vision Logo on white flags*. The logo will be centered on all flags.

* All G-PISD campuses shall fly the same flag.

Logo may be used by external or third parties under license with approval only (partner communications, co-marketing, sponsorships, etc.).

G-PISD flags

Examples of G-PISD Seal Logo or Vision Logo usage on flags for flagpoles on district properties, including campuses.



G-PISD Seal Logo



Vision Logo



CORRECT USE OF LOGOS

Vehicle window decals

Use vehicle window decals to place the G-PISD Primary logo on vehicle windows.

A diecut of the decal follows the logo's shape. Another option is placing logo inside a white circle.

*Do not alter the logo.**

* Full color logo should always appear with the white stroke outline when placed on any clear/transparent backgrounds, distracting patterns, printed fabric materials, busy backgrounds, etc.

Logo may be used by external or third parties under license with approval only (partner communications, co-marketing, sponsorships, etc.).



Stand-Alone Logo

**Note: Full color logo shown above reflects how logo looks on top of a white and color background. When placed on a color background logo will appear with the white stroke outline. See pages 7, 8, 31 & 32.*

Vehicle Window Decals

Full Color



Color Decal
G-P Lettermark Logo

Example of incorrect use:



**Altered color logo without white stroke outline*

This decal example shows logo inside a white circle.

This example shows logo as a diecut decal. A diecut follows the shape of the logo.



CORRECT USE OF LOGO

District travel vehicle decals

Use decals to place the G-PISD Seal Logo on the vehicle. The Seal Logo decals should be centered on driver and passenger front doors. G-PISD Seal Logo decal shall be a circle decal.

- Always use full-color logo with white background.

Logo may be used by external or third parties under license with approval only (partner communications, co-marketing, sponsorships, etc.).

District travel vehicle decals



Color Decal
G-PISD Seal Logo

*Full color logo should always appear with the white stroke outline when placed on any color backgrounds, etc.
See pages 7 & 33.

Example of the G-PISD Seal Logo on district travel vehicle decals



District Travel Vehicle

G-PISD ACTIVITY VEHICAL DECAL:

Location: Centered on driver and passenger front doors
Logo: G-PISD Seal Logo (Circle decal)
Decal Size: Should be between 14"-15" inches in diameter

CORRECT USE OF LOGO

Vehicle decals

Use vehicle decals to place the G-PISD Seal logo on vehicle doors. The decals should be centered on all vehicle doors.

All G-PISD distribution vehicles should follow the same decal positioning, centering decal on driver side doors and passenger side doors.

A diecut of the decal is preferred to follow shape of logo.

* Full color logo should always appear with the white stroke outline when placed on any clear/transparent backgrounds, distracting patterns, printed fabric materials, busy backgrounds, etc.

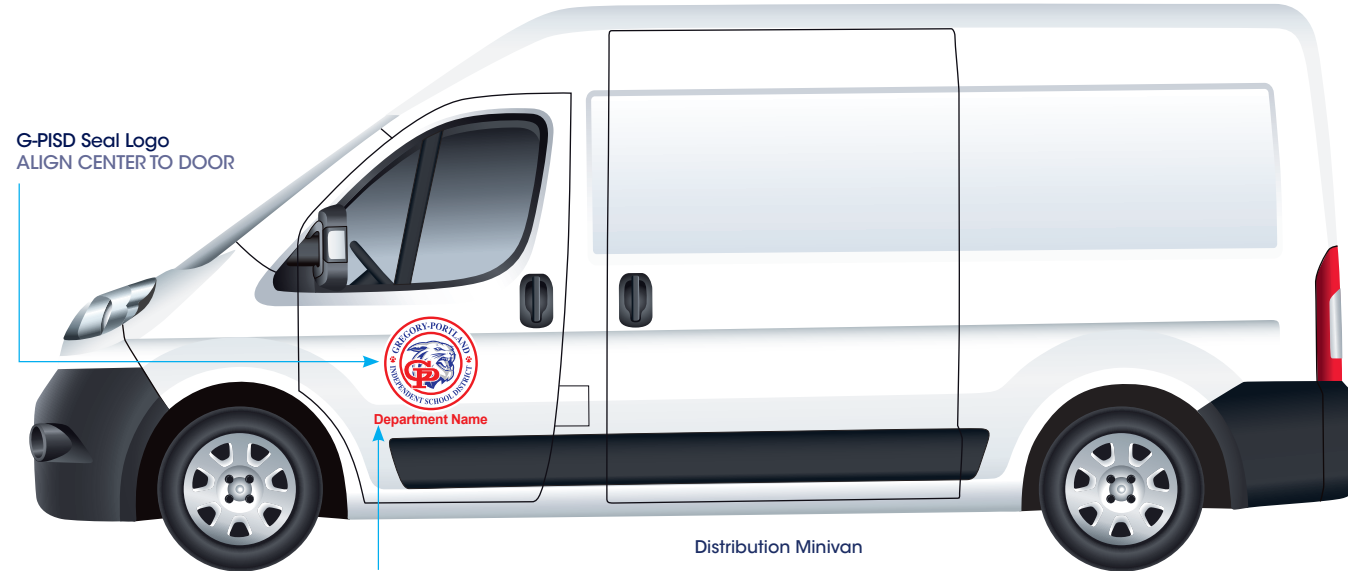
Logo may be used by external or third parties under license with approval only (partner communications, co-marketing, sponsorships, etc.).

