

# *Garfield Heights City Schools*



Every Child | Every Day | *Together.*

GARFIELD  
HEIGHTS  
City Schools

# *DESIGN & BRAND GUIDELINES*

# **2023-2024**

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# Purpose of this Guide

The Garfield Heights City Schools Design and Brand Guide offers GHCS employees guidelines for advertisements, pamphlets, written documents, course descriptions, catalogs and more. Its goal is to let the District speak with one voice, thereby strengthening the GHCS brand. It also aims to avoid common mistakes that may dilute the effectiveness of any GHCS communication - digital or print. It is important that GHCS publications communicate information clearly, concisely and intelligently.

These guidelines describe the visual and verbal elements that represent Garfield Heights City Schools identity. This includes our name, logo and other elements such as color, type and graphics.

Sending a consistent and controlled message of who we are is essential to presenting a strong, unified image of our district.

These guidelines reflect Garfield Heights City Schools' commitment to quality, consistency and style.

The Garfield Heights City School District brand, including the logo, name, colors and identifying elements, are valuable district assets.

Each of us is responsible for protecting the district's interests by preventing unauthorized or incorrect use of the Garfield Heights City Schools name and marks.

# GHCS District Logo



## Minimum Size for Logo

The minimum size the logo can be printed is 0.75" wide. If the logo does not fit in the space available, do not use the logo. Use the complete school name, Garfield Heights City Schools.

## Logo Color



**Pantone Matching System (PMS):** 2955 C  
**RGB equivalent:** R:0 G:82 B:136  
**CMYK equivalent:** C:100 M:45 Y:0 K:37  
**Web-safe hexadecimal:** #005288



**Pantone Matching System (PMS):** 7404 C  
**RGB equivalent:** R:255 G:225 B:82  
**CMYK equivalent:** C:0 M:9 Y:79 K:0  
**Web-safe hexadecimal:** #ffe152

## Typography (specific to this logo)

**Minion Pro-Bold: "GARFIELD HEIGHTS City Schools"**

\*Remaining typography are illustrated elements.

## Clear Space for Logo

All logo placements must maintain a clear space on all four sides equivalent to 25 percent of the width of the logo. The logo should not be altered with a stroke or box, or be placed in a location where other graphic elements alter its appearance.

# GHCS Every Child | Every Day | Together Logo

*Garfield Heights  
City Schools*

Every Child | Every Day | *Together.*



## Logo Color



**Pantone Matching System (PMS):** 2955 C

**RGB equivalent:** R:0 G:82 B:136

**CMYK equivalent:** C:100 M:45 Y:0 K:37

**Web-safe hexadecimal:** #005288



**Pantone Matching System (PMS):** 7404 C

**RGB equivalent:** R:255 G:225 B:82

**CMYK equivalent:** C:0 M:9 Y:79 K:0

**Web-safe hexadecimal:** #ffe152



**Pantone Matching System (PMS):** 108-16 C

**RGB equivalent:** R:14 G:44 B:94

**CMYK equivalent:** C:100 M:90 Y:35 K:27

**Web-safe hexadecimal:** #738eb1

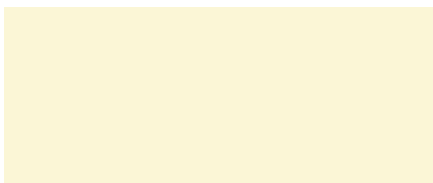


**Pantone Matching System (PMS):** 114-11 C

**RGB equivalent:** R:115 G:142 B:177

**CMYK equivalent:** C:0 M:9 Y:79 K:0

**Web-safe hexadecimal:** #0e2c5e



**Pantone Matching System (PMS):** 8-9 C

**RGB equivalent:** R:252 G:243 B:212

**CMYK equivalent:** C:1 M:2 Y:19 K:0

**Web-safe hexadecimal:** #fcf3d4

## Typography (specific to this logo)

*Vijaya: "Garfield Heights City Schools"*

**Didot-bold: "Every Child | Every Day | Together"**

# GHCS Bulldog Logo



## Minimum Size for Logo

The minimum size the logo can be printed is 0.75" wide. If the logo does not fit in the space available, do not use the logo.

