

GIPS DISTRICT

WHY FOLLOW BRAND STANDARDS?

These brand guidelines help our school district continue to look **consistent** and **professional**. When everyone is properly using branded content, we are visually demonstrating the relationship we wish to **cultivate** between our **district**, **schools**, **staff** and **students**.

APPROVED HASHTAGS:

#WeAreGIPS

COLORS

CMYK: This stands for cyan, magenta, yellow and key (black), and is preferred for use on printed materials. Use PDF or EPS formats.

RGB: Red, green and blue color process typically used on computer monitors, digital cameras and televisions or any device that uses light to produce an image. Use PNG or JPG formats.

Pantone: A standardized color matching system, which is widely used around the world to ensure colors are reproduced accurately across different types of media. Use a PDF (Spot) format.

COLOR 01

#5C2D91

CMYK
80, 100, 0, 0

RGB
92, 45, 145

PANTONE
267 C

ACCENT 01

#C6BBDC

CMYK
21, 25, 0, 0

RGB
198, 187, 220

PANTONE
2635 C

ADDITIONAL ACCENTS

#9D84BD

CMYK
40, 51, 0, 0

RGB
157, 132, 189

PANTONE
2655 C

#BEBEC0

CMYK
26, 20, 20, 0

RGB
190, 190, 192

PANTONE
Cool Gray 4 C

BLACK

#231F20

CMYK
26, 20, 20, 0

RGB
190, 190, 192

PANTONE
Black C

APPROVED FONT(S)

Primary: Myriad Pro

• Regular, Italic, Semibold, Bold
Condensed, Condensed Italic,
Semibold Condensed, Bold
Condensed, Bold Condensed Italic

Secondary: Arial

• Regular, Italic, Bold, Bold Italic

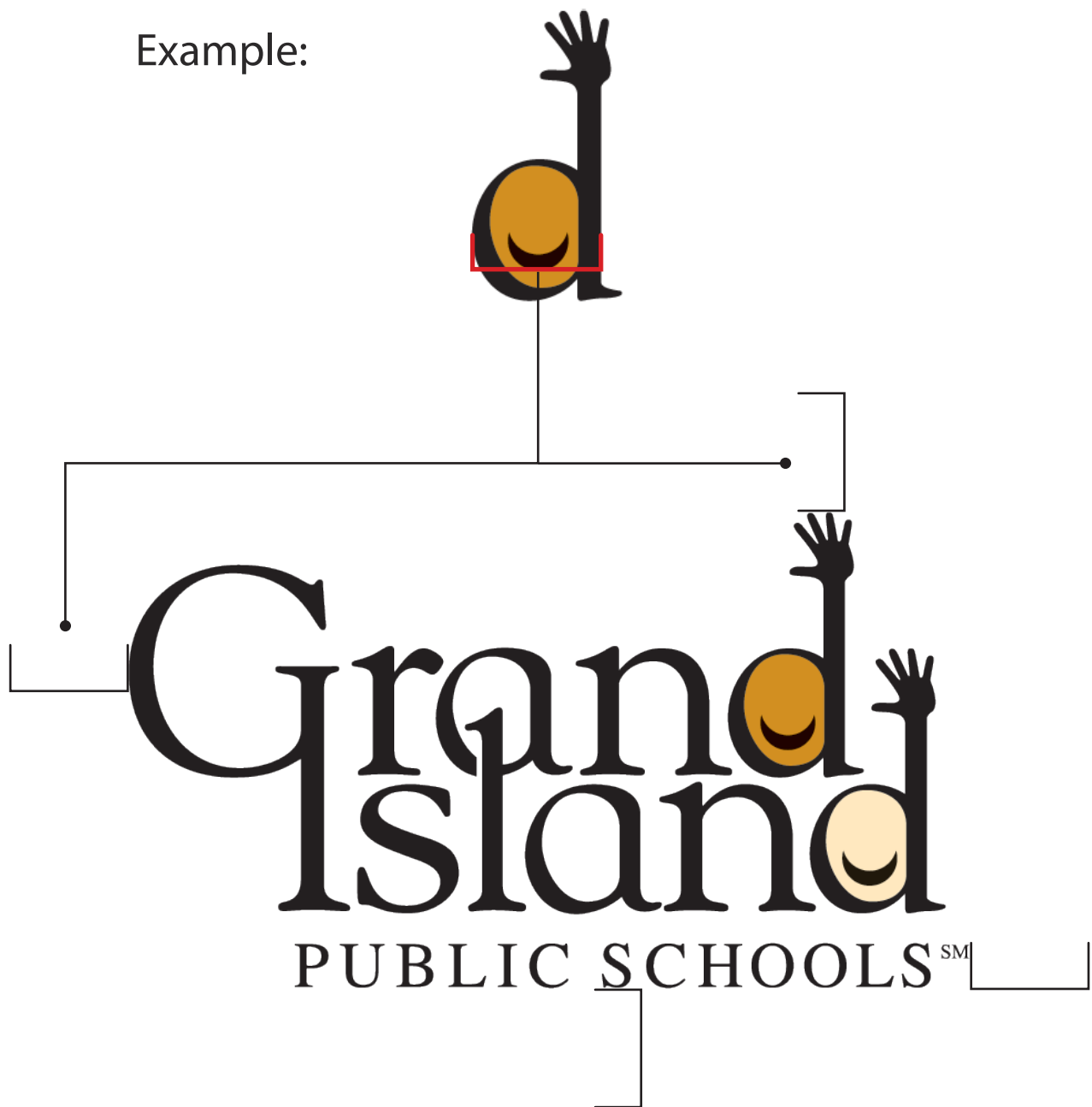
Purpose: Headers & Paragraphs for Flyers, Infographics, Letterhead, ect.



OFFICIAL LOGO

1. The full color version is the primary logo and should be used unless the background dictates otherwise.
2. Logo should be **no smaller than** 1.5 inches in width. (Unless approved by District)
3. **Keep logo proportional**. Do NOT display logo at an angle, squished or stretched.
4. **Do NOT** recolor logo in any way.
5. GIPS logo **must be the same size** or slightly larger than other branded logos sharing material space.
6. GIPS logo **must have an appropriate amount of buffer space** on all four sides. The width of negative space inside of the letter 'd' is the minimum requirement.

Example:



Always request a proof to review when ordering branded content.



GIPS COMMUNICATIONS & MARKETING DEPARTMENT

308.385.5900
communications@gips.org

GISH ACTIVITIES

WHY FOLLOW BRAND STANDARDS?

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APPROVED HASHTAGS:

#WeAreGIPS #WearPurpleBeGold
#IslanderPride

COLORS		CMYK: This stands for cyan, magenta, yellow and key (black), and is preferred for use on printed materials. Use PDF or EPS formats.	RGB: Red, green and blue color process typically used on computer monitors, digital cameras and televisions or any device that uses light to produce an image. Use PNG or JPG formats.	Pantone: A standardized color matching system, which is widely used around the world to ensure colors are reproduced accurately across different types of media. Use a PDF (Spot) format.
COLOR 01	ACCENT 01			ADDITIONAL ACCENTS
				BLACK & GRAY
CMYK 80, 100, 0, 0	CMYK 30, 24, 62, 0	CMYK 40, 51, 0, 0	CMYK 21, 25, 0, 0	CMYK 0, 0, 0, 100
RGB 92, 45, 145	RGB 184, 176, 120	RGB 157, 132, 189	RGB 198, 187, 220	RGB 35, 31, 32
PANTONE 267 C	PANTONE 5845 C	PANTONE 2655 C	PANTONE 2635 C	PANTONE Black C
				PANTONE Cool Gray 6 C

APPROVED FONT(S)

Primary: Myriad Pro
• Regular, Italic, Semibold, Bold
Condensed, Condensed Italic,
Semibold Condensed, Bold
Condensed, Bold Condensed Italic

Secondary: Arial
• Regular, Italic, Bold, Bold Italic

Purpose: Headers & Paragraphs for Flyers, Infographics, Letterhead, ect.

Activities/Clubs: Revue
• Italic

Departments: Trajan Pro
• Regular, Bold

Slogans
• Myriad Pro, Bold Condensed Italic
• Revue, Italic

Purpose: Script used in GISH Approved Logos, Apparel, Giveaways, ect.



OFFICIAL LOGO(S)

- The full color version is the primary logo and should be used unless the background requires use of a solid black, gray or white version.
- Logo(s) should be no smaller than 1.5 inches in width. For logos that have accompanying text on the side, please scale in proportion to height rather than width.
- Keep logo proportional. Do NOT display logo at an angle, flipped, reflected, rotated, squished and/or stretched. (Slideshows, Apparel, Flyers, ect.)
- Do NOT recolor logo in any way. Only use colored versions and alternatives already provided by the District. These will be located in the GRID.
- GISH logo(s) must be equally scaled in size to other logos that are sharing the same space.
- GISH logo(s) must have an appropriate amount of buffer space on all four sides. The width of negative space inside of the letter 'i' is the minimum requirement for the GI logo. For Islander or other Palm Tree Radial logos, use the right half of the shorter palm tree as a sizing reference.

Example(s):



GISH Activities & Athletics Primary Logo(s)



Grand Island Senior High Main & Secondary Logo(s)

PLEASE NOTE that the Palm Tree Radial logo may be too complex for embroidery placement on materials. Always request a proof to review when ordering branded content.



GISH Department Logo(s)



PLEASE NOTE that this is the official palm tree design for Grand Island Senior High. All other variations or illustrations of a palm tree are NOT to be used when representing GISH in an official capacity, including but not limited to apparel, printed collateral or promotional items.



GIPS COMMUNICATIONS & MARKETING DEPARTMENT

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GRAND ISLAND SENIOR HIGH

WHY FOLLOW BRAND STANDARDS?

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APPROVED HASHTAGS:

#WeAreGIPS #WearPurpleBeGold
#IslanderPride

APPROVED FONT(S)

Primary: Myriad Pro

• Regular, Italic, Semibold, Bold
Condensed, Condensed Italic,
Semibold Condensed, Bold
Condensed, Bold Condensed Italic

Secondary: Arial

• Regular, Italic, Bold, Bold Italic

Academy Title: Trajan Pro

• Regular, Bold

Slogan: Myriad Pro

• Bold Condensed Italic

Purpose: Headers & Paragraphs for Flyers, Infographics, Newsletters, ect.

Purpose: Script used in GISH Approved Logos, ect.



COLORS

CMYK: This stands for cyan, magenta, yellow and key (black), and is preferred for use on printed materials. Use PDF or EPS formats.

RGB: Red, green and blue color process typically used on computer monitors, digital cameras and televisions or any device that uses light to produce an image. Use PNG or JPG formats.

Pantone: A standardized color matching system, which is widely used around the world to ensure colors are reproduced accurately across different types of media. Use a PDF (Spot) format.

ACADEMY OF FRESHMAN EXPLORATION

#5C2D91

#9D84BD

#C6BBDC

CMYK
80, 100, 0, 0

CMYK
40, 51, 0, 0

CMYK
21, 25, 0, 0

RGB
92, 45, 145

RGB
157, 132, 189

RGB
198, 187, 220

PANTONE
267 C

PANTONE
2655 C

PANTONE
2635 C

ACADEMY OF BUSINESS & COMMUNICATION

#D8C800

#FFDE46

#FFF687

CMYK
0, 0, 100, 20

CMYK
0, 10, 83, 0

CMYK
0, 0, 59, 0

RGB
216, 200, 0

RGB
0, 0, 59, 0

RGB
255, 246, 135

PANTONE
611 C

PANTONE
114 C

PANTONE
0131 C

ACADEMY OF ENGINEERING & TECHNOLOGY

#02AA4E

#46B754

#A7D6A5

CMYK
82, 4, 97, 0

CMYK
72, 0, 92, 0

CMYK
36, 0, 45, 0

RGB
2, 170, 78

RGB
70, 183, 84

RGB
167, 214, 165

PANTONE
7481 C

PANTONE
2270 C

PANTONE
2254 C

GOLD ACCENT

#B8B078

USED IN GENERAL ACADEMY LOGO

CMYK
30, 24, 62, 0

RGB
184, 176, 120

PANTONE
5845 C

ACADEMY OF TECHNICAL SCIENCES

#F26127

#F68839

#FFDEAB

CMYK
0, 77, 96, 0

CMYK
0, 57, 87, 0

CMYK
0, 13, 36, 0

RGB
242, 97, 39

RGB
246, 136, 57

RGB
255, 222, 171

PANTONE
Bright Orange C

PANTONE
144 C

PANTONE
7507 C

ACADEMY OF MEDICAL SCIENCES & EDUCATION

#EF3B39

#F15D64

#FAC2C3

CMYK
0, 92, 83, 0

CMYK
0, 79, 53, 0

CMYK
0, 29, 13, 0

RGB
239, 59, 57

RGB
241, 93, 100

RGB
250, 194, 195

PANTONE
Warm Red C 2

PANTONE
178 C

PANTONE
712 C

ACADEMY BLACK & GRAYS

#808285

#BCBEC0

#F1F2F2

#231F20

CMYK
0, 0, 0, 60

CMYK
0, 0, 0, 30

CMYK
0, 0, 0, 5

CMYK
0, 0, 0, 100

RGB
128, 130, 133

RGB
188, 190, 192

RGB
241, 242, 242

RGB
35, 31, 32

PANTONE
Cool Gray 8 C

PANTONE
Cool Gray 4 C

PANTONE
Cool Gray 1 C

PANTONE
Black C

OFFICIAL LOGO(S)

- The full color version is the primary logo and should be used unless the background requires use of a solid black, gray or white version.
- Logo(s) should be no smaller than 1.5 inches in width. For logos that have accompanying text on the side, please scale in proportion to height rather than width.
- Keep logo proportional. Do NOT display logo at an angle, flipped, reflected, rotated, squished and/or stretched. (Slideshows, Apparel, Flyers, ect.)
- Do NOT recolor logo in any way. Only use colored versions provided by the District that are located in the GRID.
- GISH logo(s) must be similarly scaled in size to other logos sharing the same space.
- GISH logo(s) must have an appropriate amount of buffer space on all four sides. The width of the right half of the shorter palm tree is the minimum requirement for the Academy logo. The interior negative space is the minimum for the GI logo.

Example(s):



PLEASE NOTE that this is the official palm tree design for Grand Island Senior High. All other variations or illustrations of a palm tree are NOT to be used when representing GISH in an official capacity, including but not limited to apparel, printed collateral or promotional items.



GIPS COMMUNICATIONS & MARKETING DEPARTMENT

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EARLY CHILDHOOD EDUCATION

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APPROVED HASHTAGS:

#WeAreGIPS

APPROVED FONT(S)

Primary: Myriad Pro

- Regular, Italic, Semibold, Bold Condensed, Condensed Italic, Semibold Condensed, Bold Condensed, Bold Condensed Italic

Secondary: Arial

- Regular, Italic, Bold, Bold Italic

Purpose: Headers & Paragraphs for Flyers, Infographics, Newsletters, ect.



COLORS

CMYK: This stands for cyan, magenta, yellow and key (black), and is preferred for use on printed materials. Use **PDF** or **EPS** formats.

RGB: Red, green and blue color process typically used on computer monitors, digital cameras and televisions or any device that uses light to produce an image. Use **PNG** or **JPG** formats.

Pantone: A standardized color matching system, which is widely used around the world to ensure colors are reproduced accurately across different types of media. Use a **PDF (Spot)** format.

COLOR 01



CMYK
58, 31, 26, 1
RGB
116, 151, 169
PANTONE
5425 C

ACCENT 01



CMYK
45, 4, 91, 0
RGB
153, 194, 76
PANTONE
375 C

ADDITIONAL ACCENTS



CMYK
80, 100, 0, 0
RGB
92, 45, 145
PANTONE
267 C

BLACK & GRAY



CMYK
65, 65, 62, 63
RGB
47, 45, 46
PANTONE
Neutral Black C

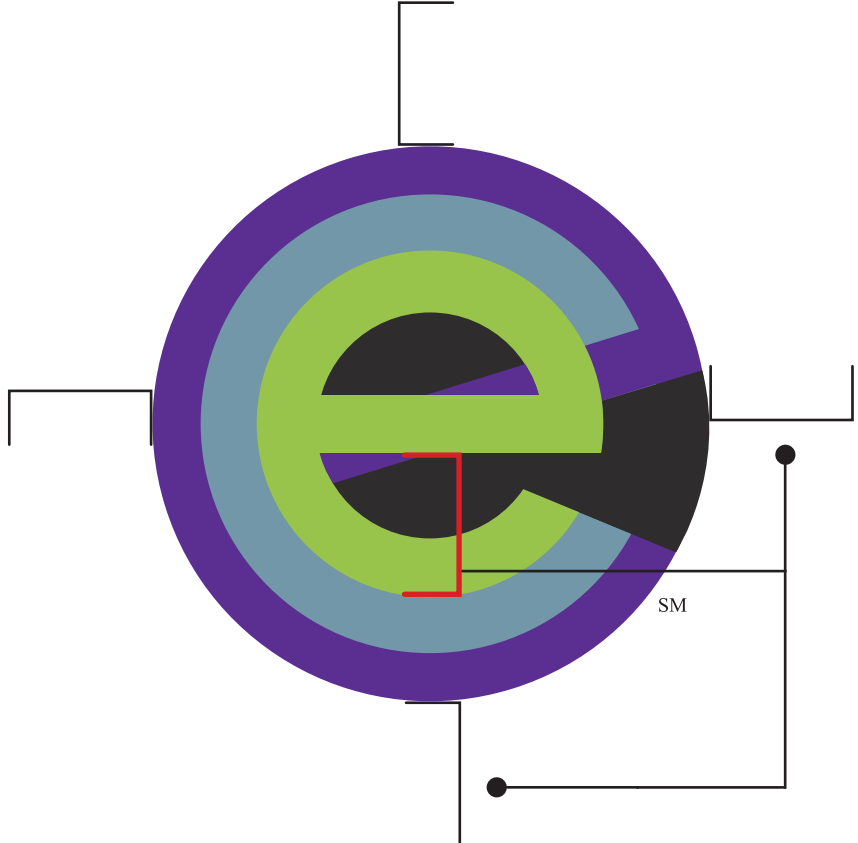
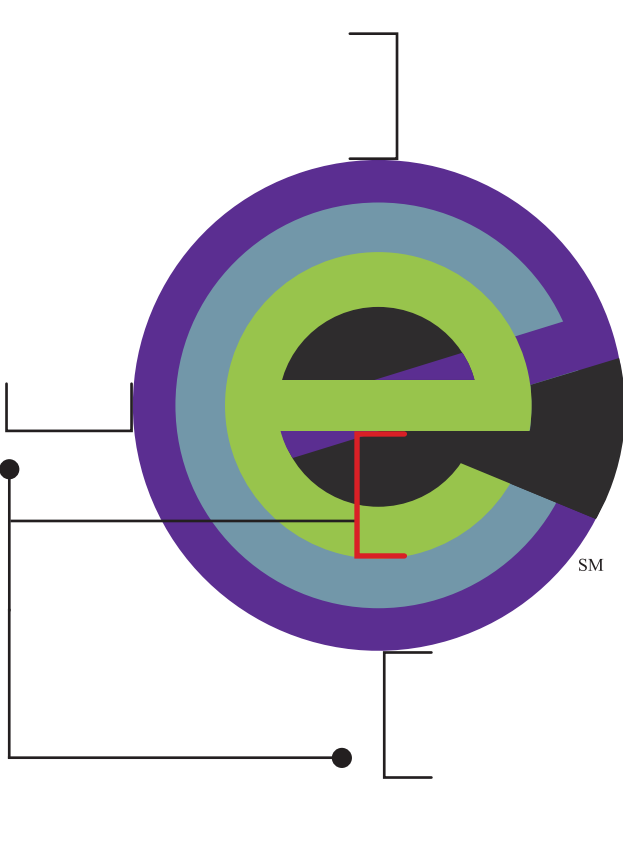


CMYK
0, 0, 0, 40
RGB
167, 169, 172
PANTONE
Cool Gray 6 C

OFFICIAL LOGO(S)

1. The full color version is the primary logo and should be used unless the background requires use of a solid black, gray or white version.
2. Logo(s) should be **no smaller than** 1.5 inches in width. For logos that have accompanying text on the side, please scale in proportion to height rather than width.
3. **Keep logo proportional.** Do **NOT** display logo at an angle, flipped, reflected, rotated, squished and/or stretched. (*Slideshows, Apparel, Flyers, ect.*)
4. Do **NOT** recolor logo in any way. Only use colored versions provided by the District that are located in the GRID.
5. ECE logo(s) **must be similiarly scaled in size** to other logos sharing the same space.
6. ECE logo(s) **must have an appropriate amount of buffer space** on all four sides. The bottom half of the letter 'e' is the minimum spacing requirement needed for the full logo and icon.

