

Graphic Identity Standards and Guidelines

Gilman School

Why We have Guidelines

The graphic identity for Gilman School is summarized in these Graphic Identity Standards and Guidelines. This document establishes rules for the consistent implementation of the Gilman identity. Through recommendations and examples, the Standards provide for the development of printed and electronic materials through in-house design as well as commissioned designs.

The use of these guidelines will contribute to a powerful and unified expression of the School. A well-managed graphic identity is key to enhancing the effectiveness of communications and an important tool for the school to reach its audiences and build its reputation. Adhering to these guidelines will maintain a strong brand identity for Gilman as a leading institution in Baltimore, the state of Maryland, and the nation.

Logo

“Gilman School” remains the official name of the school. This graphic identity provides not a new name, but a new mark (a visual shorthand) for the institution.

The Gilman logo was created using the font Absara. The wordmark should never be typeset but always used as a provided image file.

It should be positioned at an authoritative scale and located in a prominent position on school graphics, publications, and collateral.

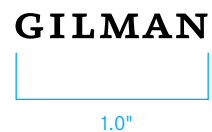
GILMAN

Clear space

The area around the logo should always provide ample space so that the balance and wholeness of the logo are not violated by external elements. The diagram at left shows the correct amount of space that should surround the logo.

Note: G = the cap height of the logo typography.

Some interpretive graphics are not constrained by these clear space rules. For guidance on graphics that depart from the clear space rules please review with the Gilman communications department for approval.



Scale

For small scale applications the mark should never be reproduced smaller than 1.0" in width.

Integrity of the Mark

The Gilman logo is the official mark of the institution and should accordingly be rendered with utmost consistency and dignity. It should never be tweaked, stretched, or otherwise manipulated, but reproduced with consistency and integrity.

GILMAN

Only use the supplied logo files.

GILMAN

Never typeset the logo.

G I L M A N

Never adjust the tracking or letterspacing.

GILMAN

Never stretch the logo.

GILMAN

Never outline the logo.

GILMAN

Never add a box or shape to the logo.

**G
I
L
M
A
N**

Never stack the logo.

GILMAN

Never arc the logo.

GILMAN

Never fill the the logo with images or photography.

Absara is the dominant “display” and “brand” typeface for Gilman.

ABSARA

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
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() [] {} 0 1 2 3 4 5 6 7 8 9 \$ ¥ £ % \ / + < = > ¬ ± ÷

Absara Regular

0123456789

Absara Titling Figures

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
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Absara Italic

[illegible]

Absara Small Caps

Primary Typography

The Absara type family includes five different weights. Each weight has a roman, italic, small capitals, and italic small capitals version. Because Absara is such a full family it can be employed as display and body copy in marketing, development, and institutional applications. Consultants and vendors should use Absara, not similar serif typefaces when working with the Gilman identity.

ABSARA

Gilman School is a private preparatory school for boys

Absara Bold

located in the Roland Park neighborhood of Baltimore.

Absara Medium

Founded in 1897 as the Country School for Boys, it

Absara Regular

was the first country day school in the United States.

Absara Light

The school takes its name from Daniel Coit Gilman...

Absara Thin

Supporting Typography

Absara also has a “sans” version. It too has five different weights, each having a roman, italic, small capitals, and italic small capitals version. Absara Sans can be used in conjunction with and as a complement to Absara.

Absara “serif” is a better choice when typesetting longer lengths of running text.

ABSARA SANS

Gilman School is a private preparatory school for boys

Absara Sans Bold

located in the Roland Park neighborhood of Baltimore.

Absara Sans Medium

Founded in 1897 as the Country School for Boys, it

Absara Sans Regular

was the first country day school in the United States.

Absara Sans Light

The school takes its name from Daniel Coit Gilman...

