GulliverPrep

VISUAL BRAND TOOLKIT

Cheat Sheet

OUR NAME

We are one school, grades PK-12, aligned under one name: Gulliver Preparatory School. Shorthand usage of Gulliver or Gulliver Prep is acceptable. For detailed information on campus names and how we talk about various aspects of our school, visit **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.

OUR COLORS

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

White	PMS 540C	PMS 424C or 70% Black	PMS 877
	CMYK: 100 80 38 37	**CMYK:** 57 47 48 14	**CMYK:** 49 36 36 3
	RGB: 0 48 87	**RGB:** 112 114 113	**RGB:** 137 14 142
	web: #003057	web: #707271	web: #898d8e

PRIMARY WORDMARK

The Gulliver Prep logo in all dark blue (PMS 540C) is our primary wordmark. The primary wordmark may also appear in white when reversed out of a solid, dark background. For more details and usage guidelines, including examples of misuse, see pages 4-5.

SCHOOL SEAL & FORMAL LOGO

The school seal and formal logo are typically reserved for official school documents and instances requiring a more formal mark such as award ceremony materials, certificates, etc. Approval as to the use of the seal and formal logo rests with the Marketing & Communications Department. For more details and usage guidelines, including examples of misuse, see pages 6-10.

SPIRIT "G"

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, dark background. For further usage guidelines, including examples of misuse, see pages 11-13.

RAIDERS WORDMARK

The Raiders typemark is to be used primarily in relation to Gulliver Athletics. Permissible colors for the Raiders typemark are PMS 540C (dark blue) and PMS 424C (dark gray). For further usage guidelines, including examples of misuse, see pages 14-17.

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** and choose the appropriate Project Request Form. The Communications Portal has several additional resources, including our school style guide, a complete visual brand toolkit, downloadable logos, PowerPoint/Google Slides templates, department contact information, and more.

Colors

Our primary palette contains our official colors. It features our dark Gulliver blue (PMS 540C), two (2) grays (PMS 424C) and PMS 877C), and white. All internal collateral should use this palette.

The secondary palette includes a medium blue (PMS 285C), light blue (PMS 291C), teal (PMS 631C), and an ecru (PMS 7401C). Usage of the secondary color palette rests with the Marketing and Communications Department.

PRIMARY

	White	PMS 540C	PMS 424C or 70% Black	PMS 877C

	CMYK:	RGB:	CMYK:	RGB:	CMYK:	RGB:
	100	0	57	112	49	137
	80	48	47	114	39	141
	38	87	48	113	39	142
	37		14		3	

web: #003057   web: #707271   web: #898d8e

SECONDARY*

PMS 285C	PMS 291C	PMS 631C	PMS 7401C

CMYK:	RGB:	CMYK:	RGB:	CMYK:	RGB:	CMYK:	RGB:
91	0	38	152	70	53	3	246
52	113	8	202	10	175	10	223
0	206	1	236	18	200	41	164
0		0		0		0	

web: #0071ce   web: #98caec   web: #35afc8   web: #f6dfa4

*Usage approval rests with the Marketing & Communications Department

Primary Wordmark

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

This is our primary logo. The Gulliver Prep logo must appear in all dark blue (PMS 540C), or in all white when reversed out of a solid, dark background.

The primary logo should not be altered in any way. For examples of primary wordmark misuse, see page 5.

GulliverPrep

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

GulliverPrep   GulliverPrep

The reversed, all-white logo 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.

CLEAR ZONE

GulliverPrep

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 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.

Formal Logo

The formal logo is typically reserved for official school documents and instances requiring a more formal mark such as award ceremony materials, certificates, etc.

Approval as to the use of the formal logo rests with the Marketing & Communications Department.

For examples of formal logo misuse, see page 7.

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. In a 70% black or darker.

CLEAR ZONE

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 Logo 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.

School Seal

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

The seal is typically reserved for official school documents and instances requiring a more formal mark such as award ceremony materials, certificates, etc.

Approval as to the use of the seal rests with the Marketing & Communications Department.

For more details and usage guidelines, including examples of school seal misuse, see pages 9-10.

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 mission.

KEY WITH UNITED CIRCLES

The key is a visual representation of Gulliver'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.