Example(s):

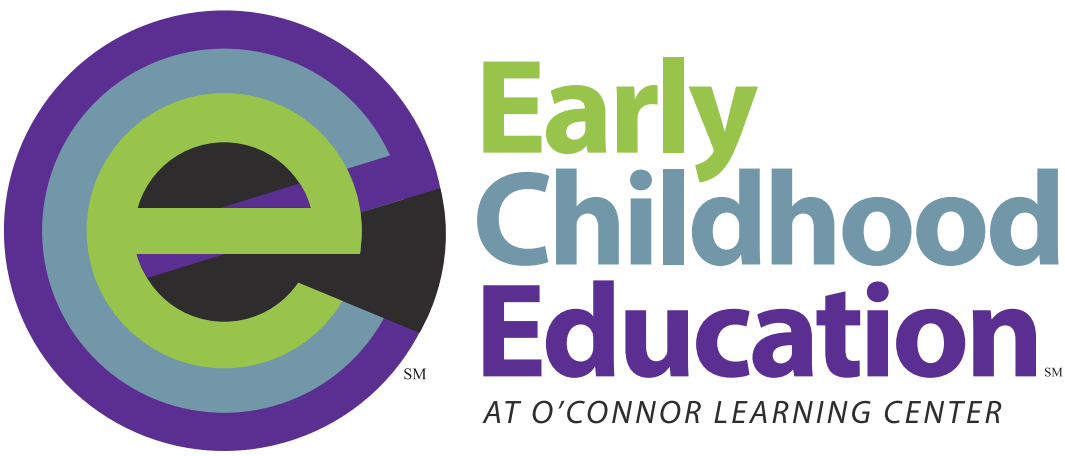
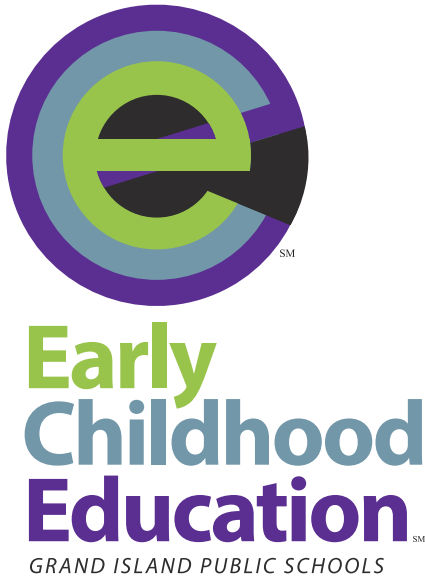


EarlyChildhoodEducation

Logo & Icon: **Always request** a proof to review when ordering branded content.



The O'Connor Learning Center may use this variation of the full ECE logo.



Note that a simplified version of the ECE logo may be used for dark or busy backgrounds.



DODGE ELEMENTARY

WHY FOLLOW BRAND STANDARDS?

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APPROVED HASHTAGS:

#WeAreGIPS

APPROVED FONT(S)

Primary: Myriad Pro

- Regular, Italic, Semibold, Bold Condensed, Condensed Italic, Semibold Condensed, Bold Condensed, Bold Condensed Italic

Secondary: Arial

- Regular, Italic, Bold, Bold Italic

Purpose: Headers & Paragraphs for Flyers, Infographics, Newsletters, ect.



COLORS

CMYK: This stands for cyan, magenta, yellow and key (black), and is preferred for use on printed materials. **Use PDF or EPS formats.**

RGB: Red, green and blue color process typically used on computer monitors, digital cameras and televisions or any device that uses light to produce an image. **Use PNG or JPG formats.**

Pantone: a standardized color matching system, which is widely used around the world to ensure colors are reproduced accurately across different types of media. **Use a PDF (Spot) format.**

COLOR 01



CMYK
81, 27, 77, 11
RGB
51, 131, 92
PANTONE
7725 C

ACCENT 01



CMYK
0, 12, 100, 7
RGB
241, 203, 0
PANTONE
7405 C

ADDITIONAL ACCENTS



CMYK
39, 7, 61, 0
RGB
163, 197, 133
PANTONE
577 C



USED IN LOGO ONLY

CMYK
93, 55, 0, 0
RGB
0, 109, 182
PANTONE
285 C

BLACK & GRAY



CMYK
0, 0, 0, 100
RGB
35, 31, 32
PANTONE
Black C

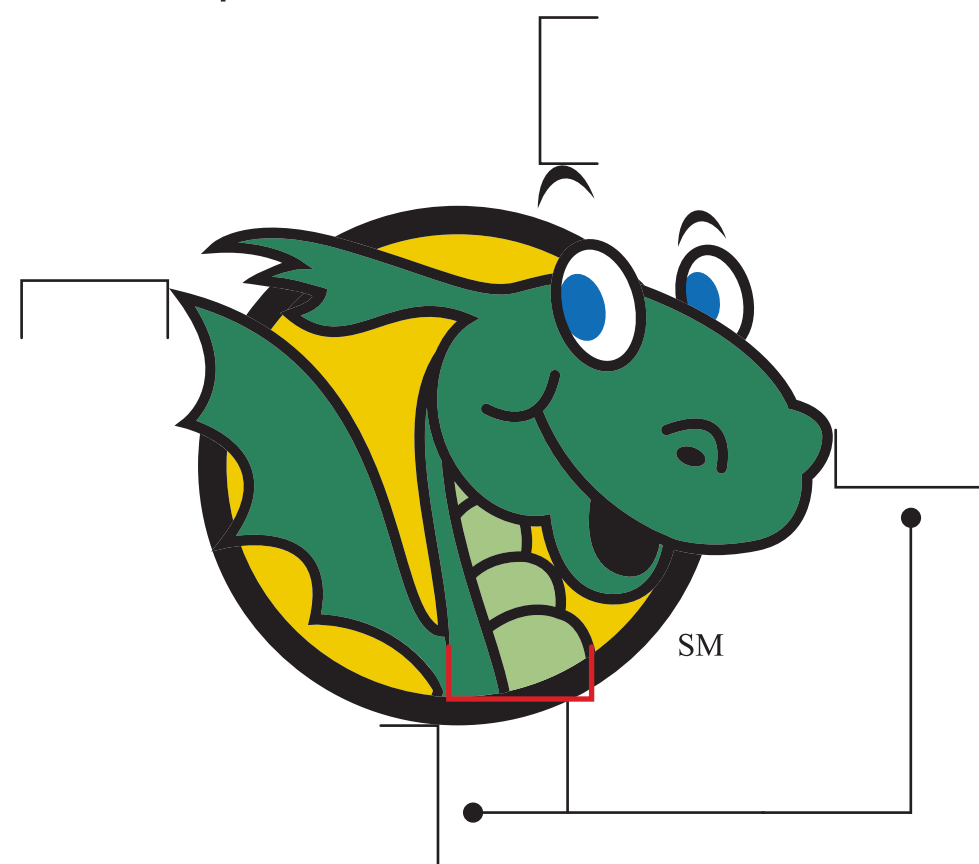


CMYK
0, 0, 0, 40
RGB
167, 169, 172
PANTONE
Cool Gray 6 C

OFFICIAL LOGO(S)

1. The **full color version** is the **primary logo** and should be used unless the background requires use of a solid black, gray or white version.
2. Logo(s) should be **no smaller than 1.5 inches** in width. For logos that have accompanying text on the side, please scale in proportion to height rather than width.
3. **Keep logo proportional.** Do **NOT** display logo at an angle, flipped, reflected, rotated, squished and/or stretched. (*Slideshows, Apparel, Flyers, ect.*)
4. Do **NOT** recolor logo in any way. Only use colored versions provided by the District that are located in the GRID.
5. Dodge logo(s) **must be similiarly scaled in size** to other logos sharing the same space.
6. Dodge logo(s) **must have an appropriate amount of buffer space** on all four sides. The widest part of the dragon's neck is the minimum buffer space needed around the full logo and icon.

Example(s):



Logo & Icon: Always request a proof to review when ordering branded content.



Note that a simplified version of the Dodge logo may be used for dark or busy backgrounds.



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ENGLEMAN ELEMENTARY

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APPROVED HASHTAGS:

#WeAreGIPS

APPROVED FONT(S)

Primary: Myriad Pro

- Regular, Italic, Semibold, Bold Condensed, Condensed Italic, Semibold Condensed, Bold Condensed, Bold Condensed Italic

Secondary: Arial

- Regular, Italic, Bold, Bold Italic

Purpose: Headers & Paragraphs for Flyers, Infographics, Newsletters, ect.



COLORS

CMYK: This stands for cyan, magenta, yellow and key (black), and is preferred for use on printed materials. **Use PDF or EPS formats.**

RGB: Red, green and blue color process typically used on computer monitors, digital cameras and televisions or any device that uses light to produce an image. **Use PNG or JPG formats.**

Pantone: A standardized color matching system, which is widely used around the world to ensure colors are reproduced accurately across different types of media. **Use a PDF (Spot) format.**

COLOR 01



CMYK
0, 12, 100, 7
RGB
241, 203, 0
PANTONE
7405 C

ACCENT 01



CMYK
0, 0, 0, 100
RGB
35, 31, 32
PANTONE
Black C

ADDITIONAL ACCENTS



USED IN LOGO ONLY

CMYK
0, 12, 28, 0
RGB
255, 255, 186
PANTONE
475 C

GRAY

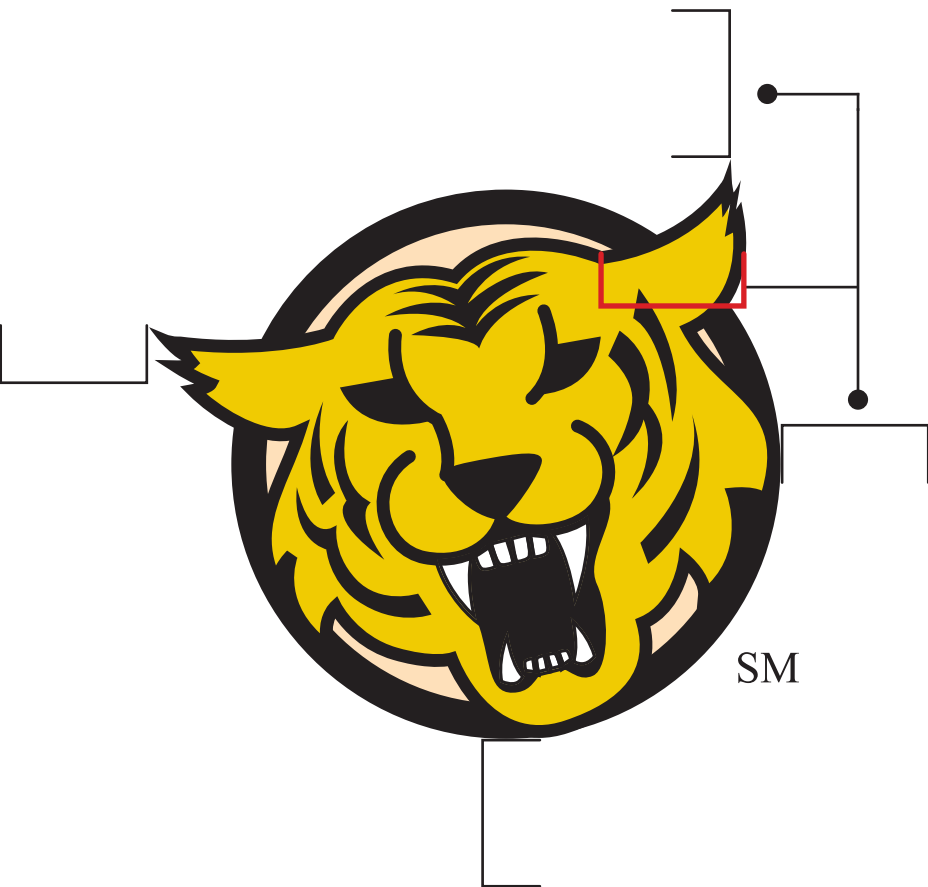


CMYK
0, 0, 0, 40
RGB
167, 169, 172
PANTONE
Cool Gray 6 C

OFFICIAL LOGO(S)

1. The **full color version** is the **primary logo** and should be used unless the background requires use of a solid black, gray or white version.
2. Logo(s) should be **no smaller than** 1.5 inches in width. For logos that have accompanying text on the side, please scale in proportion to height rather than width.
3. **Keep logo proportional.** Do **NOT** display logo at an angle, flipped, reflected, rotated, squished and/or stretched. (*Slideshows, Apparel, Flyers, ect.*)
4. Do **NOT** recolor logo in any way. Only use colored versions provided by the District that are located in the GRID.
5. Engleman logo(s) **must be similiarly scaled in size** to other logos sharing the same space.
6. Engleman logo(s) **must have an appropriate amount of buffer space** on all four sides. The widest part of the ear is the minimum buffer space needed around the full logo and icon.

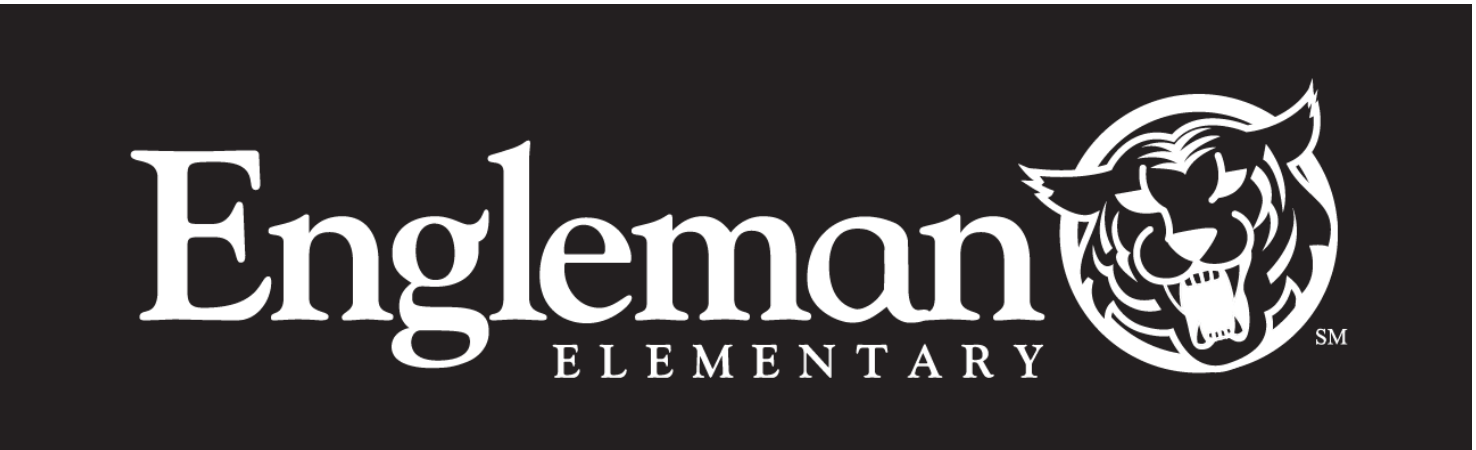
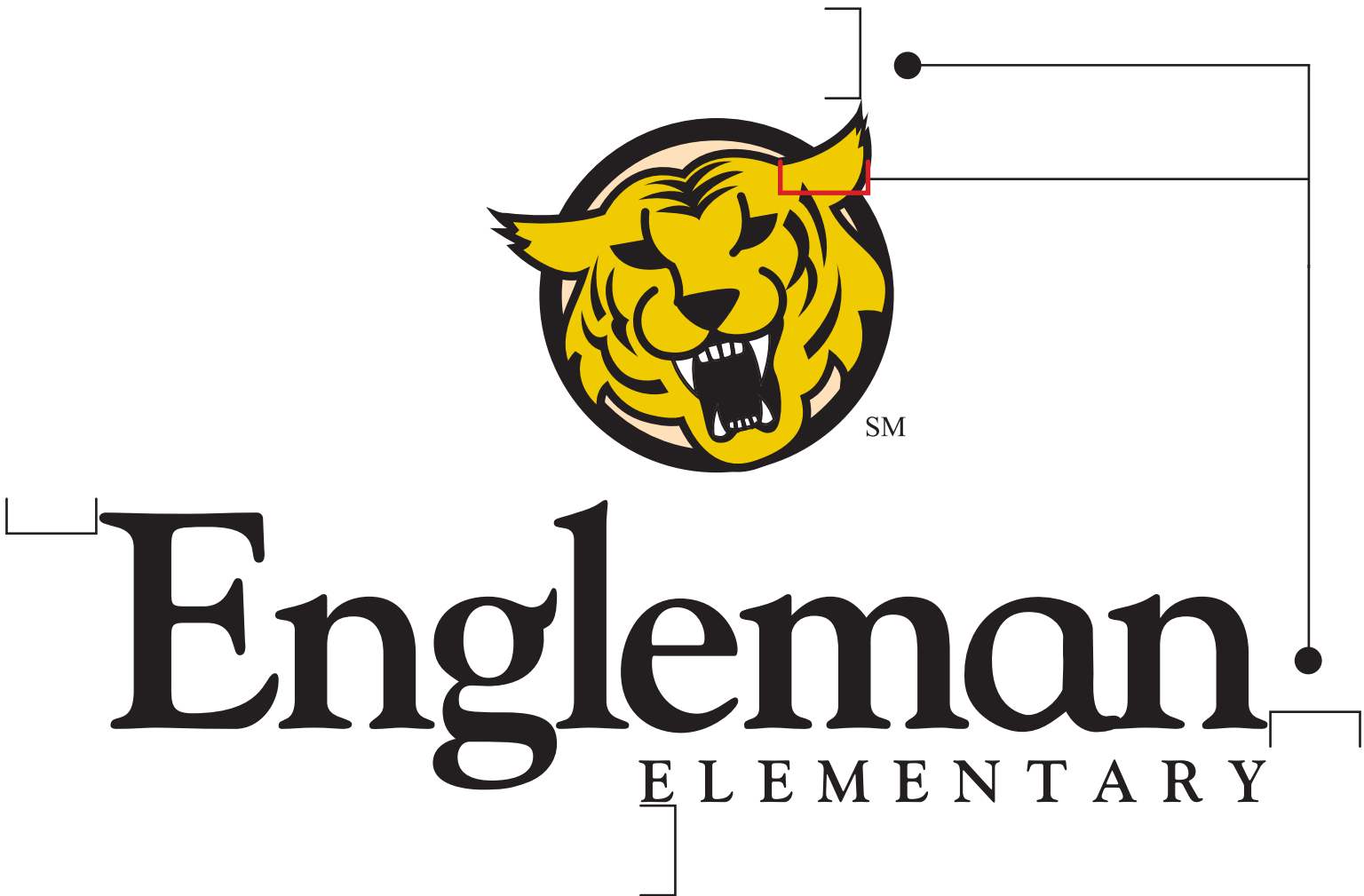
Example(s):



Logo & Icon: Always request a proof to review when ordering branded content.



