



# Granville Athletics

## Blue Aces

Brand Guidelines

# About

Granville Athletics is an integral part of the Granville Schools experience, where tradition meets purpose, and student-athletes grow into leaders on and off the field. Representing the proud heritage of the **Blue Aces**, our athletic programs are built on a foundation of integrity, collaboration, and the relentless pursuit of excellence. Serving over **2,500 students in grades 7–12** across three schools, Granville Athletics offers 41 sports programs, providing diverse opportunities for students to compete, grow, and thrive as part of a unified athletic community.

At Granville, athletics is more than competition; it's a commitment to character, community, and continuous growth. Guided by our core values - **Be A Great Teammate, Choose Integrity - Build Legacy, and Competitive Excellence** - we challenge our student-athletes to live out the ideals of teamwork, responsibility, and resilience every day.

We believe that when Blue Aces support one another, make the right choices, and strive to “Win the Day,” they build a legacy of pride that extends far beyond the scoreboard. Granville Athletics is a reflection of who we are: **collaborative, ethical, and determined to achieve at the highest levels - together.**



## Granville Athletics

248 New Burg Street  
Granville, OH 43023-0417

### Athletic Director

Josh DeVoll M.Ed, CAA  
jdevoll@granvilleschools.org  
Phone: 740-587-8164

# Granville Athletics Core Values

## “THE STANDARD”

### **Be A Great Teammate: “WE NOT ME”**

**Blue Aces are collaborative and empathetic.**

Granville Athletics believes that being a great teammate is essential to the success and unity of our athletic teams. This core value emphasizes the importance of collaboration, support, and mutual respect among all team members.

### **Choose Integrity, Build Legacy: “DO RIGHT”**

**Blue Aces are responsible and critical thinkers.**

Granville Athletics believes in always “doing the right thing” as a fundamental principle for our students and community. This value emphasizes the importance of ethical behavior, integrity, and making positive choices.

### **Competitive Excellence: “WIN THE DAY”**

**Blue Aces are resilient and adaptable.**

Granville Athletics believes in “competitive excellence” as a driving force behind our athletic and academic pursuits. This value emphasizes the importance of striving for the highest standards of performance and continuously improving to achieve outstanding results.



# Legal & Mandatories

Creation, application or any use of the Granville Athletic's brand elements must conform to approved standards as authorized by the Granville School District. Additionally, it is imperative that Granville Athletic's brand elements are used properly on all merchandise, web, printed materials, signage, etc. in a quality manner.

When using the Granville Athletic's brand elements, whether the item on which the element is applied is for internal use, departmental use, organization use, being publicly displayed, being sold or otherwise distributed in commerce, all specifications for usage must be met and visually approved by the Granville Athletic Director.

**Please use this guide and work with the Granville Athletic Department on approved vendors for all licensed products.**

If you have any questions, please contact the Athletic Director.



# Granville Athletic G

The **Granville Athletic "G"** is a bold and iconic representation of Blue Aces pride. Inspired by tradition and driven by excellence, the stylized "G" embodies the strength, unity, and competitive spirit of Granville Athletics. Framed in navy blue, white, and gray, the symbol reflects the district's official colors and reinforces our commitment to integrity, resilience, and teamwork.

More than just a letter, the Athletic "G" serves as a unifying mark across all sports programs—instantly recognizable and proudly worn by student-athletes, coaches, and fans. It represents our shared identity as Blue Aces and stands as a visual reminder of the values we uphold.

While the Athletic "G" is a central element of our brand identity, it is most commonly featured on **team t-shirts, warm-up apparel, and sports bags**, often paired with the specific name of the sport. It plays a key role in **athletic branding and team culture**, especially during warm-ups, pep rallies, and community events, where it is visible to media, fans and opponents alike. Though not typically a primary element of official team uniforms, its consistent and respectful use across supporting gear and materials helps maintain **brand unity** and reinforces the legacy and pride of **Granville Athletics**.



# Blue Aces

The **Blue Ace** graphic is a powerful visual emblem that captures the spirit, strength, and identity of Granville Athletics. With **bold lines, sharp contours**, and a sense of forward motion, the Blue Ace represents **precision, speed, and competitive intensity** - core attributes of our student-athletes. It embodies the grit and determination it takes to compete at a high level, and the **depth of character** required to lead with integrity.

