



# GULLIVER PREP

BRANDING ELEMENTS AND USAGE GUIDELINES

# Cheat Sheet

OUR NAME

We are one school, grades PK-12, aligned under one name: Gulliver Preparatory School. Shorthand usage of Gulliver Prep is acceptable. Shorthand usage of Gulliver is also acceptable on occasion. For detailed information on campus names and how we talk about various aspects of our school, visit [gulliver.life/style](https://gulliver.life/style).

FONTS

Gulliver Prep’s official fonts are Gotham and Adobe Garamond Pro. In the event that Gotham or Adobe Garamond Pro are unavailable, Garamond or Arial may be used. For usage details and examples, see page five (5).

OUR COLORS

Our primary palette contains our official colors. It features our dark Gulliver Prep blue (PMS 540C), two grays (PMS 424C and PMS 877C) and white. All internal collateral should use this palette. For further usage guidelines, see page three (3).

White

PMS 540C

CMYK:	RGB:
100	0
80	48
38	87
37	

web: #003057

PMS 424C  
or 70% Black

CMYK:	RGB:
57	112
47	114
48	113
14	

web: #707271

PMS 877

CMYK:	RGB:
49	137
36	14
36	142
3	

web: #898d8e

PRIMARY WORDMARK

This is the primary wordmark. The two colors are PMS 540C (dark blue) and PMS 285C (sky blue) and the logo should be printed as such. For permissible alternate color options and guidelines on their usage, see page seven (7).

SCHOOL SEAL

The school seal is reserved for Office of the President pieces, diplomas, transcripts, plaques, and formal signage such as buildings and podiums. Approval as to the use of the seal rests with Marketing & Communications.

THE RAIDER SPIRIT “G”

The Raider Spirit “G” is to be used primarily in relation to athletics materials, publications, events apparel, social media outlets, event banners, etc. The Spirit “G” should be in dark blue ink (PMS 540C) but may appear in gray ink (PMS 877C) as an alternative, or in white when reversed out of a solid background. For further usage guidelines, see page 14-16.

RAIDERS WORDMARK

The Raiders typemark is to be used primarily in relation to Gulliver Prep Athletics. Permissible colors for the Raiders typemark are PMS 540C (dark blue) and PMS 424C (dark gray). For further usage guidelines, see pages 17-20.

COMMUNICATIONS PORTAL

The Marketing & Communications Department can assist with an array of projects, including designing and reviewing collateral to ensure proper branding and messaging. To begin a project, visit our Communications Portal at [gulliver.life/comms](https://gulliver.life/comms) and choose the appropriate Project Request Form. The Communications Portal has several additional resources, including our school style guide, complete Branding Elements and Usage Guidelines, downloadable logos, PowerPoint/Google Slides templates, department contact information, and more.

# Color

**WE WANT GULLIVER PREP TO OWN BLUE.**

That’s why, for the updated primary and secondary palettes, we’ve focused on multiple blues rather than introducing a broader spectrum of colors.

Our primary palette contains our official colors. It features our dark Gulliver Prep blue (PMS 540C), two grays (PMS 424C and PMS 877C), and white. All internal collateral should use this palette.

The secondary palette includes a new medium blue (PMS 285C) to create a more vibrant interplay with the other blues, which helps the darkest blue (PMS 540C) read as dark blue rather than black. This “blue play” is key to revving up the energy in the Gulliver Prep color palette. It also includes three new colors: a light blue (PMS 291C), a teal (PMS 631C), and an ecru (PMS 7401C). We’re using the teal a bit more heavily than the ecru or gray to add a pop of energy to the blues. However, it should still be used as a secondary color. Refer to the color wheel on page four (4) for a guideline to proportions.

