

BRANDBOOK

01

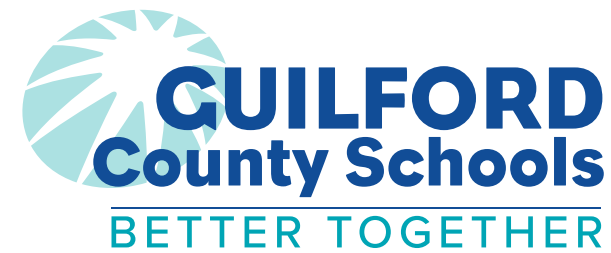
Logo Identity

The logo consists of a graphic element, the name of the district and our tagline.

The tagline, Better Together, emphasizes the hopes and dreams the district has for each student, their families and the community. The tagline acknowledges the transformational power of education and indicates a path forward that will make our vision a reality.

The graphic element was designed to suggest a number of positive associations for GCS. For example, it represents a stylized version of an age-old symbol of leadership, direction and guidance. The star burst also represents achievement and student's aspirations; what's more, it appears in this logo to conform to a spherical shape which in turn suggests a global reach. The shape of the star burst is made up of converging teal triangles. The triangles suggest many elements coming together to make something brilliant; the points also represent the many cities and municipalities that come together to form Guilford County. The unity also demonstrates our community's support of its public schools and county-wide school district. The points of the star burst vary in size to illustrate the value the organization places on diversity.

The logo was designed to work as a unit. However, situations may arise (rarely) in which only the graphic element, or only the words, will be used. Use your judgment, but try as much as possible to use both the graphic and the type in every application.



LOGO FINAL VERSION

The size of the elements and their spatial relationship to each other are part of what makes this mark an identifier for Guilford County Schools, so altering the logo or any of its elements is discouraged. Electronic files of the logo are available in multiple formats from the Communications Department, so there exists a file for any foreseeable use. Please do not deviate from the uses outlined in this guide. It is important to keep the aspect ratio of the logo intact when placing the logo into documents. To do so, simply click on the logo. Use the diagonal arrow in any corner to pull the logo to the desired size while keeping the aspect ratio correct.

GUILFORD
County Schools

LETTER MARK



GRAPHIC MARK

While the element will almost always appear with the words "Guilford County Schools," it may, in rare cases, be used alone. An example might be on the front of a baseball cap or other novelty item.

BETTER TOGETHER

TAGLINE

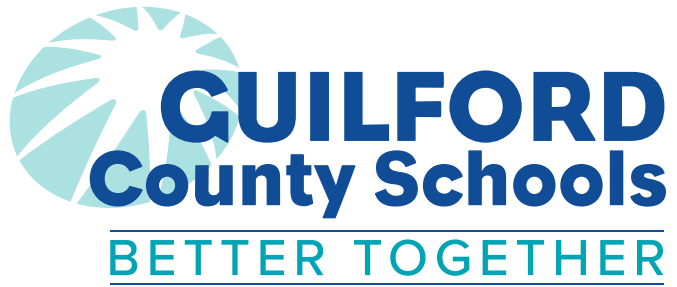
02

Logo Spacing

Wherever the Guilford County Schools logo appears, it should be granted generous surrounding space. Use the box around each logo above as a guide.

It is important to keep the aspect ratio of the logo intact when placing the logo into documents. To do so, simply click on the logo. Use the diagonal arrow in any corner to pull the logo to the desired size while keeping the aspect ratio correct.





Logo may appear without tagline.

03

Fonts

HEADLINE FONT

Eagle

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$<>?

MAIN FONT

DIN 2014

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!<>?

DIN 2014

EXTRA BOLD
ABCDEFGHIJKLMN
OP
abcdefghijklmn
op
1234567890

REGULAR
ABCDEFGHIJKLMN
OP
abcdefghijklmn
op
1234567890

BOLD
ABCDEFGHIJKLMN
OP
abcdefghijklmn
op
1234567890

LIGHT
ABCDEFGHIJKLMN
OP
abcdefghijklmn
op
1234567890

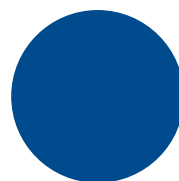
MEDIUM
ABCDEFGHIJKLMN
OP
abcdefghijklmn
op
1234567890

ARIAL

For Microsoft Office (PPT, Word, Excel) and web usage substitute ARIAL.

01

Logo Colors



For Electronic Use

R: 0 G: 75 B: 141

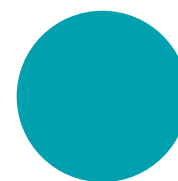
#004B8D

For Print Use

C: 100 M:79 Y: 16 K: 3

If you must use a PMS color value the best approximation is:

2945C



For Electronic Use

R: 0 G: 160 B: 175

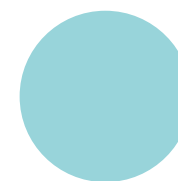
#00A0AF

For Print Use

C: 79 M: 17 Y: 30 K: 0

If you must use a PMS color value the best approximation is:

