

# BRANDING GUIDELINES

## Introduction

Brands are all around us. When people talk about brands, they often refer to logos and slogans. But our brand is so much more. It tells a story about Grossmont Adult Education (GAE) as GUHSD's adult school and as a member of East Region Adult Education (ERAЕ), one of 71 California Adult Education Program consortia. It reflects what we do and say, in a bright, bold, and dynamic way. It is how we talk about GAE and ERAЕ to our friends, neighbors, business partners, and visitors. It is the message we send to future, current, and former students, about the high quality we – staff, instructors, co-workers, faculty, colleagues of Grossmont Adult Education – strive to deliver in our classrooms, workshops, programs, and beyond.

Communicating a clear, consistent and compelling story to our many different internal and external audiences helps people associate our name with credibility and quality.

Please help us build our brand and reputation for ***Education That Works***. Follow the guidelines to create a unique look and feel for Grossmont Adult Education, a member of East Region Adult Education.

## **General Guidelines**

- a. All publications, in any media, are to be approved by the Director of GAE and the Program Manager of ERAE.
- b. All information needs to be readable, using a font size no smaller than 11, Futura Font.
- c. To ensure consistent representation, the logo cannot be altered or distorted in any way. Do not change color, alignment, or spacing of the icon or text.

**LOGOMARK**

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**Horizontal**

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Primary



**Horizontal**

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Alternate



**Vertical**

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## **SYMBOL**

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## **Full Color**

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## **1 Color**

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## **Black / Grayscale**

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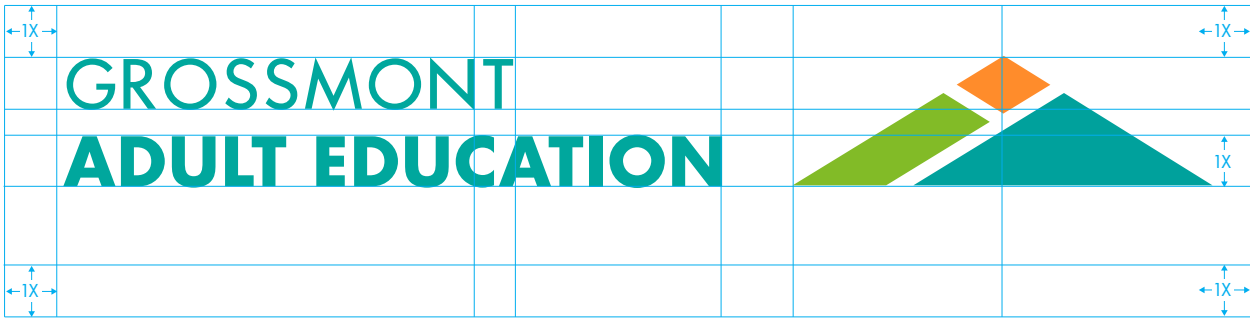


# LOGOMARK USAGE

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## Logo Clear Space

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## Minimum Size

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## LOGOMARK USAGE

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### **Please do not use incorrectly**

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Do not replace typography

Do not distort

Do not replace colors on symbol nor typography

Do not modify alignments

## COLOR PALETTE

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### Primary - Use "TEAL" for all primary GAE typography

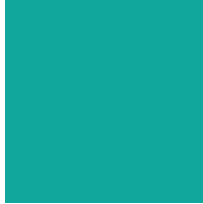
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Lime



RGB 141,198,63  
HEX #8DC63F  
CMYK 0,50,100,0  
PMS368C  
PMS382U

Teal



RGB 0,167,157  
HEX #00A79D  
CMYK 80,10,45,0  
PMS3272C  
PMS3272U

Orange



RGB 247,148,30  
HEX #F7941E  
CMYK 0,50,100,0  
PMS715C  
PMS715U

### Secondary

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Chartreuse



RGB 215,223,35  
HEX #D7DF23  
CMYK 20,0,100,0  
PMS584C  
PMS584U

Purple



RGB 161,84,161  
HEX #A154A1  
CMYK 40,80,0,0  
PMS2582C  
PMS2592U

Blood Orange



RGB 241,90,41  
HEX #F15A29  
CMYK 0,80,95,0  
PMS166C  
PMS166U

# TYPOGRAPHY

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## Primary

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Futura Light

abcdefghijklmnopqrstuvwxy0123456789  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Futura Book

abcdefghijklmnopqrstuvwxy0123456789  
ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789

Futura Medium

abcdefghijklmnopqrstuvwxy0123456789  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Futura Bold

**abcdefghijklmnopqrstuvwxy0123456789**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

## Secondary

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Aaux Pro Light / Old Style figures

abcdefghijklmnopqrstuvwxy0123456789  
ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789

Aaux Pro Bold / Old Style figures

**abcdefghijklmnopqrstuvwxy0123456789**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789**



## **INFORMARTIONAL MATERIALS - FLYER/MAILER/PPT Presentations**

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For handouts to be shared with students, please use the two-pager template you see below. Keep the watermark, margins, format and font as is. Replace "Lorem Ipsum" with your content. (The download file can be found at the bottom of the page.)

For powerpoint presentations, please use the template at the bottom of this page (under downloads.)