School 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.
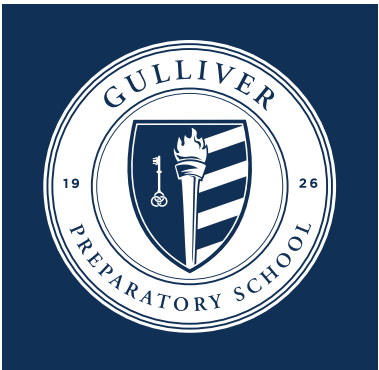
SPACING AND SIZING

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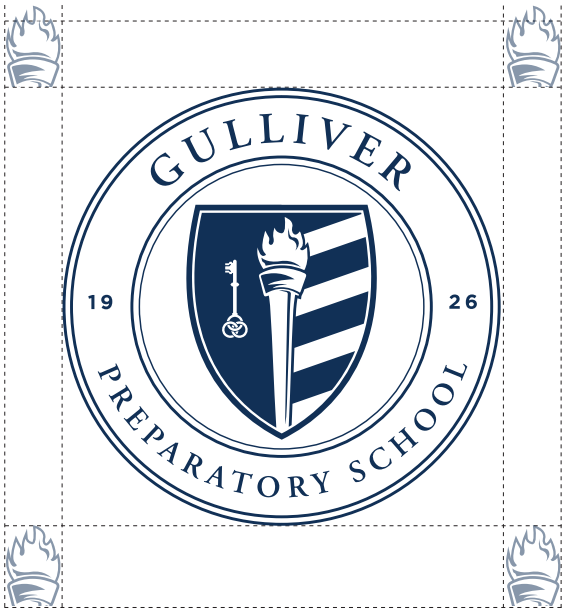
GULLIVER BLUE

Should be used on white or light gray backgrounds.

GULLIVER 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.
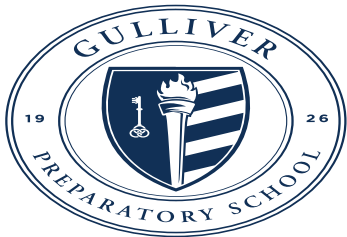
1.5" / 108px

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.

School Seal Misuse

In order to maintain the integrity of the Gulliver 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

Spirit "G"

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, dark background.

For further usage guidelines, including examples of Spirit "G" misuse, see pages 12-13.

COLOR VARIATIONS

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

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

The 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 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 12.

Spirit "G" in a Circle

Usage of the Spirit "G" within a circle can be seen on athletic fields, social media, etc. Due to its unique shape, centering the Spirit "G" has the following guidelines.