Absara Sans Thin

GILMAN
LOWER SCHOOL

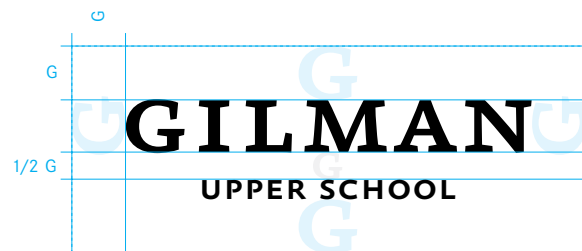
GILMAN
ALUMNI ASSOCIATION

GILMAN
MIDDLE SCHOOL

GILMAN
BOARD OF TRUSTEES

GILMAN
UPPER SCHOOL

GILMAN
PARENTS' ASSOCIATION



Divisions

The Gilman logo should serve as an anchor to the different divisions and “sub-brands” within the school’s hierarchy and communication system.

The diagram at left shows the proper positioning of these elements. For consistency these division lockups should not be typeset but rather always used as provided image files.

This lockup should be reserved for recognized “entities” within the school and should not be used for clubs, activities, or events.

Color Palette

Pantone 288 (Blue) and Pantone Cool Gray 6 are Gilman's core identity colors. Ideally Pantone spot colors should be used for all reproduction (a necessity on all stationery applications). If a fifth color is not possible in four-color contexts, approximate the identity colors with a combination of four-color process colors. The CMYK percentage combinations provided here are offered as suggestions, rather than a fool-proof approach since color reproduction is specific to different printers, formats, and materials. The core palette should serve as the reference point when selecting colors and materials.

For web and other screen applications, the colors should be rendered with the appropriate RGB values or equivalent HEX numbers. Please note that due to inherent differences in the calibration of different monitors, these values may need to be altered. RGB values and HEX numbers should be used for reference only.

The core color palette works well with black, white, and metallic silver. The use of other colors should be approved by the communications department.

GILMAN

GILMAN



Pantone 288 U / 288C
CMYK 100 / 67 / 0 / 23
RGB 0 / 75 / 141
HEX #004B8D
Web Safe #003366

