

# GRISWOLD PUBLIC SCHOOLS BRAND STANDARDS

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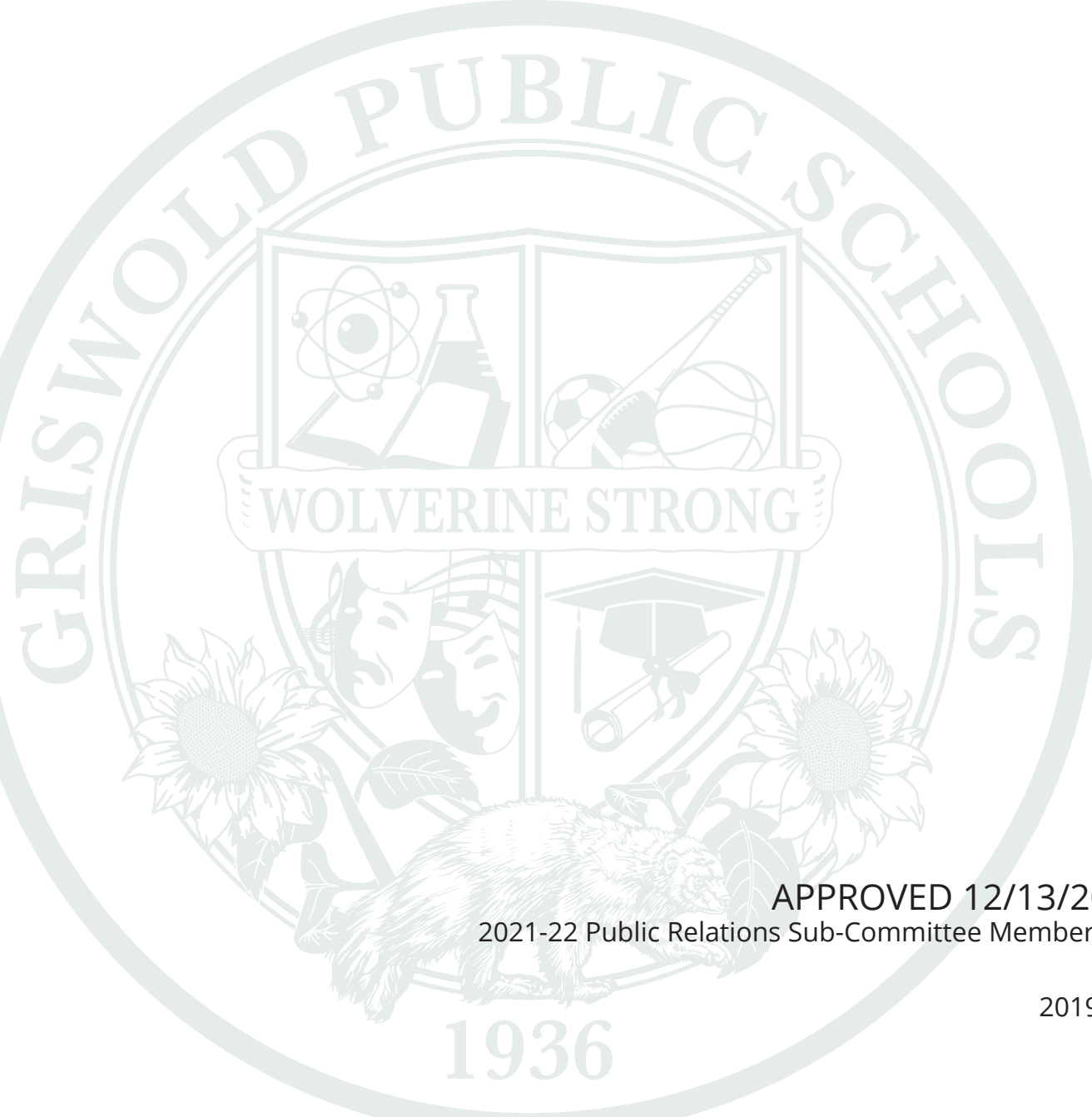
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APPROVED 12/13/2021 BY THE BOARD OF EDUCATION

2021-22 Public Relations Sub-Committee Members: Martin Osga, Joyce Rice, Jaimee O'Neill-Eaton

2019 GRAPHIC WORK CONTRIBUTOR SHAWN RUPY



# BRAND IDENTITY

Our identity system is made up of seven Griswold Public Schools word-marks (one for the district, each school, Wolverines, and Griswold Forward), a primary seal, athletic graphics (G, a paw print, and mascot logos), sub-brand standards for individual departments and athletics, as well as icons and graphics to support the Griswold Wolverines brand.

