Logo & Wordmark

The Gilbert Public Schools logo is a unifying symbol for the district and internal departments. Our brand is a promise we make about all things related to Gilbert Public Schools, 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.

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.

The knockout white version on Gilbert Blue (or white with transparent background) is also acceptable for high contrast usage.

Usage of the alternate logomark G is acceptable for an alternate design as needed, departments, square spaces, social media, or smaller designs.

Fonts used in the logo

Fonts used in district department headers

AVENIR NEXT BOLD

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Adobe Caslon Semibold Italic

The two logo colors are Gilbert Blue and Gilbert Gold. 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	Gilbert Gold
Pantone 282	Pantone 4525 C or Metallic Gold
R:4 G:30 B:66	R:207 G:184 B:124
C:100 M:68 Y:0 K:54	C:0 M:10 Y:48 K:22
HEX: #002d62	HEX #cfb87c

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