**PRIMARY**

White

PMS 540C

CMYK:	RGB:
100	0
80	48
38	87
37	

web: #003057

PMS 424C  
or 70% Black

CMYK:	RGB:
57	112
47	114
48	113
14	

web: #707271

PMS 877C

CMYK:	RGB:
49	137
39	141
39	142
3	

web: #898d8e

**SECONDARY\***

PMS 285C

CMYK:	RGB:
91	0
52	113
0	206
0	

web: #0071ce

PMS 291C

CMYK:	RGB:
38	152
8	202
1	236
0	

web: #98caec

PMS 631C

CMYK:	RGB:
70	53
10	175
18	200
0	

web: #35afc8

PMS 7401C

CMYK:	RGB:
3	246
10	223
41	164
0	

web: #f6dfa4

\*To be used by Marketing & Communications Department only

# Layout Color Proportion

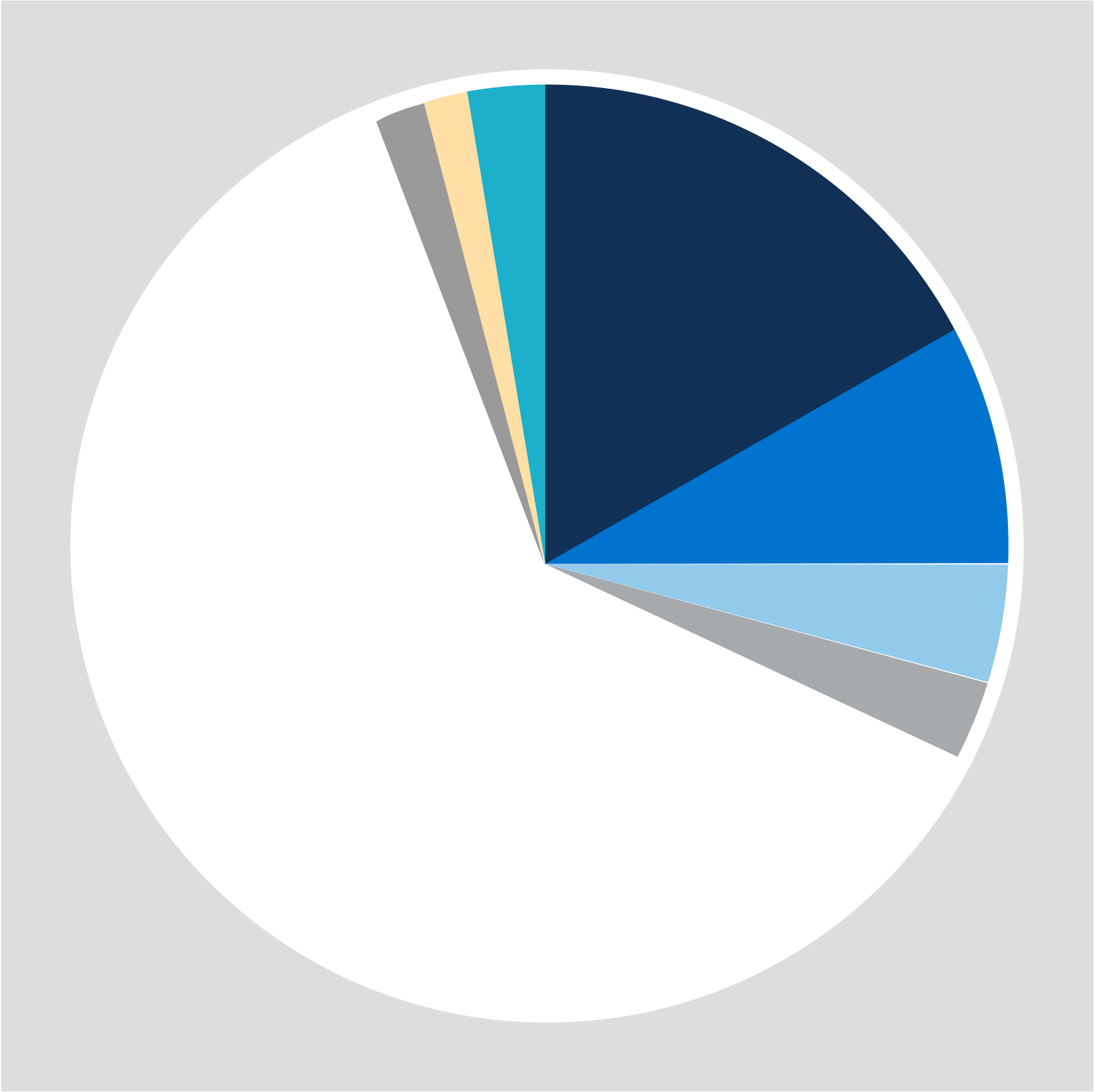
**BLUE IS OUR COLOR.** We can give our blue more impact by using it in conjunction with lots of white space. This rule applies to photography as well.

**WHITE** should be the “color” we use most, because it emphasizes and brightens our blue.

The chart to the right is not intended as a hard rule but more as a guideline for designs. Refer to the layout examples on the following pages.

Proportions Note: Secondary colors should be used as accents or to add subtle emphasis. Using them in smaller proportions will actually make the accent more noticeable.

**THE IDEA IS TO OWN OUR BLUE.**





# Fonts

**Headlines** can be in all caps or upper and lower case in Gotham Black or Bold. For color treatments, see page six (6).

**Subheads and lead-ins** can be in all caps or upper and lower case in Gotham Book. Heavier weights are also acceptable if contrast is created from the headline using size and color.

**Body copy** can be in Gotham Book. Color should be gray, 70% black. Using gray body copy is another small way to elevate the vibrancy of your blues and white. Adobe Garamond Pro regular is an alternate font to use for body copy. Color is 80% black because the nature of serifs has already softened it visually (see example at right). In the event that Gotham or Adobe Garamond Pro are unavailable, Garamond or Arial may be used.

## Gotham

**Black**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890**

**Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890**

**Book**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

BODY COPY ALTERNATIVE

## Adobe Garamond Pro

**Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890**

**Regular**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

**HEADLINES,  
SUBHEADS, AND  
CALL OUTS CAN BE  
IN ALL CAPS BOLD  
OR BLACK**

**Headlines, subheads,  
and call outs can  
also be in upper and  
lowercase bold or  
black**

Subheads are in book  
upper and lower case.