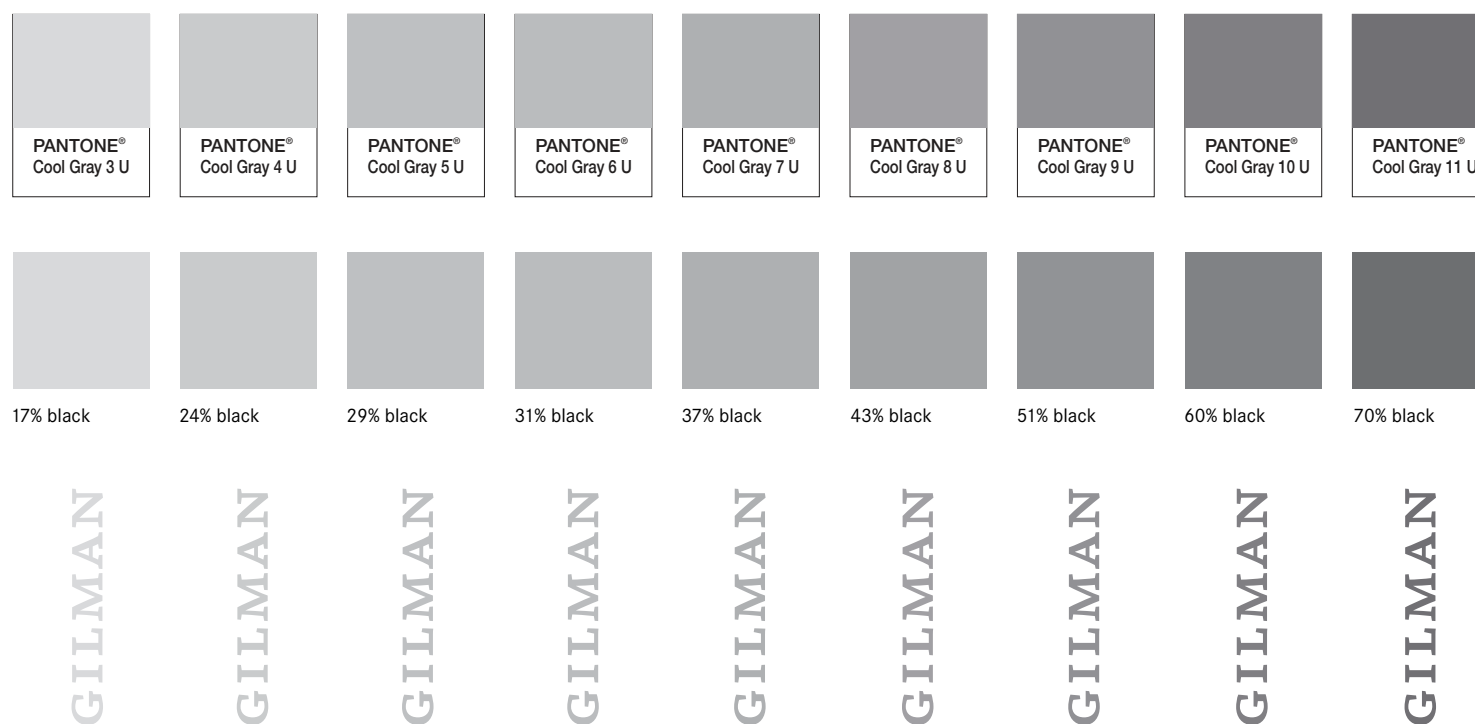


Pantone Cool Gray U / Cool GrayC
CMYK 0 / 0 / 0 / 31
RGB 186 / 188 / 190
HEX #BABCBE
Web Safe #CCCCCC

Extended Color Palette

Designers working with the Gilman identity may find it necessary to work with values of gray other than Cool Gray 6. The entire Cool Gray palette can be utilized when working with the identity. Darker values (Cool Gray 9-11) should be used when working with small typography on light-colored backgrounds. Lighter values (Cool Gray 3-5) should be used when creating fields of color on which darker text will be placed.

When spot colors are unavailable use the appropriate black percentage.