More than a mascot, the Blue Ace reflects the pride and tradition of our athletic community. Its **strong silhouette** stands as a symbol of focus, discipline, and unity - mirroring the traits we expect from all Blue Aces: resilient under pressure, sharp in execution, and always prepared to rise to the occasion.

Used strategically across athletic branding, spirit wear, and promotional materials, the Blue Ace graphic energizes our visual identity while honoring the legacy and excellence that define Granville Athletics. While not always a primary design element, the Blue Ace often appears in **discrete applications** - subtly placed on the **back of the neck, sleeves, or shorts** - adding a sharp, distinctive touch that reinforces team pride and visual consistency without overwhelming the uniform.



# Uniform Lettering

Consistent typography is essential to maintaining a unified and professional brand identity across all Granville Athletics uniforms, apparel, and promotional materials. The following typefaces have been selected to reflect both the tradition and modern spirit of the Blue Aces:

**Primary Typeface: College Block Regular**

A bold, all-caps slab serif font that captures the classic look and feel of varsity athletics. College Block is ideal for jersey numbers, team names, and bold statements on apparel. Its strong, structured design reinforces the values of strength, tradition, and excellence.

This font may be used across warm-up gear, team shirts, promotional items, and spirit wear to maintain consistency in Granville Athletics' visual identity.

GRANVILLE

College Block Regular



ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

REGULAR - ALL CAPS FONT STYLE

# Special Use Typeface

A dynamic, vintage-inspired script font that brings energy and motion to athletic branding. Fenway Park JF evokes the classic charm of baseball scoreboards and team pennants, making it ideal for special uses such as uniform throwback designs, spirit wear, or event-specific graphics. Its flowing, handcrafted style adds personality while maintaining a strong sense of tradition and school pride.

| *Tranville Blue Aces*



FenwayParkJF

*Aa*

*A B C D E F G H I J K L M N O P Q R S T U V W X Y Z*

*a b c d e f g h i j k l m n o p q r s t u v w x y z*

*1 2 3 4 5 6 7 8 9 0*

*Regular - Regular*

# Color

Navy blue and white should serve as the primary colors across all athletic branding and apparel, with gray used sparingly as a secondary or tertiary accent. Prioritizing these core colors reinforces visual consistency and reflects the traditional identity of the Blue Aces.

|                                                                                                              |                                                                                                  |                                                                                                              |                                                                                                                |
|--------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------|
| <div>Navy Blue</div> <div>R: 13<br/>G: 30<br/>B: 66</div> <div>#0d1e42</div> <div>C:100 Y:89 M:39 K:50</div> | <div>White</div> <div>R: 0<br/>G: 0<br/>B: 0</div> <div>#ffffff</div> <div>C:0 Y:0 M:0 K:0</div> | <div>Light Grey</div> <div>R: 211<br/>G: 218<br/>B: 222</div> <div>#d3dade</div> <div>C:16 Y:9 M:9 K:0</div> | <div>Dark Grey</div> <div>R: 104<br/>G: 109<br/>B: 113</div> <div>#686d71</div> <div>C:61 Y:49 M:46 K:15</div> |
|--------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------|

# Logo Usage

Visual consistency ensures that the Granville Athletics identity is presented cohesively and should appear on all applications such as athletic documents, website, general fashion gear, uniforms, general sport designs, stadiums, gym floor, signage, etc.

1 - Granville G (Primary Logo)

2 - Ace Mascot

3 - Granville College Block

4 - Blue Aces College Block

5 - Granville Script

6 - Blue Aces Script



1



2

GRANVILLE

3

BLUE ACES

4

*Granville*

5

*Blue Aces*

6

# Special Use Logos

In addition to the primary Granville athletics marks and typefaces, select sports may use special design elements—such as a classic crest for soccer or a script font for baseball uniforms—to honor tradition and match the distinct visual language of the sport. These special use logos and type treatments are intended to complement the core brand while adding sport-specific personality.

All special use designs must be reviewed and approved by the Athletic Director to ensure consistency, quality, and alignment with Granville’s overall brand standards.