Note that a simplified version of the Engleman logo may be used for dark or busy backgrounds.



GIPS COMMUNICATIONS & MARKETING DEPARTMENT

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communications@gips.org

GATES ELEMENTARY

WHY FOLLOW BRAND STANDARDS?

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APPROVED HASHTAGS:

#WeAreGIPS

APPROVED FONT(S)

Primary: Myriad Pro

- Regular, Italic, Semibold, Bold Condensed, Condensed Italic, Semibold Condensed, Bold Condensed, Bold Condensed Italic

Secondary: Arial

- Regular, Italic, Bold, Bold Italic

Purpose: Headers & Paragraphs for Flyers, Infographics, Newsletters, ect.



COLORS

CMYK: This stands for cyan, magenta, yellow and key (black), and is preferred for use on printed materials. **Use PDF or EPS formats.**

RGB: Red, green and blue color process typically used on computer monitors, digital cameras and televisions or any device that uses light to produce an image. **Use PNG or JPG formats.**

Pantone: a standardized color matching system, which is widely used around the world to ensure colors are reproduced accurately across different types of media. **Use a PDF (Spot) format.**

COLOR 01



CMYK
81, 27, 77, 11
RGB
50, 132, 92
PANTONE
7725 C

ACCENT 01



CMYK
0, 25, 99, 0
RGB
255, 198, 0
PANTONE
7548 C

ADDITIONAL ACCENTS



CMYK
20, 7, 19, 3
RGB
197, 210, 199
PANTONE
5595 C

BLACK & GRAY



CMYK
0, 0, 0, 100
RGB
35, 31, 32
PANTONE
Black C



CMYK
0, 0, 0, 40
RGB
167, 169, 172
PANTONE
Cool Gray 6 C

OFFICIAL LOGO(S)

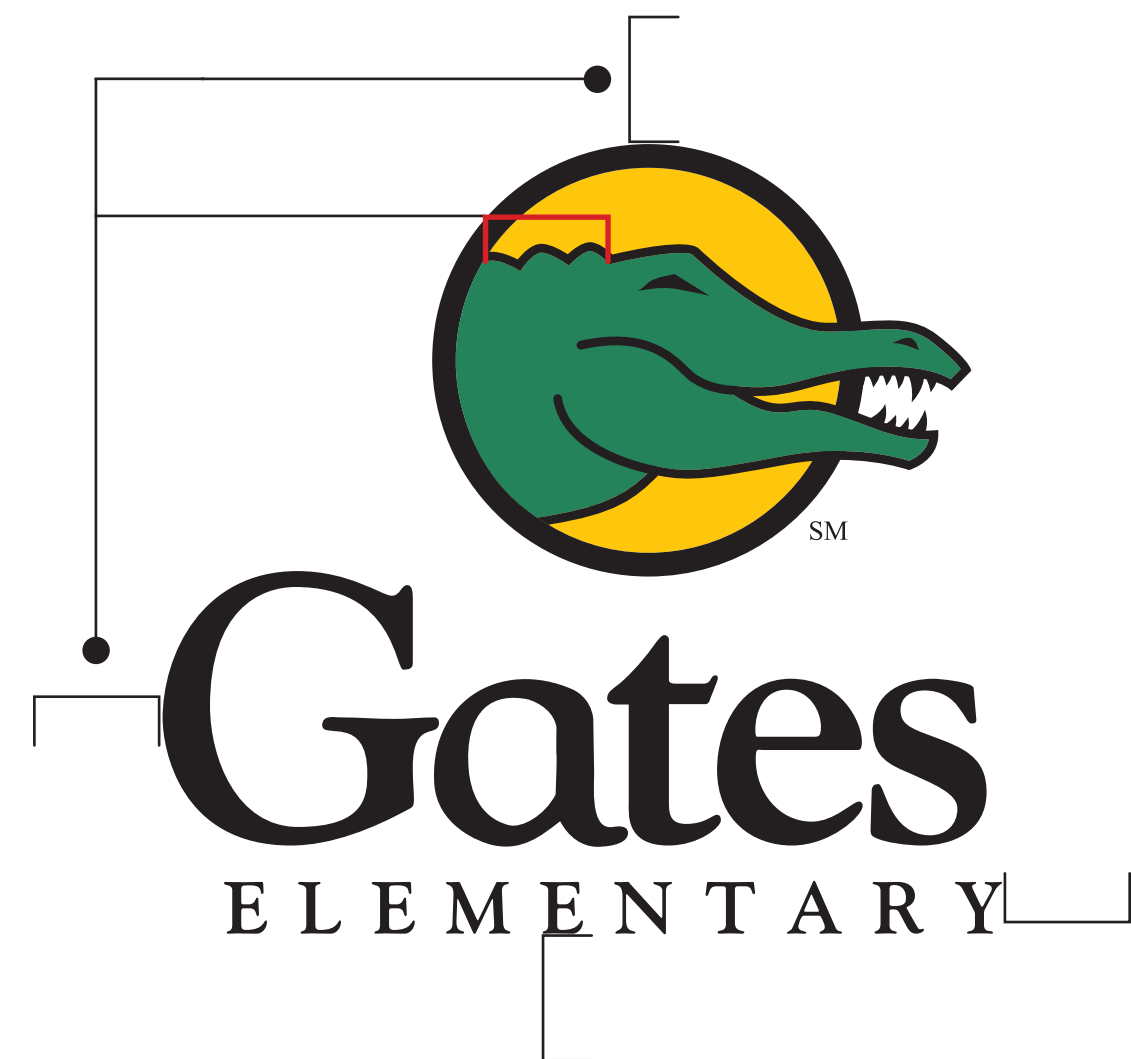
1. The **full color version** is the **primary logo** and should be used unless the background requires use of a solid black, gray or white version.
2. Logo(s) should be **no smaller than 1.5 inches** in width. For logos that have accompanying text on the side, please scale in proportion to height rather than width.
3. **Keep logo proportional.** Do **NOT** display logo at an angle, flipped, reflected, rotated, squished and/or stretched. (*Slideshows, Apparel, Flyers, ect.*)
4. Do **NOT** recolor logo in any way. Only use colored versions provided by the District that are located in the GRID.
5. Gates logo(s) **must be similiarly scaled in size** to other logos sharing the same space.
6. Gates logo(s) **must have an appropriate amount of buffer space** on all four sides. The three bumps along the back is the minimum buffer space needed around the full logo and icon.

Example(s):

Logo & Icon: Always request a proof to review when ordering branded content.



Note that a simplified version of the Gates logo may be used for dark or busy backgrounds.



HOWARD ELEMENTARY

WHY FOLLOW BRAND STANDARDS?

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APPROVED HASHTAGS:

#WeAreGIPS

APPROVED FONT(S)

Primary: Myriad Pro

- Regular, Italic, Semibold, Bold Condensed, Condensed Italic, Semibold Condensed, Bold Condensed, Bold Condensed Italic

Secondary: Arial

- Regular, Italic, Bold, Bold Italic

Purpose: Headers & Paragraphs for Flyers, Infographics, Newsletters, ect.



COLORS

CMYK: This stands for cyan, magenta, yellow and key (black), and is preferred for use on printed materials. **Use PDF or EPS formats.**

RGB: Red, green and blue color process typically used on computer monitors, digital cameras and televisions or any device that uses light to produce an image. **Use PNG or JPG formats.**

Pantone: a standardized color matching system, which is widely used around the world to ensure colors are reproduced accurately across different types of media. **Use a PDF (Spot) format.**

COLOR 01



CMYK
3, 80, 69, 0

RGB
234, 90, 79

PANTONE
7625 C

ACCENT 01



CMYK
0, 0, 0, 100

RGB
35, 31, 32

PANTONE
Black C

ADDITIONAL ACCENTS



USED IN LOGO ONLY

CMYK
1, 24, 43, 0

RGB
250, 199, 150

PANTONE
712 C



USED IN LOGO ONLY

CMYK
93, 55, 0, 0

RGB
0, 109, 182

PANTONE
285 C

GRAY

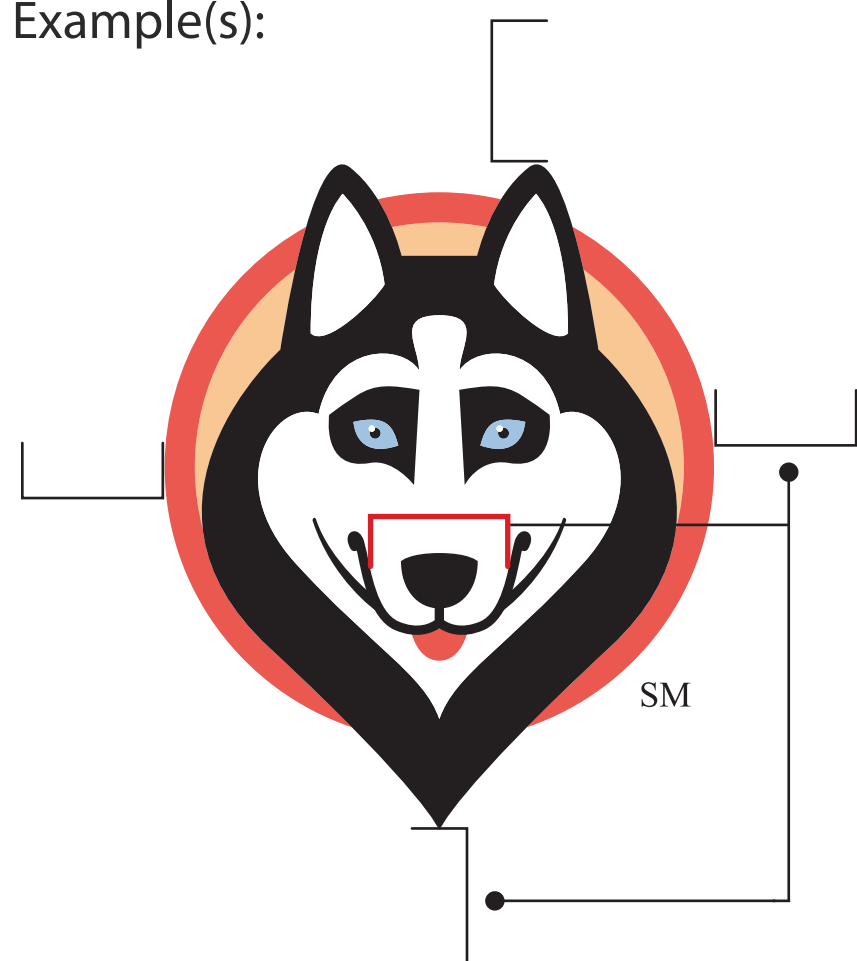


CMYK
0, 0, 0, 40
RGB
167, 169, 172
PANTONE
Cool Gray 6 C

OFFICIAL LOGO(S)

1. The **full color version** is the **primary logo** and should be used unless the background requires use of a solid black, gray or white version.
2. Logo(s) should be **no smaller than 1.5 inches** in width. For logos that have accompanying text on the side, please scale in proportion to height rather than width.
3. **Keep logo proportional.** Do **NOT** display logo at an angle, flipped, reflected, rotated, squished and/or stretched. (*Slideshows, Apparel, Flyers, ect.*)
4. Do **NOT** recolor logo in any way. Only use colored versions provided by the District that are located in the GRID.
5. Howard logo(s) **must be similarly scaled in size** to other logos sharing the same space.
6. Howard logo(s) **must have an appropriate amount of buffer space** on all four sides. The width of the snout is the minimum buffer space needed around the full logo and icon.

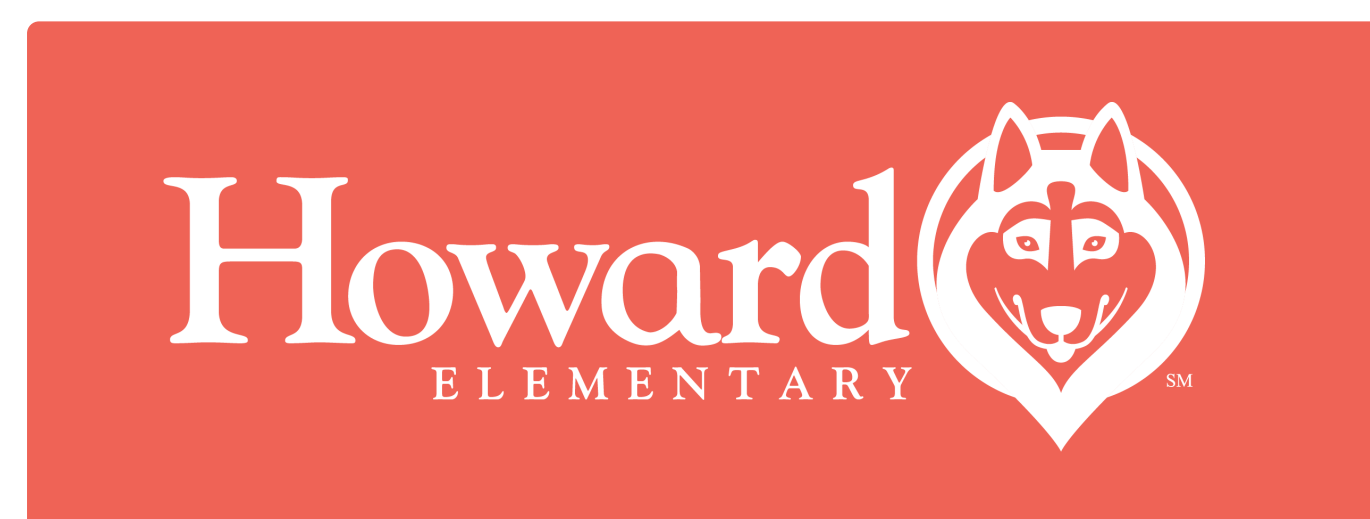
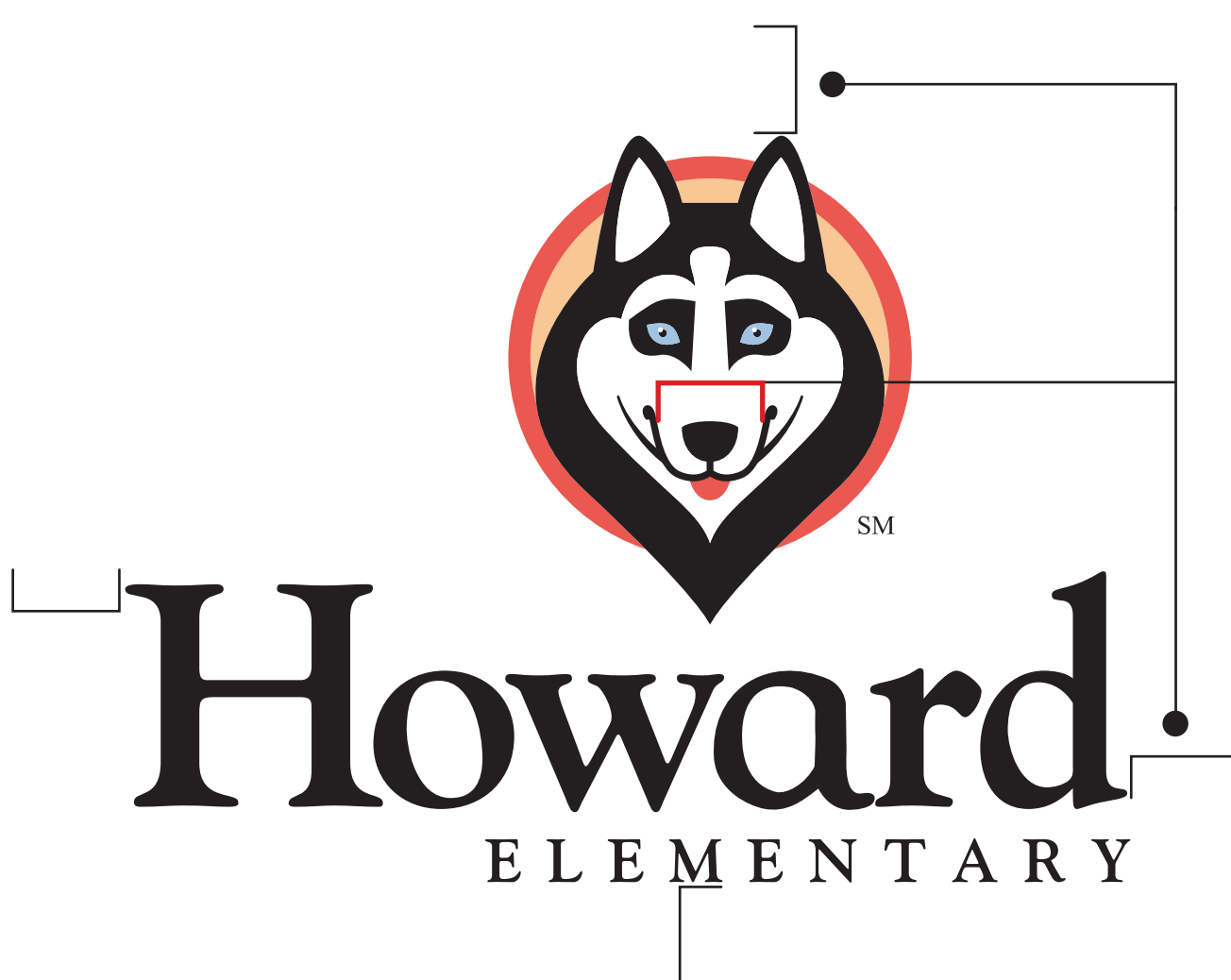
Example(s):



Logo & Icon: Always request a proof to review when ordering branded content.