100%

75%
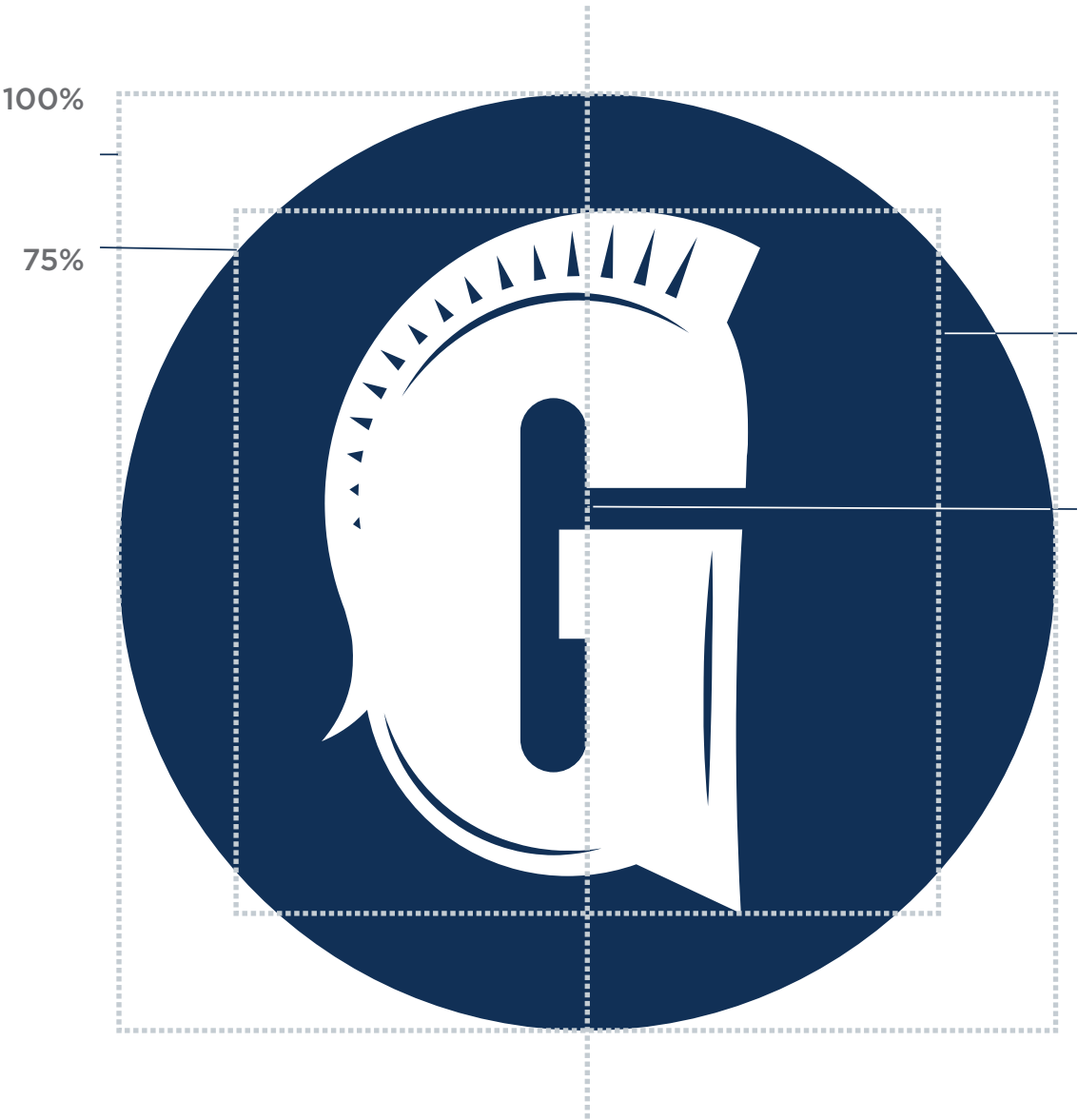
Reduce the Spirit "G" mark by 75% (in relation to the circle) to center it.

Left align the right inside stroke (as shown) to center the entirety of the Spirit "G" logo.

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.

Spirit "G" Misuse

The context in which the Spirit "G" is 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 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 Athletics.

To protect and improve the athletic brand equity it is important that all those who communicate on behalf of Gulliver 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 further usage guidelines, including examples of Raiders wordmark misuse, see pages 14-15.

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.

RAIDERS   **RAIDERS**

ALTERNATE FULL LOGO

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

RAIDERS
— GulliverPrep —

RAIDERS
— GulliverPrep —

Raiders Wordmark Spacing & Sizing

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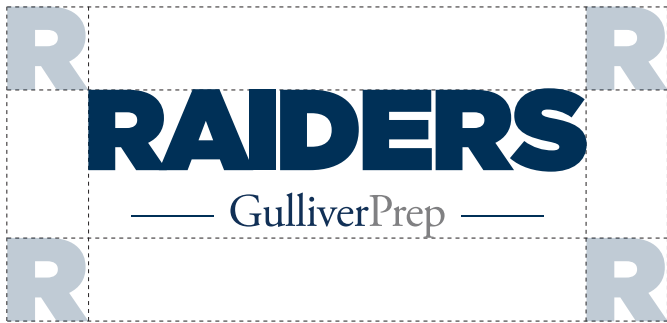
CLEAR SPACE

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

1.25" / 90px

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 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 brand, please avoid altering the wordmark in any way. Here are a few examples of misuse.

RAIDERS
GulliverPrep

DO NOT SCREEN OR ADD PATTERN

RAIDERS
GulliverPrep

DO NOT STRETCH OR COMPRESS

RAIDERS
GulliverPrep

DO NOT USE OTHER COLORS

RAIDERS
GulliverPrep

DO NOT USE DROP SHADOW OR OTHER EFFECTS

RAIDERS
GulliverPrep

DO NOT RESCALE ELEMENTS

RAIDER
GulliverPrep

DO NOT REMOVE ANY ELEMENTS

RAIDERS
GulliverPrep

DO NOT RE-CREATE USING ANY OTHER TYPEFACE

RAIDERS
GulliverPrep

DO NOT OUTLINE THE LOGO