In order to accommodate a variety of needs and make the system accessible and easy to use, we've supplied a variety of files in various colors and as vectors (.eps), high-resolution print and digital file formats (PDF, .jpg, .png). All files will be available via Google Drive and linked to from the Griswold Public Schools website.

In order for the district's visual identity to be recognizable and consistent in the community, we ask that you only use the supplied logos without altering them in any way. You may also use a combination of supplied elements that align with the brand standards.

If you have a need for a variation of our logo that isn't supplied in the suite, you can contact Community Relations & Special Projects Coordinator Kayla Hedman at [khedman@griswoldpublicschools.org](mailto:khedman@griswoldpublicschools.org) to request custom files (as of October 2021).

Before applying any of the logos, please familiarize yourself with the usage rules provided in this document.



# WORDMARK IDENTITIES

The master wordmark logo serves as the primary graphic identity for Griswold Public Schools and should appear on all communications.

## TREAT THE LOGO AS ARTWORK

When possible, use artwork supplied; do not use typed words in place of artwork. For example, do not type “Griswold Public Schools” as a substitute for the master logo. Wordmark is Baskerville Bold (no custom tracking or kerning).

## COLOR

Whenever possible, the master logo should appear in Griswold Green: PANTONE 3537 C; CMYK 100 0 100 69; RGB 0 73 30; HEX #004C1D. It can also be used in all black or white. It should never be represented in any other color, as it will weaken the impact and effectiveness of our logo.

**GRISWOLD PUBLIC SCHOOLS**

**GRISWOLD PUBLIC SCHOOLS**

**GRISWOLD HIGH SCHOOL**

**GRISWOLD HIGH SCHOOL**

**GRISWOLD MIDDLE SCHOOL**

**GRISWOLD MIDDLE SCHOOL**

**GRISWOLD ELEMENTARY SCHOOL**

**GRISWOLD ELEMENTARY SCHOOL**

**GRISWOLD ALTERNATIVE SCHOOL**

**GRISWOLD ALTERNATIVE SCHOOL**

**GRISWOLD WOLVERINES**

**GRISWOLD WOLVERINES**

**GRISWOLD FORWARD**

**GRISWOLD FORWARD**

# ABBREV. WORDMARKS

Abbreviated wordmarks provided in our brand standards kit include GPS, GHS, GMS, and GES. The middle letter may also be enlarged for a monogram look that calls attention to the school. Aside from Griswold Green, Black or White, various other fill and stroke combinations or gradients are permitted here for athletic uniform usage.

**GPS**

**GHS**

**GMS**

**GES**

**GHS**

**GMS**

**GES**

**GHS**

**GHS**

**GHS**

**GHS**

**GHS**

**GHS**

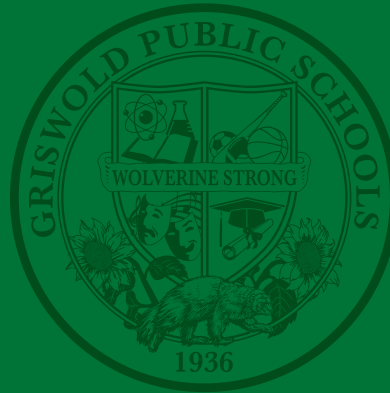
# SEAL

2019 GRAPHIC WORK CONTRIBUTOR SHAWN RUPY

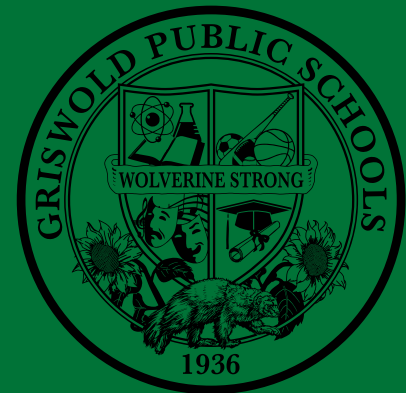
As the secondary graphic identity for Griswold Public Schools, the seal should appear on most collateral pieces that are intended for external audiences. There are 6 color variations: Full Color Green, Black and White; Griswold Green with White or Transparent Background, Black with White or Transparent Background, and White with Transparent Background.



