



GPS GLOBAL ACADEMY

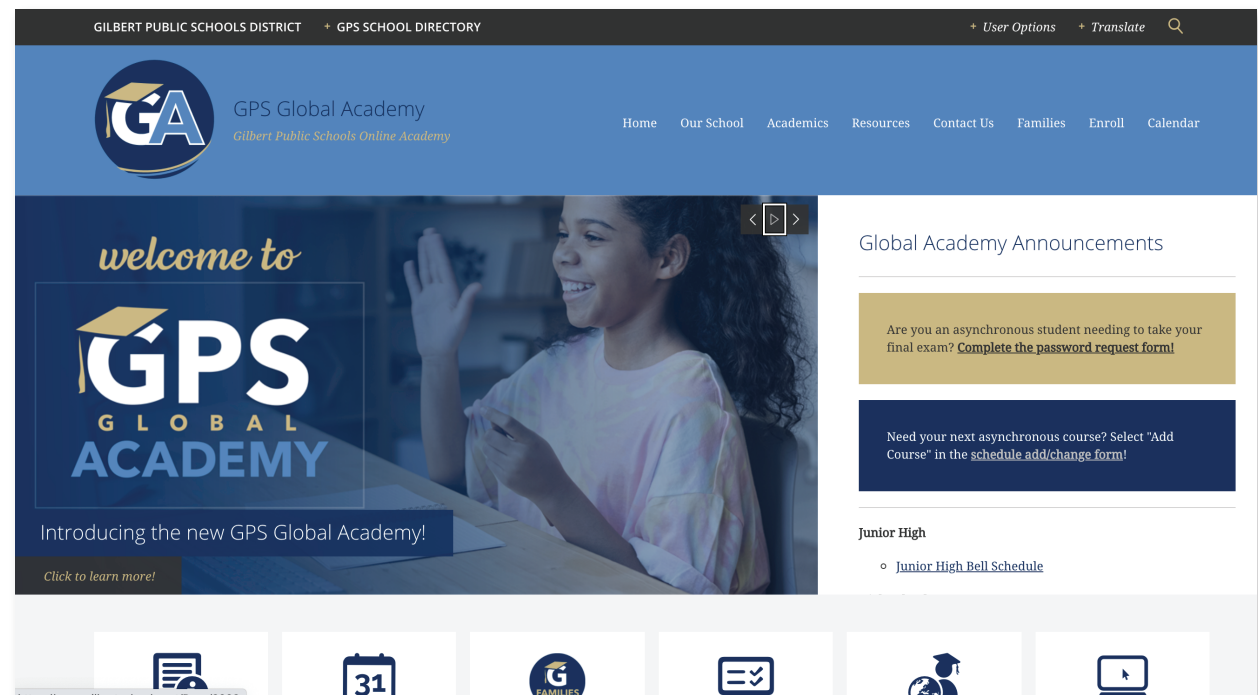
Publications and Digital Media Excellence Awards | **Branding/Image Package**

Purpose, Planning & Outcomes | Rebrand of Online Learning Platform

PROJECT PLANNING & HIGHLIGHTS

With the focus of a newly launched online learning platform, GPS Global Academy rebrand was created to attract and maintain enrollment which was especially crucial during COVID-19 changes during a shift to remote learning objectives. District-wide rebranding using the most recognizable G mark of the district brand, emphasized unity which solidified the importance of the online learning option for all schools as a premier alternative during the pandemic and branded for beyond.

During the rebrand a new website and digital assets were created, and the overall branding approach followed with a hybrid learning model with an integrated new physical building, immediate need of an updated course handbook, signage, and flag in 2020.



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



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



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



Visual Style & Branding Guidelines
GILBERT PUBLIC SCHOOLS

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terri.bradford@gilbertschools.net

Course Description Book





Building Signage & Flag