**GOTHAM LEAD-IN AND BODY COPY.**

Aut volore nus, tem autem que pre  
nossitatio. Erro quas mos acceptas  
dolorenis se voluptur, veleni alicil  
eribusdae. Imporemposam que occulpa  
net esciaep uditibus.

**ADOBE GARAMOND BODY COPY.**

Aut volore nus, tem autem que pre nossitatio.  
Erro quas mos acceptas dolorenis se voluptur,  
veleni alicil eribusdae. Imporemposam que  
occulpa net esciaep uditibus.

# Headline Color

There are multiple options for using color in headlines. You can apply colors to words or phrases for emphasis or have each line be a different color for visual interest. Colors always go from top to bottom, light to dark.

		ALL CAPS	UPPER AND LOWER CASE
1-color	●	<b>WE GROW OUR STUDENTS IN WAYS OTHER SCHOOLS CAN'T.</b>	<b>We grow our students in ways other schools can't.</b>
2-color	● ●	<b>WE GROW OUR STUDENTS IN WAYS OTHER SCHOOLS CAN'T.</b>	<b>We grow our students in ways other schools can't.</b>
3-color	● ● ●	<b>WE GROW OUR STUDENTS IN WAYS OTHER SCHOOLS CAN'T.</b>	<b>We grow our students in ways other schools can't.</b>
Color <b>gradient</b> swatch applied to the whole headline.	●	<b>WE GROW OUR STUDENTS IN WAYS OTHER SCHOOLS CAN'T.</b>	<b>We grow our students in ways other schools can't.</b>

# Primary Wordmark

**OUR NAME:** We are one school, grades PK-12, aligned under one name: Gulliver Preparatory School. Shorthand usage of Gulliver Prep is acceptable.

**This is our primary logo.** We’ve created this primary wordmark for use on materials like campus banners, emails, collateral, and more.

For examples of primary wordmark misuse, see page eight (8).

Only logos supplied by Marketing & Communications should be used. The two colors in the logo are PMS 540C (dark blue) and PMS 285C (sky blue).



This is the primary logo. It is recommended that it be used on white or very light backgrounds only for best readability.



One color logos should be used sparingly. It is recommended that these be used on white or very light backgrounds only for best readability.



Reversed versions of the logos should only be used on continuous tone backgrounds of 60% black or darker. Use best discretion for readability when using reversed logos, especially over photography.



The clear zone is an area designated around a logo in which other elements should not encroach. It is suggested to be the height of the “G” in the logo on all sides. This is a suggested minimum and more space is always better.

# Primary Wordmark Misuse

In order to maintain the integrity of the Gulliver Prep brand, please avoid altering the logos in any way. Here are a few examples of misuse.

The context in which the Gulliver Prep logos are used is very important. Care should be exercised to avoid the following usage errors:

- DO NOT alter or modify the logo in any way.
- DO NOT change the letter spacing of the logotype.
- DO NOT screen or add patterns to the logo.
- DO NOT distort the logo electronically.
- DO NOT use the logo in text as part of a sentence.
- DO NOT reset the logotype in a different type style.
- DO NOT use the logo in conjunction with another logo other than the seal.
- DO NOT attach additional text or graphics to the logo.
- DO NOT text wrap with a clearance of less than 1x the logo height.

Only logos supplied by Marketing & Communications should be used. The two colors in the logo are PMS 540C (dark blue) and PMS 285C (sky blue).

DO NOT alter or modify the logo in any way.



DO NOT use the  logos as part of a sentence.

# Formal Signature

**This is our formal logo.** We’ve created this formal wordmark for formal occasions such as campus signage and official documents.

For examples of formal wordmark misuse, see page 10.

Only logos supplied by Marketing & Communications should be used.  
The color in the logo is PMS 540C (dark blue).



This is the formal logo. It is recommended that it be used on white or very light backgrounds only for best readability.



This is the formal logo in white. It is recommended it be used on white when the background is blue. Use best discretion for readability when using reversed logos, especially over photography.



This logo should only be used on black and white printed elements, 70% black or darker.



The clear zone is an area designated around a logo in which other elements should not encroach. It is suggested to be the height of the “G” in the logo on all sides. This is a suggested minimum and more space is always better.

# Formal Signature Misuse

In order to maintain the integrity of the Gulliver brand, please avoid altering the logos in any way. Here are a few examples of misuse.

The context in which the Gulliver logos are used is very important. Care should be exercised to avoid the following usage errors:

- DO NOT alter or modify the logo in any way.
- DO NOT change the letter spacing of the logotype.
- DO NOT screen or add patterns to the logo.
- DO NOT distort the logo electronically.
- DO NOT use the logo in text as part of a sentence.
- DO NOT reset the logotype in a different type style.
- DO NOT use the logo in conjunction with another logo other than the seal.
- DO NOT attach additional text or graphics to the logo.
- DO NOT text wrap with a clearance of less than 1x the logo height.

Only logos supplied by Marketing & Communications should be used. The color in the logo is PMS 540C (dark blue).

DO NOT alter or modify the logo in any way.



# Seal

**GULLIVER PREPARATORY SCHOOL SEAL**

Adopted by the Board of Trustees on May 13, 2020, the seal represents Gulliver Prep’s dedication to its students and the advancement of knowledge in service to the community.