## Logo Color



**Pantone Matching System (PMS):** 2955 C  
**RGB equivalent:** R:0 G:82 B:136  
**CMYK equivalent:** C:100 M:45 Y:0 K:37  
**Web-safe hexadecimal:** #005288



**Pantone Matching System (PMS):** 7404 C  
**RGB equivalent:** R:255 G:225 B:82  
**CMYK equivalent:** C:0 M:9 Y:79 K:0  
**Web-safe hexadecimal:** #ffe152



**RGB equivalent:** R:188 G:148 B:58  
**CMYK equivalent:** C:26 M:39 Y:94 K:3  
**Web-safe hexadecimal:** #bd943b



**RGB equivalent:** R:135 G:102 B:35  
**CMYK equivalent:** C:40 M:53 Y:100 K:23  
**Web-safe hexadecimal:** #876624



**RGB equivalent:** R:198 G:5 B:37  
**CMYK equivalent:** C:15 M:100 Y:98 K:5  
**Web-safe hexadecimal:** #c70526



**RGB equivalent:** R:35 G:31 B:32  
**CMYK equivalent:** C:70 M:67 Y:64 K:74  
**Web-safe hexadecimal:** #231f20



**RGB equivalent:** R:168 G:167 B:167  
**CMYK equivalent:** C:36 M:30 Y:30 K:0  
**Web-safe hexadecimal:** #a8a6a6

# GHCS Little Bulldog Logo



← 0.75" →

## Minimum Size for Logo

The minimum size the logo can be printed is 0.75" wide. If the logo does not fit in the space available, do not use the logo.

## Logo Color



**Pantone Matching System (PMS):** 7404 C  
**RGB equivalent:** R:255 G:225 B:82  
**CMYK equivalent:** C:0 M:9 Y:79 K:0  
**Web-safe hexadecimal:** #ffe152



**RGB equivalent:** R:188 G:148 B:58  
**CMYK equivalent:** C:26 M:39 Y:94 K:3  
**Web-safe hexadecimal:** #bd943b



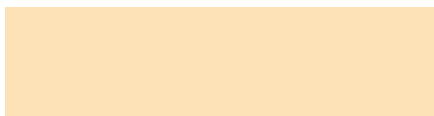
**RGB equivalent:** R:135 G:102 B:35  
**CMYK equivalent:** C:40 M:53 Y:100 K:23  
**Web-safe hexadecimal:** #876624



**RGB equivalent:** R:198 G:5 B:37  
**CMYK equivalent:** C:15 M:100 Y:98 K:5  
**Web-safe hexadecimal:** #c70526



**RGB equivalent:** R:35 G:31 B:32  
**CMYK equivalent:** C:70 M:67 Y:64 K:74  
**Web-safe hexadecimal:** #231f20



**RGB equivalent:** R:255 G:226 B:183  
**CMYK equivalent:** C:0 M:11 Y:30 K:0  
**Web-safe hexadecimal:** #ffe2b7

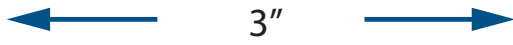
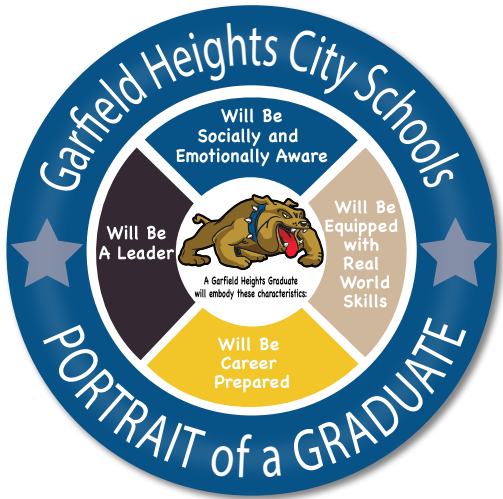


**RGB equivalent:** R:216 G:178 B:162  
**CMYK equivalent:** C:15 M:31 Y:33 K:0  
**Web-safe hexadecimal:** #d8b2a2



**RGB equivalent:** R:213 G:195 B:164  
**CMYK equivalent:** C:17 M:20 Y:37 K:0  
**Web-safe hexadecimal:** #d5c3a4

# Portrait of a Graduate Logo



## Minimum Size for Logo

The minimum size the logo can be printed is 3" wide. If the logo does not fit in the space available, do not use the logo. Use the complete school name, Garfield Heights City Schools.

