GETTYSBURG AREA SCHOOL DISTRICT

BRAND GUIDE

A GREAT PLACE TO LEARN



OUR STORY



HELP US TELL *OUR STORY*

The Gettysburg Area School District's (GASD) brand identity reflects the heart of who we are as a community, including our values, spirit, and shared purpose. Every word, image, and interaction is an opportunity to live out the Warrior Way: Be Here, Be Involved, Be Committed, and Be Kind.

The Warrior Way defines the experience we want every student, staff member, and family to have within our schools. It is a mindset that shapes how we learn, lead, and connect. It reminds us that education is a partnership grounded in presence, participation, dedication, and compassion.

Our logo and brand are applied across a wide range of mediums, including district letterhead, the website, signage, social media, athletic uniforms, and more. Consistent alignment across these applications strengthens brand recognition and fosters familiarity and trust within our Warrior community. This brand guide serves as the official resource for staff, partners, and vendors to ensure accuracy and consistency in the use of the district's visual identity.

The sections that follow include:

- Mission, Vision, and Hashtags
- Building Names and Acronyms
- Guidance on official logo options and usage
- Official District Colors: The Spirit of the Warrior Way
- Official Fonts: A Unified Voice
- Quick Reference Style Guide

The goal is to promote a unified image that supports our mission to maximize every student's opportunity to learn, grow, and achieve in a safe and healthy environment. For questions or additional support, please contact the district's communications department.

MISSION AND VISION



MISSION AND VISION

The Warrior Way is a phrase which stems from the mission and vision of the district. It is rooted in the Comprehensive Plan and the district's overall brand.

District Mission: Gettysburg Area School District, in partnership with families and our community, is dedicated to excellence and committed to maximizing every student's opportunity to learn, grow, and achieve in a safe and healthy environment. We embrace our responsibility in developing a caring school community that enables all students to become productive members of our diverse world.

District Vision: Gettysburg Area School District provides a safe and caring learning environment where students develop skills to learn in an ever-changing world and accept responsibility to use these skills to achieve and graduate ready to learn, work, serve, and succeed.

APPROVED HASHTAGS

Our district's mission and vision serve as a guide in the creation of the following branded hashtags on Instagram and Facebook. While social media is ever-evolving, these hashtags help with creating engagement and bringing Warrior pride to life.

#GASDisAGreatPlacetoLearn
#GASDisGreat
#WarriorWay
#BeHere
#BeInvolved
#BeCommitted
#BeKind
#GASDProud

BUILDING NAMES



BUILDING NAMES AND ACRONYMS

Always use the full building name on first reference, followed by approved acronyms if needed.

- Franklin Township Elementary (K-5)
  - Abbreviated FTE
  - 870 Old Route 30, Orrtanna, PA 17353
  - 717-334-6254, Option 6

- James Gettys Elementary (K-5)
  - Abbreviated JGE
  - 898 Biglerville Road, Gettysburg, PA 17325
  - 717-334-6254, Option 5

- Lincoln Elementary (K-5)
  - Abbreviated LE
  - 98 Lefever Street, Gettysburg, PA 17325
  - 717-334-6254, Option 4

- Gettysburg Area Middle School (6-8)
  - Abbreviated GAMS
  - 37 Lefever Street, Gettysburg, PA 17325
  - 717-334-6254, Option 3

- Gettysburg Area High School (9-12)
  - Abbreviated GAHS
  - 1130 Old Harrisburg Road, Gettysburg, PA 17325
  - 717-334-6254, Option 2

- Gettysburg Area School District Administration Building
  - Abbreviated informally as Admin Building
  - 900 Biglerville Road, Gettysburg, PA 17325
  - 717-334-6254

PRIMARY AND SUPPLEMENTAL LOGO USAGE



The GASD logo represents more than our name. It symbolizes who we are as a learning community. It reflects the Warrior Way and the pride of our students, staff, families, and community.

OFFICIAL USE

The logo may be only be used by GASD and its authorized representatives. All district departments, schools, and programs must follow approved logo standards, including color, sizing, and clear space guidelines to maintain visual consistency.