7710C



For Electronic Use

R: 152 G: 212 B: 218

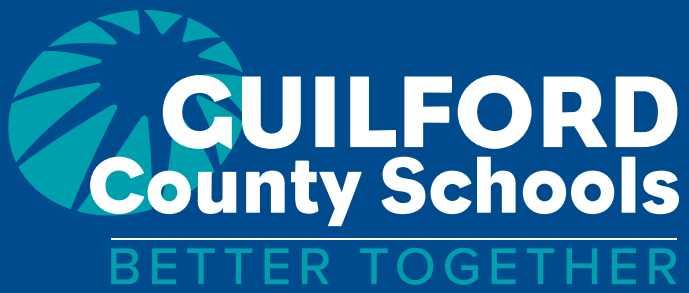
#98D4DA

For Print Use

C: 39 M:1 Y: 14 K: 0

If you must use a PMS color value the best approximation is:

317C



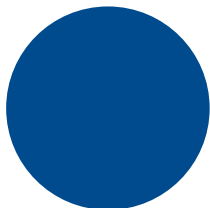
05

Brand Colors

The Guilford County Schools logo consists of two colors, navy and teal. Some design projects will call for an extended range of colors. Designers of such projects should draw from the below palette.

See next page for a secondary palette extending our color library for uses such as infographics or charts.

PRIMARY PALETTE



Dark Blue

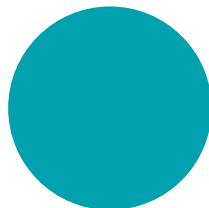
For Electronic Use

R: 0 G: 75 B: 141

#004B8D

For Print Use

C: 100 M: 79 Y: 16 K: 3



Aqua

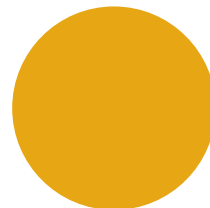
For Electronic Use

R: 0 G: 160 B: 175

#00A0AF

For Print Use

C: 79 M: 17 Y: 30 K: 0



Goldenrod

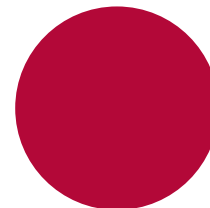
For Electronic Use

R: 231 G: 166 B: 20

#E7A614

For Print Use

C: 9 M: 37 Y: 100 K: 0



Red

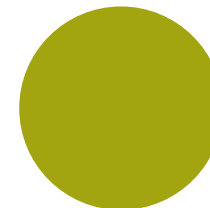
For Electronic Use

R: 179 G: 8 B: 56

#B30838

For Print Use

C: 21 M: 100 Y: 77 K: 12



Lime

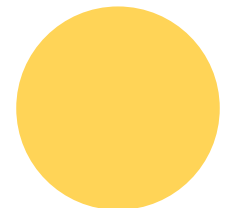
For Electronic Use

R: 163 G: 165 B: 16

#A3A510

For Print Use

C: 41 M: 24 Y: 100 K: 2



Yellow

For Electronic Use

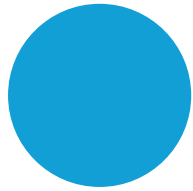
R: 255 G: 212 B: 87

#FFD457

For Print Use

C: 0 M: 16 Y: 77 K: 0

SECONDARY PALETTE



Cyan

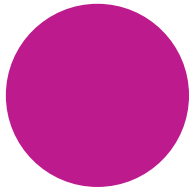
For Electronic Use

R: 17 G: 159 B: 214

#119FD6

For Print Use

C: 75 M: 21 Y: 2 K: 0



Magenta

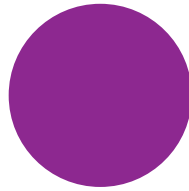
For Electronic Use

R: 189 G: 26 B: 141

#BD1A8D

For Print Use

C: 25 M: 100 Y: 1 K: 0



Purple

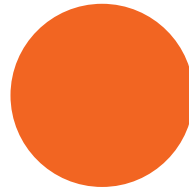
For Electronic Use

R: 141 G: 40 B: 144

#8D2890

For Print Use

C: 53 M: 99 Y: 1 K: 0



Orange

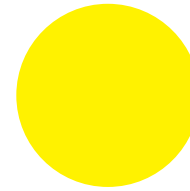
For Electronic Use

R: 242 G: 101 B: 34

#F26522

For Print Use

C: 0 M: 75 Y: 100 K: 0



Highlighter

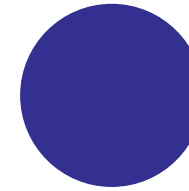
For Electronic Use

R: 255 G: 242 B: 0

#FFF200

For Print Use

C: 0 M: 0 Y: 100 K: 0



Purple Blue

For Electronic Use

R: 51 G: 48 B: 146

#333092

For Print Use

C: 98 M: 98 Y: 2 K: 0



Bright Lime

For Electronic Use

R: 193 G: 215 B: 47

#C1D72F

For Print Use

C: 29 M: 0 Y: 100 K: 0

06

Logo Don'ts

To maintain a strong, distinctive brand it is important to use our logo in a consistent way. Always select the correct logo for an application and do not alter it in any way.

Here are some examples of what should not be done.

1. Don't distort the logo
2. Don't re-type the logotype in a different font
3. Don't resize or rotate the symbol relative to the logotype
4. Don't alter the relationship between the symbol and the logotype