Note that a simplified version of the Howard logo may be used for dark or busy backgrounds.



GIPS COMMUNICATIONS & MARKETING DEPARTMENT

308.385.5900
communications@gips.org

JEFFERSON ELEMENTARY

WHY FOLLOW BRAND STANDARDS?

These brand guidelines help our school district continue to look **consistent** and **professional**. When everyone is properly using branded content, we are visually demonstrating the relationship we wish to **cultivate** between our **district, schools, staff** and **students**.

APPROVED HASHTAGS:

#WeAreGIPS

APPROVED FONT(S)

Primary: Myriad Pro

- Regular, Italic, Semibold, Bold
- Condensed, Condensed Italic, Semibold Condensed, Bold Condensed, Bold Condensed Italic

Secondary: Arial

- Regular, Italic, Bold, Bold Italic

Purpose: Headers & Paragraphs for Flyers, Infographics, Newsletters, ect.



COLORS

CMYK: This stands for cyan, magenta, yellow and key (black), and is preferred for use on printed materials. **Use PDF or EPS formats.**

RGB: Red, green and blue color process typically used on computer monitors, digital cameras and televisions or any device that uses light to produce an image. **Use PNG or JPG formats.**

Pantone: a standardized color matching system, which is widely used around the world to ensure colors are reproduced accurately across different types of media. **Use a PDF (Spot) format.**

COLOR 01



CMYK
88, 83, 0, 0
RGB
65, 74, 159
PANTONE
2117 C

ACCENT 01



CMYK
0, 12, 100, 7
RGB
241, 203, 0
PANTONE
7405 C

BLACK & GRAY



CMYK
0, 0, 0, 100
RGB
35, 31, 32
PANTONE
Black C

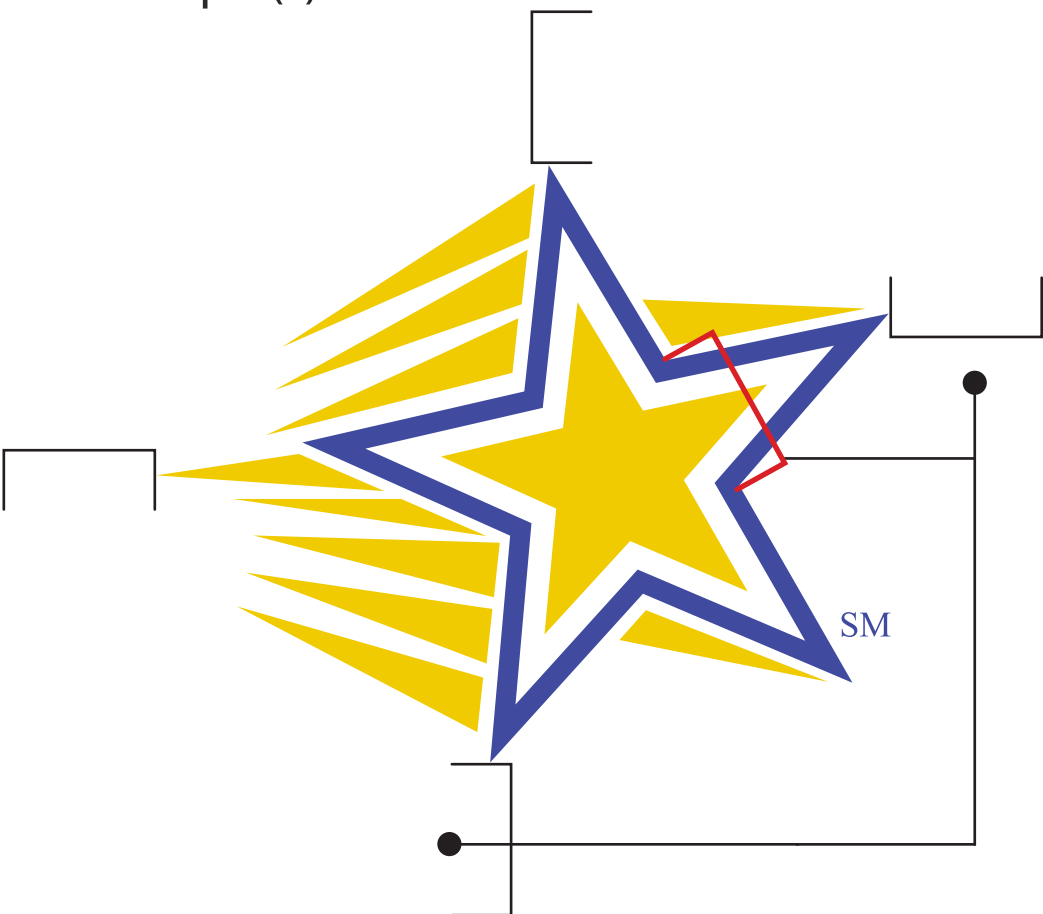


CMYK
0, 0, 0, 40
RGB
167, 169, 172
PANTONE
Cool Gray 6 C

OFFICIAL LOGO(S)

1. The **full color version** is the **primary logo** and should be used unless the background requires use of a solid black, gray or white version.
2. Logo(s) should be **no smaller than** 1.5 inches in width. For logos that have accompanying text on the side, please scale in proportion to height rather than width.
3. **Keep logo proportional.** Do **NOT** display logo at an angle, flipped, reflected, squished and/or stretched. (*Slideshows, Apparel, Flyers, ect.*)
4. **Do NOT** recolor logo in any way. Only use colored versions provided by the District that are located in the GRID.
5. Jefferson logo(s) **must be similiarly scaled** in size to other logos sharing the same space.
6. Jefferson logo(s) **must have an appropriate amount of buffer space** on all four sides. The widest part of the star's point is the minimum buffer space needed around the full logo and icon.

Example(s):



Logo & Icon: Always request a proof to review when ordering branded content.



Note that a simplified version of the Jefferson logo may be used for dark or busy backgrounds.



GIPS COMMUNICATIONS & MARKETING DEPARTMENT

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KNICKREHM ELEMENTARY

WHY FOLLOW BRAND STANDARDS?

These brand guidelines help our school district continue to look **consistent** and **professional**. When everyone is properly using branded content, we are visually demonstrating the relationship we wish to **cultivate** between our **district, schools, staff** and **students**.

APPROVED HASHTAGS:

#WeAreGIPS

APPROVED FONT(S)

Primary: Myriad Pro

- Regular, Italic, Semibold, Bold Condensed, Condensed Italic, Semibold Condensed, Bold Condensed, Bold Condensed Italic

Secondary: Arial

- Regular, Italic, Bold, Bold Italic

Purpose: Headers & Paragraphs for Flyers, Infographics, Newsletters, ect.



COLORS

CMYK: This stands for cyan, magenta, yellow and key (black), and is preferred for use on printed materials. **Use PDF or EPS formats.**

RGB: Red, green and blue color process typically used on computer monitors, digital cameras and televisions or any device that uses light to produce an image. **Use PNG or JPG formats.**

Pantone: a standardized color matching system, which is widely used around the world to ensure colors are reproduced accurately across different types of media. **Use a PDF (Spot) format.**

COLOR 01



CMYK
93, 69, 20, 5

RGB
36, 88, 141

PANTONE
7685 C

ACCENT 01



CMYK
0, 12, 100, 7

RGB
241, 203, 0

PANTONE
7405 C

ADDITIONAL ACCENTS



CMYK
39, 7, 61, 0

RGB
163, 197, 133

PANTONE
475 C

BLACK & GRAY



CMYK
0, 0, 0, 100
RGB
35, 31, 32
PANTONE
Black C

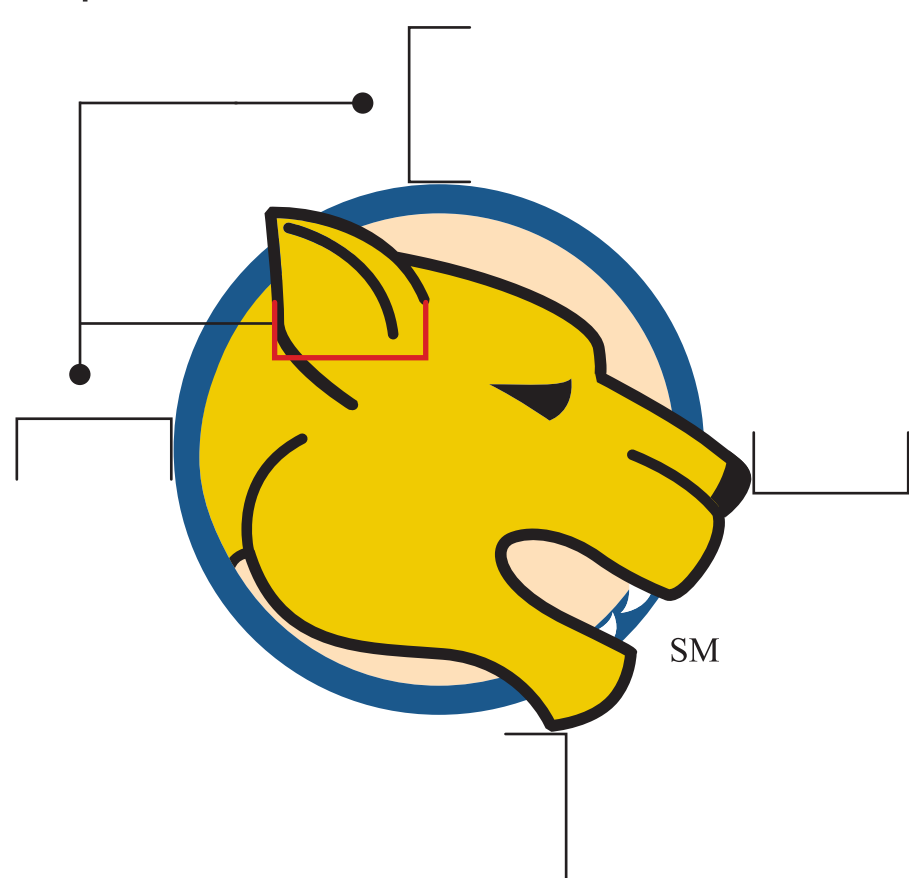


CMYK
0, 0, 0, 40
RGB
167, 169, 172
PANTONE
Cool Gray 6 C

OFFICIAL LOGO(S)

- The full color version is the primary logo and should be used unless the background requires use of a solid black, gray or white version.
- Logo(s) should be **no smaller than** 1.5 inches in width. For logos that have accompanying text on the side, please scale in proportion to height rather than width.
- Keep logo proportional. Do **NOT** display logo at an angle, flipped, reflected, rotated, squished and/or stretched. (*Slideshows, Apparel, Flyers, ect.*)
- Do **NOT** recolor logo in any way. Only use colored versions provided by the District that are located in the GRID.
- Knickrehm logo(s) **must be similarly scaled in size** to other logos sharing the same space.
- Knickrehm logo(s) **must have an appropriate amount of buffer space** on all four sides. The width of the ear is the minimum buffer space needed around the full logo and icon.

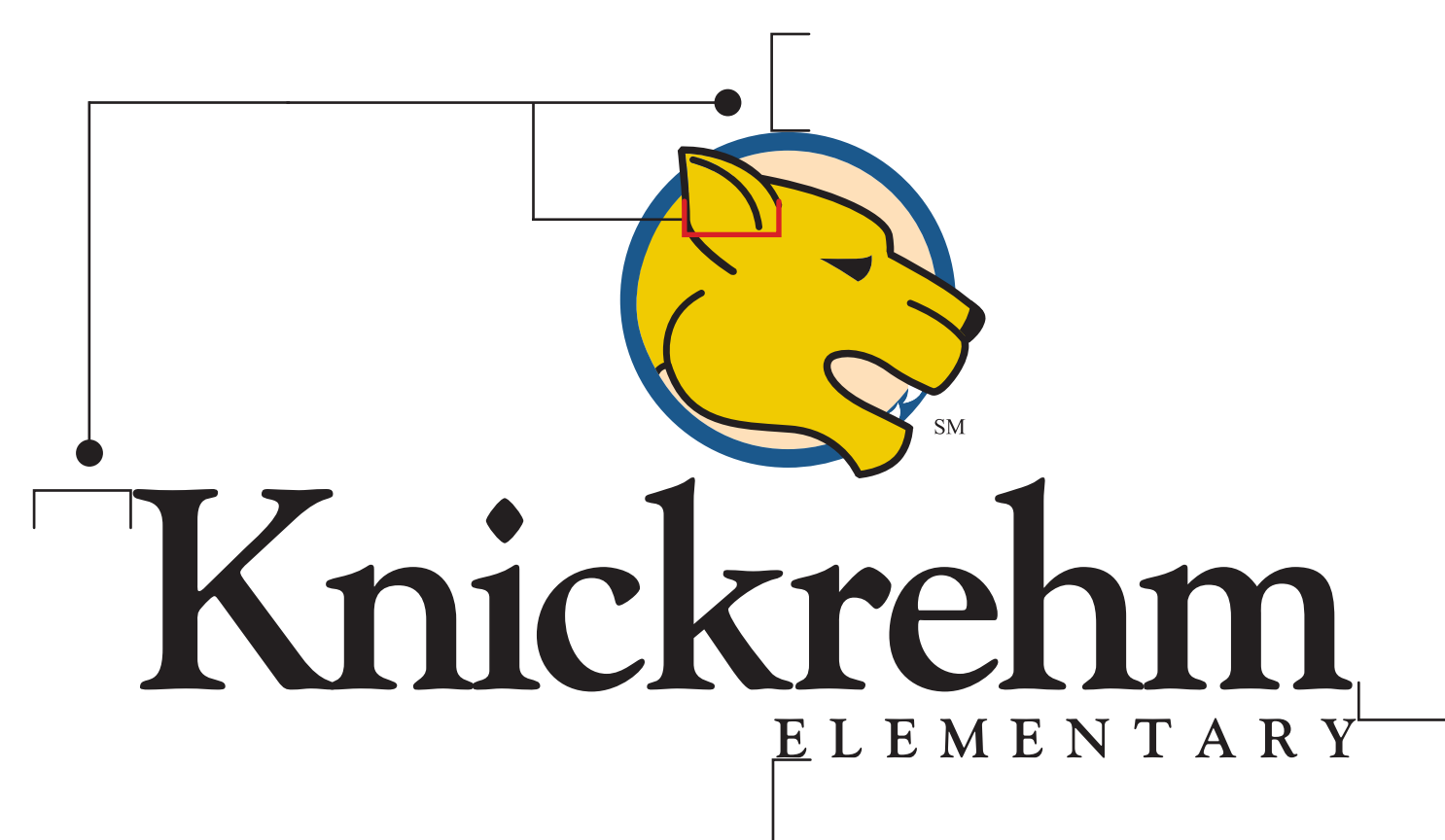
Example(s):



Logo & Icon: Always request a proof to review when ordering branded content.



Note that a simplified version of the Knickrehm logo may be used for dark or busy backgrounds.



GIPS COMMUNICATIONS & MARKETING DEPARTMENT

308.385.5900
communications@gips.org

LINCOLN ELEMENTARY

WHY FOLLOW BRAND STANDARDS?

These brand guidelines help our school district continue to look **consistent** and **professional**. When everyone is properly using branded content, we are visually demonstrating the relationship we wish to **cultivate** between our **district**, **schools**, **staff** and **students**.

APPROVED HASHTAGS:

#WeAreGIPS

APPROVED FONT(S)

Primary: Myriad Pro

- Regular, Italic, Semibold, Bold Condensed, Condensed Italic, Semibold Condensed, Bold Condensed, Bold Condensed Italic

Secondary: Arial

- Regular, Italic, Bold, Bold Italic

Purpose: Headers & Paragraphs for Flyers, Infographics, Newsletters, ect.



COLORS

CMYK: This stands for cyan, magenta, yellow and key (black), and is preferred for use on printed materials. Use PDF or EPS formats.

RGB: Red, green and blue color process typically used on computer monitors, digital cameras and televisions or any device that uses light to produce an image. Use PNG or JPG formats.

Pantone: a standardized color matching system, which is widely used around the world to ensure colors are reproduced accurately across different types of media. Use a PDF (Spot) format.

COLOR 01



CMYK
93, 69, 20, 5
RGB
36, 88, 141
PANTONE
7685 C

ACCENT 01



CMYK
29, 22, 8, 0
RGB
179, 185, 208
PANTONE
2106 C

ADDITIONAL ACCENTS



CMYK
25, 51, 68, 5
RGB
183, 130, 92
PANTONE
4645 C

BLACK & GRAY



CMYK
0, 0, 0, 100
RGB
35, 31, 32
PANTONE
Black C

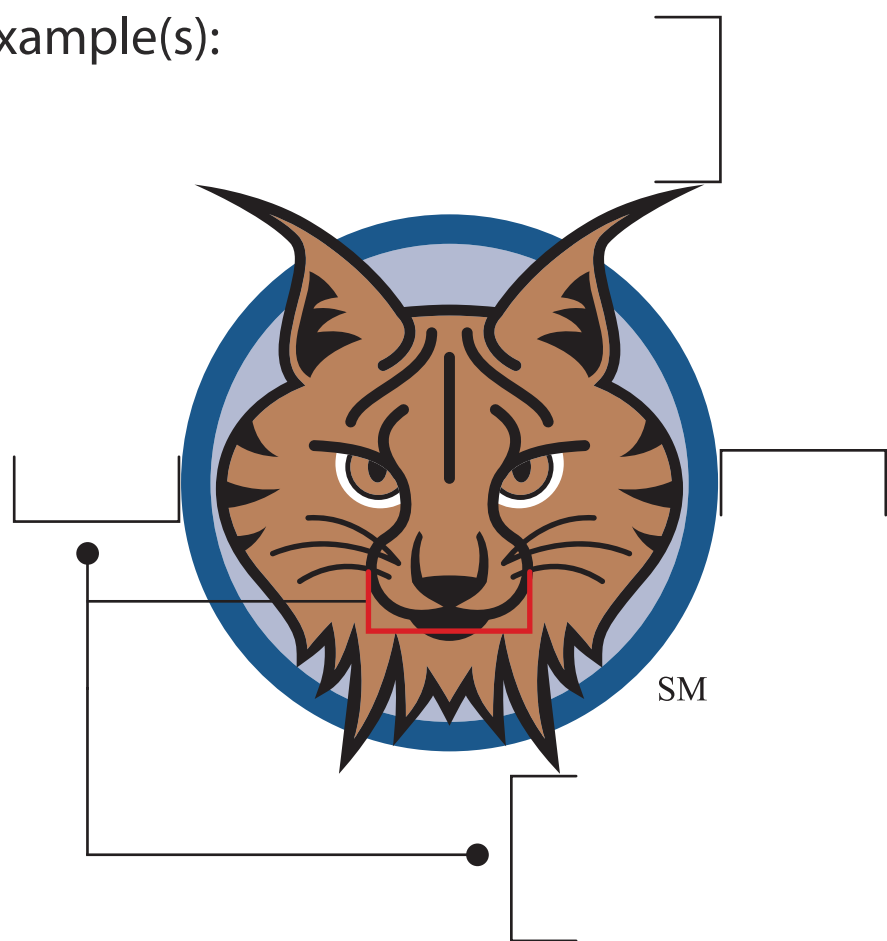


CMYK
0, 0, 0, 40
RGB
167, 169, 172
PANTONE
Cool Gray 6 C

OFFICIAL LOGO(S)

1. The full color version is the primary logo and should be used unless the background requires use of a solid black, gray or white version.
2. Logo(s) should be **no smaller than** 1.5 inches in width. For logos that have accompanying text on the side, please scale in proportion to height rather than width.
3. Keep logo proportional. Do **NOT** display logo at an angle, flipped, reflected, rotated, squished and/or stretched. (Slideshows, Apparel, Flyers, ect.)
4. Do **NOT** recolor logo in any way. Only use colored versions provided by the District that are located in the GRID.
5. Lincoln logo(s) **must be similiarly scaled in size** to other logos sharing the same space.
6. Lincoln logo(s) **must have an appropriate amount of buffer space** on all four sides. The widest part of the mouth is the minimum buffer space needed around the full logo and icon.