The Gulliver Prep seal is reserved for Office of the President pieces, diplomas, transcripts, plaques, and formal signage such as buildings and podiums. Approval as to the use of the seal rests with Marketing & Communications.

For examples of seal misuse, see page 13.

Approval as to the use of the seal rests with Marketing & Communications. The color in the seal is PMS 540C (dark blue).



**LIT TORCH**

The lit torch represents learning and signifies the figurative passing of a torch from educators to students who, in turn, will carry their knowledge and experiences into the world to positively impact those around them.



**4 STRIPES**

The four stripes represent the four divisions of Gulliver Preparatory School: Primary, Lower, Middle, and Upper. Each of the divisions is represented in the crest because each play a critical and equal role in fulfilling the Gulliver Prep mission.



**KEY WITH UNITED CIRCLES**

The key is a visual representation of Gulliver Prep’s mission of unlocking and fulfilling the potential of each of its students. In ancient heraldry, the key indicated guardianship, and here, the two interlocking circles added to the primary circle of the key symbolize the school-family partnership united in support of developing the full potential of each student.



# Seal

**COLOR VARIATIONS**

To establish the brand, the seal should be used in a consistent manner. The following are examples of the seal’s color variations. No other color usage should be implemented.

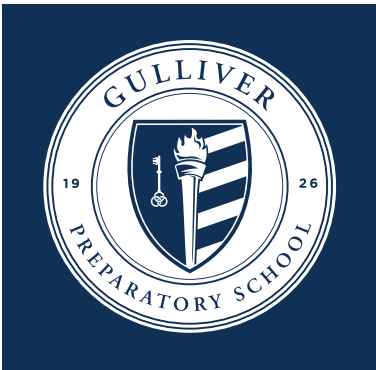
**SPACING AND SIZING**

It is critical to establish a minimum area of isolation or clear space when using the Gulliver Prep seal. Illustrated here are the guidelines on spacing and minimum sizing.



**GULLIVER PREP BLUE**

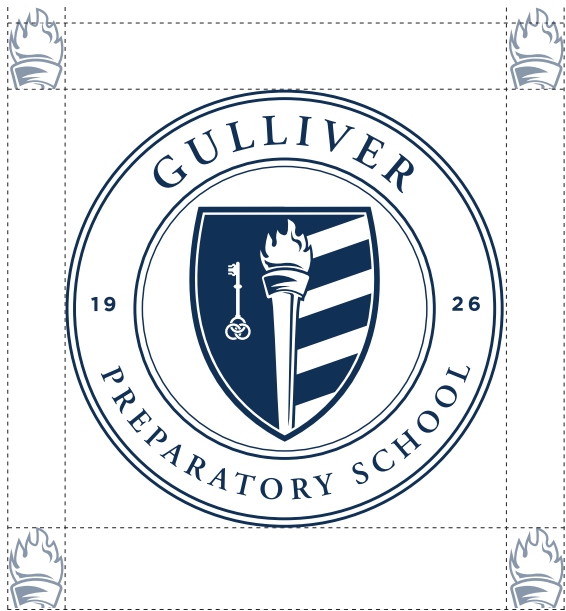
Should be used on white or light gray backgrounds



**GULLIVER PREP BLUE WITH OUTLINE**

Reserved for usage on all colors other than white or light gray.

Foil stamping and embossing of seal is permitted



**CLEAR SPACE**

The minimum clear space around the crest is equal to the torch flame width to allow for maximum legibility



**MINIMUM SIZE**

To preserve legibility, the seal should never be printed smaller than 1.5” and should never appear less than 108 pixels in digital format

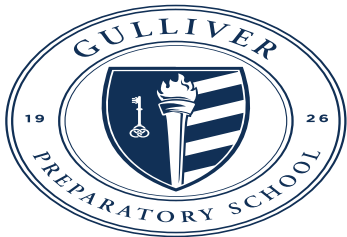


# Seal Misuse

In order to maintain the integrity of the Gulliver Prep brand, please avoid altering the seal in any way. Here are a few examples of misuse.



DO NOT rotate



DO NOT stretch  
or compress



DO NOT use  
another color



DO NOT use  
drop shadow  
or other effects



DO NOT rescale  
elements



DO NOT remove  
any elements



DO NOT re-create using  
any other typeface



DO NOT use  
previous seals

# Raider Spirit “G”

The **Raider Spirit “G”** is the unique identification symbol of Gulliver Preparatory School. It is to be used primarily in relation to athletics materials, publications, events apparel, social media outlets, event banners, etc.

For examples of Raider Spirit “G” misuse, see page 16.

Only logos supplied by Marketing & Communications should be used.

**COLOR VARIATIONS**

When printing in color, the Raider Spirit “G” should be in blue ink (PMS 540C).

The Raider Spirit “G” may appear in gray ink (Cool Gray 9) as an alternative.

The Raider Spirit “G” can also be used in white when reversed out of a solid background.