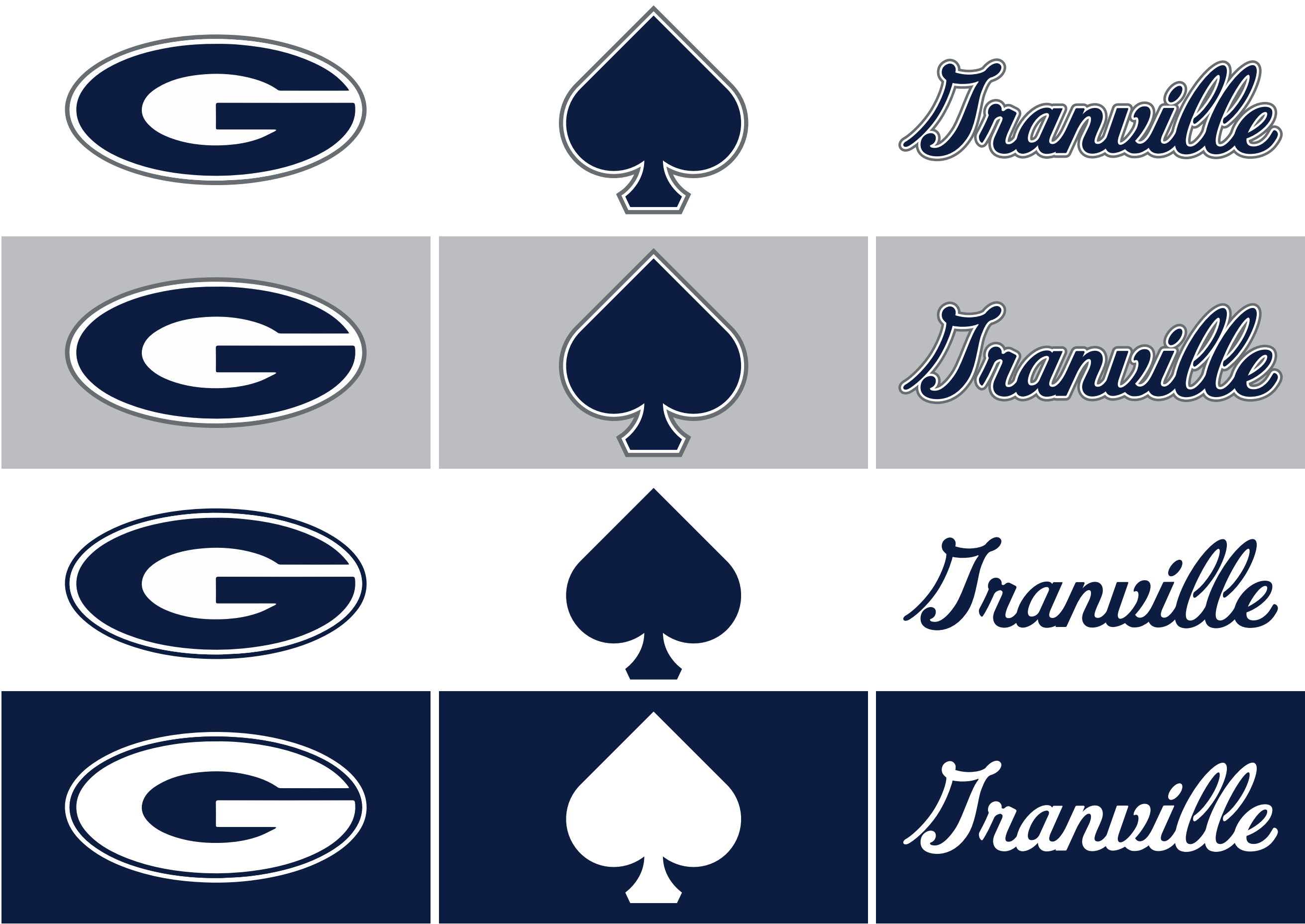
Soccer Crest Example



# Color Variations

Frequently it may be desirable to place the Granville Athletic logo marks on a field of color. On dark backgrounds, a white or grey outline may be needed around the logo marks to provide clear separation from its background. Single color variations of the logo marks are also acceptable to use.