Griswold Green  
CMYK 100 0 100 69



Lighter Green  
CMYK 100 0 100 39



# WORDMARK & SEAL ACADEMIC IDENTITY

The seal and wordmark should be used together for most external usage. This can be accompanied by the school address for stationary header, or by “Home of the Wolverines” or other subtitle for flyers or digital usage. The seal and wordmark may appear in any of the approved color variations (full color, Griswold green, black or white).



## GRISWOLD PUBLIC SCHOOLS

211 Slater Ave, Griswold, CT 06351  
(860) 376-7600



## GRISWOLD HIGH SCHOOL

267 Slater Ave, Griswold, CT 06351  
(860) 376-7640



## GRISWOLD MIDDLE SCHOOL

211 Slater Ave, Griswold, CT 06351  
(860) 376-7630



## GRISWOLD ELEMENTARY SCHOOL

303 Slater Ave, Griswold, CT 06351  
(860) 376-7610



## GRISWOLD PUBLIC SCHOOLS

211 Slater Ave, Griswold, CT 06351  
(860) 376-7600



## GRISWOLD PUBLIC SCHOOLS

211 Slater Ave, Griswold, CT 06351  
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(860) 376-7600

# WORDMARK USAGE RULES

The GPS wordmark and seal should never be recreated. Only official logo files should be used in communications.

Do not alter the proportions, stretch, distort, or recolor any of the logos.

When possible, use the full color version with Griswold Green text. If that's not possible, you can use just Griswold Green, black or white logos provided.

Do not put the logos in a secondary shape or amend them with text, icons, other logos, dropshadows, outlines or any other type of graphic embellishments unless approved.

Past versions of Griswold Public Schools logos should no longer be utilized as we move to a more consistent look.

~~GRISWOLD PUBLIC SCHOOLS~~

Do not stretch or shrink wordmark logo. Keep to scale.

~~GRISWOLD PUBLIC SCHOOLS~~

Do not recolor wordmark logo to anything other than Griswold Green, Black or White.

~~GRISWOLD PUBLIC SCHOOLS~~

Do not use dropshadow.





# SUB-BRAND SIGNATURE

Sub-brand signatures brand the individual departments or programs while demonstrating a connection to Griswold Public Schools. We created a visual format for all sub-brand signatures to follow: Use Primary Wordmark, plus a subtitle in Baskerville Italics. If there is an accompanying icon, the title and sub-title should be justified left. If there is no icon, the title and sub-title should be centered. Use text size to create a hierarchy of information. All rules that apply to our primary identity also apply to sub-branded logos. SEE MORE ATHLETIC SUB-BRANDING ON THE NEXT PAGE.

Primary Wordmark: All caps, Baskerville Bold  
**GRISWOLD PUBLIC SCHOOLS**  
**GRISWOLD HIGH SCHOOL**  
**GRISWOLD MIDDLE SCHOOL**  
**GRISWOLD ELEMENTARY SCHOOL**  
**GRISWOLD ALTERNATIVE SCHOOL**  
**GRISWOLD WOLVERINES**  
**GRISWOLD FORWARD**

Sub-title Examples: *Baskerville Italic*  
Grades 1-12  
Kindergarten  
Pre-School (Pre-K)

Club Names

Department or Office Names

Courses

Athletics  
Individual sports (youth, freshmen,  
junior varsity, varsity)

Special Education

Administration  
Board of Education  
Staff  
Parents  
Students  
Alumni

## Examples



**GRISWOLD HIGH SCHOOL**

*Music Department*

**GRISWOLD HIGH SCHOOL**

*Music Department*

**GRISWOLD PUBLIC SCHOOLS**

*Food Services*

**GRISWOLD MIDDLE SCHOOL**

*Technology Education*



# SUB-BRAND SIGNATURE: ATHLETICS



**GRISWOLD HIGH SCHOOL**

*Athletics*



**GRISWOLD HIGH SCHOOL**

*Track & Field*



**GRISWOLD HIGH SCHOOL**

*Football*



**GRISWOLD HIGH SCHOOL**

*Indoor Track*



**GRISWOLD HIGH SCHOOL**

*Volleyball*



**GRISWOLD HIGH SCHOOL**

*Cross Country*



**GRISWOLD HIGH SCHOOL**

*Basketball*



**GRISWOLD HIGH SCHOOL**

*Wrestling*



**GRISWOLD HIGH SCHOOL**

*Baseball*



**GRISWOLD HIGH SCHOOL**

*Lacrosse*



**GRISWOLD HIGH SCHOOL**

*Soccer*



**GRISWOLD HIGH SCHOOL**

*Fencing*



**GRISWOLD HIGH SCHOOL**

*Softball*



**GRISWOLD HIGH SCHOOL**

*Cheerleading*

# SUB-BRAND LOGOS

Sub-branding is the creation of a separate identity (like a custom logo) for an organization, department or group that is tied to the primary brand, but which requires differentiation.