Example(s):



Logo & Icon: Always request a proof to review when ordering branded content.



Note that a simplified version of the Knickrehm logo may be used for dark or busy backgrounds.



NEWELL ELEMENTARY

WHY FOLLOW BRAND STANDARDS?

These brand guidelines help our school district continue to look **consistent** and **professional**. When everyone is properly using branded content, we are visually demonstrating the relationship we wish to **cultivate** between our **district, schools, staff** and **students**.

APPROVED HASHTAGS:

#WeAreGIPS

APPROVED FONT(S)

Primary: Myriad Pro

- Regular, Italic, Semibold, Bold Condensed, Condensed Italic, Semibold Condensed, Bold Condensed, Bold Condensed Italic

Secondary: Arial

- Regular, Italic, Bold, Bold Italic

Purpose: Headers & Paragraphs for Flyers, Infographics, Newsletters, ect.



COLORS

CMYK: This stands for cyan, magenta, yellow and key (black), and is preferred for use on printed materials. **Use PDF or EPS formats.**

RGB: Red, green and blue color process typically used on computer monitors, digital cameras and televisions or any device that uses light to produce an image. **Use PNG or JPG formats.**

Pantone: a standardized color matching system, which is widely used around the world to ensure colors are reproduced accurately across different types of media. **Use a PDF (Spot) format.**

COLOR 01



CMYK
0, 12, 100, 7
RGB
241, 203, 0
PANTONE
7405 C

ACCENT 01



CMYK
3, 80, 69, 0
RGB
234, 91, 80
PANTONE
7625 C

ADDITIONAL ACCENTS



CMYK
0, 5, 40, 3
RGB
249, 229, 264
PANTONE
7401 C

BLACK & GRAY



CMYK
0, 0, 0, 100
RGB
35, 31, 32
PANTONE
Black C

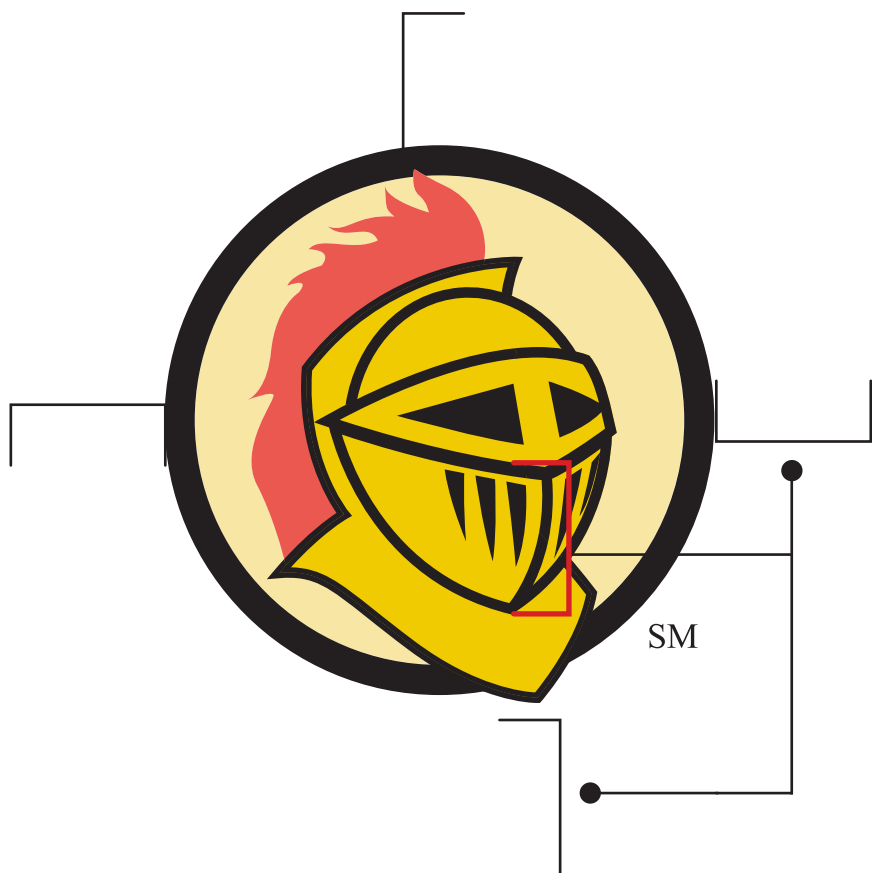


CMYK
0, 0, 0, 40
RGB
167, 169, 172
PANTONE
Cool Gray 6 C

OFFICIAL LOGO(S)

1. The **full color version** is the **primary logo** and should be used unless the background requires use of a solid black, gray or white version.
2. Logo(s) should be **no smaller than** 1.5 inches in width. For logos that have accompanying text on the side, please scale in proportion to height rather than width.
3. **Keep logo proportional.** Do **NOT** display logo at an angle, flipped, reflected, rotated, squished and/or stretched. (*Slideshows, Apparel, Flyers, ect.*)
4. Do **NOT** recolor logo in any way. Only use colored versions provided by the District that are located in the GRID.
5. Newell logo(s) **must be similiarly scaled in size** to other logos sharing the same space.
6. Newell logo(s) **must have an appropriate amount of buffer space** on all four sides. The bottom half width of the face guard is the minimum buffer space needed around the full logo and icon.

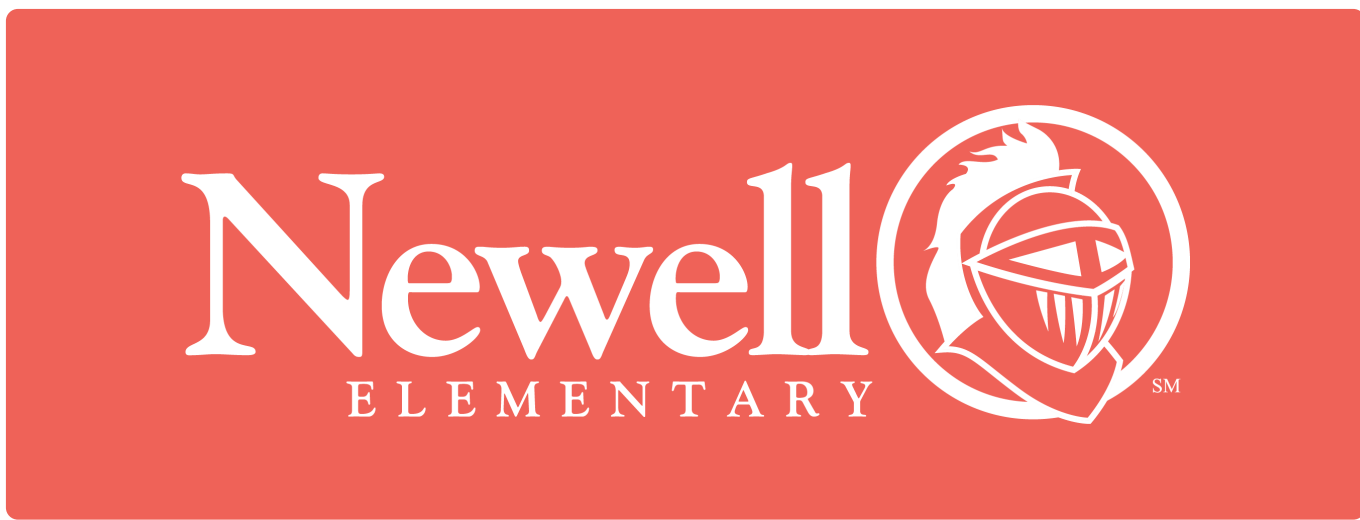
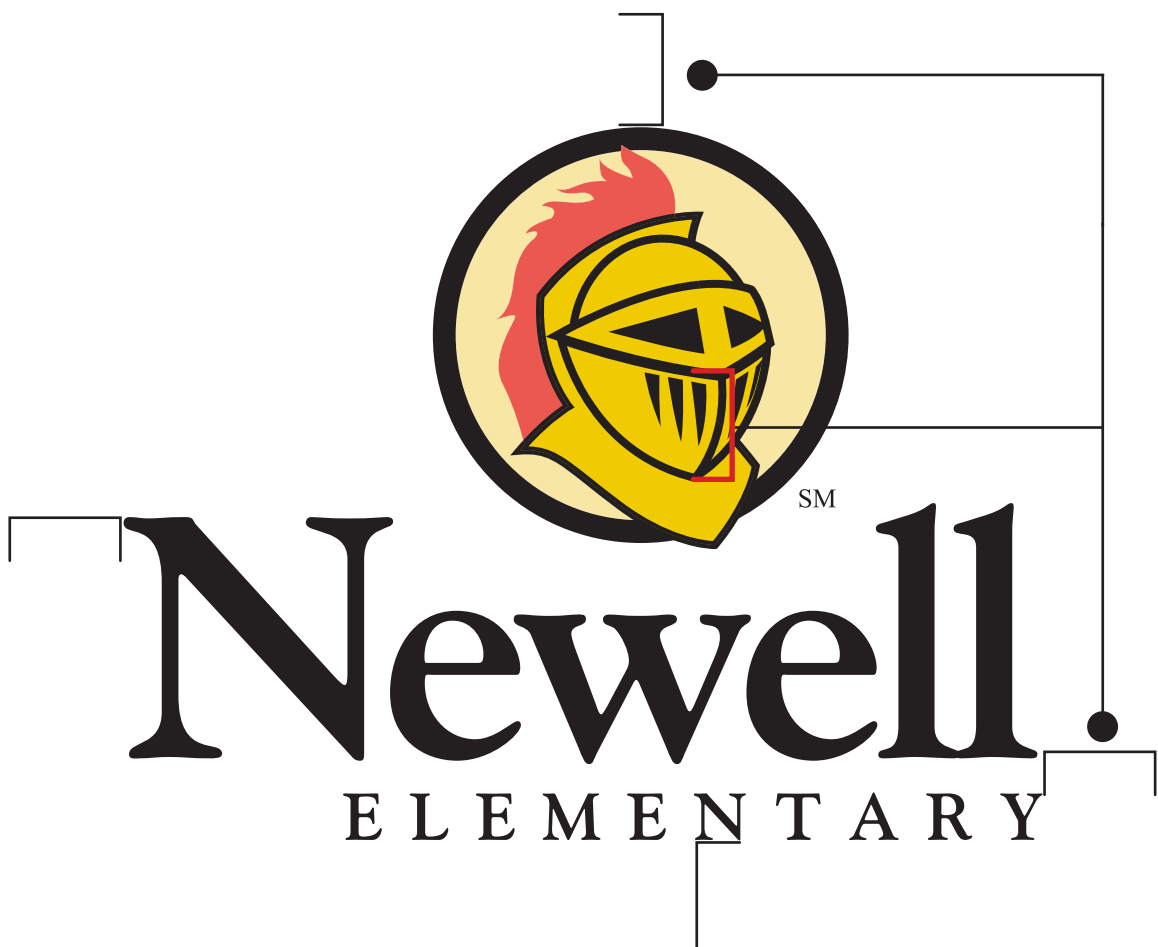
Example(s):



Logo & Icon: Always request a proof to review when ordering branded content.



Note that a simplified version of the Newell logo may be used for dark or busy backgrounds.



GIPS COMMUNICATIONS & MARKETING DEPARTMENT

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communications@gips.org

SHOEMAKER ELEMENTARY

WHY FOLLOW BRAND STANDARDS?

These brand guidelines help our school district continue to look **consistent** and **professional**. When everyone is properly using branded content, we are visually demonstrating the relationship we wish to **cultivate** between our **district, schools, staff** and **students**.

APPROVED HASHTAGS:

#WeAreGIPS

APPROVED FONT(S)

Primary: Myriad Pro

- Regular, Italic, Semibold, Bold
- Condensed, Condensed Italic, Semibold Condensed, Bold Condensed, Bold Condensed Italic

Secondary: Arial

- Regular, Italic, Bold, Bold Italic

Purpose: Headers & Paragraphs for Flyers, Infographics, Newsletters, ect.



COLORS

CMYK: This stands for cyan, magenta, yellow and key (black), and is preferred for use on printed materials. **Use PDF or EPS formats.**

RGB: Red, green and blue color process typically used on computer monitors, digital cameras and televisions or any device that uses light to produce an image. **Use PNG or JPG formats.**

Pantone: a standardized color matching system, which is widely used around the world to ensure colors are reproduced accurately across different types of media. **Use a PDF (Spot) format.**

COLOR 01



CMYK
93, 69, 20, 5
RGB
36, 88, 141
PANTONE
7685 C

ACCENT 01



CMYK
25, 51, 68, 5
RGB
185, 130, 92
PANTONE
4645 C

ADDITIONAL ACCENTS



CMYK
27, 20, 20, 0
RGB
187, 189, 191
PANTONE
428 C



USED IN LOGO ONLY

CMYK
93, 55, 0, 0
RGB
0, 109, 182
PANTONE
7625 C

BLACK

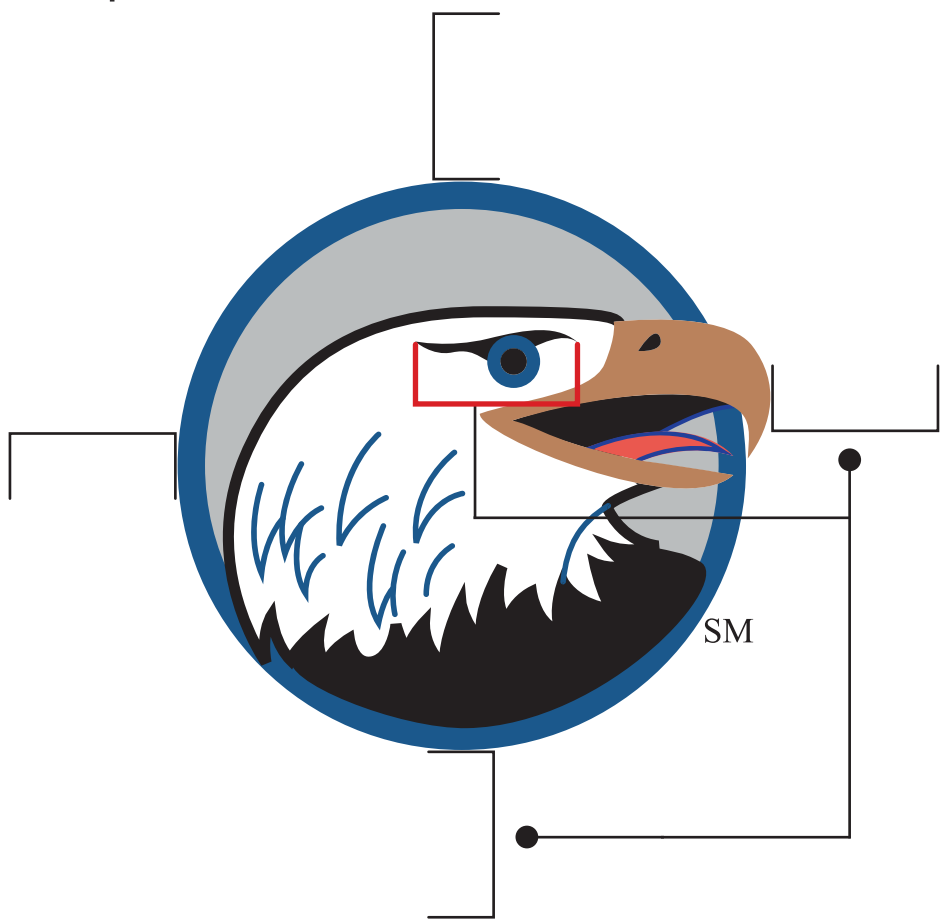


CMYK
0, 0, 0, 100
RGB
35, 31, 32
PANTONE
Black C

OFFICIAL LOGO(S)

1. The full color version is the primary logo and should be used unless the background requires use of a solid black, gray or white version.
2. Logo(s) should be **no smaller than** 1.5 inches in width. For logos that have accompanying text on the side, please scale in proportion to height rather than width.
3. **Keep logo proportional.** Do **NOT** display logo at an angle, flipped, reflected, rotated, squished and/or stretched. (*Slideshows, Apparel, Flyers, ect.*)
4. Do **NOT** recolor logo in any way. Only use colored versions provided by the District that are located in the GRID.
5. Shoemaker logo(s) **must be similiarly scaled in size** to other logos sharing the same space.
6. Shoemaker logo(s) **must have an appropriate amount of buffer space** on all four sides. The full length of the eagle's eye is the minimum buffer space needed around the full logo and icon.

Example(s):



Logo & Icon: Always request a proof to review when ordering branded content.



Note that a simplified version of the Shoemaker logo may be used for dark or busy backgrounds.



GIPS COMMUNICATIONS & MARKETING DEPARTMENT

308.385.5900
communications@gips.org

STARR ELEMENTARY

WHY FOLLOW BRAND STANDARDS?

These brand guidelines help our school district continue to look **consistent** and **professional**. When everyone is properly using branded content, we are visually demonstrating the relationship we wish to **cultivate** between our **district**, **schools**, **staff** and **students**.

APPROVED HASHTAGS:

#WeAreGIPS

APPROVED FONT(S)

Primary: Myriad Pro

- Regular, Italic, Semibold, Bold
- Condensed, Condensed Italic, Semibold Condensed, Bold Condensed, Bold Condensed Italic

Secondary: Arial

- Regular, Italic, Bold, Bold Italic

Purpose: Headers & Paragraphs for Flyers, Infographics, Newsletters, ect.



