

IDENTITY TOOLKIT

01

In this toolkit, there are all the elements necessary for the visual identity of Grace School, and the guidelines to preserve the consistency of the brand.

PRIMARY LOGOTYPE



SECONDARY LOGOTYPE

SEE PAGE 04 FOR OPTIONS - UPON APPROVAL, SIZING, WHITESPACE & COLOR VARIATIONS WILL BE PROVIDED.

WORDMARK

GRACE SCHOOL

PRIMARY BRANDMARK



SPIRIT MARK



COLOR PALETTE



TYPOGRAPHY

Affogato

Open Sans

Bentham

BEBAS

PRIMARY LOGOTYPE

02

The primary logotype for Grace School honors the institution's 40+ years of academic excellence.

PRIMARY LOGOTYPE



CLEARSPACE

The area around the primary logotype is integral to the design, and adherence to the minimum spacing parameters helps the reader's eye distinguish the logo easily. No copy or any other graphics may encroach on this minimum space. The clearspace must be equal to the height of the "G" in the Grace School wordmark.



MINIMUM SIZE

The minimum size of the primary logotype that may be used for print applications is 1.5 inches or 108 pixels wide.



COLOR VARIATIONS

In order to maintain the integrity of the primary logotype, only the approved color variations may be used.

FULL COLOR VARIATIONS



The only occurrence when the shield is adjusted or altered is on a dark background. A white outline is added so that the integrity of the black shield is maintained.



BLACK + WHITE



SECONDARY LOGOTYPE

The secondary logotype for Grace School is approved when spacing limitations prohibit the use of the primary logotype.

SECONDARY LOGOTYPE • V1



GRACE SCHOOL

SECONDARY LOGOTYPE • V2



GRACE
SCHOOL

FULL COLOR VARIATIONS



GRACE SCHOOL



GRACE
SCHOOL



GRACE SCHOOL



GRACE
SCHOOL

PRIMARY BRANDMARK

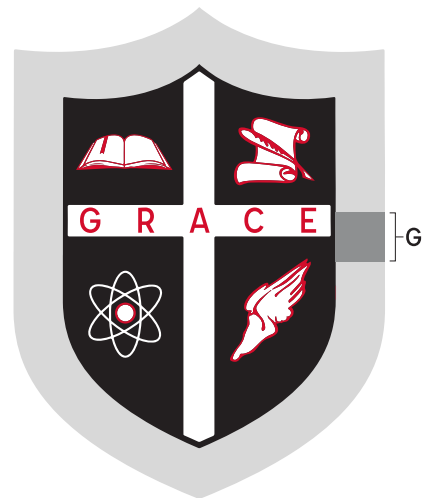
The primary brandmark the strongest aspect of the visual identity of Grace School and will be the most recognized aspect of the visual brand. When the shield icon stands alone, the founding date is updated to Grace to represent the school.

PRIMARY BRANDMARK



CLEARSPACE

The area around the primary brandmark is integral to the design, and adherence to the minimum spacing parameters helps the reader's eye distinguish the logo easily. No copy or any other graphics may encroach on this minimum space. The clearspace must be equal to the height of the "G" in the Grace School wordmark.



MINIMUM SIZE

The minimum size of the primary brandmark that may be used for print applications is 0.35 inches or 25 pixels wide.



0.35 inches

COLOR VARIATIONS

In order to maintain the integrity of the primary brandmark, only the approved color variations may be used.

FULL COLOR VARIATIONS

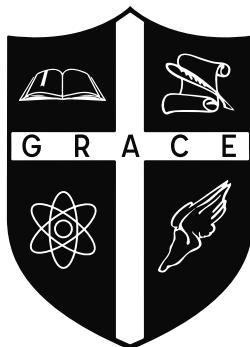


The only occurrence when the shield is adjusted or altered is on a dark background. A white outline is added so that the integrity of the black shield is maintained.

