BRANDING GUIDELINES

Updated July, 2023

GRPS
my choice®
Grand Rapids Public Schools

FULL COLOR

REVERSED 1-COLOR

BLACK & WHITE

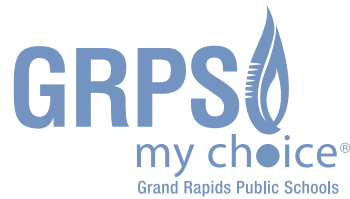## REVERSED BLACK & WHITE

1-COLOR BRAND COLORS

100% Blue — 294C

50% Blue — 294C

100% Orange — 166C

PRIMARY LOGO

The GRPS logo is built around the fiery academic virtue that is the foundation of our school system. It should always be treated with respect.

The logo may only appear in the GRPS palette colors, and must always be locked with the flame exclamation, "My Choice" mark and "Grand Rapids Public Schools" text. GRPS and "My Choice" must never be used alone.

Always use the given logo. Never attempt to recreate or retype.

A registration mark (®) must always accompany the logo.

THINGS TO AVOID

🚫 **DO NOT** stretch or squish. Scale proportionally.

🚫 **DO NOT** not apply special effects, such as drop shadows or outlines.

🚫 **DO NOT** display in alternate colors or fills.

🚫 **DO NOT** place on an angle.

🚫 **DO NOT** place on distracting backgrounds or images.

🚫 **DO NOT** reproduce a low-resolution logo.

LOGO SPACING

The logo should always be surrounded by a proper amount of white space equal to or greater than the width of the flame icon (X).

X = the width of the Flame

LOGO USAGE

The logo should appear on all GRPS communication material in a prominent manner that makes it clear it is school material.

In order to establish consistency, master logo artwork should always be used, and never be redrawn or altered in any way.

Ensure legibility of the logo whenever placing on imagery or backgrounds and maintain an area of clear space which remains free of other elements, such as typography.

Use the logo only once per page or advertisement. Multiple placements reduce impact and creates confusion.

EXAMPLES ON WAYS TO INCORPORATE THE FLAME INTO DESIGNS

Use subtly screened in the background of page layouts.

Use the flame shape to create an unexpected shape.

FLAME ICON

The GRPS logo flame represents the integrity and honor that burns bright with the Grand Rapids Public Schools district.

Typically used as an integral part of the GRPS logo, the flame icon can be used as a solo design element. This should be done sparingly and with discretion to maintain the distinction of the mark.
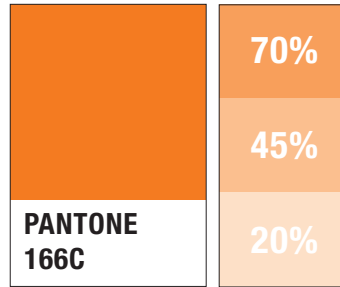
This can be done as a background screen, a signature icon, or even as subtle inspiration for a shape.

When used alone, the flame should appear in Orange/Yellow or white, rather than greyscale.
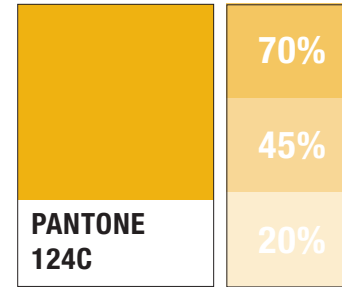
PRIMARY COLORS

PANTONE 294C	70% 45% 20%	PANTONE 166C	70% 45% 20%	PANTONE 124C	70% 45% 20%

PANTONE 294C
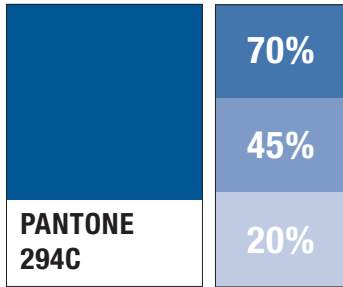
CMYK:
100/58/0/21

RGB:
0/85/150

HEX:
#005596

PANTONE 166C

CMYK:
0/64/100/0

RGB:
224/123/31

HEX:
#f47b20

PANTONE 124C

CMYK:
0/29/100/6

RGB:
218/177/15

HEX:
#eeb211

ACCENT COLORS

PANTONE 485C

CMYK:
0/100/100/0

RGB:
225/37/27

HEX:
d32d27

PANTONE 424C

CMYK:
0/0/0/70

RGB:
111/114/113

HEX:
6e7170

BLACK

CMYK:
0/0/0/100

RGB:
0/0/0

HEX:
000000

COLOR PALETTE

The GRPS color palette reflects the energy and optimism of our students.

Use the swatches and formulas shown when reproducing GRPS colors to help create a consistent brand identity.

Primary colors may also appear in tints at the shown percentages for backgrounds and other complimentary design elements

The logomarks may only appear in these colors.

PRIMARY FONT

Helvetica Neue LT Std. Condensed Family

Light Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Condensed Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bold Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Heavy Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

FONT PACKAGE

When creating brand materials, Helvetica Neue LT Std is our primary font—it comes in many weights and variations which serve our many needs and functions.