Vehicle decals



Preferred Color Decal
G-PISD Seal Logo

Examples of the G-PISD Seal Logo usage on district vehicle decals



DEPARTMENT NAME:
Font: Helvetica Bold
Color: Red
ALIGN CENTER under Logo

CORRECT USE OF LOGO

Vehicle decals

Use vehicle decals to place the G-PISD Seal logo on vehicle doors. The decals should be centered on all vehicle doors.

All G-PISD distribution vehicles should follow the same decal positioning, centering decal on driver side doors and passenger side doors.

A diecut of the decal is preferred to follow shape of logo.

- * Full color logo should always appear with the white stroke outline when placed on any clear/transparent backgrounds, distracting patterns, printed fabric materials, busy backgrounds, etc.

Logo may be used by external or third parties under license with approval only (partner communications, co-marketing, sponsorships, etc.).

Vehicle decals



Preferred Color Decal
G-PISD Seal Logo

Examples of the G-PISD Seal Logo usage on district vehicle decals



Distribution Minivan



Distribution Large Van



Distribution Truck

CORRECT USE OF LOGO

School bus decals

Use school bus decals to place the G-PISD Lettermark Logo on each side of district school buses. The decals should be placed to the left of "Gregory-Portland I.S.D."

A diecut of the decal is preferred to follow shape of logo.

*Do not alter the logo.**

* Full color logo should always appear with the white stroke outline when placed on any clear/transparent backgrounds, distracting patterns, printed fabric materials, busy backgrounds, etc.

Logo may be used by external or third parties under license with approval only (partner communications, co-marketing, sponsorships, etc.).

School bus decals



Color Decal
Lettermark Logo

*Full color logo should always appear with the white stroke outline when placed on any color backgrounds, etc.
See pages 7, 8 & 32.

Example of incorrect use:



*Altered color logo without white stroke outline

Example of the G-PISD Lettermark Logo on district school bus decals



G-PISD School Bus

G-PISD SCHOOL BUS DECAL:

Location: Align in front of words "GREGORY-PORTLAND I.S.D."
Reading from left to right
Both sides of school buses
Logo: G-PISD Lettermark Logo
Decal Size: Height should be no larger than 7.5" inches tall

CORRECT USE OF LOGO

Activity bus decals

Use decals to place the G-PISD Seal and Lettermark Logo on district athletic buses. The Seal Logo decals should be centered on driver side door and Lettermark Logo decals should be placed on each side of bus to the left of the words "Gregory-Portland I.S.D."

G-PISD Seal Logo decal should be a circle decal. A diecut of the Lettermark Logo decal shall follow shape of logo.

Logo may be used by external or third parties under license with approval only (partner communications, co-marketing, sponsorships, etc.).

Bus decals



Color Decal
G-PISD Seal Logo



Color Decal
G-P Lettermark Logo

*Full color logo should always appear with the white stroke outline when placed on any color backgrounds, etc.
See pages 7, 8, 32 & 33.

