



# Gregory-Portland Independent School District

Crystal Matern | Chief Communications & Engagement Officer

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## G-PISD Official Logos, Slogans & Insignia

G-PISD is the sole owner of all official G-P logos, slogans, insignia, etc. as originally produced by the district for district use. Logos are commonly requested and available for INTERNAL (employee) use as appropriate for professional needs, and may be REQUESTED for EXTERNAL (public, non-employee) use by specific request/permission from the District in writing via email to: [cmatern@g-pisd.org](mailto:cmatern@g-pisd.org).

The District will release a Brand Guidebook / Style Guide in 2022, which includes this policy and further details regarding the appropriate use of logos/insignia/etc. This guide will include file formats for different print needs. The following is provided in the interim as a resource to ensure the highest quality print for the logos now released until the full guide is available.

### General Guidelines for Print, Specialty Orders

**Choosing the Right File:** There are several different formats provided for each of the new logo designs. This is to ensure the best result when you use the logos across different mediums (electronic/web, paper/print, high-quality press, t-shirt orders, posters/banners, etc.). Please consider the following and choose the file with the right extension in the file name:

- **Paper/Print or Slideshow** – Use a PDF (.pdf) or JPEG (.jpg) file. Or, if you need a file with a transparent background on color, use the PNG (.png) version.
- **Electronic/Web** – Use a JPEG (.jpg) solid format, or PNG (.png) with transparent background.
- **Specialty Print / Purchases**– If you need to place an order, ask the vendor which file format will provide the best quality for the item(s) you are printing. Download and provide the file they need, with permission to use only for this purchase.
- **Need to send many multiple files externally (to a vendor, or someone outside the District)?** Have your vendor email [cmatern@g-pisd.org](mailto:cmatern@g-pisd.org) for permission to use / access to the shared folder.

**True Colors in Print, Ordered Items:** There is an exact color mix for our G-P colors – the following information can be used to ensure you have the correct red and blue (and shading) for the logos that have been released.

- **SPOT COLOR MIX:** Please provide the information at the bottom of Page Two (2) of this handout to any vendor(s) who will use the logos. Also, please provide if you are looking to match or find items (t-shirts, pencils, promotional items, etc.) and they can find the \*best color match\* from their inventory.
  - Please also note that when you browse through the logo files, you may notice some versions (file formats) are different color shades than others ... they are actually all the same true color mix, yet formatted for different color process. It is important to ask your vendor(s) which files they need for the best quality print, and provide them with the COLOR MIX as well to ensure you receive the right color.



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- When working with a vendor, ALWAYS ask to review a proof of their work before printing/ordering. (Most provide this, but it is important to ask upfront as some may not.)
- **COLOR PROCESS & EMBROIDERY:** Different files are available for printing in 4-Color (Full Color, CMYK), 2-Color and 1-Color process.
  - Files that have “4C” in the file name are for 4-Color/Full Print.
  - Files that have “B&W” in the file name (Black & White) are for 2-Color and 1-Color process. All of the shading is taken out of these images to reveal clean lines for simple color mix and also embroidery. The vendor will want to see a full-color file as a proof and also a “B&W” version in the format they request to process as needed.

Please contact Communications with any specific needs/requests or questions regarding logos: [cmatern@g-pisd.org](mailto:cmatern@g-pisd.org) | (361) 777-1091 x 1045.

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## SPOT COLOR MIX

### True Palette for G-P District, High School Logos

#### G-P BLUE:

4Color - (C=100, M=95, Y=0, K=0)

Spot Color - Pantone (PMS 7687 C)

RGB - (Red= 41, Green=56, Blue=150)

Hex# - (293896)

#### G-P RED:

4Color - (C=0, M=100, Y=100, K=0)

Spot Color - Pantone (PMS 1788C)

RGB - (Red=237, Green=28, Blue=36)

Hex# - (ed1c24)

#### GRAY (Light Shading in Mascot Only):

4Color - (C=0, M=0, Y=0, K=30)

Spot Color - Pantone (PMS Cool Gray 4C)

RGB = (Red=188, Green=189, Blue=192)

Hex# - (bcfdc0)

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