



GULF GATE SCHOOL

OFFICIAL DISTRICT STYLE GUIDE

COLOR PALETTE

BLUE (Primary)	YELLOW (Secondary)	WHITE (Secondary)	SILVER (Tertiary)	BLACK (Accent)
#2F2A95	#FF9E1B	#FFFFFF	#D0D3D4	#000000

PANTONE 2370 CP

RGB: 47, 42, 149

CMYK: 99, 94, 0, 2

PANTONE 1375 CP

RGB: 255, 158, 27

CMYK: 0, 40, 97, 0

RGB: 255, 255, 255

CMYK: 0, 0, 0, 0

PANTONE 427 CP

RGB: 208, 211, 212

CMYK: 14, 8, 4, 0

PANTONE BLACK 6 CP

RGB: 0, 0, 0

CMYK: 100, 61, 32, 96

The hexcodes (#ABC123), RGB, and CMYK colors are what you will be using for most of your projects.

You can use hexcodes or RGB for digital projects (like social media graphics), and CMYK for standard print projects (like flyers, booklets, brochures, etc). Think one-time use, handouts, or digital applications.

The **PANTONE®** colors are used for specialized printing projects and school merchandise.

Projects using “specialized printing” would include screen-printed t-shirts, school merchandise (like cups), signage, vinyl printing (like banners), and even construction projects. If your printer is asking for “spot colors,” this is what you will provide them.

PANTONE® has different color codes for fabric and metallic colors.

If you are wanting to make sure the fabric and/or metallic colors you’re choosing will match your other colors, just reach out! We can hop into Pantone’s website find the closest color possible.

Feel free to reach out to the Communications Department if you have any color questions!

LAST UPDATED APRIL 2026

ANY changes or deviations from this style guide **MUST** first be approved by Communications.



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PRIMARY LOGO



CLICK OR SCAN THE QR CODE
TO DOWNLOAD LOGO FILES



SCHOOL TAGLINE & MOTTO

TAGLINE (BRAND FOCUS)

Where the Gulf Inspires Learning.

How is a tagline used?

Used to build brand identity and create a lasting, emotional connection with consumers.

It generally stays the same for long periods, and can often be seen underneath a logo.

MOTTO (VALUE FOCUS)

Inspiring Students to Lead and Respect Our Environment.

A "motto" is a phrase reflecting the core values, beliefs, and/or mission of an organization; often used internally to inspire or guide the organization's decisions.

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MAIN FONT

ROBOTO CONDENSED (BLACK)

Example size is 16pt | Google Font

SECONDARY FONT

NUNITO SANS (BOLD)

Example size is 14pt | Google Font

BODY FONT

Roboto (Regular)

Example size is 14pt | Google Font

FONT USE DISCLAIMER:

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For more information, visit Google Font's FAQ page.

FONT PAIRING SUGGESTIONS

Titles/Main Headings:

ROBOTO CONDENSED
(BLACK)



GULF GATE SCHOOL

Secondary Headings:

NUNITO SANS (BOLD)



HOME OF THE TIGERS

Body Text:

ROBOTO (REGULAR)



The mission of Gulf Gate School is to develop in all students their maximum potential by utilizing quality staff, supportive, involved parents, and a community geared toward helping students do their best today for a better tomorrow.

- The recommendation is to use ALL CAPS for main or sub-headings so they stand out from the body text.
- As seen on the descriptors on the left—for other types of headings—lower case should be used.
- It is recommended that the main color be used for primary headings, and the secondary color (or white) for the secondary headings. Black should be used for body text for readability.
- These font pairing recommendations are provided to ensure your school's brand cohesiveness.