Example of incorrect use:



**Altered color logo without white stroke outline*

Example of the G-PISD Seal and Lettermark Logo on district athletic bus decals



G-PISD Athletic Bus

G-PISD ACTIVITY BUS DECAL:

Location: Centered on driver side door
Logo: G-PISD Seal Logo (Circle decal)
Decal Size: Should be between 14"-15" inches in diameter

G-PISD ACTIVITY BUS DECAL:

Location: Align in front of words "GREGORY-PORTLAND I.S.D."
Reading from left to right
Both sides of athletic buses
Logo: G-P Lettermark Logo (Diecut decal)
follows the shape of the logo.
Decal Size: Height should be no larger than 7.5" inches tall

"GREGORY-PORTLAND I.S.D."
Location: Both sides of athletic buses
Font: Helvetica Bold

PRESS BOX

The G-PISD Lettermark Logo is well-suited for Athletics' purposes

* Full color logo should always appear with the white stroke outline when placed on any clear/transparent backgrounds, distracting patterns, printed fabric materials, busy backgrounds, etc.

Logo may be used by external or third parties under license with approval only (partner communications, co-marketing, sponsorships, etc.).

Approved Colors for District Promotional Items

District Colors*

*See page 16 for district color specifications



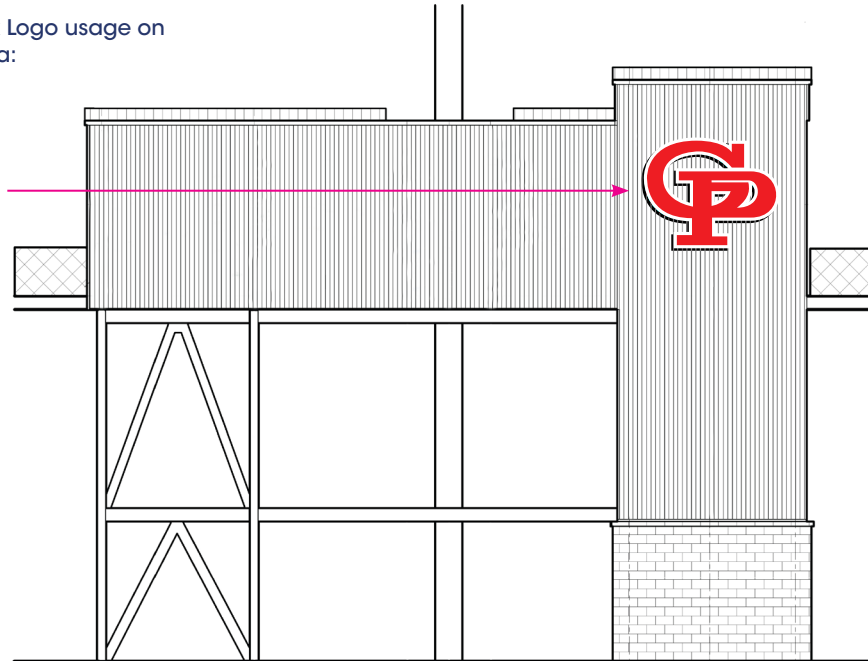
Field Press Box



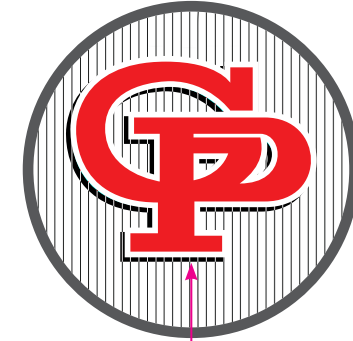
G-PISD Lettermark Logo

Example of G-PISD Lettermark Logo usage on G-PISD Stadium Press Box area:

STADIUM PRESS BOX:
Location: Press Box
Logo: G-PISD Lettermark Logo



Full Color



*Full color logo should always appear with the white stroke outline when placed on any backdrop patterns, stone veneer, stacked stone or metal materials, etc.
See pages 7, 8 & 32.

Example of incorrect use:



*Altered color logo without white stroke outline

DIGITAL SCOREBOARDS

The G-PISD Stand-Alone Logo is well-suited for Athletics' purposes

* Full color logo should always appear with the white stroke outline when placed on any clear/transparent backgrounds, distracting patterns, printed fabric materials, busy backgrounds, etc.

Logo may be used by external or third parties under license with approval only (partner communications, co-marketing, sponsorships, etc.).

Approved Colors for District Promotional Items

District Colors*

*See page 16 for district color specifications



Digital scoreboards Akins & John Kline Stadium

Full Color



G-P Lettermark Logo

*Full color logo should always appear with the white stroke outline when placed on any backdrop patterns or materials, etc. See pages 7, 8 & 32.