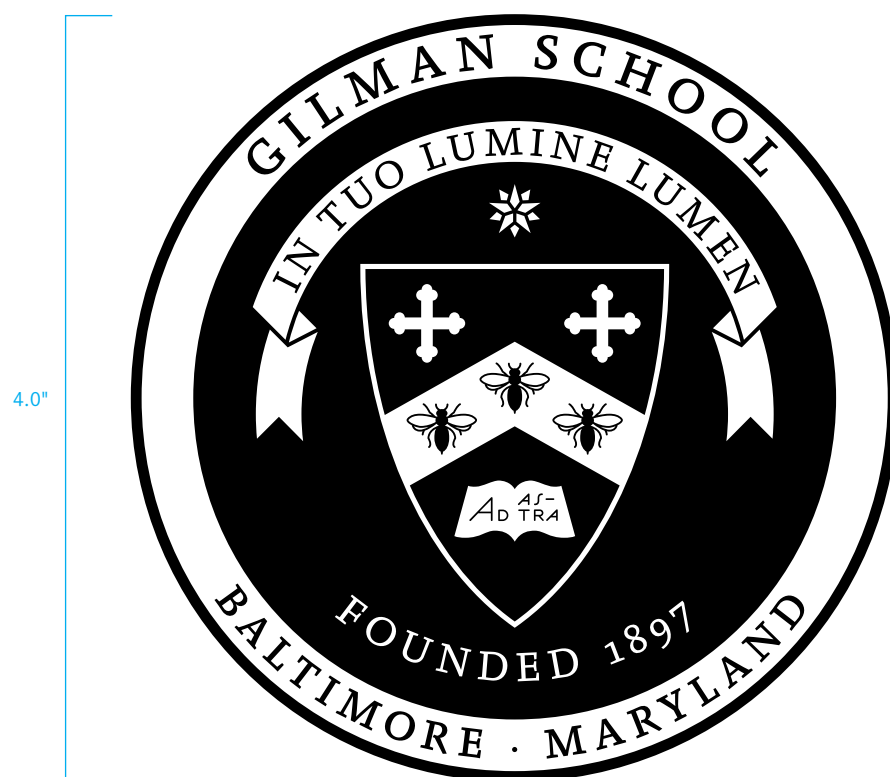


The Seal

The seal is the official formal mark of Gilman School. The type and messaging within the seal should never be modified. It should be used only on "official" institutional materials such as diplomas, transcripts, contractual/business documents or formal correspondence originating from the Headmaster or board of trustees. For guidance in determining the proper usage of the seal please consult the School's communications department.

To ensure that legibility is maintained the seal should not be reproduced smaller than 0.875" in diameter.

The seal should not be used larger than 4.0" in diameter.

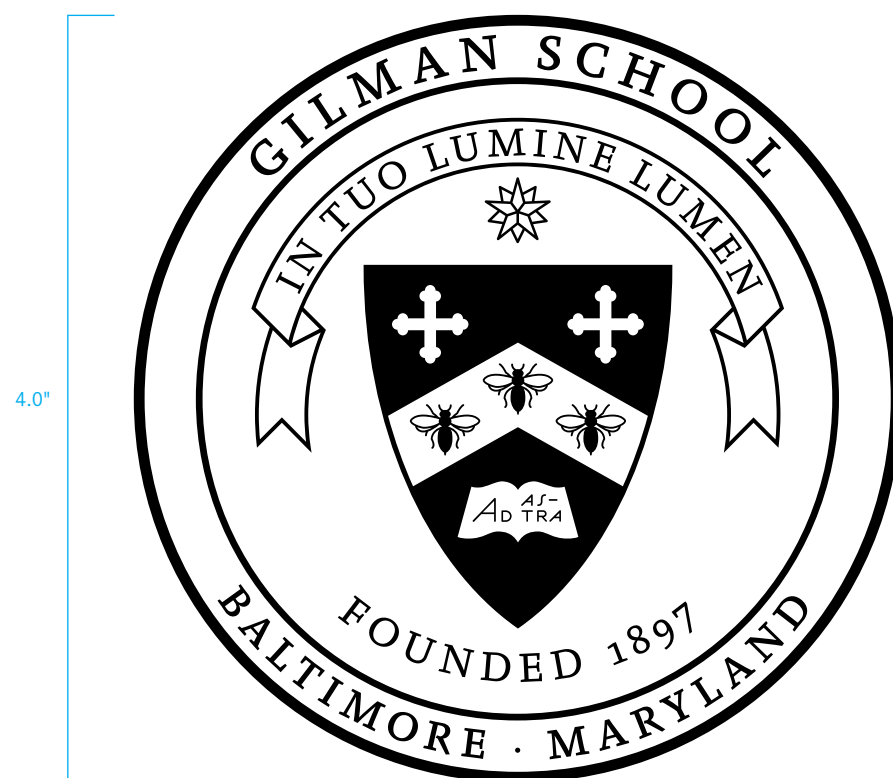


The Seal Outlined Version

The “outlined” seal should be used when the weight of the standard seal is not appropriate. The outlined version can be successfully used when reproduced as a lighter color on a dark background.

To ensure that legibility is maintained, the seal should not be reproduced smaller than 0.875" in diameter.

The seal should not be used larger than 4.0" in diameter.



The Shield

The shield is the informal alternative to the official school seal. Unlike the seal the usage of the shield is not restricted and can be used on communication materials, all stationery, and school merchandise.

To ensure that legibility is maintained, the shield should not be reproduced smaller than 0.75" in height.

Usage of the shield at large scales should be approved by the School's communications department.