COLORS

CMYK: This stands for cyan, magenta, yellow and key (black), and is preferred for use on printed materials. **Use PDF or EPS formats.**

RGB: Red, green and blue color process typically used on computer monitors, digital cameras and televisions or any device that uses light to produce an image. **Use PNG or JPG formats.**

Pantone: a standardized color matching system, which is widely used around the world to ensure colors are reproduced accurately across different types of media. **Use a PDF (Spot) format.**

COLOR 01



CMYK
100, 45, 0, 14
RGB
0, 105, 170
PANTONE
300 C

ACCENT 01



CMYK
0, 62, 100, 32
RGB
177, 92, 18
PANTONE
471 C

BLACK & GRAY



CMYK
0, 0, 0, 100
RGB
35, 31, 32
PANTONE
Black C

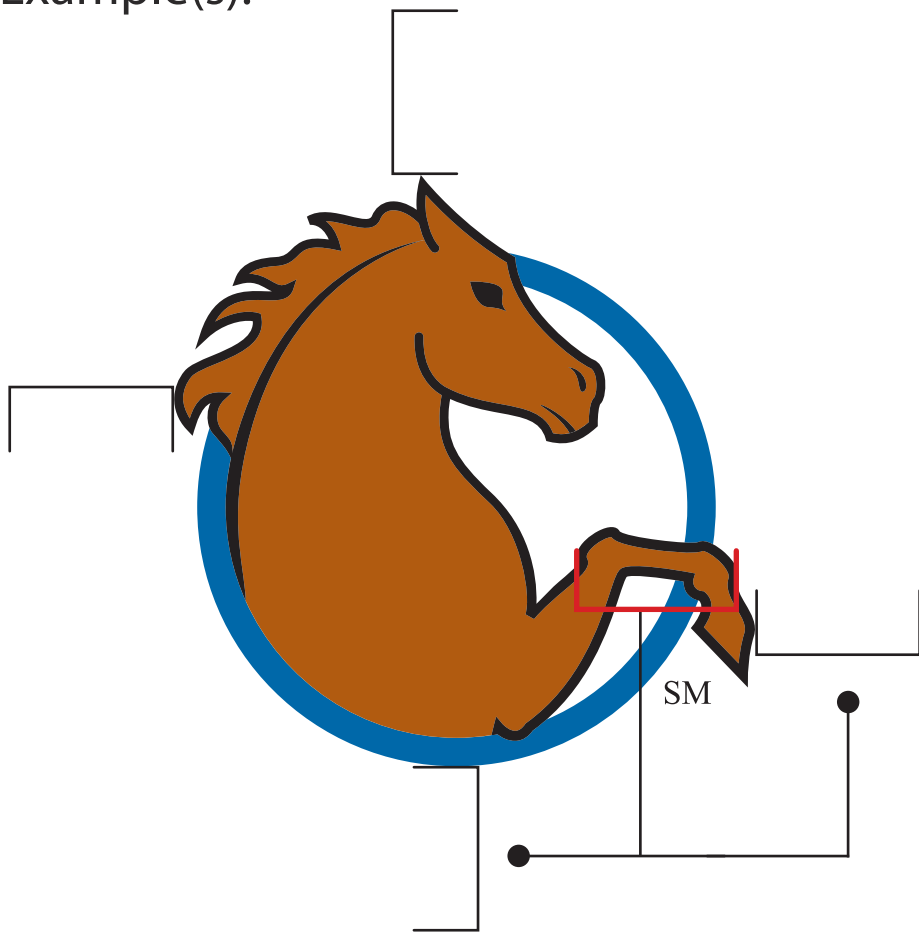


CMYK
0, 0, 0, 40
RGB
167, 169, 172
PANTONE
Cool Gray 6 C

OFFICIAL LOGO(S)

1. The full color version is the primary logo and should be used unless the background requires use of a solid black, gray or white version.
2. Logo(s) should be **no smaller than** 1.5 inches in width. For logos that have accompanying text on the side, please scale in proportion to height rather than width.
3. **Keep logo proportional.** Do **NOT** display logo at an angle, flipped, reflected, rotated, squished and/or stretched. (*Slideshows, Apparel, Flyers, ect.*)
4. **Do NOT** recolor logo in any way. Only use colored versions provided by the District that are located in the GRID.
5. Starr logo(s) **must be similarly scaled in size** to other logos sharing the same space.
6. Starr logo(s) **must have an appropriate amount of buffer space** on all four sides. The width of the curved leg is the minimum buffer space needed around the full logo and icon.

Example(s):



Logo & Icon: Always request a proof to review when ordering branded content.



Note that a simplified version of the Starr logo may be used for dark or busy backgrounds.



STOLLEY PARK ELEMENTARY

WHY FOLLOW BRAND STANDARDS?

These brand guidelines help our school district continue to look **consistent** and **professional**. When everyone is properly using branded content, we are visually demonstrating the relationship we wish to **cultivate** between our **district, schools, staff** and **students**.

APPROVED HASHTAGS:

#WeAreGIPS

APPROVED FONT(S)

Primary: Myriad Pro

- Regular, Italic, Semibold, Bold Condensed, Condensed Italic, Semibold Condensed, Bold Condensed, Bold Condensed Italic

Secondary: Arial

- Regular, Italic, Bold, Bold Italic

Purpose: Headers & Paragraphs for Flyers, Infographics, Newsletters, ect.

COLORS

CMYK: This stands for cyan, magenta, yellow and key (black), and is preferred for use on printed materials. Use PDF or EPS formats.

RGB: Red, green and blue color process typically used on computer monitors, digital cameras and televisions or any device that uses light to produce an image. Use PNG or JPG formats.

Pantone: a standardized color matching system, which is widely used around the world to ensure colors are reproduced accurately across different types of media. Use a PDF (Spot) format.

COLOR 01



CMYK
3, 80, 69, 0

RGB
234, 91, 80

PANTONE
7625 C

ACCENT 01



CMYK
0, 0, 0, 100

RGB
35, 31, 32

PANTONE
Black C

ADDITIONAL ACCENTS



CMYK
0, 25, 99, 0

RGB
255, 198, 0

PANTONE
7548 C

GRAY

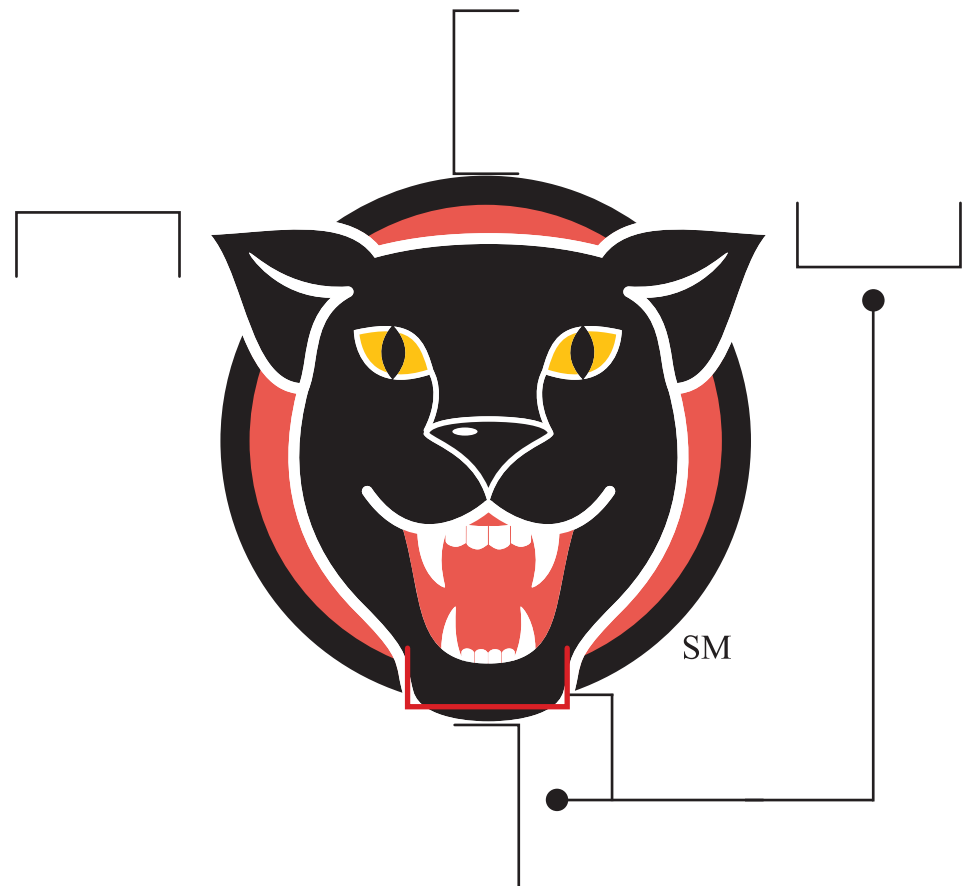


CMYK
0, 0, 0, 40
RGB
167, 169, 172
PANTONE
Cool Gray 6 C

OFFICIAL LOGO(S)

1. The full color version is the primary logo and should be used unless the background requires use of a solid black, gray or white version.
2. Logo(s) should be **no smaller than** 1.5 inches in width. For logos that have accompanying text on the side, please scale in proportion to height rather than width.
3. Keep logo proportional. Do **NOT** display logo at an angle, flipped, reflected, rotated, squished and/or stretched. (*Slideshows, Apparel, Flyers, ect.*)
4. Do **NOT** recolor logo in any way. Only use colored versions provided by the District that are located in the GRID.
5. Stolley Park logo(s) **must be similiarly scaled in size** to other logos sharing the same space.
6. Stolley Park logo(s) **must have an appropriate amount of buffer space** on all four sides. The width of the chin is the minimum buffer space needed around the full logo and icon.

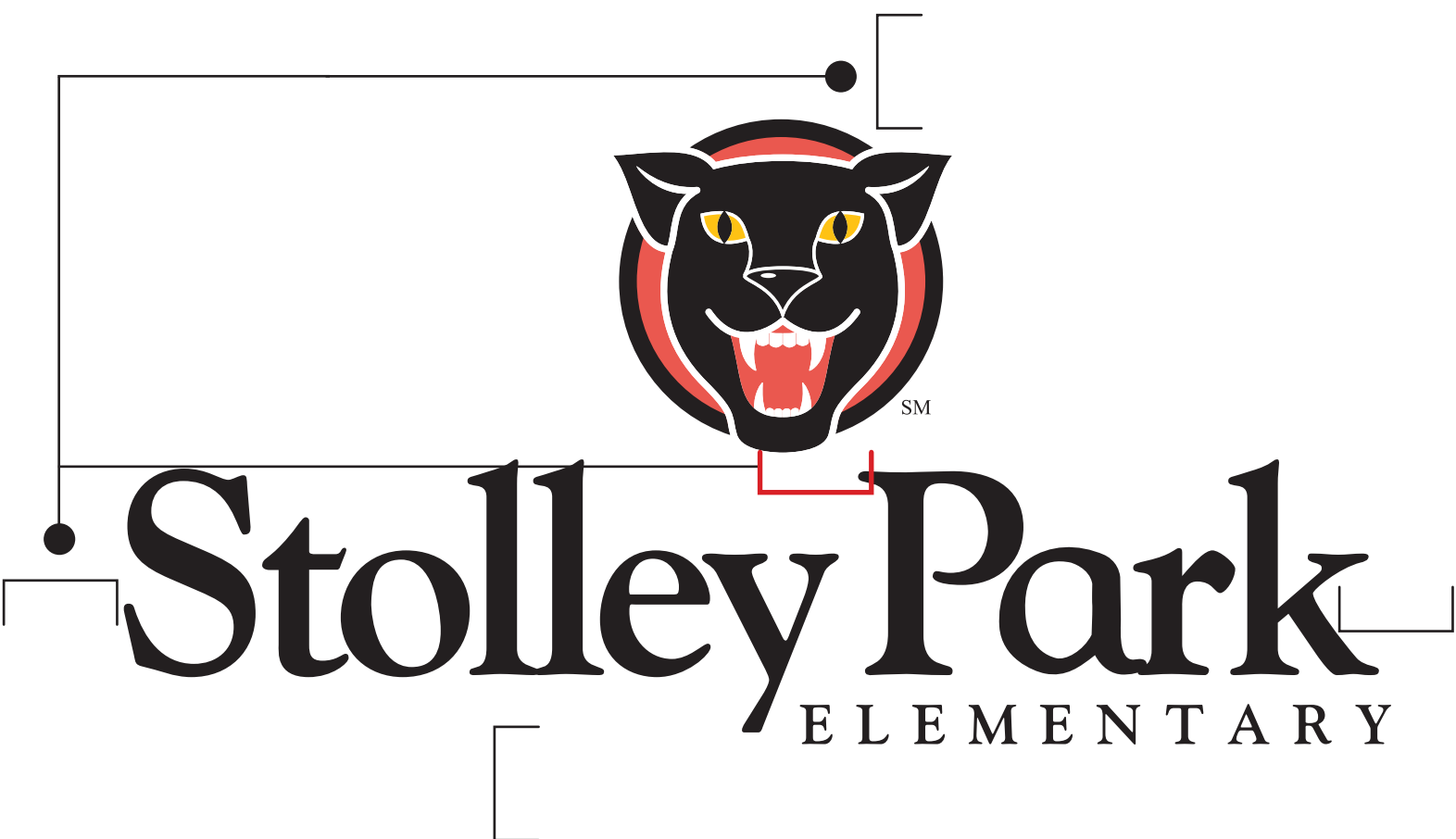
Example(s):



Logo & Icon: Always request a proof to review when ordering branded content.



Note that a simplified version of the Stolley Park logo may be used for dark or busy backgrounds.



GIPS COMMUNICATIONS & MARKETING DEPARTMENT

308.385.5900
communications@gips.org

WASMER ELEMENTARY

WHY FOLLOW BRAND STANDARDS?

These brand guidelines help our school district continue to look **consistent** and **professional**. When everyone is properly using branded content, we are visually demonstrating the relationship we wish to **cultivate** between our **district, schools, staff** and **students**.

APPROVED HASHTAGS:

#WeAreGIPS

APPROVED FONT(S)

Primary: Myriad Pro

- Regular, Italic, Semibold, Bold Condensed, Condensed Italic, Semibold Condensed, Bold Condensed, Bold Condensed Italic

Secondary: Arial

- Regular, Italic, Bold, Bold Italic

Purpose: Headers & Paragraphs for Flyers, Infographics, Newsletters, ect.



COLORS

CMYK: This stands for cyan, magenta, yellow and key (black), and is preferred for use on printed materials. **Use PDF or EPS formats.**

RGB: Red, green and blue color process typically used on computer monitors, digital cameras and televisions or any device that uses light to produce an image. **Use PNG or JPG formats.**

Pantone: a standardized color matching system, which is widely used around the world to ensure colors are reproduced accurately across different types of media. **Use a PDF (Spot) format.**

COLOR 01



CMYK
80, 100, 0, 0

RGB
92, 45, 145

PANTONE
267 C

ACCENT 01



CMYK
21, 36, 100, 1

RGB
204, 158, 44

PANTONE
7555 C

ADDITIONAL ACCENTS



CMYK
1, 24, 43, 0

RGB
250, 199, 150

PANTONE
712 C



USED IN LOGO ONLY

CMYK
93, 55, 0, 0

RGB
0, 109, 182

PANTONE
7625 C

BLACK & GRAY



CMYK
0, 0, 0, 100

RGB
35, 31, 32

PANTONE
Black C



CMYK
0, 0, 0, 40

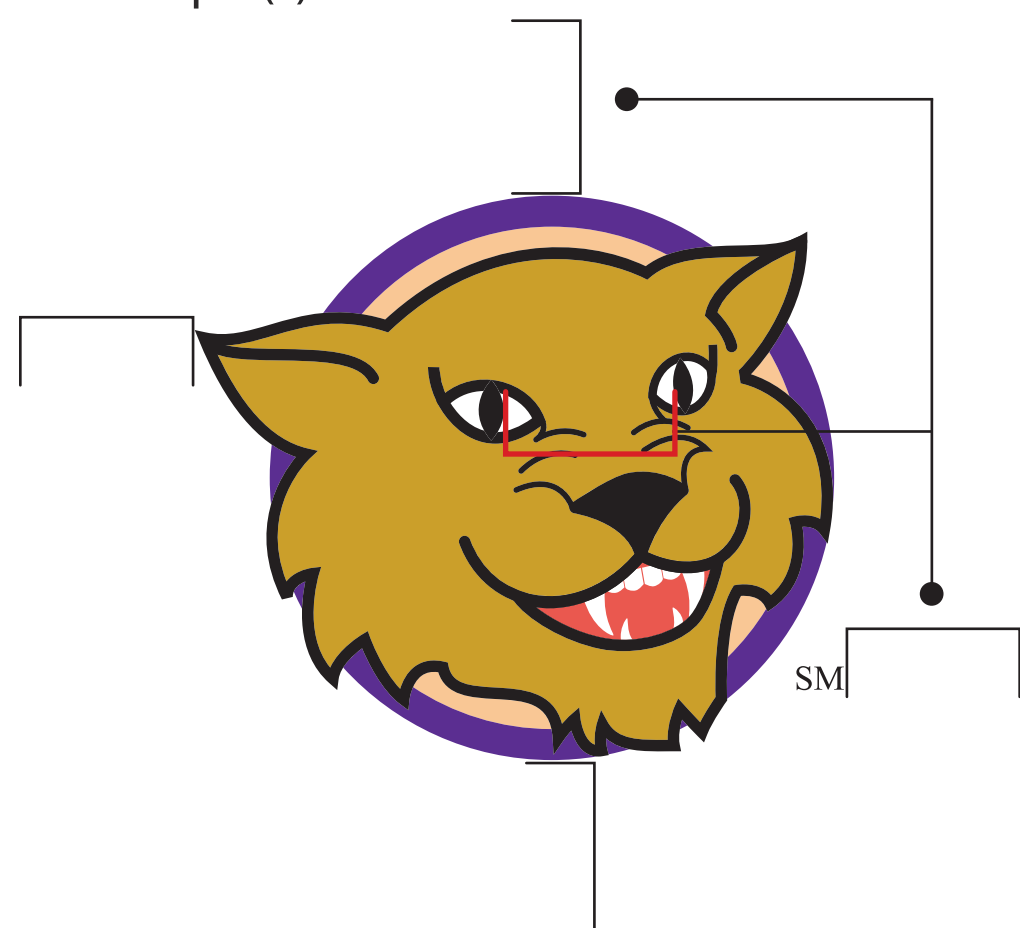
RGB
167, 169, 172

PANTONE
Cool Gray 6 C

OFFICIAL LOGO(S)

- The full color version is the primary logo and should be used unless the background requires use of a solid black, gray or white version.
- Logo(s) should be **no smaller than** 1.5 inches in width. For logos that have accompanying text on the side, please scale in proportion to height rather than width.
- Keep logo proportional. Do **NOT** display logo at an angle, flipped, reflected, rotated, squished and/or stretched. (*Slideshows, Apparel, Flyers, ect.*)
- Do **NOT** recolor logo in any way. Only use colored versions provided by the District that are located in the GRID.
- Wasmer logo(s) **must be similarly scaled in size** to other logos sharing the same space.
- Wasmer logo(s) **must have an appropriate amount of buffer space** on all four sides. The width between pupils is the minimum buffer space needed around the full logo and icon.

