

# GPS Global Academy Logo

## Brand Identity Usage & Guidelines

*The GPS Global Academy logo is a unifying symbol for the Gilbert Public Schools district online academy. Our brand is a promise we make about all things related to GPS Global Academy, and the guidelines below are to ensure that the logo is used in a consistent fashion, due to its essential role in visually conveying the quality of our mission, vision, and values. Request and use only official files from the Marketing & Communications Department along with these guidelines for all projects.*

### Logo use guidelines

Keep at least approximately as much white space as the width of the single I in the logo typeface between any other design element. Do not add any effects and maintain the original aspect ratio (do not skew). Full color logo usage is appropriate on a white background or transparent background depending on contrast.

Usage of the alternate rectangular logomark is acceptable for alternate design as needed, where circle design is not appropriate, based on space.

The two-color GA version (Gilbert Blue/Global Blue) on white or transparent background is also acceptable for high contrast usage, and small spaces.



### Font used in the logo

## AVENIR NEXT BOLD

**The branding and logo colors are Gilbert Blue, Gilbert Gold, Global Blue.** The only acceptable color adjustment is that Gilbert Blue may be inverted with white for a knockout logo when needed for proper contrast, or a metallic version of the gold for print.

#### Gilbert Blue Pantone 282

R:4 G:30 B:66  
C:100 M:68 Y:0 K:54  
HEX: #002d62

#### Gilbert Gold Pantone 4525 C or Metallic Gold

R:207 G:184 B:124  
C:0 M:10 Y:48 K:22  
HEX #cfb87c

#### Global Blue Pantone 279 C

R:207 G:184 B:124  
C:70 M:36 Y:0 K:6  
HEX #4785C0



**Primary Global Academy Logo**  
*(use as main logo, when space allows)*



**Alternative Logomark & Wordmark**  
*(designed for small scale usage, social media, high contrast)*

