



GREENON SCHOOLS

HOME OF THE
KNIGHTS



OFFICIAL BRAND STYLE GUIDE



JOSTENS IS HONORED TO PRESENT YOUR OFFICIAL SCHOOL BRAND GUIDE.

Your brand is important. It helps every student, staffer, and community member identify and appreciate the qualities that make your school special. A creatively crafted and consistently managed brand identity creates the high levels of distinction and affinity your school deserves.

VOLUNTEER BRANDING CAPTURES OUR CORE VALUES OF:

- Academic excellence
- Sportsmanship
- Tradition
- Esprit de corps

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YOUR STORY STARTS HERE

Your brand identity is the physical representation of the spirit and values of your school. As such, it is vital to apply it consistently across all the applications—from your letterhead and website, to letter jacket and gym floor. The guidelines outlined on the following pages give you the tools and information you need to do so. Please review them carefully, and if you have questions, contact your Jostens sales representative.

The Greenon Schools brand elements are to be used only in concordance with the guidelines established in this style guide. All merchandise, digital, and printed materials, as well as signage, and other items—whether for sale, promotional purposes, or otherwise, and whether for internal or external audiences—shall exhibit the highest possible standards and conform in every way to these guidelines. All materials bearing the Greenon Schools brand identity must be approved by an authorized party within the school.

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APPROVED MARKS

Approved artwork files in a variety of formats are available upon request. Always use an approved artwork file. Never recreate the mark from type.

PRIMARY MARK 1



The primary mark is the official brand of the school. It should be used in all business capacities, including letterhead, the school facade, website, business cards, diplomas, and similar applications.

PRIMARY MARK 2



The following pages show a variety of applications of the primary, secondary, and wordmarks. When questions arise about appropriate usage, consult the authorized brand authority at the school.



APPROVED MARKS

PRIMARY MARK 1 | Full Color



PRIMARY MARK 2 | Full Color



SECONDARY MARK 1 | Full Color



SECONDARY MARK 2 | Full Color



INITIAL MARKS | Full Color



FLAT



DIMENSIONAL



APPROVED MARKS

MASCOT 1 | Full Color



MASCOT 2 | Full Color



GREENON WORDMARK | Full Color



KNIGHTS WORDMARK | Full Color





APPROVED BACKGROUNDS

The integrity of the Greenon Schools identity depends on placing the logomark against a clear, contrasting background. To this end, four options are available: White, Gray, Black and Red.

Restrain from using a textured background, photograph, or alternative approach to these backgrounds.



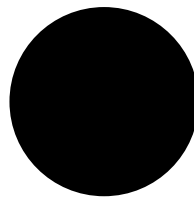
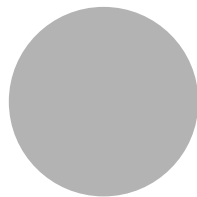
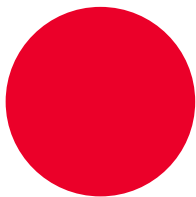


APPROVED

COLORS

Consistent use of color plays a key role in presenting a unified brand for Greenon Schools.

The color palette on this page is the official, approved palette for all applications. The primary colors are red, gray, and black. Whenever possible, these 3 colors should be used on all applications.



Pantone	Red PMS 185C	Gray PMS 421 C	Black NA
Web	#ff0033	#99cc99	#000000
CMYK	C: 0 M: 100 Y: 89 K: 2	C: 13 M: 8 Y: 11 K: 26	C: 0 M: 0 Y: 0 K: 100
RGB	R: 241 G: 8 B: 38	R: 178 G: 180 B: 178	R: 0 G: 0 B: 0
ThreadColor	Ruby	Gray	Black

PANTONE® is a registered trademark of PANTONE, Inc.



APPROVED

TYPOGRAPHY

Typography—the approved fonts for the mark and related elements of the identity—provide an important tether for the brand identity. The official brand type for Greenon Schools is AYT Canaan. The following guidelines will help you properly apply this type face to your branded applications.

- ALWAYS use the approved logo for every application.
- NEVER recreate the mark from type.
- ALWAYS use the approved secondary font for applications such as letters, web copy or body copy.
- NEVER use the primary typeface for these uses.

Primary Font AYT CANAAN

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9

Secondary Font AYT CENTRUM MEDIUM

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9

AYT Canaan plays an important role in building the Greenon Schools brand. The old world, confident and distinct appearance makes it recognizable and associated with Greenon Schools.

AYT Centrum Medium features bold and contemporary lines and provides the perfect balance to the primary font —AYT Canaan.



SOCIAL MEDIA

APPLICATION

PREFERRED USAGE
100% BLACK



ALTERNATE USAGE 1
REVERSED



ALTERNATE USAGE 2
PMS 421 GRAY





APPAREL

APPLICATION

Caps, shirts, hoodies, and other clothing items are popular expressions of the Greenon Schools brand.

BASIC T-SHIRTS: PRIMARY



POLOS



PULLOVER HOODIES



BASIC T-SHIRTS: SECONDARY



HALF ZIP SWEATERS



FLANNEL PANTS





PRODUCT APPLICATION

Yearbooks, class jewelry, letter jackets and graduation products represent additional opportunities to extend your school brand for a lifetime of impact.

YEARBOOK



DIPLOMA



ANNOUNCEMENTS





PRODUCT APPLICATION

LETTER JACKET



GRADUATION GOWN



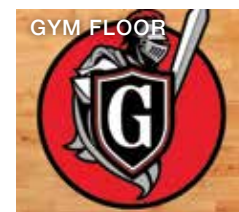
CLASS JEWELRY





ENVIRONMENTAL APPLICATION

Branding consistency in your school environment creates the feeling of spirit and engagement everyone can rally behind. From the entrance of your school to the football field or basketball court, your brand should echo throughout the school's physical environment to remind people of the spirited community everyone shares.





ENVIRONMENTAL APPLICATION

WIND SCREEN



AVENUE BANNER



SCOREBOARD



MONUMENT SIGN





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