Example(s):



Logo & Icon: Always request a proof to review when ordering branded content.



Note that a simplified version of the Wasmer logo may be used for dark or busy backgrounds.



GIPS COMMUNICATIONS & MARKETING DEPARTMENT

308.385.5900
communications@gips.org

WEST LAWN ELEMENTARY

WHY FOLLOW BRAND STANDARDS?

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APPROVED HASHTAGS:

#WeAreGIPS

APPROVED FONT(S)

Primary: Myriad Pro

- Regular, Italic, Semibold, Bold
- Condensed, Condensed Italic, Semibold Condensed, Bold Condensed, Bold Condensed Italic

Secondary: Arial

- Regular, Italic, Bold, Bold Italic

Purpose: Headers & Paragraphs for Flyers, Infographics, Newsletters, ect.



COLORS

CMYK: This stands for cyan, magenta, yellow and key (black), and is preferred for use on printed materials. Use PDF or EPS formats.

RGB: Red, green and blue color process typically used on computer monitors, digital cameras and televisions or any device that uses light to produce an image. Use PNG or JPG formats.

Pantone: a standardized color matching system, which is widely used around the world to ensure colors are reproduced accurately across different types of media. Use a PDF (Spot) format.

COLOR 01



CMYK
93, 55, 0, 0
RGB
0, 109, 182
PANTONE
285 C

ACCENT 01



CMYK
31, 59, 77, 15
RGB
160, 106, 71
PANTONE
7574 C

ADDITIONAL ACCENTS



CMYK
15, 9, 0, 0
RGB
212, 220, 240
PANTONE
657 C

BLACK & GRAY



CMYK
0, 0, 0, 100
RGB
35, 31, 32
PANTONE
Black C

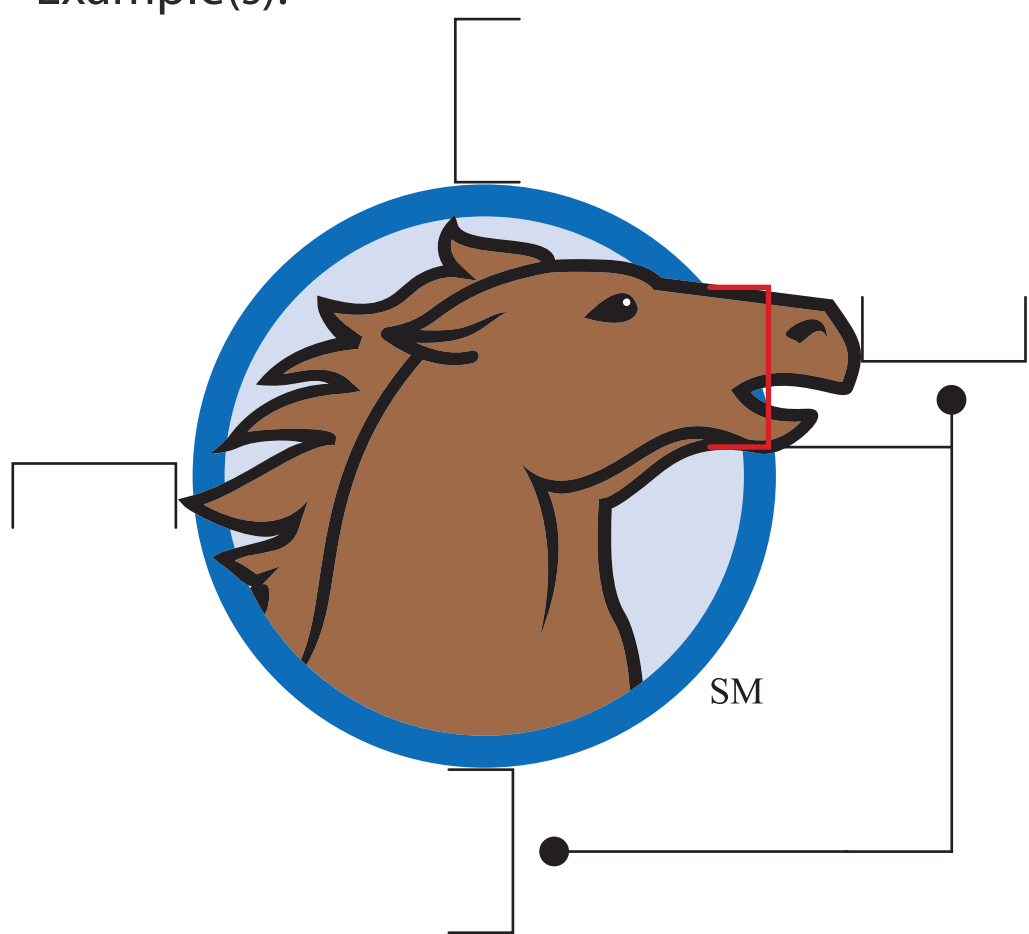


CMYK
0, 0, 0, 40
RGB
167, 169, 172
PANTONE
Cool Gray 6 C

OFFICIAL LOGO(S)

1. The full color version is the primary logo and should be used unless the background requires use of a solid black, gray or white version.
2. Logo(s) should be **no smaller than** 1.5 inches in width. For logos that have accompanying text on the side, please scale in proportion to height rather than width.
3. **Keep logo proportional.** Do **NOT** display logo at an angle, flipped, reflected, rotated, squished and/or stretched. (*Slideshows, Apparel, Flyers, ect.*)
4. Do **NOT** recolor logo in any way. Only use colored versions provided by the District that are located in the GRID.
5. West Lawn logo(s) **must be similiarly scaled in size** to other logos sharing the same space.
6. West Lawn logo(s) **must have an appropriate amount of buffer space** on all four sides. The width of the muzzle is the minimum buffer space needed around the full logo and icon.

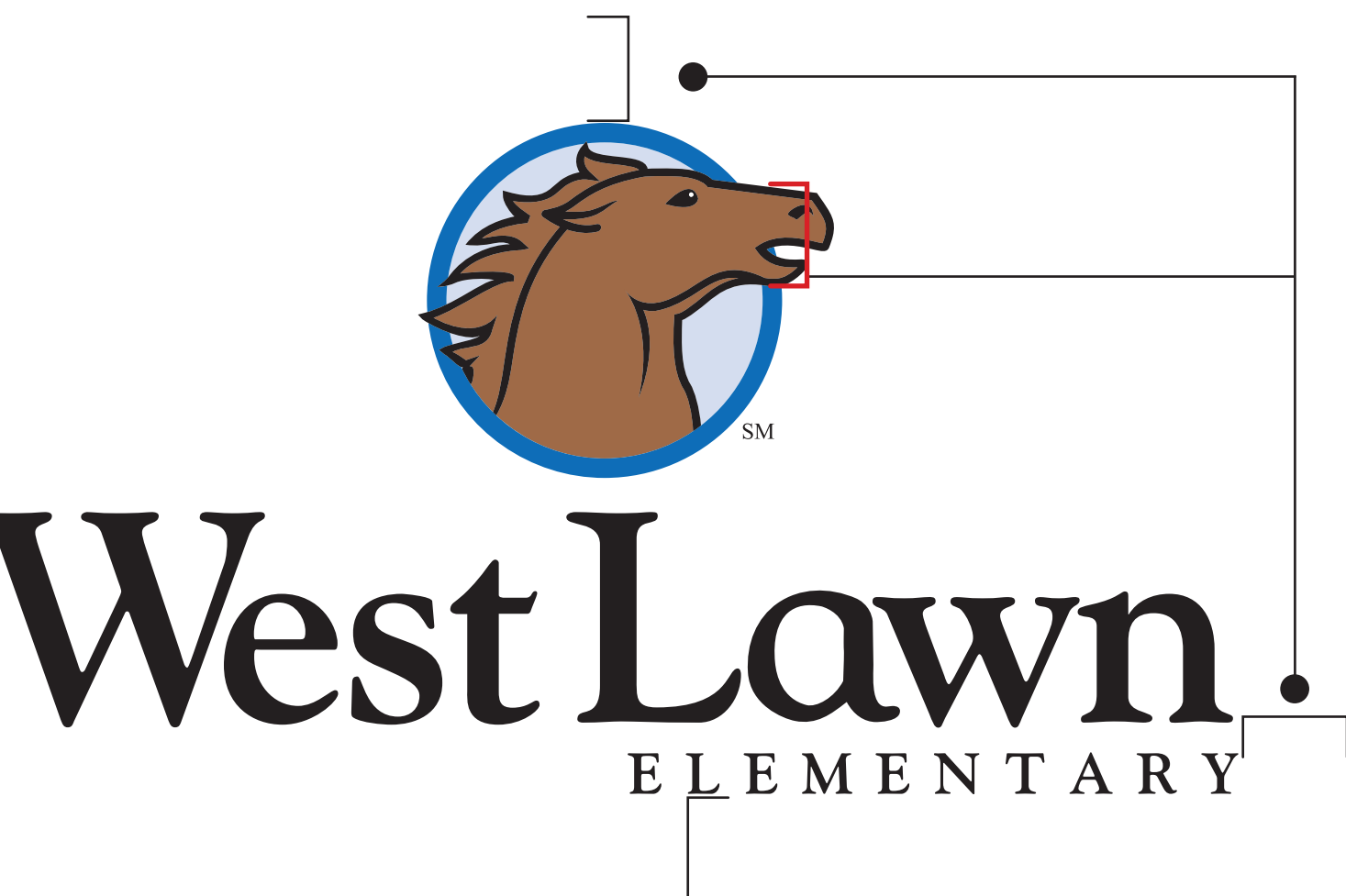
Example(s):



Logo & Icon: Always request a proof to review when ordering branded content.



Note that a simplified version of the West Lawn logo may be used for dark or busy backgrounds.



GIPS COMMUNICATIONS & MARKETING DEPARTMENT

308.385.5900
communications@gips.org

BARR MIDDLE SCHOOL

WHY FOLLOW BRAND STANDARDS?

These brand guidelines help our school district continue to look **consistent** and **professional**. When everyone is properly using branded content, we are visually demonstrating the relationship we wish to **cultivate** between our **district, schools, staff** and **students**.

APPROVED HASHTAGS:

#WeAreGIPS

APPROVED FONT(S)

Primary: Myriad Pro

- Regular, Italic, Semibold, Bold Condensed, Condensed Italic, Semibold Condensed, Bold Condensed, Bold Condensed Italic

Secondary: Arial

- Regular, Italic, Bold, Bold Italic

Purpose: Headers & Paragraphs for Flyers, Infographics, Newsletters, ect.



COLORS

CMYK: This stands for cyan, magenta, yellow and key (black), and is preferred for use on printed materials. Use PDF or EPS formats.

RGB: Red, green and blue color process typically used on computer monitors, digital cameras and televisions or any device that uses light to produce an image. Use PNG or JPG formats.

Pantone: a standardized color matching system, which is widely used around the world to ensure colors are reproduced accurately across different types of media. Use a PDF (Spot) format.

COLOR 01



CMYK
80, 100, 0, 0
RGB
92, 45, 145
PANTONE
267 C

ACCENT 01



CMYK
0, 50, 100, 0
RGB
247, 148, 29
PANTONE
1495 C

ADDITIONAL ACCENTS



CMYK
8, 13, 0, 0
RGB
188, 190, 192
PANTONE
524 C



CMYK
1, 24, 43, 0
RGB
250, 199, 150
PANTONE
712 C



USED IN LOGO ONLY
CMYK
3, 80, 69, 0
RGB
234, 90, 79
PANTONE
7625 C

BLACK & GRAY



CMYK
0, 0, 0, 100
RGB
35, 31, 32
PANTONE
Black C

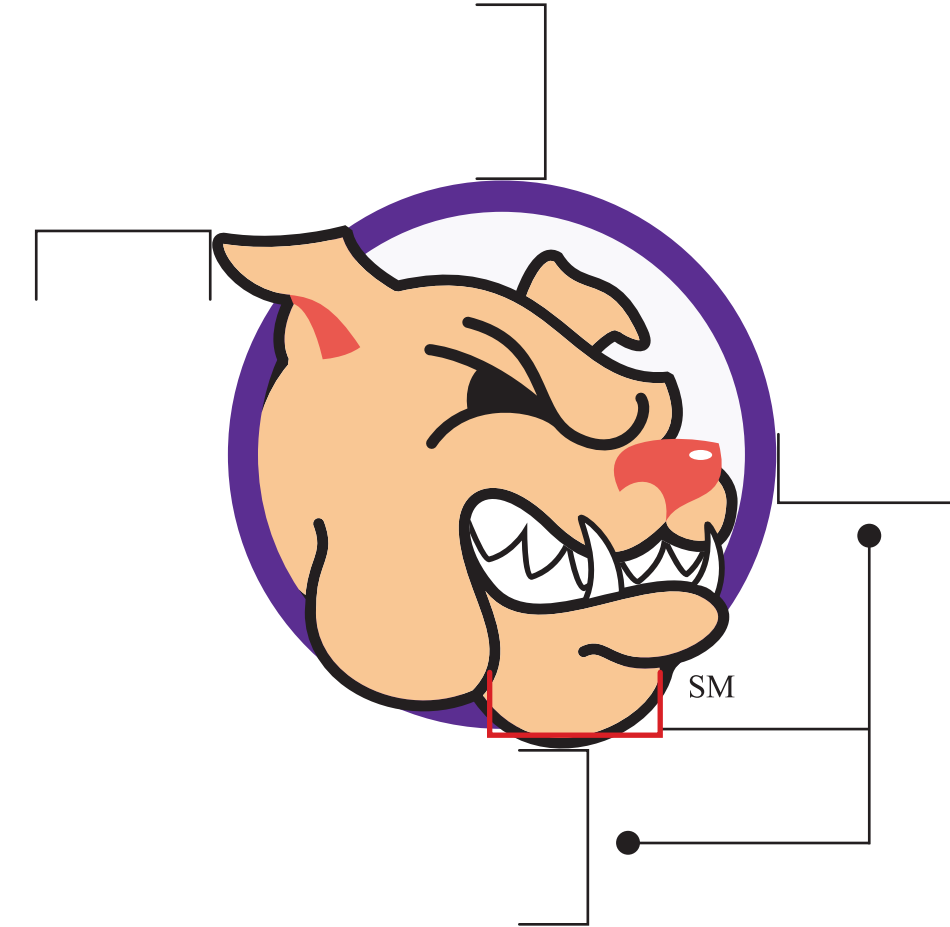


CMYK
0, 0, 0, 40
RGB
167, 169, 172
PANTONE
Cool Gray 6 C

OFFICIAL LOGO(S)

1. The full color version is the primary logo and should be used unless the background requires use of a solid black, gray or white version.
2. Logo(s) should be **no smaller than** 1.5 inches in width. For logos that have accompanying text on the side, please scale in proportion to height rather than width.
3. Keep logo proportional. Do NOT display logo at an angle, flipped, reflected, rotated, squished and/or stretched. (Slideshows, Apparel, Flyers, ect.)
4. Do NOT recolor logo in any way. Only use colored versions provided by the District that are located in the GRID.
5. Barr logo(s) must be similiarly scaled in size to other logos sharing the same space.
6. Barr logo(s) must have an appropriate amount of buffer space on all four sides. The width of the chin is the minimum buffer space needed around the full logo and icon.

Example(s):



Logo & Icon: Always request a proof to review when ordering branded content.



Note that a simplified version of the Barr logo may be used for dark or busy backgrounds.



WALNUT MIDDLE SCHOOL

WHY FOLLOW BRAND STANDARDS?

These brand guidelines help our school district continue to look **consistent** and **professional**. When everyone is properly using branded content, we are visually demonstrating the relationship we wish to **cultivate** between our **district, schools, staff** and **students**.

APPROVED HASHTAGS:

#WeAreGIPS

APPROVED FONT(S)

Primary: Myriad Pro

- Regular, Italic, Semibold, Bold Condensed, Condensed Italic, Semibold Condensed, Bold Condensed, Bold Condensed Italic

Secondary: Arial

- Regular, Italic, Bold, Bold Italic

Purpose: Headers & Paragraphs for Flyers, Infographics, Newsletters, ect.



COLORS

CMYK: This stands for cyan, magenta, yellow and key (black), and is preferred for use on printed materials. **Use PDF or EPS formats.**

RGB: Red, green and blue color process typically used on computer monitors, digital cameras and televisions or any device that uses light to produce an image. **Use PNG or JPG formats.**

Pantone: a standardized color matching system, which is widely used around the world to ensure colors are reproduced accurately across different types of media. **Use a PDF (Spot) format.**

COLOR 01



CMYK
80, 100, 0, 0
RGB
92, 45, 145
PANTONE
267 C

ACCENT 01



CMYK
0, 0, 0, 30
RGB
188, 190, 192
PANTONE
Cool Gray 4 C

ADDITIONAL ACCENTS



CMYK
25, 51, 68, 5
RGB
185, 130, 93
PANTONE
4645 C



CMYK
0, 0, 0, 40
RGB
167, 169, 172
PANTONE
Cool Gray 6 C



USED IN LOGO ONLY

CMYK
3, 80, 69, 0
RGB
234, 90, 79
PANTONE
7625 C

BLACK



CMYK
0, 0, 0, 100
RGB
35, 31, 32
PANTONE
Black C

OFFICIAL LOGO(S)

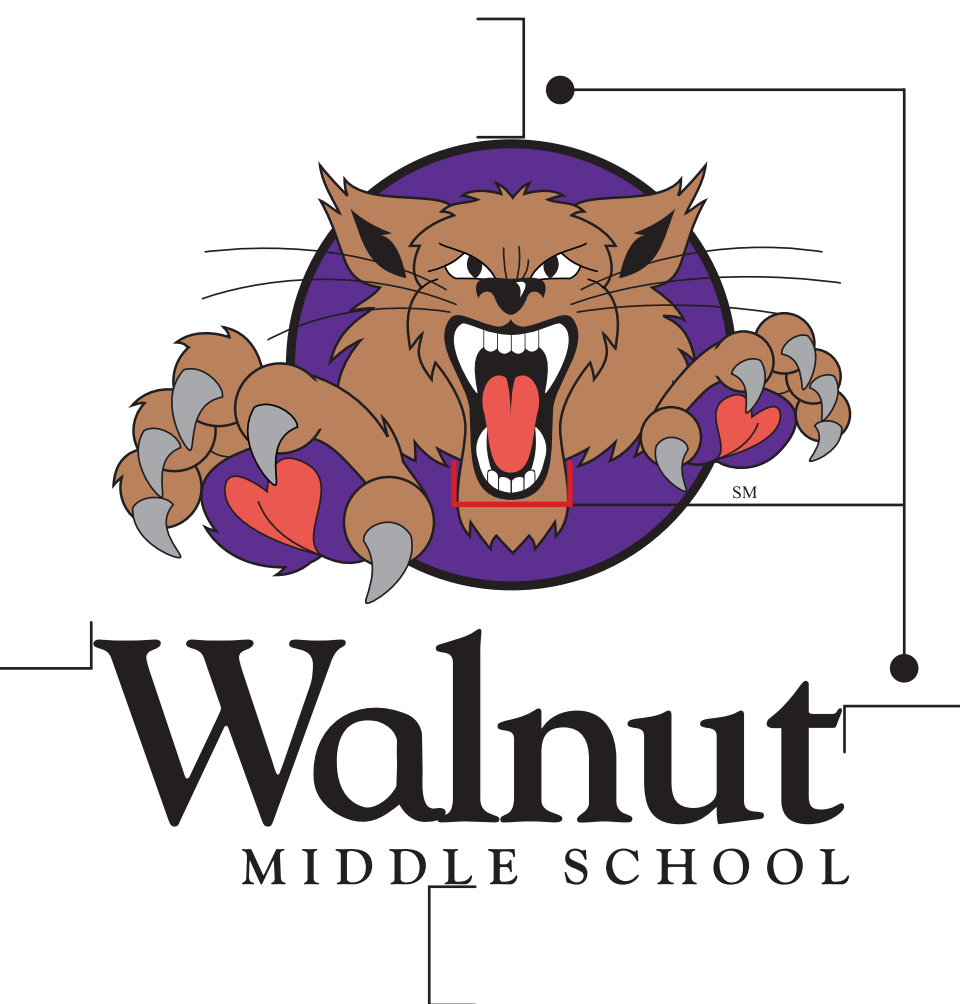
1. The full color version is the primary logo and should be used unless the background requires use of a solid black, gray or white version.
2. Logo(s) should be **no smaller than** 1.5 inches in width. For logos that have accompanying text on the side, please scale in proportion to height rather than width.
3. **Keep logo proportional.** Do **NOT** display logo at an angle, flipped, reflected, rotated, squished and/or stretched. (*Slideshows, Apparel, Flyers, ect.*)
4. Do **NOT** recolor logo in any way. Only use colored versions provided by the District that are located in the GRID.
5. Walnut logo(s) **must be similiarly scaled** in size to other logos sharing the same space.
6. Walnut logo(s) **must have an appropriate amount of buffer space** on all four sides. The width of the chin is the minimum buffer space needed around the full logo and icon.