Sub-brands can present challenges for the parent organization when the public doesn't intuitively recognize who is communicating with them or if the relationship between the parent organization and its individual departments isn't clear. That is why all logos or sub-brands, besides those created for student groups and clubs, **MUST** be approved prior to use.

See examples of sub-brands that have been created below:

## Griswold High School Athletics:



**GRISWOLD HIGH SCHOOL**  
Home of the Wolverines



**GRISWOLD HIGH SCHOOL**  
Home of the Wolverines



## Wolverines Forward:

**WOLVERINES FORWARD** 



**WOLVERINES FORWARD**   
*Before & After School Program*

**WOLVERINES FORWARD**   
*Before & After School Program*



**WOLVERINES FORWARD**   
*Before & After School Program*

These two sub-brands stick with the shield motif found in the GPS Academic Seal. They integrate custom icons that fit with the program, and font layout similar to the primary wordmark and sub-brand signature.

# ATHLETIC IDENTITY

The GPS athletic identity integrates the Griswold Wolverine mascot, paw print, and Griswold G. This defines popular elements that have been inconsistent over time.

These athletic sub-logos vary from GES to GMS/GHS. There is an aggressive Wolverine logo for the older students, and a cute Wolverine for use at GES.

Utilization may be flexible to fit uniforms. Try to stick to the Griswold Wolverine vs. stock Wolverines by the various vendors, and stick to a darker Griswold Green, black and white.



GMS/GHS Griz Full Color



GES "Baby Griz" Full Color

# GRISWOLD G

There are two alternatives for the Griswold G.

The first uses the font "**Quatro Slab Bold**". It is a very legible G. It should be utilized only for the purpose of the G - do not write out GRISWOLD in this font. The G can be utilized in Griswold Green, white over green, or outlined in a combination of white and Griswold Green.



The second is a custom font, "**GPS FONT**". It is a speed font to be used for the Griswold G, or writing out Griswold, Wolverines, or sports (i.e. **GRISWOLD BASEBALL**). It can be utilized in Griswold Green with or without a gray outline/stroke, white or black over green, or any combination.



# ATHLETICS/CLUBS WOLVERINE

The Wolverine may be utilized in various color formats: Griswold Full-Color, Brown Full-color, Griswold Green, Black, White, or Grayscale. Uniforms should use the Griswold Full-Color version. Embroidery or screen-printed versions should choose the appropriate one-color version, depending on a light or dark background.

NOTE: Do not recolor the black one-color version of the wolverine to make it white - it is not the same as the white version. The all-white version utilizes the design background to fill negative space to complete the design.