## Logo Color

Please refer to the "GHCS Bulldog Logo" on pg. 4 for the "Bulldog" color palette.

## Additional Logo Color



**RGB equivalent:** R:213 G:195 B:164  
**CMYK equivalent:** C:17 M:20 Y:37 K:0  
**Web-safe hexadecimal:** #d5c3a4



**RGB equivalent:** R:53 G:42 B:51  
**CMYK equivalent:** C:68 M:72 Y:56 K:60  
**Web-safe hexadecimal:** #362933



**RGB equivalent:** R:243 G:195 B:23  
**CMYK equivalent:** C:5 M:22 Y:100 K:0  
**Web-safe hexadecimal:** #f2c317



**RGB equivalent:** R:176 G:163 B:179  
**CMYK equivalent:** C:32 M:34 Y:19 K:0  
**Web-safe hexadecimal:** #b0a3b2

## Typography (specific to this logo)

Myriad Pro-Regular: "GARFIELD HEIGHTS City Schools" and "Portrait of a Graduate"  
Chalkboard-Bold: Remaining typography



# Typography

## Primary Font

The GHCS have chosen Myriad Pro as its primary font family - which should be used for all GHCS publications. Myriad Pro offers a range of weights and styles, of which only a few are shown below.

Myriad Pro-Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890.,:;!@#\$%^&*()[]{}"
Myriad Pro-Italic	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890.,:;!@#\$%^&amp;*()[]{}"</i>
<b>Myriad Pro-Bold</b>	<b>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890.,:;!@#\$%^&amp;*()[]{}"</b>
<b><i>Myriad Pro-Bold Italic</i></b>	<b><i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890.,:;!@#\$%^&amp;*()[]{}"</i></b>
Myriad Pro-Condensed	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890.,:;!@#\$%^&*()[]{}"
<i>Myriad Pro-Condensed Italic</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890.,:;!@#\$%^&amp;*()[]{}"</i>
Myriad Pro-Semibold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890.,:;!@#\$%^&*()[]{}"
<i>Myriad Pro-SemiBold Italic</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890.,:;!@#\$%^&amp;*()[]{}"</i>
<b>Myriad Pro-Black</b>	<b>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890.,:;!@#\$%^&amp;*()[]{}"</b>
<b>Myriad Pro-Black Italic</b>	<b><i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890.,:;!@#\$%^&amp;*()[]{}"</i></b>

# Typography *continued*

## Secondary/Header Font

The GHCS have chosen two secondary/header font families – Impact and Cooper Black - which can be used for all GHCS publications.

**Impact-Regular**                    **ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz**  
**1234567890.,:;!@#\$%^&\*()[]{}”**

**Cooper Black-  
Regular**                            **ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890.,:;!@#\$%^&\*()[]{}”**

## Web Safe Fonts

The following list are the best web safe fonts for HTML and CSS:

- Arial (sans-serif)
- Verdana (sans-serif)
- Helvetica (sans-serif)

Use your discretion when selecting a font, and keep in mind that clear and legible communication is always the primary goal.

# Color Palette

JC Power Strategic Communications LLC has developed a color palette that provides maximum flexibility while adhering to a professional brand standard for the GHCS. These colors can also be used at lower intensities, or “screens,” to provide additional options for graphic communication.

## Primary Color Palette

The primary color palette is suitable for all GHCS designs.



**Pantone Matching System (PMS):** 2955 C  
**RGB equivalent:** R:0 G:82 B:136  
**CMYK equivalent:** C:100 M:45 Y:0 K:37  
**Web-safe hexadecimal:** #005288



**Pantone Matching System (PMS):** 7404 C  
**RGB equivalent:** R:255 G:225 B:82  
**CMYK equivalent:** C:0 M:9 Y:79 K:0  
**Web-safe hexadecimal:** #ffe152

## Secondary Color Palette

The secondary color palette is suitable for enhancing select GHCS designs.



**RGB equivalent:** R:243 G:195 B:23  
**CMYK equivalent:** C:5 M:22 Y:100 K:0  
**Web-safe hexadecimal:** #f2c317



**RGB equivalent:** R:43 G:102 B:153  
**CMYK equivalent:** C:88 M:60 Y:18 K:2  
**Web-safe hexadecimal:** #2c6598