Example(s):

Logo & Icon: Always request a proof to review when ordering branded content.



Note that a simplified version of the Walnut logo may be used for dark or busy backgrounds.



GIPS COMMUNICATIONS & MARKETING DEPARTMENT

308.385.5900
communications@gips.org

WESTRIDGE MIDDLE SCHOOL

WHY FOLLOW BRAND STANDARDS?

These brand guidelines help our school district continue to look **consistent** and **professional**. When everyone is properly using branded content, we are visually demonstrating the relationship we wish to **cultivate** between our **district, schools, staff** and **students**.

APPROVED HASHTAGS:

#WeAreGIPS

APPROVED FONT(S)

Primary: Myriad Pro

- Regular, Italic, Semibold, Bold
- Condensed, Condensed Italic, Semibold Condensed, Bold Condensed, Bold Condensed Italic

Secondary: Arial

- Regular, Italic, Bold, Bold Italic

Purpose: Headers & Paragraphs for Flyers, Infographics, Newsletters, ect.



COLORS

CMYK: This stands for cyan, magenta, yellow and key (black), and is preferred for use on printed materials. **Use PDF or EPS formats.**

RGB: Red, green and blue color process typically used on computer monitors, digital cameras and televisions or any device that uses light to produce an image. **Use PNG or JPG formats.**

Pantone: a standardized color matching system, which is widely used around the world to ensure colors are reproduced accurately across different types of media. **Use a PDF (Spot) format.**

COLOR 01



CMYK
80, 100, 0, 0
RGB
92, 45, 145
PANTONE
267 C

ACCENT 01



CMYK
29, 24, 64, 0
RGB
188, 178, 118
PANTONE
5845 C

ADDITIONAL ACCENTS



CMYK
14, 13, 32, 0
RGB
219, 210, 177
PANTONE
5875 C

BLACK & GRAY



CMYK
0, 0, 0, 100
RGB
35, 31, 32
PANTONE
Black C

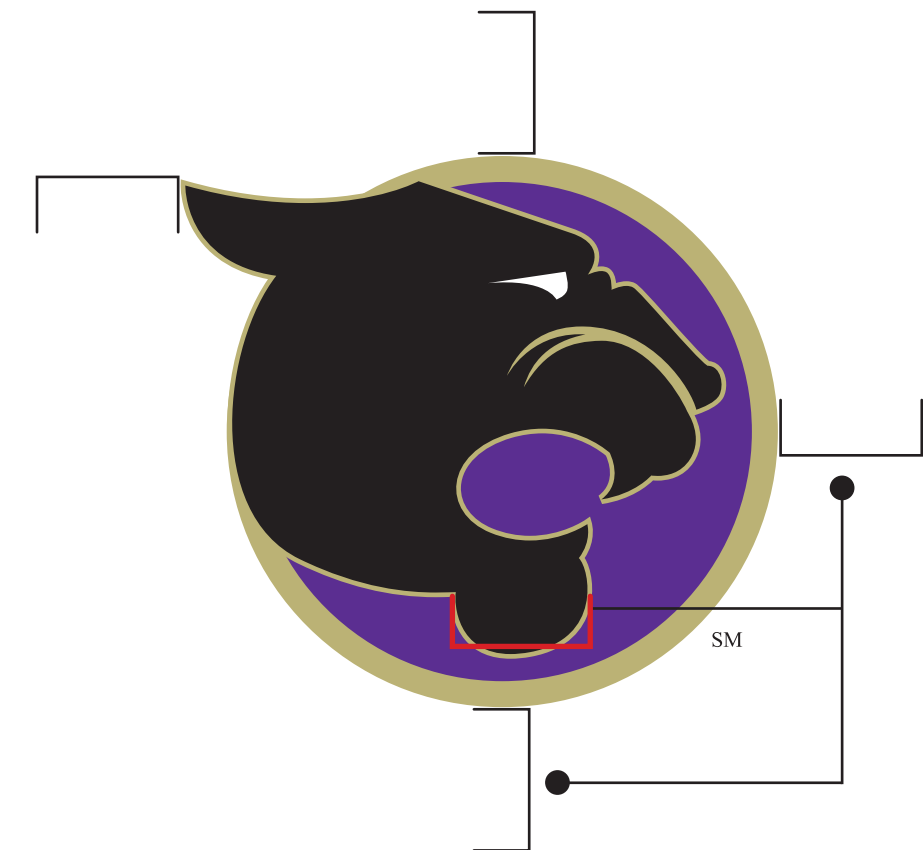


CMYK
0, 0, 0, 40
RGB
167, 169, 172
PANTONE
Cool Gray 6 C

OFFICIAL LOGO(S)

1. The **full color version** is the **primary logo** and should be used unless the background requires use of a solid black, gray or white version.
2. Logo(s) should be **no smaller than** 1.5 inches in width. For logos that have accompanying text on the side, please scale in proportion to height rather than width.
3. **Keep logo proportional.** Do **NOT** display logo at an angle, flipped, reflected, rotated, squished and/or stretched. (*Slideshows, Apparel, Flyers, ect.*)
4. Do **NOT** recolor logo in any way. Only use colored versions provided by the District that are located in the GRID.
5. Westridge logo(s) **must be similiarly scaled in size** to other logos sharing the same space.
6. Westridge logo(s) **must have an appropriate amount of buffer space** on all four sides. The width of the chin is the minimum buffer space needed around the full logo and icon.

Example(s):



Logo & Icon: Always request a proof to review when ordering branded content.



Note that a simplified version of the Westridge logo may be used for dark or busy backgrounds.



GIPS COMMUNICATIONS & MARKETING DEPARTMENT

308.385.5900
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NUTRITION SERVICES

WHY FOLLOW BRAND STANDARDS?

These brand guidelines help our school district continue to look **consistent** and **professional**. When everyone is properly using branded content, we are visually demonstrating the relationship we wish to **cultivate** between our **district, schools, staff** and **students**.

APPROVED HASHTAGS:

#WeAreGIPS

APPROVED FONT(S)

Primary: Myriad Pro

- Regular, Italic, Semibold, Bold
- Condensed, Condensed Italic, Semibold Condensed, Bold Condensed, Bold Condensed Italic

Secondary: Arial

- Regular, Italic, Bold, Bold Italic

Purpose: Headers & Paragraphs for Flyers, Infographics, Newsletters, ect.



COLORS

CMYK: This stands for cyan, magenta, yellow and key (black), and is preferred for use on printed materials. Use PDF or EPS formats.

RGB: Red, green and blue color process typically used on computer monitors, digital cameras and televisions or any device that uses light to produce an image. Use PNG or JPG formats.

Pantone: a standardized color matching system, which is widely used around the world to ensure colors are reproduced accurately across different types of media. Use a PDF (Spot) format.

COLOR 01



CMYK
0, 99, 97, 0
RGB
236, 34, 39
PANTONE
185 C

ACCENT 01



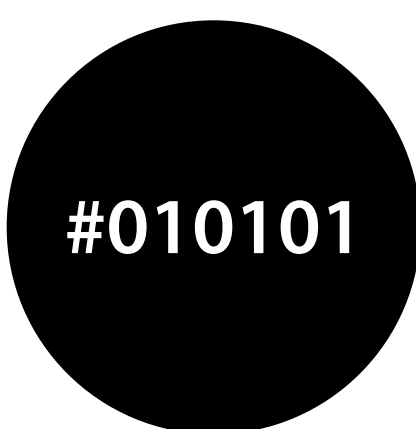
CMYK
40, 0, 84, 0
RGB
164, 207, 89
PANTONE
367 C

ADDITIONAL ACCENTS



CMYK
17, 46, 100, 2
RGB
209, 143, 41
PANTONE
131 C

BLACK & GRAY



CMYK
75, 68, 67, 90
RGB
1, 1, 1
PANTONE
Process Black C



CMYK
0, 0, 0, 40
RGB
167, 169, 172
PANTONE
Cool Gray 6 C

OFFICIAL LOGO(S)

1. The full color version is the primary logo and should be used unless the background requires use of a solid black, gray or white version.
2. Logo(s) should be no smaller than 1.5 inches in width. For logos that have accompanying text on the side, please scale in proportion to height rather than width.
3. Keep logo proportional. Do NOT display logo at an angle, flipped, reflected, rotated, squished and/or stretched. (Slideshows, Apparel, Flyers, ect.)
4. Do NOT recolor logo in any way. Only use colored versions provided by the District that are located in the GRID.
5. Nutrition logo(s) must be similiarly scaled in size to other logos sharing the same space.
6. Nutrition logo(s) must have an appropriate amount of buffer space on all four sides. The width of the word 'public' is the minimum buffer space needed around the full logo and icon.

Example(s):



Logo & Icon: Always request a proof to review when ordering branded content.



Note that a simplified version of the Nutrition logo may be used for dark or busy backgrounds.



SUCCESS ACADEMY

WHY FOLLOW BRAND STANDARDS?

These brand guidelines help our school district continue to look **consistent** and **professional**. When everyone is properly using branded content, we are visually demonstrating the relationship we wish to **cultivate** between our **district, schools, staff** and **students**.

APPROVED HASHTAGS:

#WeAreGIPS

APPROVED FONT(S)

Primary: Myriad Pro

- Regular, Italic, Semibold, Bold Condensed, Condensed Italic, Semibold Condensed, Bold Condensed, Bold Condensed Italic

Secondary: Arial

- Regular, Italic, Bold, Bold Italic

Purpose: Headers & Paragraphs for Flyers, Infographics, Newsletters, ect.



COLORS

CMYK: This stands for cyan, magenta, yellow and key (black), and is preferred for use on printed materials. **Use PDF or EPS formats.**

RGB: Red, green and blue color process typically used on computer monitors, digital cameras and televisions or any device that uses light to produce an image. **Use PNG or JPG formats.**

Pantone: a standardized color matching system, which is widely used around the world to ensure colors are reproduced accurately across different types of media. **Use a PDF (Spot) format.**

COLOR 01



CMYK
80, 100, 0, 0
RGB
92, 45, 145
PANTONE
267 C

ACCENT 01



CMYK
30, 24, 62, 0
RGB
184, 176, 120
PANTONE
5845 C

ADDITIONAL ACCENTS



CMYK
40, 51, 0, 0
RGB
157, 132, 189
PANTONE
2655 C



CMYK
21, 25, 0, 0
RGB
198, 187, 220
PANTONE
2635 C

BLACK & GRAY



CMYK
75, 68, 67, 90
RGB
1, 1, 1
PANTONE
Black C



CMYK
0, 0, 0, 40
RGB
167, 169, 172
PANTONE
Cool Gray 6 C

OFFICIAL LOGO(S)

1. The **full color version** is the **primary logo** and should be used unless the background requires use of a solid black, gray or white version.
2. Logo(s) should be **no smaller than** 1.5 inches in width. For logos that have accompanying text on the side, please scale in proportion to height rather than width.
3. **Keep logo proportional.** Do **NOT** display logo at an angle, flipped, reflected, rotated, squished and/or stretched. (*Slideshows, Apparel, Flyers, ect.*)
4. Do **NOT** recolor logo in any way. Only use colored versions provided by the District that are located in the GRID.
5. Success logo(s) **must be similiarly scaled in size** to other logos sharing the same space.
6. Success logo(s) **must have an appropriate amount of buffer space** on all four sides. The width of the right half of the shorter palm tree is the minimum buffer space needed around the full logo and icon.

Example(s):



Logo & Icon: Always request a proof to review when ordering branded content.



SUCCESS ACADEMY
MY CHOICE, OUR VOICE.

SKILLS ACADEMY

WHY FOLLOW BRAND STANDARDS?

These brand guidelines help our school district continue to look **consistent** and **professional**. When everyone is properly using branded content, we are visually demonstrating the relationship we wish to **cultivate** between our **district, schools, staff** and **students**.

APPROVED HASHTAGS:

#WeAreGIPS

APPROVED FONT(S)

Primary: Myriad Pro

- Regular, Italic, Semibold, Bold
- Condensed, Condensed Italic, Semibold Condensed, Bold Condensed, Bold Condensed Italic

Secondary: Arial

- Regular, Italic, Bold, Bold Italic

Purpose: Headers & Paragraphs for Flyers, Infographics, Newsletters, ect.



COLORS

CMYK: This stands for cyan, magenta, yellow and key (black), and is preferred for use on printed materials. **Use PDF or EPS formats.**

RGB: Red, green and blue color process typically used on computer monitors, digital cameras and televisions or any device that uses light to produce an image. **Use PNG or JPG formats.**

Pantone: a standardized color matching system, which is widely used around the world to ensure colors are reproduced accurately across different types of media. **Use a PDF (Spot) format.**

COLOR 01



CMYK
80, 100, 0, 0
RGB
92, 45, 145
PANTONE
267 C

ACCENT 01



CMYK
21, 25, 0, 0
RGB
198, 187, 220
PANTONE
2635 C

ADDITIONAL ACCENTS



CMYK
0, 38, 94, 18
RGB
210, 143, 33
PANTONE
131 C



CMYK
0, 9, 27, 0
RGB
255, 231, 190
PANTONE
7506 C

BLACK & GRAY



CMYK
75, 68, 67, 90
RGB
1, 1, 1
PANTONE
Black C



CMYK
0, 0, 0, 40
RGB
167, 169, 172
PANTONE
Cool Gray 6 C

OFFICIAL LOGO(S)

1. The **full color version** is the **primary logo** and should be used unless the background requires use of a solid black, gray or white version.
2. Logo(s) should be **no smaller than** 1.5 inches in width. For logos that have accompanying text on the side, please scale in proportion to height rather than width.
3. **Keep logo proportional.** Do **NOT** display logo at an angle, flipped, reflected, rotated, squished and/or stretched. (*Slideshows, Apparel, Flyers, ect.*)
4. Do **NOT** recolor logo in any way. Only use colored versions provided by the District that are located in the GRID.
5. Skills logo(s) **must be similiarly scaled in size** to other logos sharing the same space.
6. Skills logo(s) **must have an appropriate amount of buffer space** on all four sides. The width of the letter 'd' is the minimum buffer space needed around the full logo and icon.

Example(s):



Logo: Always **request** a proof to review when ordering branded content.



Note that a simplified color version of the Skills logo may be used for dark or busy backgrounds.



CAREER PATHWAYS INSTITUTE

WHY FOLLOW BRAND STANDARDS?

These brand guidelines help our school district continue to look **consistent** and **professional**. When everyone is properly using branded content, we are visually demonstrating the relationship we wish to **cultivate** between our **district, schools, staff** and **students**.

APPROVED HASHTAGS:

#WeAreGIPS

APPROVED FONT(S)

Primary: Myriad Pro

- Regular, Italic, Semibold, Bold Condensed, Condensed Italic, Semibold Condensed, Bold Condensed, Bold Condensed Italic

Secondary: Arial

- Regular, Italic, Bold, Bold Italic

Purpose: Headers & Paragraphs for Flyers, Infographics, Newsletters, ect.



COLORS

CMYK: This stands for cyan, magenta, yellow and key (black), and is preferred for use on printed materials. **Use PDF or EPS formats.**

RGB: Red, green and blue color process typically used on computer monitors, digital cameras and televisions or any device that uses light to produce an image. **Use PNG or JPG formats.**

Pantone: a standardized color matching system, which is widely used around the world to ensure colors are reproduced accurately across different types of media. **Use a PDF (Spot) format.**

COLOR 01



CMYK
100, 79, 24, 9
RGB
20, 71, 126
PANTONE
2154 C

ACCENT 01



CMYK
50, 0, 99, 0
RGB
140, 198, 64
PANTONE
375 C

BLACK & GRAY



CMYK
0, 0, 0, 100
RGB
35, 31, 32
PANTONE
Black C



CMYK
0, 0, 0, 40
RGB
167, 169, 172
PANTONE
Cool Gray 6 C

OFFICIAL LOGO(S)

1. The **full color version** is the **primary logo** and should be used unless the background requires use of a solid black, gray or white version.
2. Logo(s) should be **no smaller than** 1.5 inches in width. For logos that have accompanying text on the side, please scale in proportion to height rather than width.
3. **Keep logo proportional.** Do **NOT** display logo at an angle, flipped, reflected, rotated, squished and/or stretched. (*Slideshows, Apparel, Flyers, ect.*)
4. Do **NOT** recolor logo in any way. Only use colored versions provided by the District that are located in the GRID.
5. CPI logo(s) **must be similarly scaled in size** to other logos sharing the same space.
6. CPI logo(s) **must have an appropriate amount of buffer space** on all four sides. The height of a single panel is the minimum buffer space needed around the full logo and icon.

Example(s):



Logo & Icon: Always request a proof to review when ordering branded content.



Career
Pathways
INSTITUTE