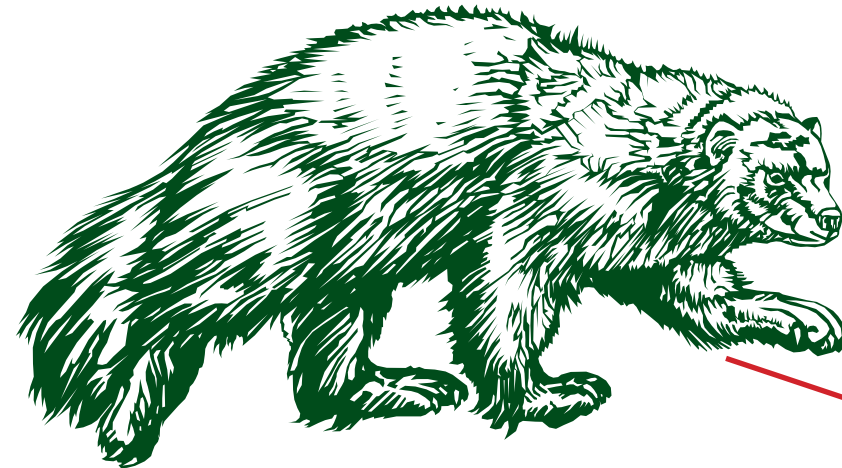
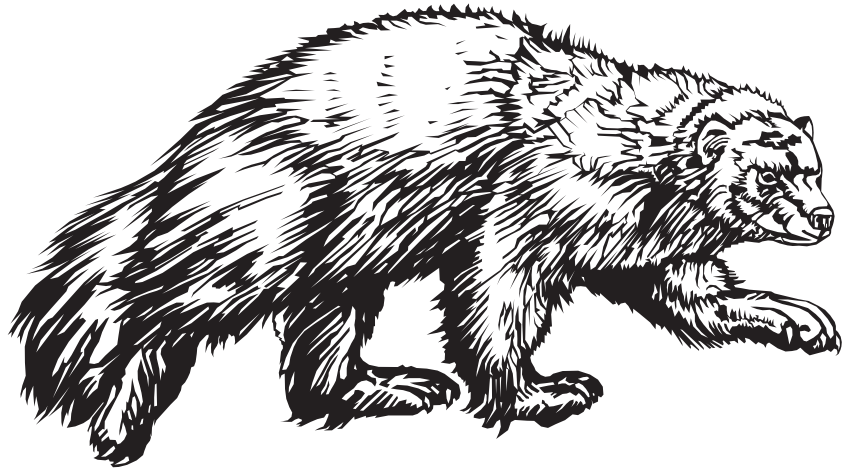
## GRISWOLD HIGH SCHOOL

Home of the Wolverines



# ACADEMIC WOLVERINE

The block-print style Wolverine taken from the base of the seal academic logo can be utilized for any collateral.



# GES WOLVERINE

Although GES doesn't have competitive sports, the GES Wolverine can be used to promote any internal programs.



## GRISWOLD ELEMENTARY SCHOOL

Home of the Wolverines





# PAW PRINT & SCRATCH MARKS

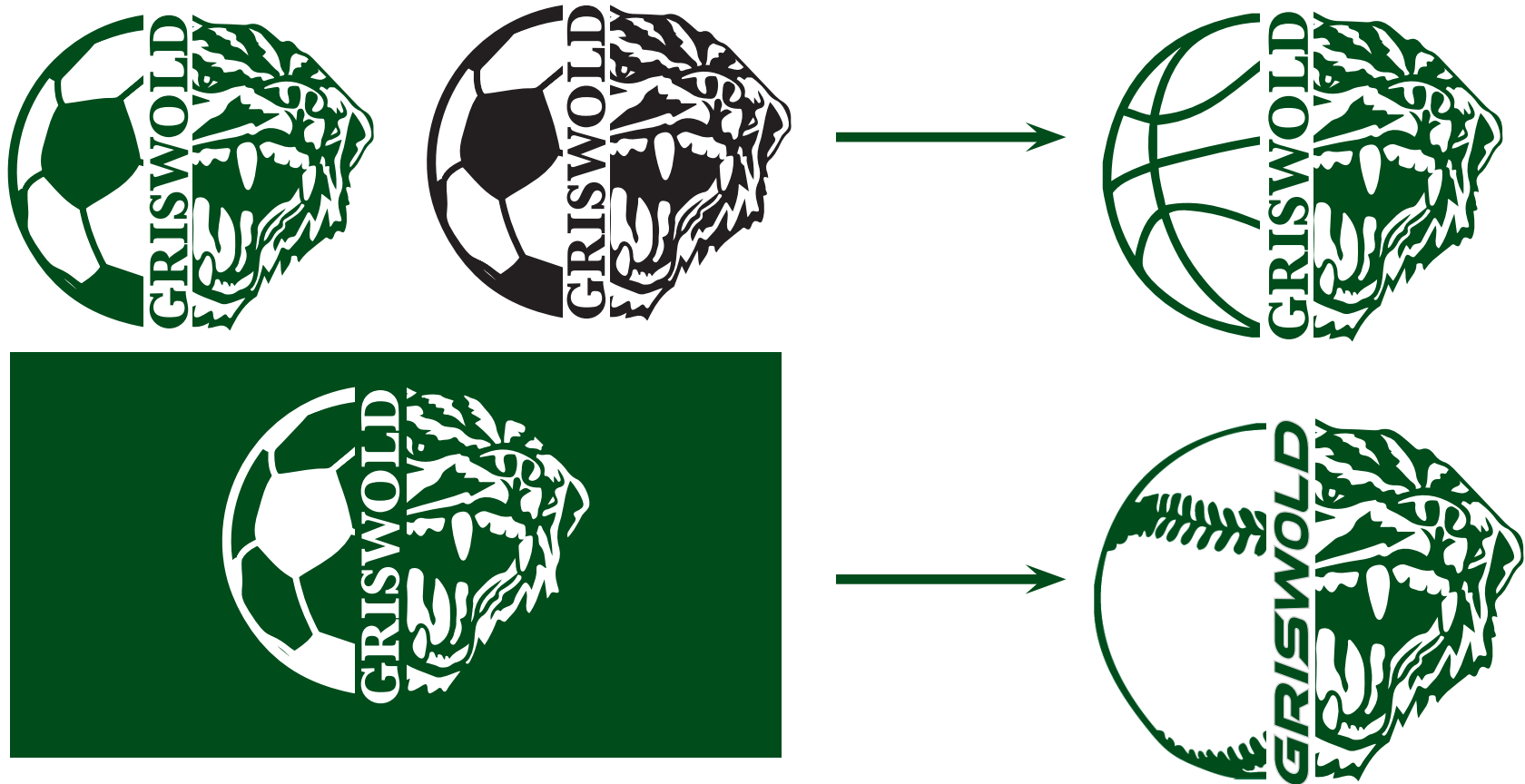
The wolverine's paw print features five toes, unlike lynx and wolf tracks in which only four toes can be seen. All uses of paw prints with four toes should be discontinued.