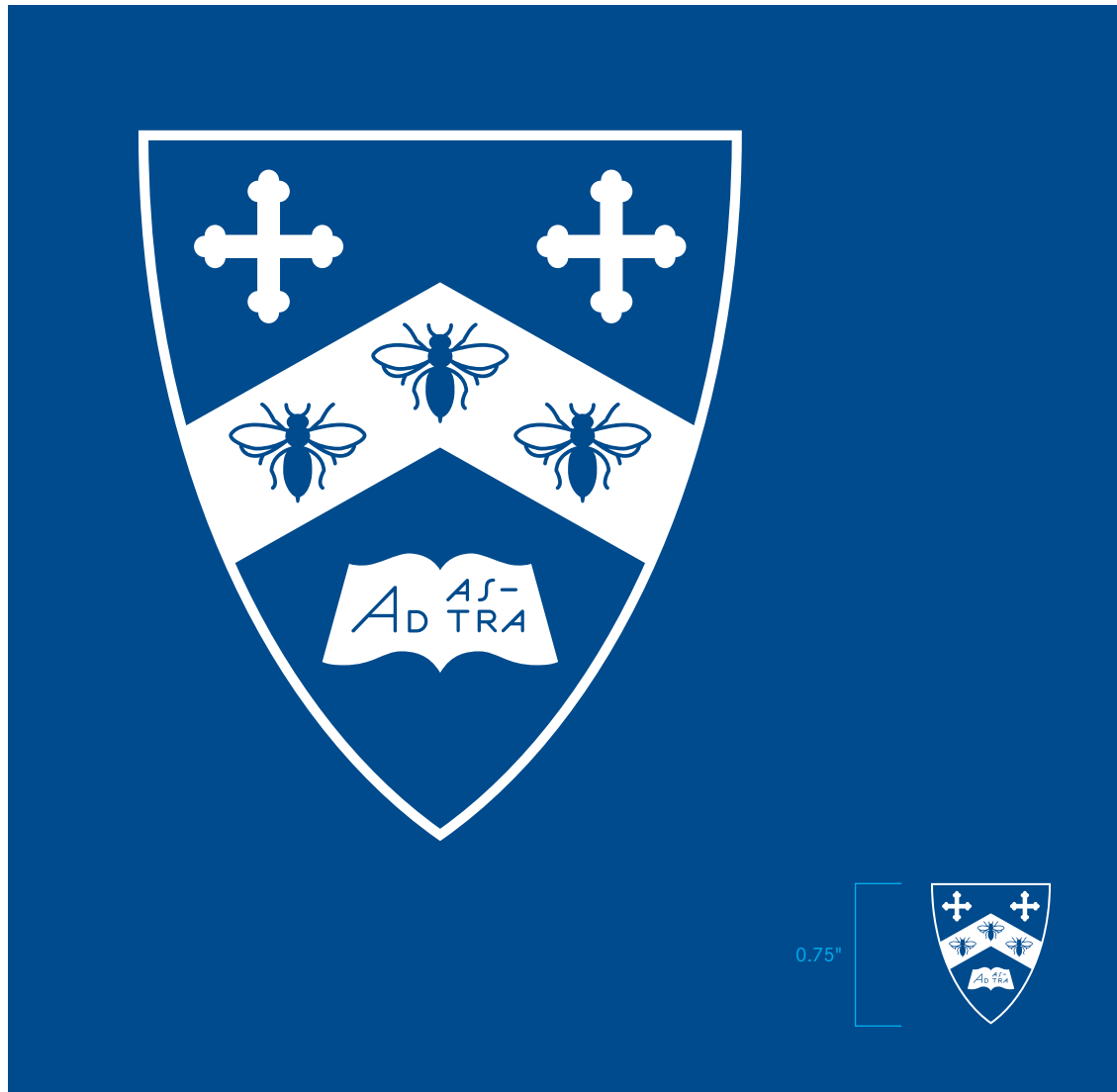
0.75"



The Shield Reversed Version

The “reversed” shield should be used only when reproducing the shield on a dark background.

To ensure that legibility is maintained, the shield should not be reproduced smaller than 0.75" in height.