**CLEAR SPACE**

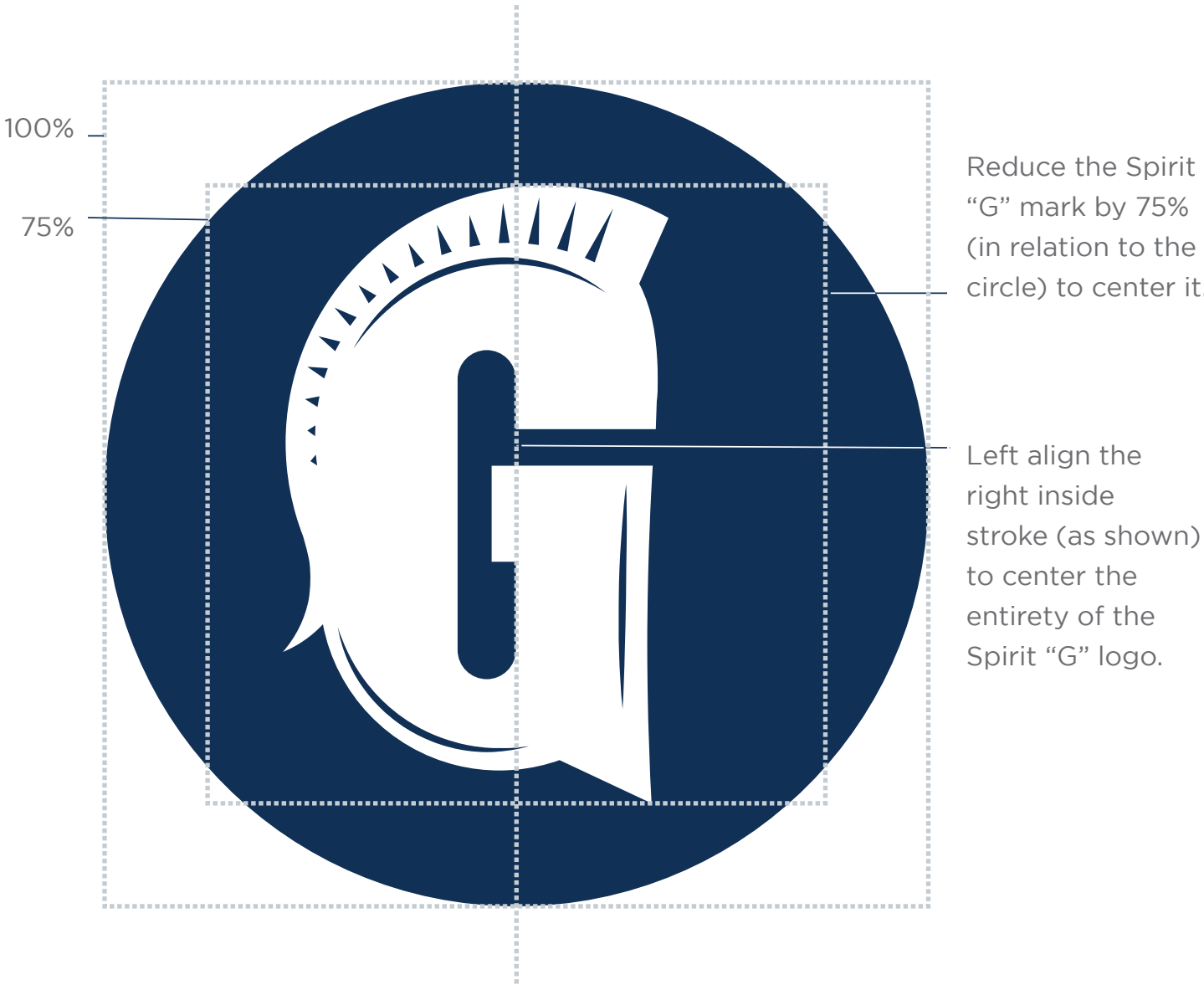
A clearance of .5x the “G” must always surround the Raider Spirit “G”. Text wrapping may be used as long as there is sufficient clearance around the symbol.

For details regarding placing the “G” in a circle, see page 15.



# Raider Spirit “G” in a Circle

Although the Raider spirit can never be contained, it is often necessary to place the **Raider Spirit “G”** within a circle. This can be seen on athletic fields and on social media. Due to its unique shape, centering the Spirit “G” has the following guidelines.



DO NOT exceed the boundaries of the circle



DO NOT use an auto center function to place the Spirit “G” within a circle



DO NOT make the Spirit “G” smaller than 75% of the circle

# Raider Spirit “G” Misuse

Care should be exercised to avoid the following usage errors:

- DO NOT alter or modify the logo in any way
- DO NOT rotate.
- DO NOT screen or add patterns to the logo.
- DO NOT use the logo in text as part of a sentence or beginning of the word.
- DO NOT change the color of the “G”.
- DO NOT attach additional text or graphics to the logo.
- DO NOT text wrap with a clearance of less than 1x the logo height.



DO NOT alter or modify the logo in any way



DO NOT rotate



DO NOT change the color of the “G”



DO NOT screen or add patterns to the “G”



DO NOT use the “G” to begin a word



DO NOT attach additional text or graphics to the “G”

# Raiders Wordmark

The **Raiders** wordmark is to be used primarily in relation to Gulliver Prep Athletics.