Never use the logo marks on a complex or busy background. Additionally, never use the logo marks on a background that doesn't offer sufficient contrast. (eg. a navy blue mark on a black background)



# Logo Modifications

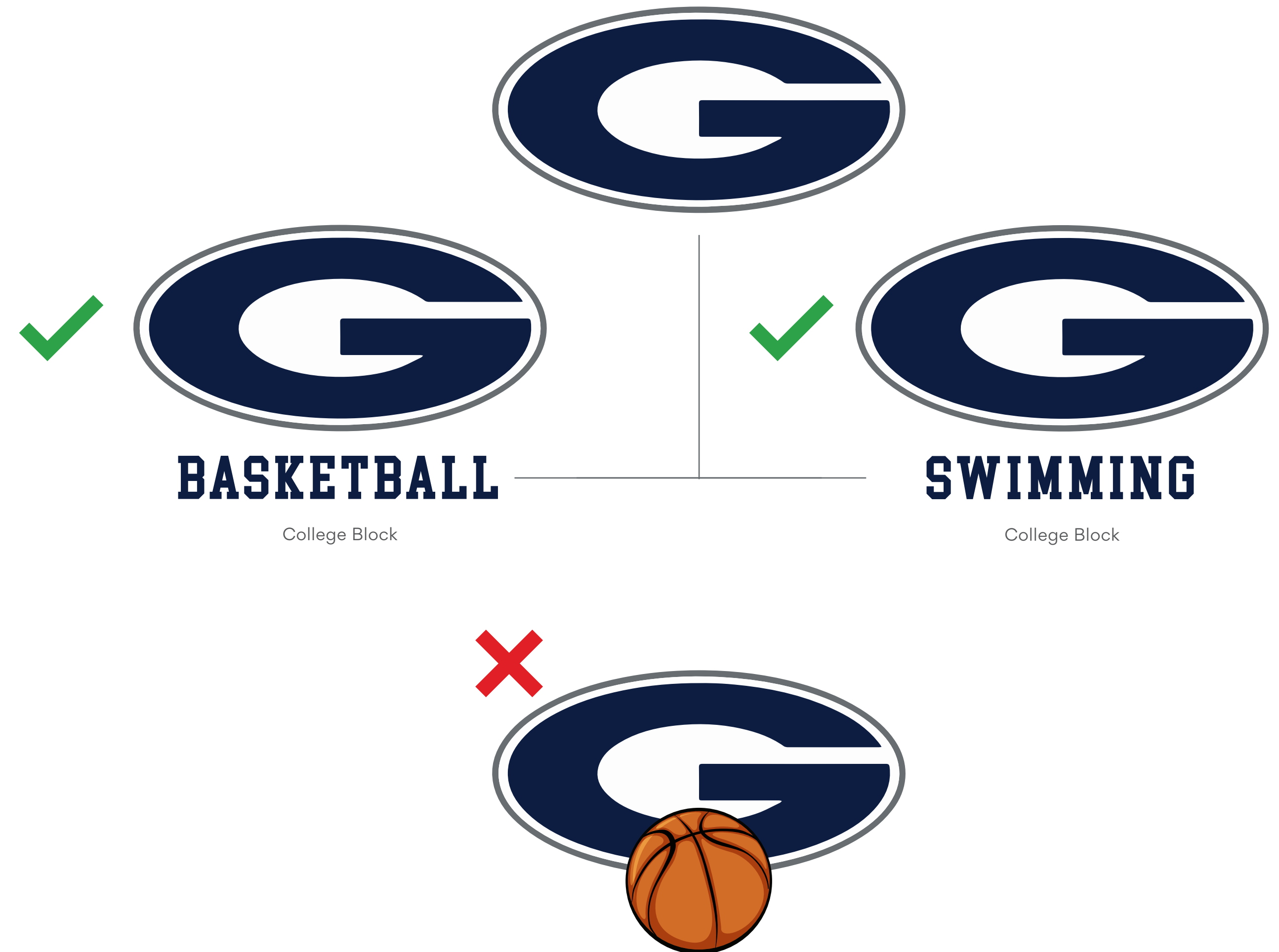
**Secondary wording** in the activity logo can be changed to reflect individual names, clubs, organizations and/or sports.

The text within the banner is editable and can be customized to fit your needs. To do this, you will need a vector based program; such as Adobe Illustrator. Simply highlight the College Block text and type in the name of your desired sport, club or event.

Spacing and size of lettering will need to be adjusted for any replacement text to stay cohesive with the brand. (eg. Track & Field). In addition, kerning, or spacing between letters can be added or increased to ensure optical alignment.

Do not change or modify any graphical elements of the logo marks. Any addition of text or illustrations should not overlap or impede the marks in an unflattering way.

