



# GRANTSBURG

## Brand Guide

# APPROVED LOGOS

## PRIMARY LOGO

The primary logo should be the first option of use for consistent branding. This logo is made up of the pirate head mark and the Grantsburg word mark. The position of these elements should not be altered in any way.



# APPROVED LOGOS

## WORDMARK LOGOS

Variations of the Grantsburg wordmark may be used with or without the pirate head as shown below. The position of the logo elements should not be altered in any way.



# APPROVED LOGOS

## PIRATE HEAD LOGO

The pirate head logo may be proportionally scaled and used on its own as a graphic element. The elements of the pirate head should not be altered in any way.



# APPROVED LOGOS

## CIRCLE EMBLEM LOGO

The Grantsburg circle emblem logo combines the pirate head inside a circle and includes the Grantsburg School District text. This mark may be proportionally scaled and used on its own as a graphic element. The logo should not be altered in any way.



# APPROVED LOGOS

## FLAG LOGO

The flag logo features a purple flag waving from a sword with a skull and cross bones on it and is available in two different styles: [1] purple with gray, black and white trim and [2] black and white. This logo may be proportionally scaled and used on its own as a graphic element. The logo should not be altered in any way.



## APPROVED LOGOS

### BLOCK G LOGO

The block G logo uses the same font style as the wordmark logos and is available in two different styles: (1) black/white/purple trim and (2) purple/white/purple trim. This logo may be proportionally scaled and used on its own as a graphic element. The logo should not be altered in any way.



## APPROVED LOGOS

### SKULL AND CROSSBONES

The skull and crossbones mark is unique to Grantsburg. The standalone skull and crossbones should not be used alone without permission and should not be altered in any way.



# INCORRECT LOGO USE

Improper use of the Grantsburg logos can compromise readability and effectiveness. Please take into consideration the sample of misuses below. To ensure accurate and consistent reproduction of the logos, always use approved artwork and never alter the logos.



Do not distort the logo



Do not change the arrangement of the elements



Do not skew or bend the logo



Do not rotate the logo



Do not alter the colors of the logo



Do not add elements to the logo







Do not re-typeset the logo



Do not change the proportion of the logo elements

# COLOR PALETTE

Grantsburg School District branding features a color palette of purple, gray and black. The color values listed below can assist with print, digital and other color applications.

PIRATE DARK PURPLE	PIRATE LIGHT PURPLE	PIRATE GRAY	PIRATE BLACK
			
<b>PANTONE</b> 2685	<b>PANTONE</b> 7672	<b>PANTONE</b> COOL GRAY 4	<b>BLACK</b>
<b>CMYK</b> 9 1-100 -2 3 - 30	<b>CMYK</b> 85-96-0-0	<b>CMYK</b> 23-18-19-0	<b>CMYK</b> 0-0-0-100
<b>RGB</b> 53-29-93	<b>RGB</b> 79-53-148	<b>RGB</b> 196 -196 -196	<b>RGB</b> 0-0-0
<b>WEB/HEX</b> #351D5D	<b>WEB/HEX</b> #4F3594	<b>WEB/HEX</b> #C4C4C4	<b>WEB/HEX</b> #000000

# TYPEFACE

The Chakra Petch font family is used in the Grantsburg logos and wordmarks.

## **CHAKRA PETCH BOLD**

**A BCDEF GHIJK L MNOPQRS T U V W X Y Z**

**abcde f ghijk lmnopqr s tu v w x yz**

**1234567890**

## CHAKRA PETCH REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abc de f ghijk lmnopqr s t u v w x y z

1234567890

# GRANTSBURG LOGO FAMILY

