Greenburgh Central School District

Our Children. Our Focus. Our Future.

GCSD 1968

STYLE GUIDE

OUR BRAND. OUR FUTURE.

To be a World-Class School District we need to look the part.

Much time has been placed into creating a cohesive brand design that truly represents the spirit of our vision and mission statement.

Please take the time to review the guidelines and uphold all standards indicated so that we maintain a consistent appearance when we communicate to our school district and community.

Respectfully yours,

Dr. Linda J. Iverson
Superintendent of Schools

OUR COLORS

Our color palette is one of the most important and fundamental elements that makes our brand identity unique to us. In order to remain consistent, please use the colors indicated below. Tints of these colors are allowed up to 40% (in 10% increments).

40%	40%	40%
50%	50%	50%
60%	60%	60%
70%	70%	70%
80%	80%	80%
90%	90%	90%
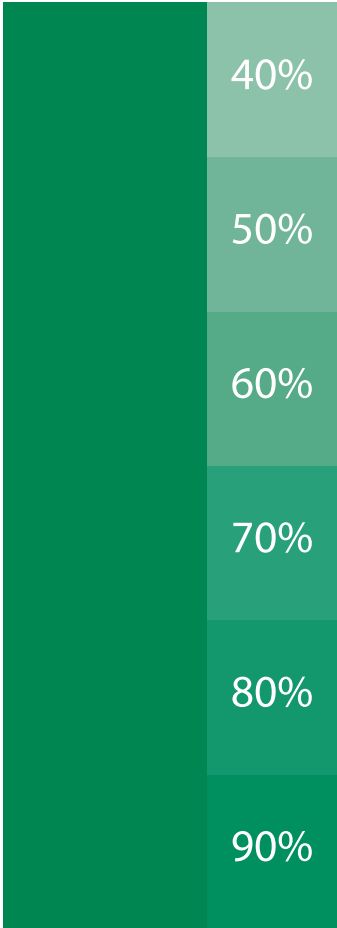
PANTONE 348 C
RGB 0 132 61
CMYK 96 2 100 12
HTML 00843D
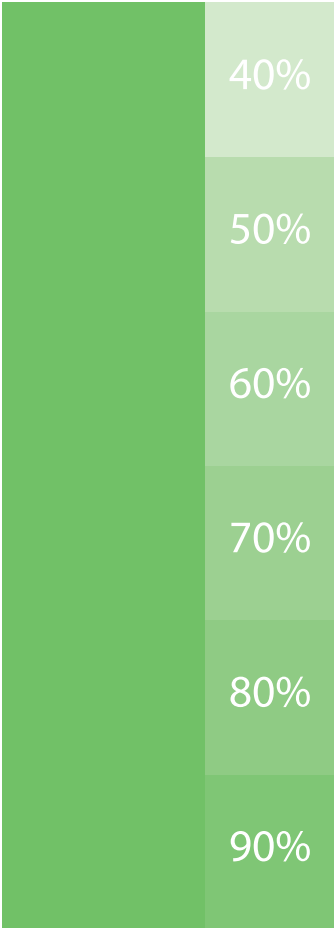
PANTONE 360 C
RGB 108 194 74
CMYK 63 0 84 0
HTML 6CC24A
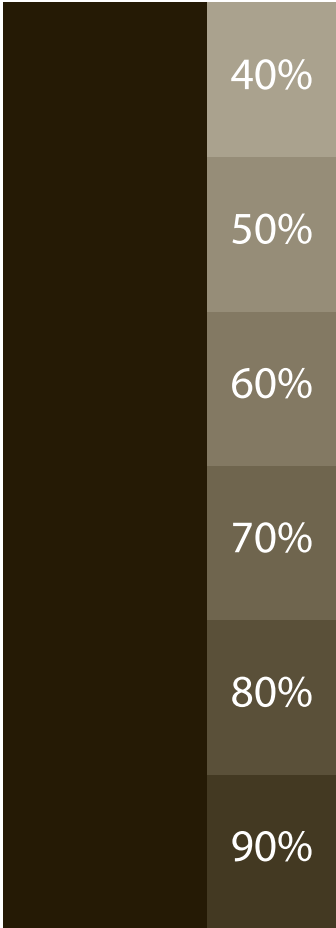
PANTONE BLACK C
RGB 45 41 38
CMYK 63 62 59 94
HTML 2D2926

OUR FONTS

The primary and secondary fonts were chosen because they are widely available and cross-platform. They are versatile as standalone fonts and complement each other. If the fonts are not installed on your respective machine please install the provided font pack or contact the GCSD IT department. In cases where substitutes are necessary, please use Times New Roman for Palatino and Arial for Gill Sans.

PRIMARY

Palatino

This san serif font is used in the primary logo. It can be used for headers, subheads and copy that needs to standout. Can be used as an alternate for Gill Sans to formalize the mood of body copy.

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 k r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

SECONDARY

Gill Sans

A serif font that complements Palatino very well. Should be used where heavy amounts of copy is needed including headers, body copy and foot notes.

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 k r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

OUR PRIMARY LOGO | HORIZONTAL

The horizontal version of the primary logo is the preferred orientation of the two available. Do not alter the logo in any way from what is shown or instructed.

Full-Color Version

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Greenburgh Central School District
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White Copy Version for Darker Backgrounds

GCSD 1968

Greenburgh Central School District
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One-Color Version

GCSD 1968

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OUR PRIMARY LOGO | STACKED (COLOR)

The stacked GCSD logo is intended for small spaces where the horizontal logo does not work well. It is also great for larger applications (i.e. pole banners). Alternate version with white district name and tag line is available in logo set.

Stacked Full-Color Version

GCSD Mark Full-Color Version

OUR PRIMARY LOGO | STACKED (B&W)

The stacked black & white version of the GCSD logo is intended for jobs limited to black & white or grayscale. Alternate version with black district name and tag line is available in logo set.

Stacked White Copy Version for Darker Backgrounds

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GCSD Mark White Copy Version for Darker Backgrounds

GCSD 1968

OUR PRIMARY LOGO | STACKED (1-COLOR)

The stacked 1-color version of the GCSD logo is intended for jobs requiring only one color such as silk-screened t-shirts or mugs. The 1-color logo must remain white at all times.

Stacked One-Color Version

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GCSD Mark One-Color Version

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THINGS TO AVOID

Maintaining the integrity of our logos is key to keeping our brand identity in good standing. It must always be presented in a consistent and legible manner. Please avoid manipulating the logo in any way. Only use logos provided and do not attempt to redraw. Simply put, if we did not supply it then it is not approved for usage.

NOTE: The horizontal version of the logo is used below but the rules apply to all logos.

THE 1-COLOR LOGO CAN ONLY BE WHITE

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DO NOT SKEW THE LOGO

Greenburgh Central School District
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DO NOT ADD DROP SHADOWS OR ANY OTHER EFFECTS

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DO NOT ALTER THE FONT COLOR

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DO NOT RECOMPOSE THE LOGO LOCK UP

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DO NOT ROTATE THE LOGO

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DO NOT STRETCH THE LOGO

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DO NOT DELETE THE GCSD MARK

Greenburgh Central School District
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DO NOT USE OTHER FONTS

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DO NOT CHANGE THE SCALE OF THE MARK

Greenburgh Central School District
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This is just a taste of what you should avoid when working with our brand identity.

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**Greenburgh Central
School District**