Requests for personalized logos can be obtained by contacting the Athletic Director.



# Co-Branding Policy

Granville Athletics encourages the use of licensee indicia on product because it helps identify the product in the marketplace for both the licensor and the consumer. Please work with the Athletic Department and use the approved preferred vendors for all licensed products.

The Granville brand should always be the primary logo with co-branded logos being secondary and smaller.

If you have any questions, please contact the Athletic Director.



# Contrast & Clarity

On dark backgrounds, an outline of white, grey or combination of both may be added around logo marks to ensure optimal visibility and contrast. This treatment helps maintain the legibility and integrity of the design across a variety of apparel and merchandise.

In the example shown, the approved script font is used to convey a playful vintage aesthetic, and the sweeping underline element adds dynamic movement and retro flair, consistent with Granville's athletic identity.

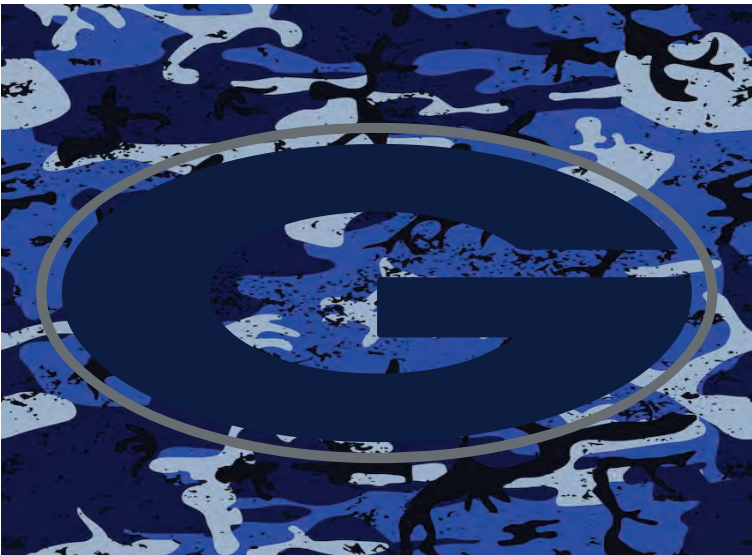
The College Block font for Granville is outlined in white to show contrast on the darker gray apparel. Both examples are reinforcing team pride while remaining aligned with our brand's tone and visual standards.



# Incorrect Logo Usage

Incorrect usage of the Granville athletic logos weakens the strength and recognition of our brand. **Logos should never be altered** in proportion or color, rotated, or distorted. Adding effects such as drop shadows, glows, or gradients is not permitted, nor should the logo be placed on backgrounds that create visual conflict or reduce readability.

By following the established logo guidelines and approved color palette, we ensure a consistent, professional identity that represents Granville athletics with pride and clarity.



# Purchasing Gear

All athletic gear for Granville teams (whether it is uniforms, warm up gear, or specialty team apparel) must adhere to official brand guidelines. Garments should be primarily **white or navy blue** to maintain consistency with school colors. The Granville logo must be either **white or navy blue**, with optional **grey accents** to complement the design. Player numbers may **College Block** or an outlined version for a clean, professional look. Before placing any order, a **mock-up must be submitted to the Athletic Director** for approval to ensure compliance with brand standards.

Please contact the Athletic Director for a directory of preferred vendors.



# Accessibility & Inclusion

Granville Schools is committed to making athletic communications and branding as accessible and inclusive as possible. We recognize the importance of accessibility for all members of our community and are working to improve our practices over time.

## Current Practices

- We strive to use color combinations and font styles that enhance legibility for all audiences, including those with low vision.
- When feasible, we aim to follow recognized accessibility standards such as WCAG 2.1 AA for color contrast and clarity in digital and print materials.
- We encourage staff and vendors to avoid placing text or logos on busy backgrounds or colors that do not provide sufficient contrast.