Wolverine slash marks have recently been used on uniforms, such as the GHS Volleyball jerseys. In an overlapping pattern, they create a neat effect.



# COMBINING ELEMENTS

Below is an example of how combining approved elements can work to create graphics for apparel or other collateral. Utilizing the Griswold wordmark font (Baskerville Bold Caps), with the athletic wolverine and sports icon, we created a graphic for a GMS Soccer apparel fundraiser. The graphic could easily be edited by swapping the soccer ball out to create a consistent icon for other sports.



**GHS**  
***WOLVERINES***

**GRISWOLD**  
 ***WOLVERINES***

 ***GRISWOLD***  
***WOLVERINES***

**WOLVERINES**

**29**

**GHS**



***WOLVERINES***

# TYPOGRAPHY

Our primary typefaces, Baskerville and Open Sans, play the biggest role in establishing our consistent brand look. These fonts come standard on most computers and online word processors.

Do not add effects, such as drop shadows or blurs, to headlines or body copy.

## Baskerville: all weights

**BASKERVILLE BOLD** is our primary Serif title font. Weights include Regular, *Italic*, **SemiBold**, *SemiBold Italic*, **Bold**, and ***Bold Italic***. Sometimes the Tracking is adjusted to provide more space between letters (Tracking 0 < Tracking 50). Can substitute Libre Baskerville or Baskerville PT as needed EXCEPT for the primary wordmark (can use to type sub-titles: *Baskerville Italic* vs. *Libre Baskerville Italic*).

### **GRISWOLD PUBLIC SCHOOLS**

Subtitle in *Italic* or Regular

## Open Sans: most weights

**Open Sans** is to be used as body text on web and print pieces. Weights we use include Regular, *Italic*, **SemiBold**, *SemiBold Italic*, **Bold**, ***Bold Italic***, **ExtraBold**, and ***ExtraBold Italic***.

Other weights we don't often use include Condensed Light, *Condensed Light Italic*, Light, and *Light Italic*.

**Griswold Public Schools** serves approximately 1,700 students in grades PreK-12. Our Mission is to educate for excellence by ensuring our students are connected, by nurturing individual student talents, and by fostering a future-focused mindset.

# ACCENT TYPOGRAPHY

## Prohibition: regular and oblique

**PROHIBITION** is to be used for **ATHLETICS** and other text requiring **SCHOOL SPIRIT!** It is a great shaped font, but is only **CAPITAL LETTERS**, limiting its usage to only titles.

**GRISWOLD**   
**WOLVERINES**

## Azzardo Script: regular

*Azzardo Script/Adelaide* is only to be used for short accent text. NEVER spell out Griswold or Wolverines in this font!