AVAILABLE FORMATS

The official GASD logo is available in the following options:

- Full Color: For vibrant, high-impact digital and print materials where color is appropriate.
- Grayscale: For simple, clean designs or single-color applications (e.g., embroidery and print).

Please inquire with the communications department about additional, supplemental options should a need arise.

TRADEMARK LOGO USAGE

The GASD logo is a trademarked design and an official mark of the district. It represents our reputation and must be used with care, consistency, and respect. Unauthorized use of the logo, in any form, is prohibited.

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PRIMARY AND SUPPLEMENTAL LOGO USAGE



LOGO 1 - PRIMARY

This logo is primarily used for formal and official purposes, representing the strength and unity of the GASD community.

Primary Use Cases:

- Official district communications and correspondence
- Board of School Directors' materials and presentations
- Formal documents, reports, and certificates
- Press releases and media relations

ALTERNATE VERSION

Shown in gray above for visibility.

To maintain flexibility across applications, we have the logo available in one-color (white or black).

Primary Use Cases:

- Use the one-color version when color printing is unavailable or for embroidery and specialty printing as needed.
- The white one-color version may be used on dark backgrounds to preserve readability and contrast.

OBTAINING LOGO FILES

Approved logo files are available to staff through the communications department. Do not recreate or download unofficial versions of the logo.

PRIMARY AND SECONDARY COLOR PALETTE



Our colors are a reflection of our shared identity and Warrior pride. Each hue tells a story of courage, commitment, and community. Warrior maroon symbolizes our drive to lead, to serve, and to rise to every challenge, while Warrior white creates space for ideas to shine and reinforces our commitment to transparency and open communication. Consistent use of our primary and secondary colors builds recognition and trust.

PRIMARY COLOR PALETTE

MAROON
HEX: #800000
RGB: 128, 0, 0
Pantone: 20-0076

WHITE
HEX: #ffffff
RGB: 100, 100, 100
Pantone: 75-1

SECONDARY COLOR PALETTE

BLACK
HEX: #000000
RGB: 0, 0, 0
Pantone: Black

GRAY
HEX: #737373
RGB: 115, 115, 115
Pantone: 424 C

OUR VOICE IN TYPE



Typography plays a vital role in communicating our district's brand identity. The fonts we use help express the values of the Warrior Way with strength, approachability, and care, while maintaining consistency across all communications.

Consistent typography across print, digital, and promotional materials ensures that every message from classroom newsletters to district-wide announcements feels unified and professional.

TYPEFACES

Verdana is the primary typeface for GASD.

- Clean and highly legible for both print and digital use
- Conveys clarity and openness, which are values central to our district identity
- Recommended for headlines, body text, and general correspondence

Calibri and Arial are other suggested typefaces to be used in the development of any communications initiative. Both fonts maintain the same readability across platforms.

Roboto is the only typeface assigned for use on the district website. It is the default font on our website template. This font should never be changed without prior approval from the district webmaster.

The communications department reserves the right to use other typefaces for specific projects, such as marketing campaigns, event materials, or creative designs that require a distinct tone. When alternative fonts are used, they will be selected to align with the district's brand personality and visual standards.

Our Type Reflects Our Character

Every word we publish reflects our dedication to excellence, care, and connection. Our typography is more than design. It's the voice of the Warrior Way, communicating with clarity, confidence, and compassion in every message we share.

Quick Reference Brand Guide

Gettysburg Area School District

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TYPOGRAPHY

While not required for use in every instance, Verdana is GASD's preferred font. Calibri and Arial are other suggested typefaces to be used in the development of any communications initiative.

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Print body copy:
11–12 points
(minimum)

Web body copy:
14–16 pixels
(for accessibility on screens)

LOGO 1 - TRADITIONAL



Shown in gray for visibility.

Typically used by the district for formal purposes. Full color and grayscale options available.

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Pantone: 20-0076

GRAY
HEX: #737373
RGB: 115, 115, 115
Pantone: 424 C

WHITE
HEX: #ffffff
RGB: 100, 100, 100
Pantone: 75-1

BLACK
HEX: #000000
RGB: 0,0,0
Pantone: Black

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Gettysburg Area School District

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