## Continuous Improvement

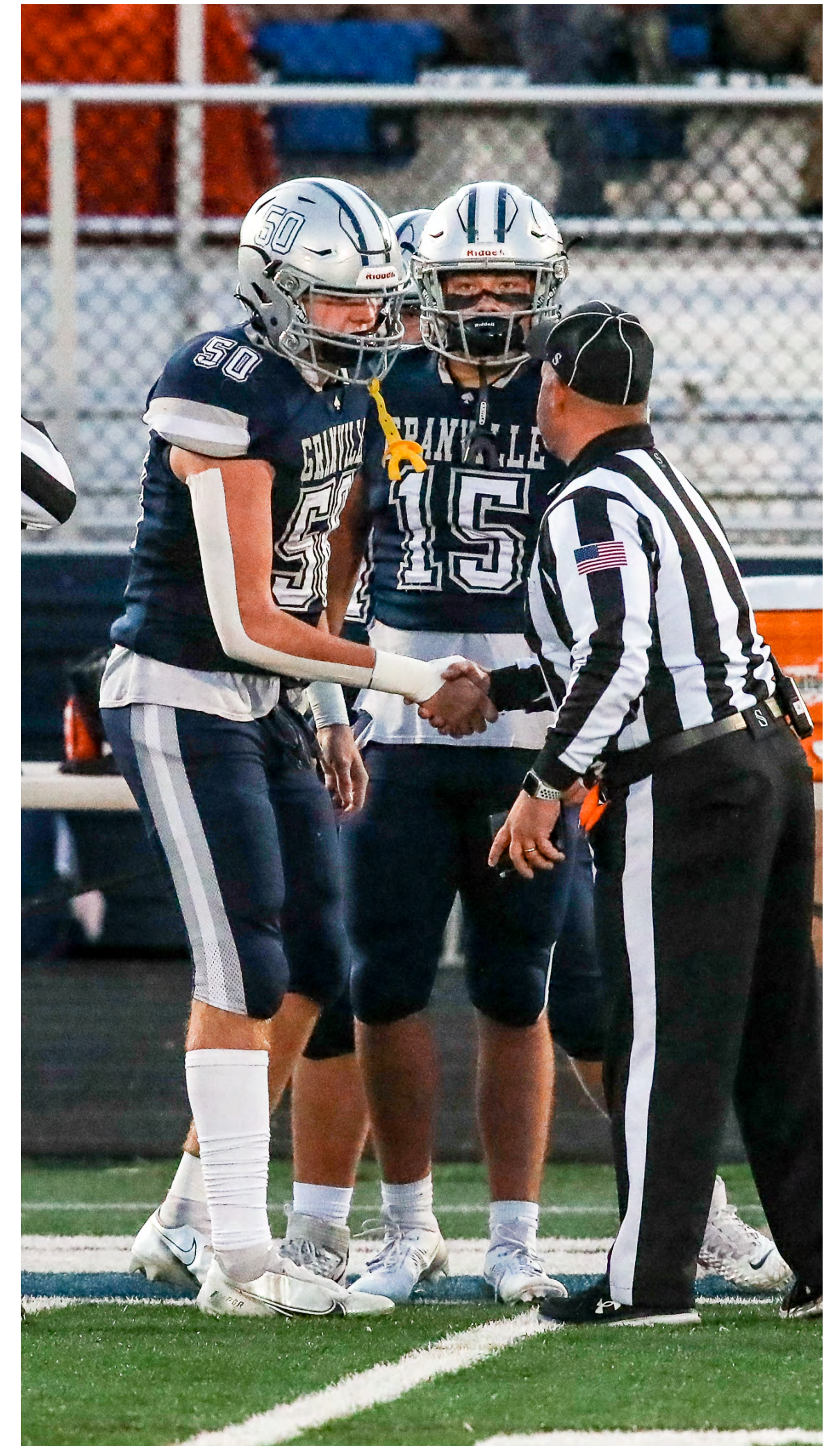
- Granville Schools is actively exploring ways to make our materials more accessible, including alternative text for images and accessible document formats.
- We welcome feedback and suggestions from our community to help us identify and address accessibility barriers.

## Feedback & Requests

If you encounter any accessibility challenges or need materials in an alternative format, please contact:  
[jdevoll@granvilleschools.org](mailto:jdevoll@granvilleschools.org)

## Legal Note

Granville Schools strives to meet its obligations under Section 504 of the Rehabilitation Act and Title II of the ADA. Our commitment to accessibility is ongoing, and we appreciate your partnership as we work to improve.



# Thank you!

If you have any questions, please contact the Athletic Director,  
Josh DeVoll, [jdevoll@granvilleschools.org](mailto:jdevoll@granvilleschools.org)