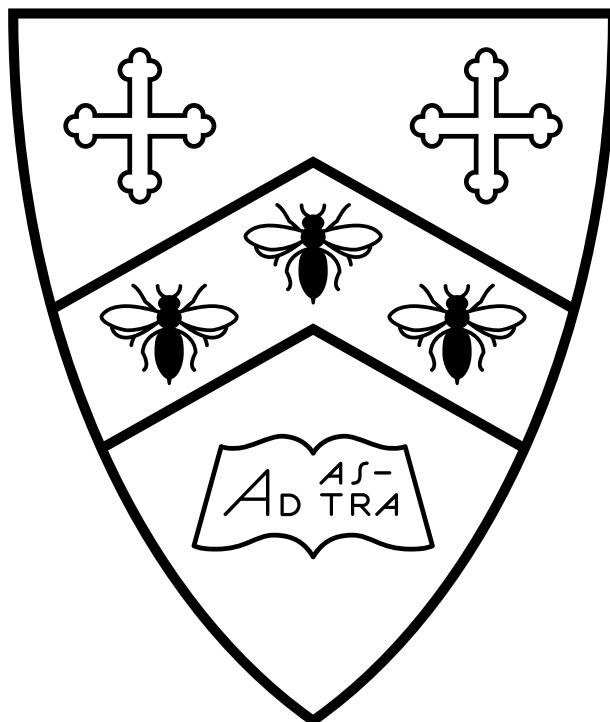
0.75"



The Shield Outlined Version

The “outlined” shield should be used when the weight of the standard shield is not appropriate. The outlined version can be successfully used when reproduced as a lighter color on a dark background.

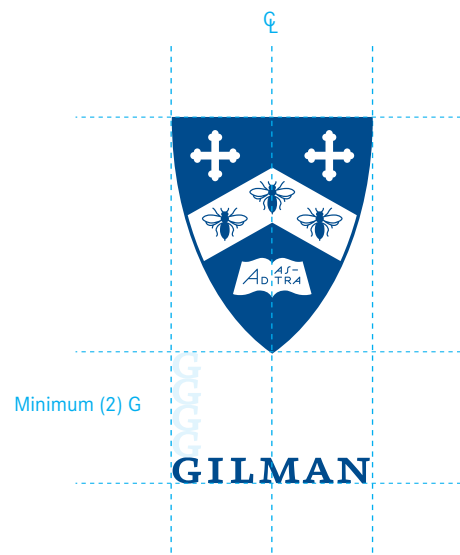
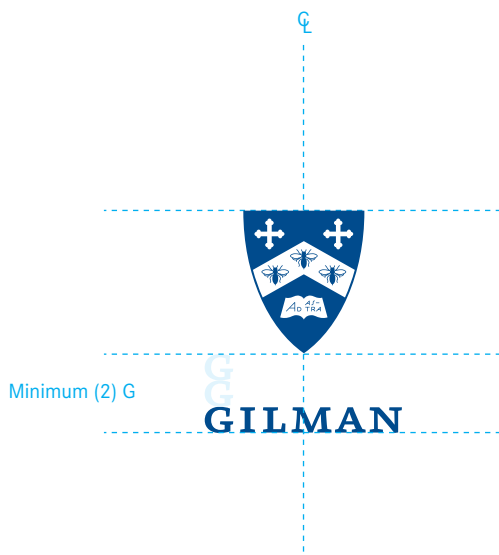
To ensure that legibility is maintained, the shield should not be reproduced smaller than 0.75" in height.



Pairing the Shield with the Wordmark

The Gilman wordmark may be paired with the Gilman shield on the same communication. They need not be used directly adjacent to one another, as in examples such as the stationery system, where the two elements are used in different locations on the same page.

The scale relationships between the shield and logo are established in the lockups at left. These lockups represent the most typical conditions of the two elements and should be considered the ideal arrangement for the most common applications. Other lockups may be acceptable and should be reviewed with the School's communications department for approval.



Pairing the Shield with the Wordmark

The shield may be paired with the wordmark when it is set at a large scale. In such instances the wordmark should remain the dominant element with the shield set at a smaller scale.

