



Glenbard Township High School District 87

IDENTITY & STYLE GUIDELINES

September 2015

In an effort to maintain clear, concise, and consistent branding in all school district publications, Glenbard Township High School District 87 has developed guidelines for written and electronic communications.

These guidelines apply to any item bearing the district or school logos. These guidelines are intended to be used for both internal and external communication.

The guidelines presented here are not meant to dictate all design decisions, but to aid in the creation of printed and digital materials to convey a consistent image to the public.

If you have a graphic standards question you think should be addressed in this guide, please contact us. We appreciate your interest and welcome your comments. Please contact Peg Mannion, Community Relations Coordinator at 630.469.9100 Ext. 5124 or email Peg_Mannion@glenbard.org.

Glenbard Township High School District 87

596 Crescent Boulevard
Glen Ellyn, IL 60137-4297
630.469.9100

glenbard87.org

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PRIMARY SCHOOL DISTRICT LOGO

The Glenbard Township High School District 87 crest is the graphic representation of the District that establishes an identity when used consistently. Similar to a corporation's trademark, this brand is the primary visual identifier for our institution as a whole.



COLOR

Color is an important component in our brand identity system. It provides additional visual recognition. Consistency in color throughout all media and graphic production is essential.

BLUE



Print spot color:
Pantone Reflex Blue

Print process color:
C=100, M=80, Y=0, K=20

Web color:
R=2, G=63, B=130

YELLOW



Print spot color:
Pantone 1235

Print process color:
C=0, M=32, Y=95, K=0

Web color:
R=256, G=184, B=25

DISTRICT LOGO USE

When using the district logo, make sure there is space between it and other logos. Do NOT overlap the logos.

Correct



Incorrect



ACADEMIC/OFFICAL LOGO CRESTS

These crests are used in formal communication, including such things as commencement programs, awards programs and letterhead.

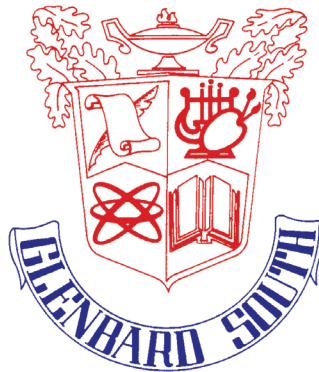
EAST



NORTH



SOUTH



WEST



GLENBARD EAST HIGH SCHOOL LOGO

The Glenbard East High School oval letter “G” logo is the graphic representation of this high school. Similar to the District’s crest, this brand is the primary visual identifier for Glenbard East.



COLOR

Color is an important component in our brand identity system. It provides additional visual recognition. Consistency in color throughout all media and graphic production is essential.

BLACK



Print spot color:
Pantone Black

Print process color:
C=0, M=0, Y=0, K=100

Web color:
R=0, G=0, B=0

RED



Print spot color:
Pantone 185

Print process color:
C=1, M=100, Y=92, K=1

Web color:
R=235, G=0, B=41

USES

- *Letterhead*
- *Business cards*
- *Enrollment handbook*
- *Banners*
- *Notecards*
- *Fliers*
- *Promotional items*
- *Social media*

GLENBARD EAST HIGH SCHOOL LOGO

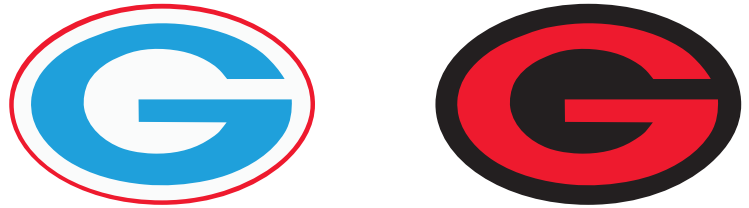
THE "DO NOTS" OF LOGO USAGE

Use these examples as a guide to avoid inappropriate design choices.

Not sized proportionately



Wrong colors



Low resolution



RETIRED LOGO - PLEASE DO NOT USE

This logo is out-of-date and should not be used in any form.



GLENBARD EAST HIGH SCHOOL MASCOT LOGO

The Glenbard East High School Ram logo is the graphic representation of this high school's athletics, clubs and activities.



COLOR

Color is an important component in our brand identity system. It provides additional visual recognition. Consistency in color throughout all media and graphic production is essential.

BLACK



Print spot color:
Pantone Black

Print process color:
C=0, M=0, Y=0, K=100

Web color:
R=0, G=0, B=0

MAROON



Print spot color:
Pantone 1815

Print process color:
C=28, M=100, Y=100, K=33

Web color:
R=135, G=16, B=7

USES

- *Athletics, clubs and activities*
- *Spirit wear*
- *Social media*

GLENBARD NORTH HIGH SCHOOL MASCOT LOGO

The Glenbard North High School panther logo is the graphic representation of this high school. Similar to the District's crest, this brand is the primary visual identifier for Glenbard North.



COLOR

Color is an important component in our brand identity system. It provides additional visual recognition. Consistency in color throughout all media and graphic production is essential.

BLACK



Print spot color:
Pantone Black

Print process color:
C=0, M=0, Y=0, K=100

Web color:
R=0, G=0, B=0

GOLD



Print spot color:
Pantone 117

Print process color:
C=22, M=39, Y=100, K=2

Web color:
R=205, G=151, B=0

GLENBARD NORTH HIGH SCHOOL MASCOT LOGO

THE “DO NOTS” OF LOGO USAGE

Use these examples as a guide to avoid inappropriate design choices.

Not sized proportionately



Wrong colors



Low resolution



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GLENBARD SOUTH HIGH SCHOOL MASCOT LOGO

The Glenbard South High School sword logo is the graphic representation of this high school. Similar to the District's crest, this brand is the primary visual identifier for Glenbard South.



COLOR

Color is an important component in our brand identity system. It provides additional visual recognition. Consistency in color throughout all media and graphic production is essential.

RED



Print spot color:
Pantone 185

Print process color:
C=1, M=100, Y=92, K=1

Web color:
R=235, G=0, B=41

BLUE



Print spot color:
Pantone 7685

Print process color:
C=91, M=73, Y=11, K=1

Web color:
R=46, G=85, B=151

GRAY



Print spot color:
Pantone Cool Gray 7

Print process color:
C=40, M=33, Y=34, K=1

Web color:
R=160, G=160, B=160

GLENBARD SOUTH HIGH SCHOOL MASCOT LOGO

THE “DO NOTS” OF LOGO USAGE

Use these examples as a guide to avoid inappropriate design choices.

Not sized proportionately



Wrong colors



Low resolution



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GLENBARD WEST HIGH SCHOOL MASCOT LOGO



The Glenbard West High School Hilltopper logo is the graphic representation of this high school. Similar to the District's crest, this brand is the primary visual identifier for Glenbard West.

COLOR

Color is an important component in our brand identity system. It provides additional visual recognition. Consistency in color throughout all media and graphic production is essential.

GREEN



Print spot color:
Pantone 626

Print process color:
C=90, M=39, Y=82, K=37

Web color:
R=0, G=88, B=60

GLENBARD WEST HIGH SCHOOL MASCOT LOGO

THE “DO NOTS” OF LOGO USAGE

Use these examples as a guide to avoid inappropriate design choices.

Not sized proportionately



Wrong color



Low resolution



RETIRED LOGO - PLEASE DO NOT USE

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OTHER SUPPORTING LOGOS

These are the graphic representations of the Directions program and Glenbard Parent Series. Similar to the District's crest, these brands are the primary visual identifiers for these programs.



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