Example of G-PISD Stand-Alone Logo usage on G-PISD Digital Scoreboard:

STADIUM DIGITAL SCOREBOARD:

Location: Top left and right side of scoreboard
Logo: G-P Lettermark Logo



G-P LETTERMARK LOGO

ATHLETICS TURF FIELD EXAMPLES

The G-P Lettermark Logo is well-suited for Athletics' purposes

* Full color logo should always appear with the white stroke outline when placed on any clear/transparent backgrounds, distracting patterns, printed fabric materials, busy backgrounds, etc.

Logo may be used by external or third parties under license with approval only (partner communications, co-marketing, sponsorships, etc.).

District Colors*

*See page 16 for district color specifications



Turf fields:
Akins Football Stadium &
John Kline Stadium

Full Color



G-P Lettermark Logo

*Full color logo should always appear with the white stroke outline when placed on any color backgrounds, etc. See pages 7, 8, 11 & 32.

"Wildcats" Wordmark Logo

Example of G-P Lettermark Logo usage on Stadium turf fields, centered on the football field with Stand-Alone Logo & "Wildcats" Wordmark Logo on endzone

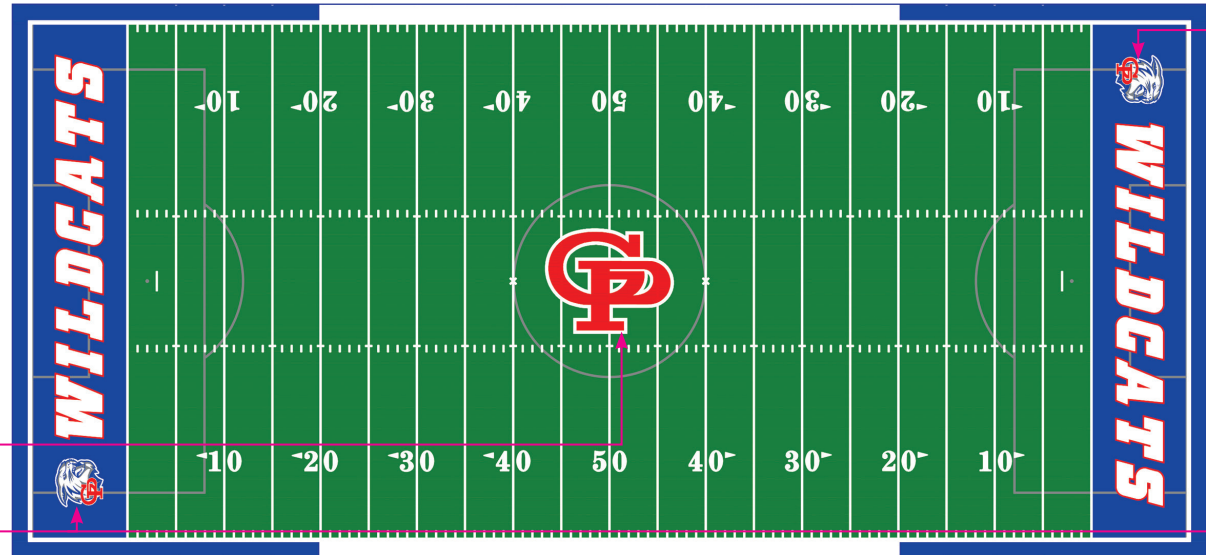


Hellas Turf Colors:

- Florida Blue: Pantone 2767C
- Red: Pantone 200C
- White: 000C
- Silver: Pantone 430C

FOOTBALL TURF FIELDS:
Location: Center 50 yard line
Logo: G-P Lettermark Logo

FOOTBALL TURF FIELDS:
Location: Endzone
Logo: Stand-Alone Logo



STAND-ALONE LOGO

ATHLETICS TURF FIELD EXAMPLES

The G-P Stand-Alone Logo is well-suited for Athletics' purposes

* Full color logo should always appear with the white stroke outline when placed on any clear/transparent backgrounds, distracting patterns, printed fabric materials, busy backgrounds, etc.

Logo may be used by external or third parties under license with approval only (partner communications, co-marketing, sponsorships, etc.).