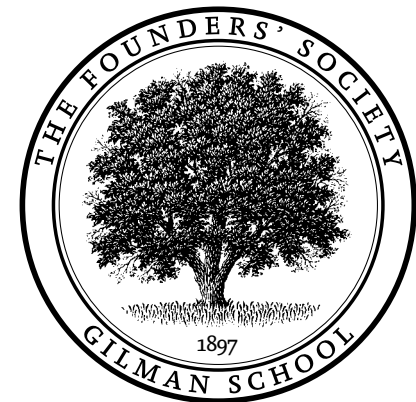
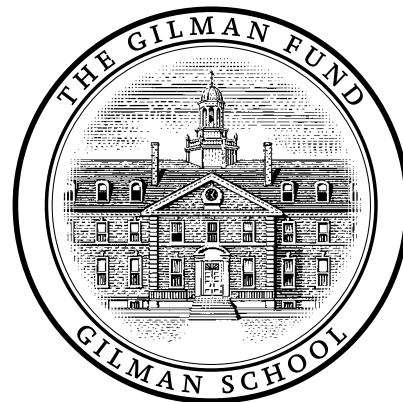
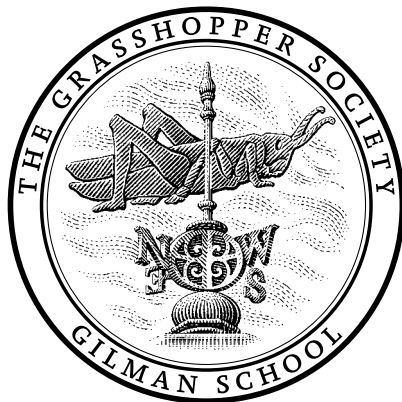


Giving Seals

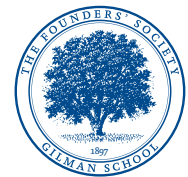
The various giving funds and programs within the school each have their own unique seal. The type and messaging within the seals should never be modified.

To ensure that legibility is maintained, the giving seals should not be reproduced smaller than 0.875" in diameter.

Usage of the giving seals at large scales should be approved by the School's communications department.