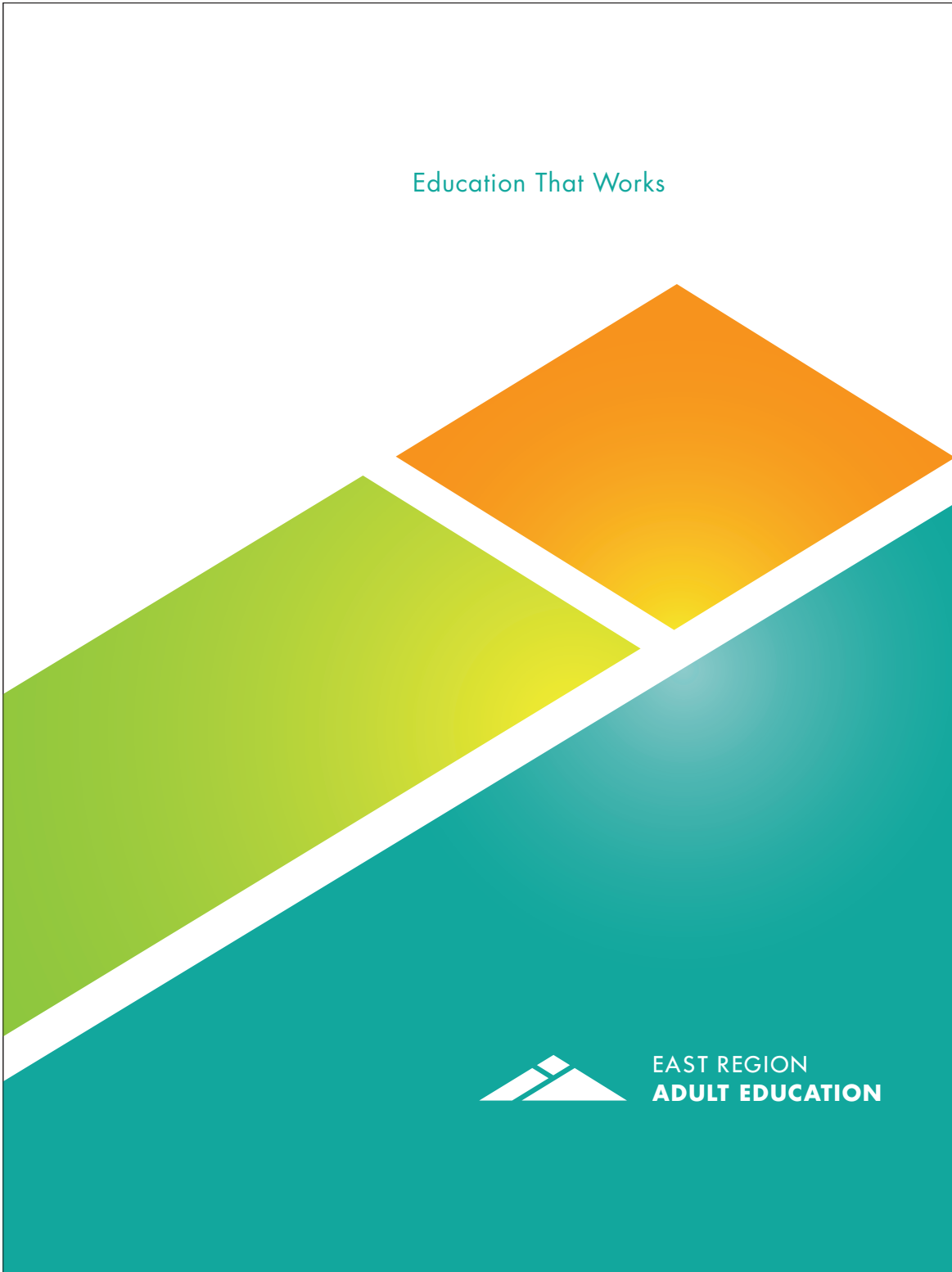


**APPLICATIONS**

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**Presentation Folder**

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## **Additional Guidelines**

### **Photography and Video**

High production standards and professional photography are critically important. For questions about photography and video, contact GAE's branding committee.

### **Print Communications**

Posters, event materials, banners, advertisement, forms, surveys, handouts, post cards, catalogs, bookmarks, and more – people see ERAE and GAE materials in many printed formats. ERAE and GAE provide guidelines but does not require a universal editorial style beyond the threshold of logo use. Programs are encouraged to use their preferred style guide. Before publication, all materials, in any media, are to be approved by the Director of GAE and the Program Manager of ERAE.

### **Digital Media**

Network Topology Icons (for printed collateral, video, multi-media, and power point) and web templates are to be approved by the Director of GAE and the Program Manager of ERAE.

### **Social Media**

Meeting our learners where they are is one of our core values. Reaching out to them through social media is invaluable. When using Facebook and Twitter, Instagram and the next great app or social platform, it is important to develop a voice that represents Grossmont Adult Education and East Region Adult Education in a clear and convincing manner. Use GAE or Grossmont Adult Education or Grossmont Adult Ed when naming an account. Help you audience understand who we are as a member of a consortium and a part of a school district. Use an identifiable image as the graphical representation. Be mindful of your audience and all co-workers whom you represent.

### **Copy Rights**

Our logo is an important part of our brand, so are all our branding materials. They represent our identity and are valuable pieces of intellectual property. All rights belong to ERAE.