## Komu: B

**KOMU B** is only to be used as an accent when needed for playful placements. It can be overlaid with a stroke (outline), as seen below, for a fun drop-shadow effect. It is a great shaped font, but is only **CAPITAL LETTERS**, limiting usage. It is available from Adobe Type Kit fonts.

**WOLVERINES**      **WOLVERINES**

# ACCENT TYPOGRAPHY

## GPS [Speed] Font

***GPS SPEED FONT*** is a custom font used for athletics: the Griswold G, jerseys, etc.

Download the font tile from GPS Brand Standards Google Drive.

***GRISWOLD WOLVERINES***

Use all lowercase for regular font: ***ABCDEFGHIJKLMNOPQRSTUVWXYZ***

Certain letters have an alternative style that can be accessed by typing Uppercase: ***ABHPQR***

The letters are often used with a gray outline/stroke: ***GRISWOLD***



## Quatro Slab: bold

**Quatro Slab Bold** is used for the Griswold G. That's it! It is available from Adobe Type Kit fonts, but you can just use the G image provided in the brand kit.





# COLOR VALUES

Our color palette plays an important role in establishing a consistent look throughout our communication materials.



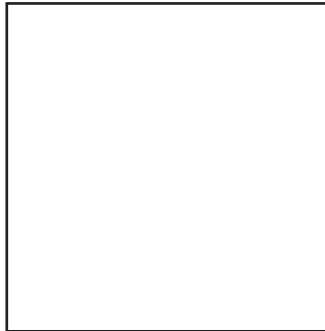
**Griswold Green**  
CMYK 100 0 100 69  
PANTONE 3537 C  
RGB 0 73 30  
HEX #004C1D

You may use tint variations of this Green by darkening or lightening the black (K) in CMYK. A lighter green would be CMYK 100 0 100 39, for instance, and a darker green would be 100 0 100 89. These should not be used as a primary green, but as accents where more colors are needed.



**Black**  
CMYK 0 0 0 100  
PANTONE  
HEX #231F20

Some projects may require a “rich black” for printing or digital use. An example of a rich black is CMYK 91 79 62 97.



**White**  
CMYK 0 0 0 0  
PANTONE  
HEX #FFFFFF

Some digital projects (i.e. digital LED billboards) suggest not using white backgrounds, as the designs appear muddy. Review recommendations and try to use a green background with white text instead, or a fitting alternative.

Our primary colors, Griswold Green, 100% Black, and 100% White, are the core colors used in our identity system and are also used to represent the institutional voice in communications, signage, apparel and merchandise.

# APPROVED ICONS & GRAPHICS

Elements from our seal/shield logos can be used individually to create sub-title signatures or other icons. See below for some examples of approved icons & graphics.

Other vector icons can be created if they have a similar style and line weight, and should be utilized in either Griswold Green, black or white.



Example of graphics with sub-title signature:



**GRISWOLD HIGH SCHOOL**

*Drama*



**GRISWOLD HIGH SCHOOL**

*Music Department*

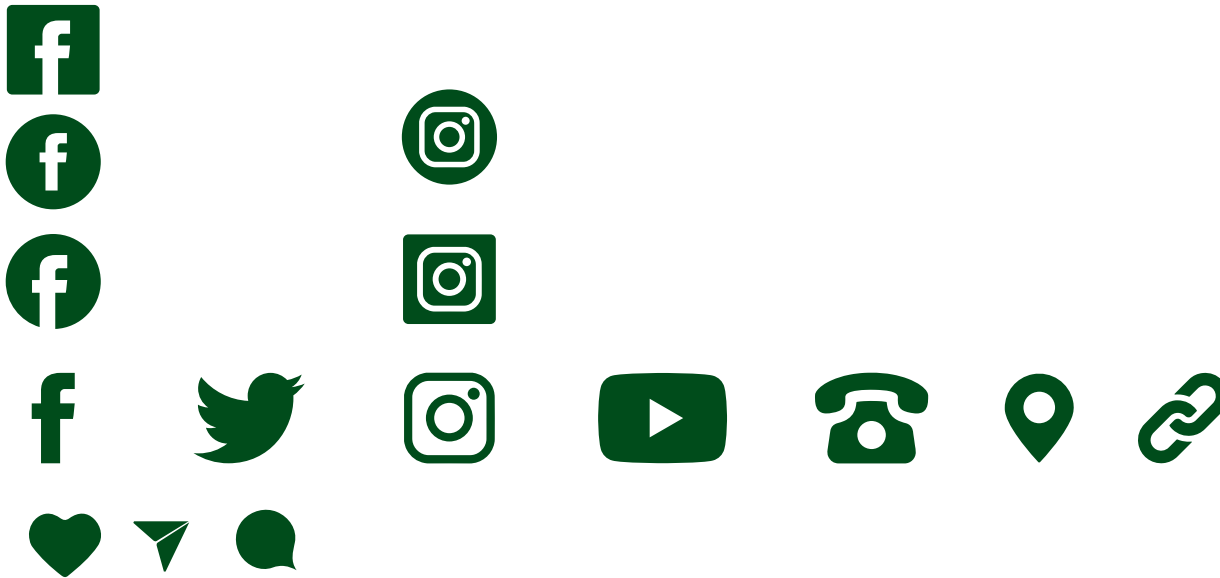


**GRISWOLD HIGH SCHOOL**

*Class of*

# APPROVED ICONS & GRAPHICS

Social Media brand icons have their own standards, but when possible, utilize in Griswold Green, black or white for consistency. Other examples of communications icons are included below.





 @griswoldschools


 @griswoldschools

 @griswoldpublicschools

 griswoldpublicschools.org

 (860) 376-7600

 (860) 376-7610

 (860) 376-7630

 (860) 376-7640

 211 Slater Ave.  
Griswold, CT 06351

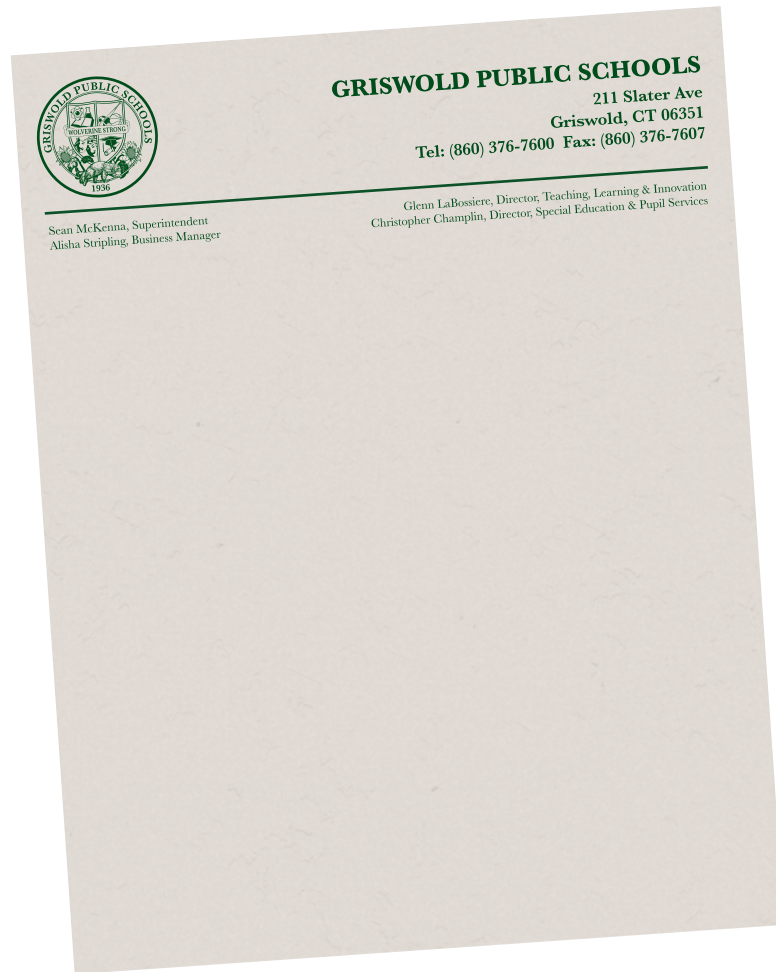
 303 Slater Ave.  
Griswold, CT 06351

 267 Slater Ave.  
Griswold, CT 06351

# BRAND COLLATERAL

Similar to other applications of the Griswold Public Schools brand. All collateral, if it is clothing, posters, coffee mugs, etc., should follow the guidelines that apply to all other collateral as closely as possible. The logo and shield should have a clear space on all sides and not interfere with other art or be cut off by the limitations of the collateral.

## LETTERHEAD



## ENVELOPE

