



GRISWOLD STYLE GUIDE

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**1**

***INTRODUCTION***

***USING THE STYLE GUIDE***

It all starts here. Your school needs a consistent and uniform look and feel. Your Griswold Style Guide is a document that contains vector formatted artwork of your official school logo, secondary logos and word marks, along with your official school Pantone® colors and fonts. This document is meant to be shared with sign makers, t-shirt printers, media, other schools and anyone else who may need to reproduce your logo. You work hard to build your reputation and culture and your Style Guide from SportsGraphics allows you to be confident that it is being represented correctly.

## **2** *LOGO USE*

**2.1** Expectations & Standards

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**2.3** Logo Variations

**2.4** Logo Colors

## **2** **LOGO USE**

### **2.1** Expectations & Standards

Constant and consistent use of the Griswold logos ensure brand awareness and positive school spirit. It is imperative that everyone associated with the Griswold Community School District does their part to follow and incorporate the official Griswold logos into all visual elements. Examples include, but are not limited to:

- Wall graphics, banners and wall padding
- Print and digital advertising
- Athletic uniforms and apparel
- Websites
- Letterhead, envelopes and business cards
- Direct mail
- Email Signatures

Outside vendors must be held to high standards and must be required to follow the guidelines laid out in this guide. Anyone found not abiding by these standards should be reported to the Griswold Community School District.

**2** **LOGO USE**

**2.2** Logos & Marks

PRIMARY



SECONDARY



ALTERNATES



HERITAGE



**2**

**LOGO USE**

**2.3** Logo Variations

While size and positioning of the elements that make up the Griswold designs can be altered (with approval) and each element can be used together or exclusively, the design and color of each individual element should not be altered. The following are examples of acceptable logo variation. Additional variations require approval by the Griswold Community School District.

**GRISWOLD**



**TIGERS**



**2**

**LOGO USE**

**2.4** Logo Colors

**FULL COLOR**

When possible, the logos should always appear in full color.

**BLACK & WHITE**

The one-color version of the logos should be used for black and white publications or when color is not an option.

**NEGATIVE BLACK & WHITE**

Only for rare occasions, the negative black and white logo can be used when the background color is too dark for the one-color version to show nicely.

These one-color variations can be made by approved vendors with the approval of the Griswold Community School District.



**3** **FONT SPECIFICATIONS**

***BERTHOLD CITY***

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***

***1234567890***

## **4** ***COLOR SPECIFICATIONS***

**4.1** Color Palette

**4.2** Color Conversions

## **4** ***COLOR SPECIFICATIONS***

### **4.1** Color Palette

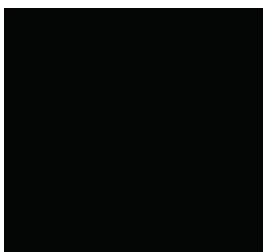
Consistent and strict use of the official Griswold color palette is strongly encouraged. When used this way, it will convey professionalism and brand unity to all of the visual marketing material while building trust and school spirit.



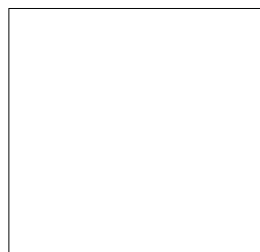
Pantone® 288 C



Pantone®  
Cool Grey 7 C



Black



White

# 4 **COLOR SPECIFICATIONS**

## 4.2 Color Conversions

There is inconsistency in color across different media and printing processes. When working in media that does not use Pantone® color, use the values in the chart below.



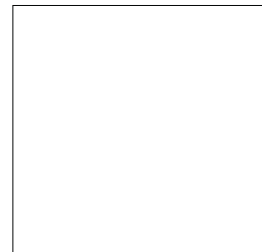
Pantone® 288 C



Pantone®  
Cool Grey 7 C



Black



White

**CMYK**

100/89/20/24

40/33/35/0

60/40/40/100

0/0/0/0

**RGB**

0/48/130

163/161/158

0/0/0

225/225/225

**HEX**

#003082

#A3A19E

#000000

#FFFFFF



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