FULL COLOR VARIATIONS



BLACK + WHITE



PRIMARY WORDMARK

07

The primary wordmark uses the official sans serif typeface Affogato, a clean and strong typeface that like Grace School is timeless.

PRIMARY WORDMARK

GRACE SCHOOL

CLEARSPACE

The area around the primary wordmark is integral to the design, and adherence to the minimum spacing parameters helps the reader's eye distinguish the logo easily. No copy or any other graphics may encroach on this minimum space. The clearspace must be equal to the height of the "G" in the Grace School wordmark.



MINIMUM SIZE

The minimum size of the primary wordmark that may be used for print applications is 1 inch or 72 pixels wide.

GRACE SCHOOL

1 inch

COLOR VARIATIONS

In order to maintain the integrity of the primary wordmark, only the approved color variations may be used.

FULL COLOR VARIATIONS

GRACESCHOOL

GRACESCHOOL

GRACESCHOOL

BLACK + WHITE

GRACESCHOOL

GRACESCHOOL

SPIRIT MARK

The spirit mark is the primary icon of Grace School Athletics and will be the most recognized aspect of the visual brand of the entire department.

SPIRIT MARK



CLEARSPACE

The area around the spirit mark is integral to the design, and adherence to the minimum spacing parameters helps the reader's eye distinguish the logo easily. No copy or any other graphics may encroach on this minimum space. The clearspace must be equal to the height of the "G" in the Grace School wordmark.



MINIMUM SIZE

The minimum size of the spirit mark that may be used for print applications is 0.5 inch or 36 pixels wide.



COLOR VARIATIONS

In order to maintain the integrity of the spirit mark, only the approved color variations may be used.