To protect and improve the athletic brand equity it is important that all those who communicate on behalf of Gulliver Prep Athletics do so with the approved athletic logos. These logos should be used across all platforms, including official team uniforms, formal department communication, social media, and graphic elements in broadcasts.

For examples of Raiders wordmark misuse, see pages 19-20.

Only logos supplied by Marketing & Communications should be used.

COLOR VARIATIONS

To establish the brand, the logo should be used in a consistent manner. The following are examples of the logo’s color variations. Foil stamping and embossing of logo is permitted. No other color usage should be implemented.



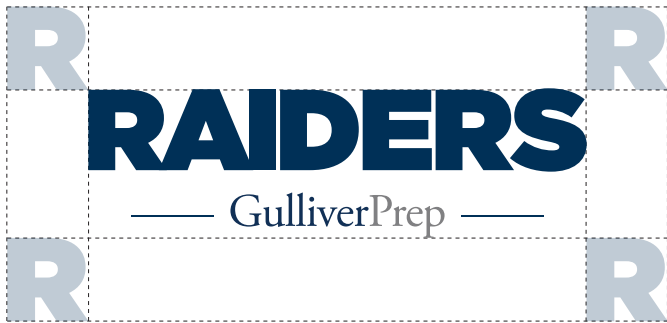
ALTERNATE FULL LOGO

The following is an alternate version of the logo with the inclusion of the Primary wordmark. This logo should only be implemented as a secondary option to the standalone version, only in the color options shown below.



# Raiders Wordmark Spacing & Sizing

It is critical to establish a minimum area of isolation or clear space when using the Raiders wordmark. Illustrated below are the guidelines on spacing and minimum sizing.



### CLEAR SPACE

The minimum clear space around the typemark is equal to the “R” to allow for maximum legibility.

**RAIDERS**

1.25” / 90px

**RAIDERS**

— GulliverPrep —

2” / 144px

### MINIMUM SIZE

To preserve legibility, the typemark should never be printed smaller than 1.25” and should never appear less than 90 pixels in digital format. The alternate typemark should never be printed smaller than 2” and should never appear less than 144 pixels in digital format.

# Raiders Wordmark Misuse

In order to maintain the integrity of the Gulliver Prep brand, please avoid altering the wordmark in any way. Here are a few examples of misuse.

**RAIDERS**

DO NOT screen or  
add pattern

**RAIDERS**

DO NOT stretch  
or compress

**RAIDERS**

DO NOT use  
other colors

**RAIDERS**

DO NOT use  
drop shadow  
or other effects

**RAIDERS**

DO NOT rescale  
elements

**RAIDER**

DO NOT remove  
any elements

**RAIDERS**

DO NOT re-create using  
any other typeface

**RAIDERS**

DO NOT outline  
the logo

# Alternate Raiders Wordmark Misuse

In order to maintain the integrity of the Gulliver Prep brand, please avoid altering the wordmark in any way. Here are a few examples of misuse.



DO NOT screen or add pattern



DO NOT stretch or compress



DO NOT use other colors



DO NOT use drop shadow or other effects



DO NOT rescale elements



DO NOT remove any elements



DO NOT re-create using any other typeface



DO NOT outline the logo



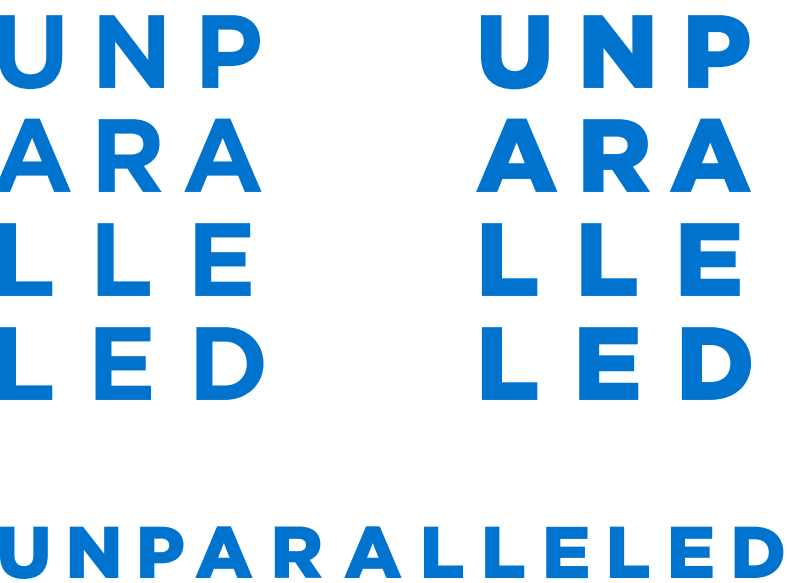
# Unparalleled Lock-up

This **Lock-up** is to be used primarily in relation to school stationery, social media outlets, giveaways, advertising, and other school publications.