District Colors*

**See page 16 for district color specifications*



Baseball/Softball turf fields:

Full Color

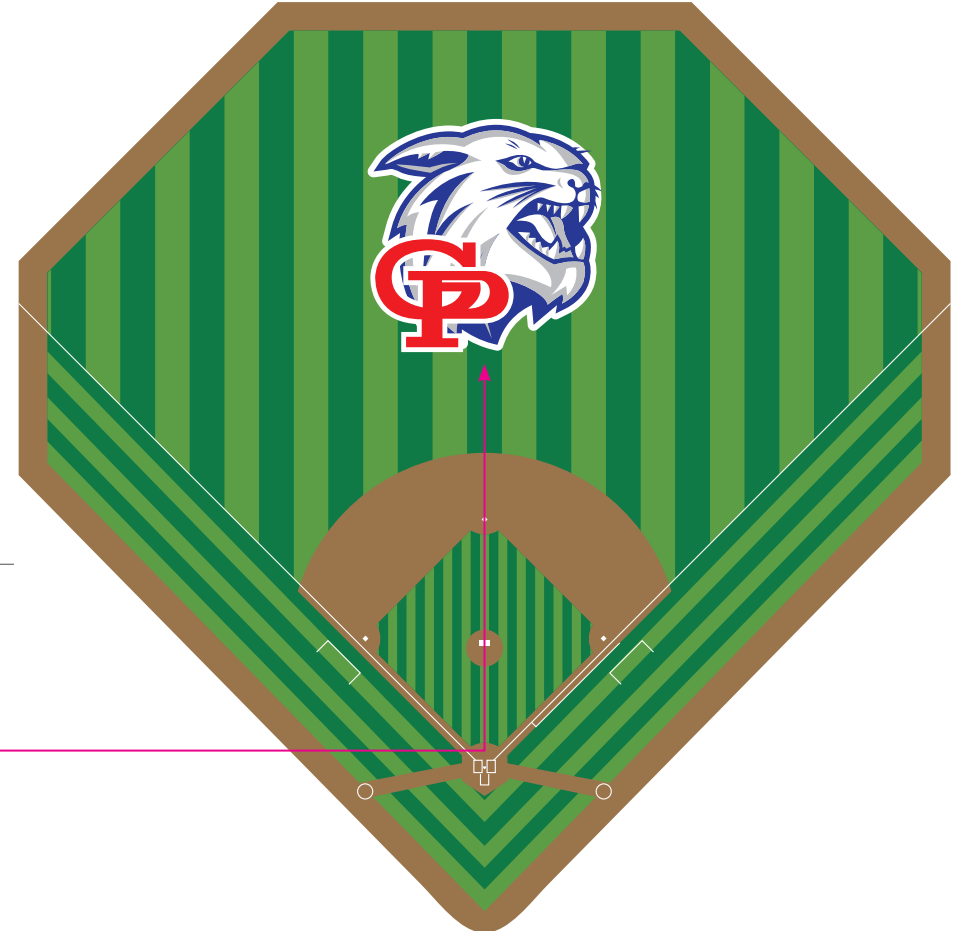


Stand-Alone Logo

*Full color logo should always appear with the white stroke outline when placed on any color backgrounds, etc. See pages 7 & 31.

Example of G-PISD Stand-Alone Logo usage on G-PISD baseball/softball turf fields, centered on the outfield.

BASEBALL/SOFTBALL TURF FIELDS:
Location: Center on the outfield
Logo: G-PISD Stand-Alone Logo



STAND-ALONE LOGO

ATHLETIC BASKETBALL COURT EXAMPLES

The G-P Stand-Alone Logo is well-suited for Athletics' purposes

* Full color logo should always appear with the white stroke outline when placed on any clear/transparent backgrounds, distracting patterns, printed fabric materials, busy backgrounds, etc.

Logo may be used by external or third parties under license with approval only (partner communications, co-marketing, sponsorships, etc.).