FULL COLOR VARIATIONS



PRIMARY ATHLETIC WORDMARK

GRACE
ATHLETICS

COLOR VARIATIONS

GRACE
ATHLETICS

GRACE
ATHLETICS

GRACE
ATHLETICS

GRACE
ATHLETICS

GRACE
ATHLETICS

GRACE
ATHLETICS

GRACE
ATHLETICS

SECONDARY ATHLETIC WORDMARK

LANCERS
ATHLETICS

COLOR VARIATIONS



TERTIARY ATHLETIC WORDMARK

GRACE
LANCERS

COLOR VARIATIONS



GRACE WORDMARK

GRACE

COLOR VARIATIONS

GRACE

GRACE

GRACE

GRACE

GRACE

GRACE

GRACE

LANCERS WORDMARK

LANCERS

COLOR VARIATIONS

LANCERS

LANCERS

LANCERS

LANCERS

LANCERS

LANCERS

LANCERS

ATHLETIC WORDMARKS

SINGLE COLOR VARIATIONS

GRACE
ATHLETICS

GRACE
ATHLETICS

GRACE
ATHLETICS

GRACE
ATHLETICS

LANCERS
ATHLETICS

LANCERS
ATHLETICS

LANCERS
ATHLETICS

LANCERS
ATHLETICS

GRACE
LANCERS

GRACE
LANCERS

GRACE
LANCERS

GRACE
LANCERS

GRACE

GRACE

GRACE

GRACE

LANCERS

LANCERS

LANCERS

LANCERS

PRIMARY GENERIC LOCKUP



COLOR VARIATIONS



SECONDARY GENERIC LOCKUP



COLOR VARIATIONS



GRACE LOCKUP



COLOR VARIATIONS



LANCERS LOCKUP



COLOR VARIATIONS



TEAM LOCKUPS

21

PRIMARY TEAM LOCKUP

*APPLIES TO ALL TEAMS
APPROPRIATE SPORT NAME
TO REPLACE FOOTBALL



COLOR VARIATIONS



TEAM LOCKUPS

22

SECONDARY TEAM LOCKUP

*APPLIES TO ALL TEAMS
APPROPRIATE SPORT NAME
TO REPLACE FOOTBALL



COLOR VARIATIONS



TEAM LOCKUPS

23

GRACE TEAM LOCKUP

*APPLIES TO ALL TEAMS
APPROPRIATE SPORT NAME
TO REPLACE FOOTBALL

GRACE
FOOTBALL

COLOR VARIATIONS

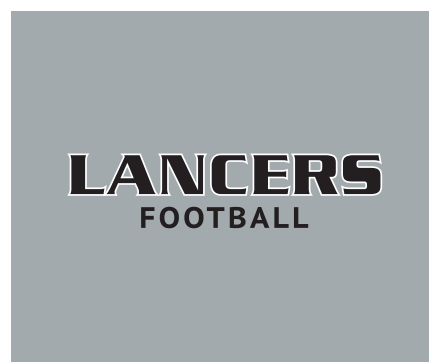


LANCERS TEAM LOCKUP

*APPLIES TO ALL TEAMS
APPROPRIATE SPORT NAME
TO REPLACE FOOTBALL

LANCERS
FOOTBALL

COLOR VARIATIONS



SPIRIT MARK TEAM LOCKUP

*APPLIES TO ALL TEAMS
APPROPRIATE SPORT NAME
TO REPLACE FOOTBALL



COLOR VARIATIONS



LANCERS SCRIPT

Lancers

COLOR VARIATIONS



COLOR PALETTE

Color is as significant to a graphic identity as symbols and marks. The official colors of Grace Schools are red, black, gray, and white.

For printing on paper, there are two options: coated and uncoated. The difference in color saturation changes depending on the paper type. Therefore, we recommend a unique Pantone or CMYK color for each so that the true colors' consistency remains.

It is important to note that the primary color palette of Grace Brethren Schools should be used whenever possible. The Pantone (PMS) color version should be used when budget allows for the option to specify Pantone ink. Otherwise, the four-color (CMYK) values listed should be used.

PRIMARY COLOR PALETTE



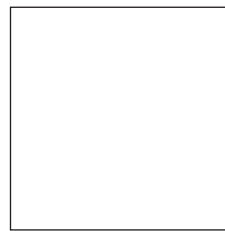
GRACE RED
PMS 186C

CMYK: 2 100 85 6
RGB: 200 16 46
HEX: C8102E



GRACE BLACK

CMYK: 60 40 40 100
RGB: 0 0 0
HEX: 000000



GRACE WHITE

CMYK: 0 0 0 0
RGB: 255 255 255
HEX: FFFFFFFF



GRACE GRAY
PMS 429C

CMYK: 21 11 9 23
RGB: 162 170 173
HEX: A2AAAD

SECONDARY COLOR PALETTE



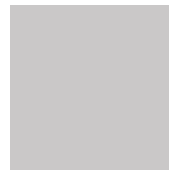
PMS COOL GRAY 11 C

CMYK: 44 34 22 77
RGB: 83 86 90
HEX: 53565A



PMS COOL GRAY 7 C

CMYK: 20 14 12 40
RGB: 151 153 155
HEX: 97999B



PMS COOL GRAY 3 C

CMYK: 8 5 7 16
RGB: 200 201 199
HEX: C8C9C7



METALLIC PMS 877C

THIS SHOULD ONLY BE USED
AS A PMS COLOR, NEVER TO
BE CONVERTED TO FOR CMYK
PRINT OR WEB

PRIMARY TYPEFACES

HEADER

Affogato

Aa Aa **Aa Aa Aa**

BODY COPY

Open Sans

Aa Aa Aa Aa Aa Aa Aa Aa Aa Aa

ATHLETIC PRIMARY

Serpentine Bold
Aa

SECONDARY TYPEFACES

SERIF HEADER

Bentham

Aa

ACCENT

OPEN SANS

AA AA AA AA AA

ATHLETIC SECONDARY

PT Sans

Aa Aa **Aa Aa**

ATHLETIC ACCENT

PT Sans Narrow

Aa **Aa**