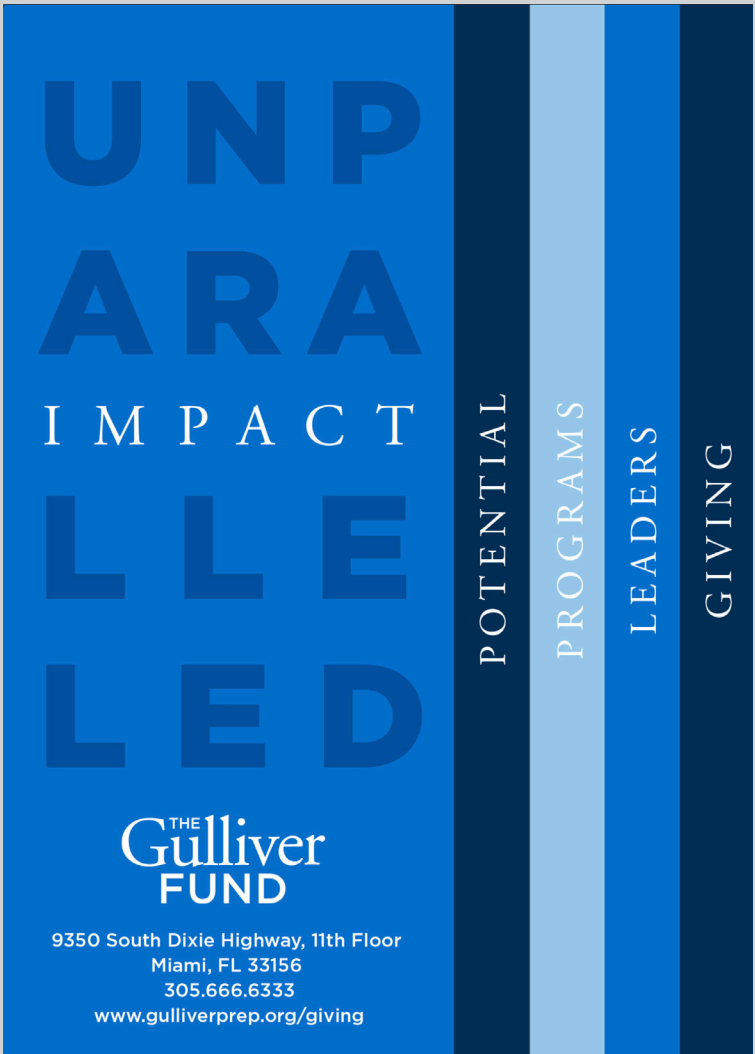


# Design Elements

The UNPARALLELED stacked graphic is a supplemental visual element and not intended to be used as or in place of copy. It should never be locked-up with the Gulliver Prep logo except in the case of specialty merchandise applications.



For Marketing & Communications  
Department use only.



# Design Elements

The **Big “G”** is another supplemental element designed to give Gulliver Prep materials immediate visual recognition.

Use of the Big G as a design element follows very particular placement standards. It cannot be stopped but it can be contained. Use of the Big G must be performed by a Marketing and Communications staff member. As seen, the Big G pushes boundaries and exceeds limitations. It represents the unlimited potential of the Raider community. Use it wisely and it will evoke a legacy of excellence.

For Marketing & Communications Department use only.





# Design Elements

The **palms** create an environmental texture, reflecting Gulliver Prep’s beautiful Miami location. It can be used at 100% opacity in small areas, and for larger areas, screened back to create a more subtle effect.



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UNPARALLELED

## VISUAL ARTS

Our students are encouraged to explore their creativity and experience the aesthetic beauty of the world around us through art. Your support of Gulliver's arts programming creates a space for self-expression while cultivating imagination and invention.

Architectural Design 2 and 3 students submitted a park design proposal in Coral Gables, after meeting with Gulliver graduate and Mayor of Coral Gables, Vince Lago '96, and working with the City of Coral Gables Community Recreation Department.



Two groups of finalists were selected to present in front of the mayor and Coral Gables Commission Board.

Upper School architecture students toured the new 60,000 sq. ft. Center for Student Life as it was being constructed at our PK-8 Campus. Students learned about the design process from conception to final working drawings and BIM modeling. They then got to view the steel framing system, and the exposed mechanical, electrical, and plumbing systems, while learning about construction and project management.



Primary and Lower School students created murals to celebrate the life of Dr. Martin Luther King, Jr. Lower School art was inspired by the works of Basquiat and Keith Haring and featured words like equality, kindness, and peace, chosen by the students themselves to represent their dreams for the future. Primary School students created peace trees, a hand wreath, and a "students around the world" drawing.

Several Middle and Upper School students earned recognition for original works of art entered in the 2022 Scholastic Art Awards regional competition. Seven artists earned the highest distinction and were recognized as Gold Key Award winners, moving on to compete at the national level. Two students earned three Silver Key awards, two of which were awarded to Lucie Duchene '22, while 19 students earned 24 total Honorable Mention honors.

Throughout the year, the Upper School Visual Arts Department showcased student work in a glass-case gallery on campus. One installation featured several projects by Architectural Design Honors 3 students, including an eco-resort treehouse suite project. From their research on the growth and life cycle of trees, students derived a concept for a treehouse suite that will later belong to a full eco-friendly nature resort for their chosen site in the state of Florida.



