



GADSDEN COUNTY SCHOOL DISTRICT

Logo *Branding* *Guide*

SUPERINTENDENT ELIJAH KEY



Branding Guide



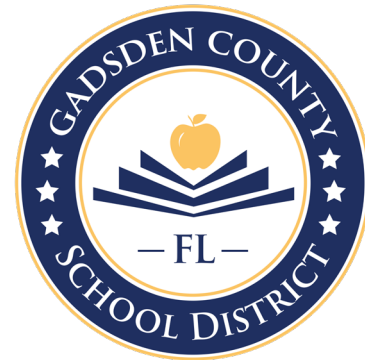
BRAND CONSISTENCY

Our District Brand offers a visual identity - the logo, typefaces, and colors - that complements and creates the first impression the public, stakeholders, students and staff see of the Gadsden County School District. We all have a responsibility to promote our brand while ensuring its consistency.

While there may come a time where there is some flexibility, the standards place within this guide will aid you in applying the Gadsden County School District correctly. However, our Community Affairs, Public Relations Coordinator is responsible for ensuring brand consistency across the district. If you have any questions about the districts brand and using the logo, please contact Jerome A. Maples, Sr., at maplesj@gcpsmail.com, (850) 627-9651.

PRIMARY LOGOS

Our logo is the visual representation of our school district and over time it will become the strong recognizable symbol of who we are and what students, parents and our stakeholders see us representing.



GADSDEN COUNTY
SCHOOL DISTRICT



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Branding Guide



PRIMARY LOGO COLORS



CMYK: 100, 91, 34, 24
RGB: 32, 47, 96
HEX: #202f60



CMYK: 0, 24, 71, 1
RGB: 250, 195, 98
HEX: #fac362



CMYK: 0, 0, 0 40
RGB: 167, 169, 172
HEX: #a7a9ac



CMYK: 0, 0, 0 0
RGB: 255, 255, 255
HEX: #ffffff

Which color is best to use?

Color	Available Formats	For these applications
RGB	Logos with the ending .jpg and .png	Digital and Web
CMYK	Logos ending in tif, ai, .eps	Laser & Commercial Printing
HEX		Digital and Web

Which logo format is best to use?

File Type	Available in these Formats	For these applications
AI	Black & White or Color Horizontal or Vertical	Commercial Printing
EPS	Black & White or Color Horizontal or Vertical	Commercial Printing
PNG	Black & White or Color Horizontal or Vertical	Digital, Laser Printing and Web

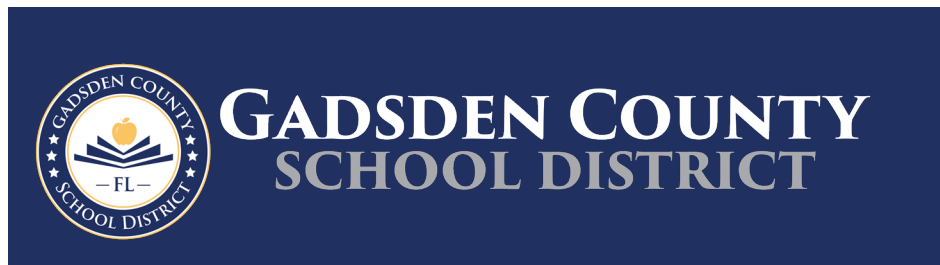
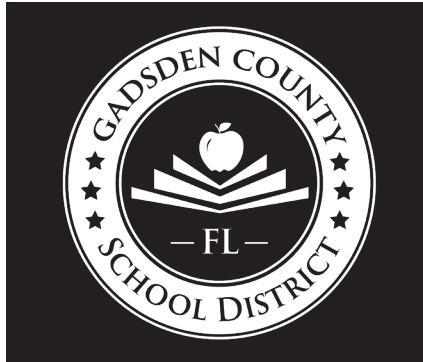


Branding Guide



PRIMARY LOGO VARIATIONS

Only use the reverse logos when placing on a dark background like navy or black. This often occur when working with shirts or non-paper materials or projects.



CLEAR SPACE

Clear space is the space around the logo that should remain clear of any text or other imagery. The more the space around it the better.





Branding Guide



ORIENTATION & PROPORTION

The Gadsden County School District logo should never be rotated to any angle, distorted, or modified in any way. The logo should maintain the same height/width proportion. The logo should also never be stretched or squeezed.



FOR ASSISTANCE

If you need assistance with Gadsden County School District branding and logos please contact Jerome Maples, Public Relations Coordinator at (850) 627-9651 ext. 1318 or via email: maplesj@gcpsmail.com.