District Colors*

*See page 16 for district color specifications

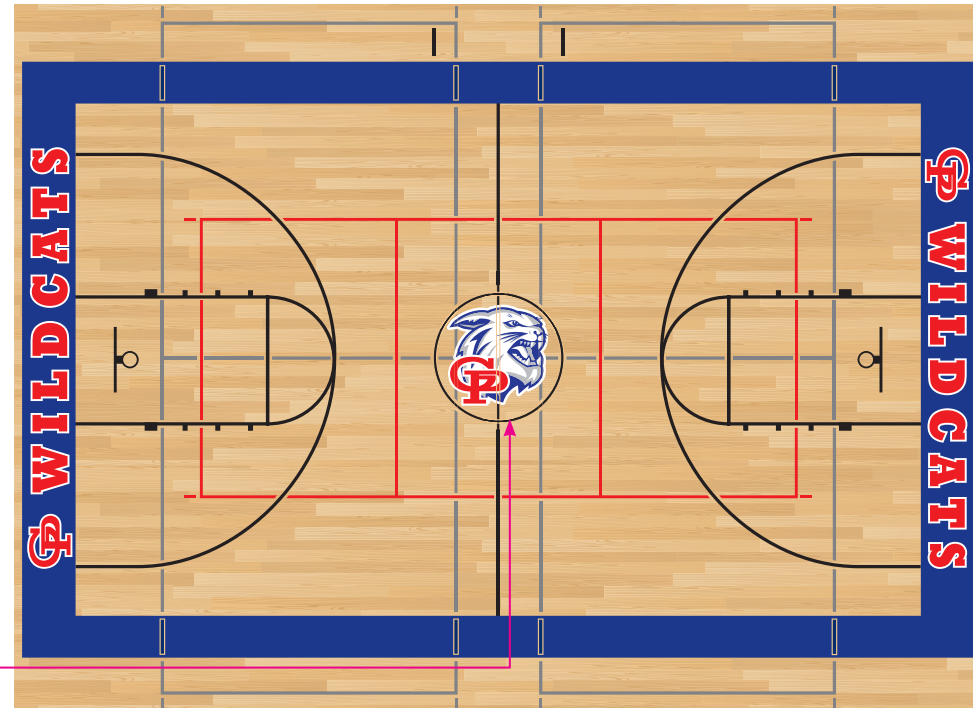
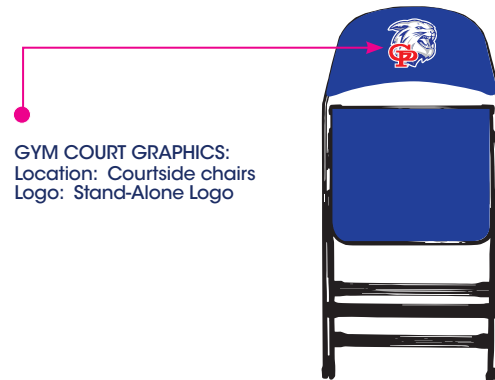


Basketball courts:

Example of Stand-Alone Logo usage on basketball courts, centered on court



*Full color logo should always appear with the white stroke outline when placed on any color backgrounds, etc. See pages 7, 31 & 32.





LOGO HISTORY TIMELINE

G-PISD logo history timeline

 <p>G-PISD Seal Logo</p>  <p>G-PISD Gradient Seal Logo</p>	 <p>G-P Interlock Logo</p>  <p>G-P Helmet Logo</p>  <p>G-P Mascot Logo</p>	 <p>W.C. Andrews Elementary School Logo</p>  <p>East Cliff Elementary School Logo</p>  <p>T.M. Clark Elementary School Logo</p>  <p>S.F. Austin Elementary School Logo</p>	 <p>G-P High School Logo</p>  <p>G-P Middle School Logo</p>  <p>Wildcat Stand-Alone Logo</p>  <p>Stand-Alone Logo Wildcat with G-P</p>  <p>G-PISD Seal Logo</p>	 <p>G-P Wildcats Secondary Logo</p>  <p>G-P Football Logo</p>  <p>G-P Lettermark Logo</p>  <p>Wildcats Wordmark Logo</p>  <p>Paw Print Logo</p>	 <p>Pathways in Technology Early College High School Logo</p>  <p>CTE Logo</p>  <p>Early Childhood Center Logo</p>  <p>Vision Logo</p>	 <p>G-PISD PodCast Logo</p>  <p>Secondary Logo</p>  <p>Full Body Wildcat Logo</p>	 <p>75th Anniversary Vision Logo</p>  <p>G-PISD 75th Anniversary Logo</p>  <p>Wildcat Submark Logo</p>  <p>Wildcats Wordmark Secondary Logo</p>  <p>G-P Secondary Paw Print Logo</p>
-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

1970 - 2015

2016 - Present

2021 - Present

2023 - Present

2025 - Present

DO NOT: Use any previous Gregory-Portland ISD logos.



Gregory-Portland Independent School District

Communications & Engagement Office

1200 Broadway Ave. | Portland, Texas 784374 | (361) 777-1045