For our first Lower School Art Show, Mrs. Grass introduced students to works by Andy Warhol, Keith Haring, Yayoi Kusama, and more, and they created their own pieces inspired by these artists. Students explored each other's artwork, created their own art, and worked alongside local artist and Gulliver alum, Victor Garcia '08. Students were invited to draw on a canvas and Victor added his signature designs to complete two original pieces.

As part of their Hispanic Heritage Month celebrations, Profe López and her fifth grade Spanish and Spanish A students learned about molas, a cultural handicraft made by the Kuna/Guna women, an indigenous people from Panamá. The traditional purpose of molas was to decorate functional items of clothing, and students mimicked this by creating their own molas using colored paper.

## ALUMNI SPOTLIGHT



As founder of Miacon Auctions, a boutique silent auction group who specializes in building and executing silent and live auctions, Jenny Lago '04 partners with Gulliver on our annual Gala. "Gulliver Prep is my favorite client, and not just because I am an alumna. The advancement team is very close knit and they understand their constituents. This combination is what makes their events so successful." Jenny is also invested in highlighting fellow alumni and their businesses through the auction.

Architecture  
COURSE MAP

ARCHITECTURAL  
DESIGN 1

ARCHITECTURAL  
DESIGN 2 H

ARCHITECTURAL  
DESIGN 3 H

URBAN PLANNING  
AND DESIGN H

INDUSTRIAL DESIGN H



FOR OUR STUDENTS,  
WE OPEN THE  
WORLD WIDE.



# Visual Treatment

An essential component to brand expression is executing a visual treatment to promote, portray, and provide valuable information to our various target audiences. In the examples provided, you can see how brand elements mix with specific campaign structure into a visual execution of brand marketing. This current treatment highlights and focuses on the individual, just as the mission of Gulliver seeks to create an academic community devoted to educational excellence, with a personal touch, that fulfills each student’s potential.

For Marketing & Communications Department use only.



## UNLIMITED POTENTIAL AND UNMATCHED EXPERIENCES

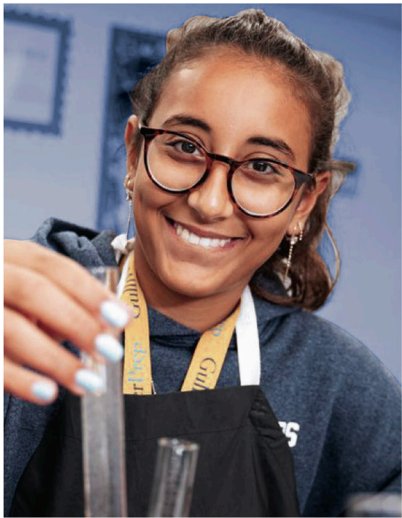


### WE INVITE YOU TO EXPLORE WHAT MAKES GULLIVER PREP UNPARALLELED

JOIN US AT AN OPEN HOUSE  
REGISTER FOR A VIRTUAL CHAT  
SCHEDULE AN ON-CAMPUS TOUR

[gulliver.life/learnmore](https://gulliver.life/learnmore)

PK-8 Admissions: 305.665.3593 | 9-12 Admissions: 305.666.7937



## LEARNING DESIGNED TO BE UNPARALLELED

### SCHEDULE A TOUR

We invite you to explore our campuses by scheduling a tour! Come see for yourself what makes Gulliver Prep a school unlike any other.

### VIRTUAL CHAT SERIES

Engage with key members of the Gulliver community in small group discussions and ask questions about the things that matter the most to you.

[gulliverlife/learnmore](https://gulliverlife/learnmore)



## EXPLORE OUR SIGNATURE ACADEMIC PROGRAMS



## EDUCATING THE WHOLE CHILD BY DEVELOPING THE COURAGE TO LEARN WITHOUT LIMITS.



We are a school of transformation, opportunity, and exploration. Our students and teachers work together to break new ground. They test out new ideas, learn to creatively problem solve, and never back from a challenge. Along the way, they master how to go from idea to implementation and implementation to impact. It starts right here in a Gulliver Prep classroom.

### CREATIVE CURRICULUM

Gulliver Prep students have a natural inclination for wonder. Creative Curriculum® is a comprehensive curriculum that is used in PK and JK which features exploration and discovery as a way of learning. Through hands-on, project-based investigations, teachers build children's confidence, creativity, and critical thinking skills.

UNPARALLELED



# Photography

Gulliver Prep photography should reflect our energetic, optimistic culture. It needs to show how we open up the world for our students.

**Happy** – images of happy kids and teachers working together.

**Vibrant** – this is a place that never settles, keeps pushing forward, and generates intense energy.

**Diverse** – we have a global campus with families from all over the world. Our photography should reflect this.

**Innovation and Exploration** – Gulliver Prep opens up the world wide for its students. Communicate this with images of students deep into their classes, projects, and working together.

**Dynamic** – look for images with a sense of motion and ever-flowing energy.

**Light** – the kind that warms your soul.