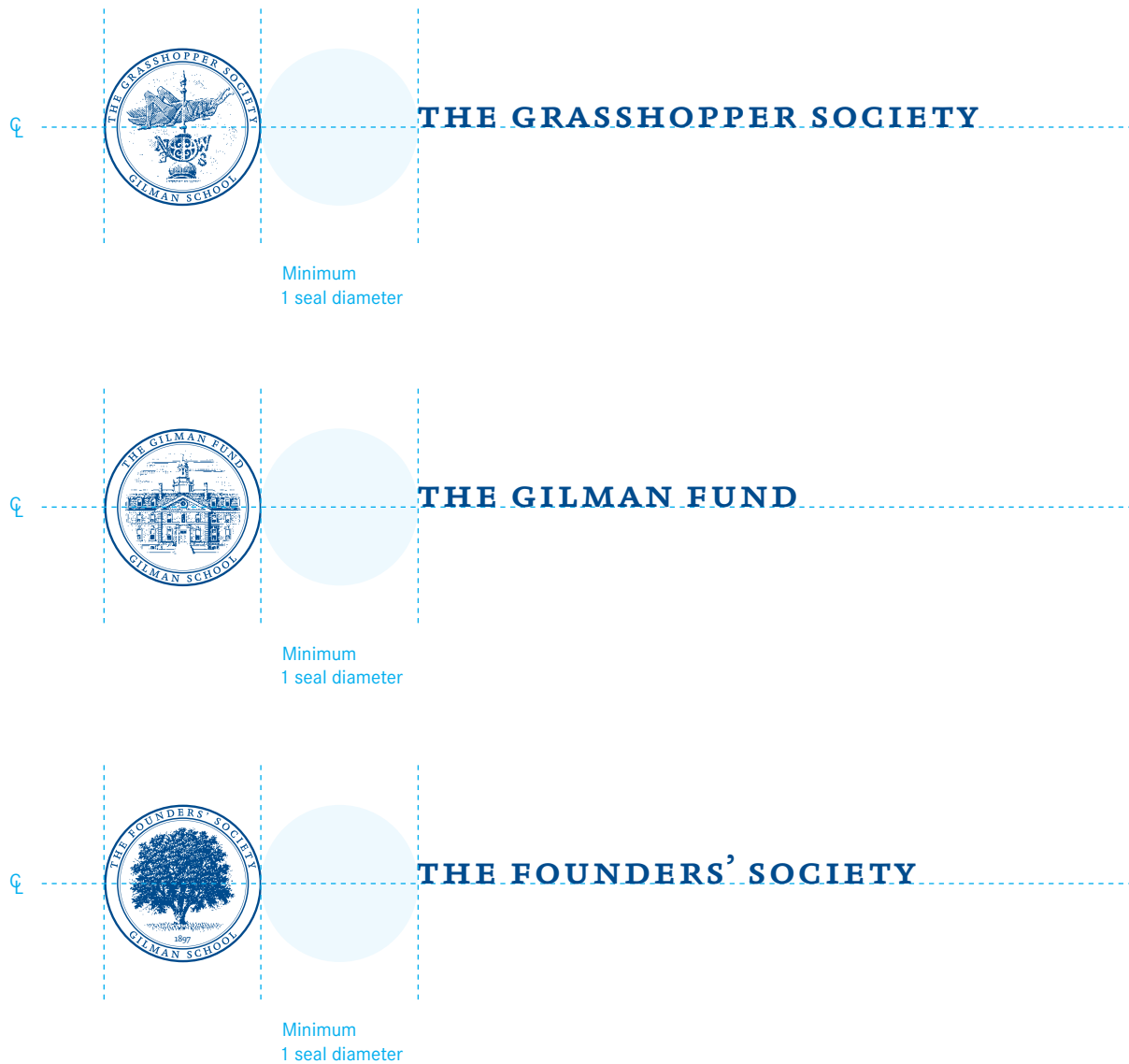


0.875"



Giving Seals

When used at a small scale it may be necessary to pair the seals with the name of the corresponding fund or society. The name should be set in Absara Medium Small Caps with 20 pts of tracking.



“G”

The Gilman “G” should be reserved for athletic communications, athletic apparel, and school store merchandise.

When used on a field of a color an outlined version may be used.

To ensure that legibility is maintained, the “G” should not be reproduced smaller than 0.75" in height.



GILMAN

GILMAN



1.0"

Athletic Wordmark

The Gilman “Athletic Wordmark” has been created for use on athletic uniforms, equipment, and athletic-inspired school store merchandise. The wordmark uses the font Absara Headline Black. The wordmark should never be typeset but instead always used as a provided image file.

For small scale applications the mark should never be reproduced smaller than 1.0" in width.

Merchandise and Retail Apparel

The athletic wordmark is not a replacement for the collegiate-like “outlined” fonts that are currently found on much of the school's retail merchandise.

Because of the way in which the font is drawn the letters within the wordmark cannot be easily outlined to mimic the typical outlined slab serif fonts common to athletic apparel.

Whenever possible the athletic wordmark should be used. The use of other outlined display fonts is acceptable for larger scale applications on merchandise and retail apparel only.

Pairing the “G” with the Wordmark

The athletic wordmark may be paired with the Gilman “G”. The examples at left show two possible configurations. Other lockups may be acceptable and should be reviewed with the school’s communications department for approval.

The “G” should never be paired with the institutional wordmark.



Greyhound

The Gilman greyhound should be reserved for athletic communications, athletic apparel, and school retail merchandise. In some cases, use of the mascot may be appropriate for "spirit" applications. For guidance in determining proper usage of the greyhound, please consult the School's communications department.

To ensure that legibility is maintained, the greyhound should not be reproduced smaller than 1.5" in width.

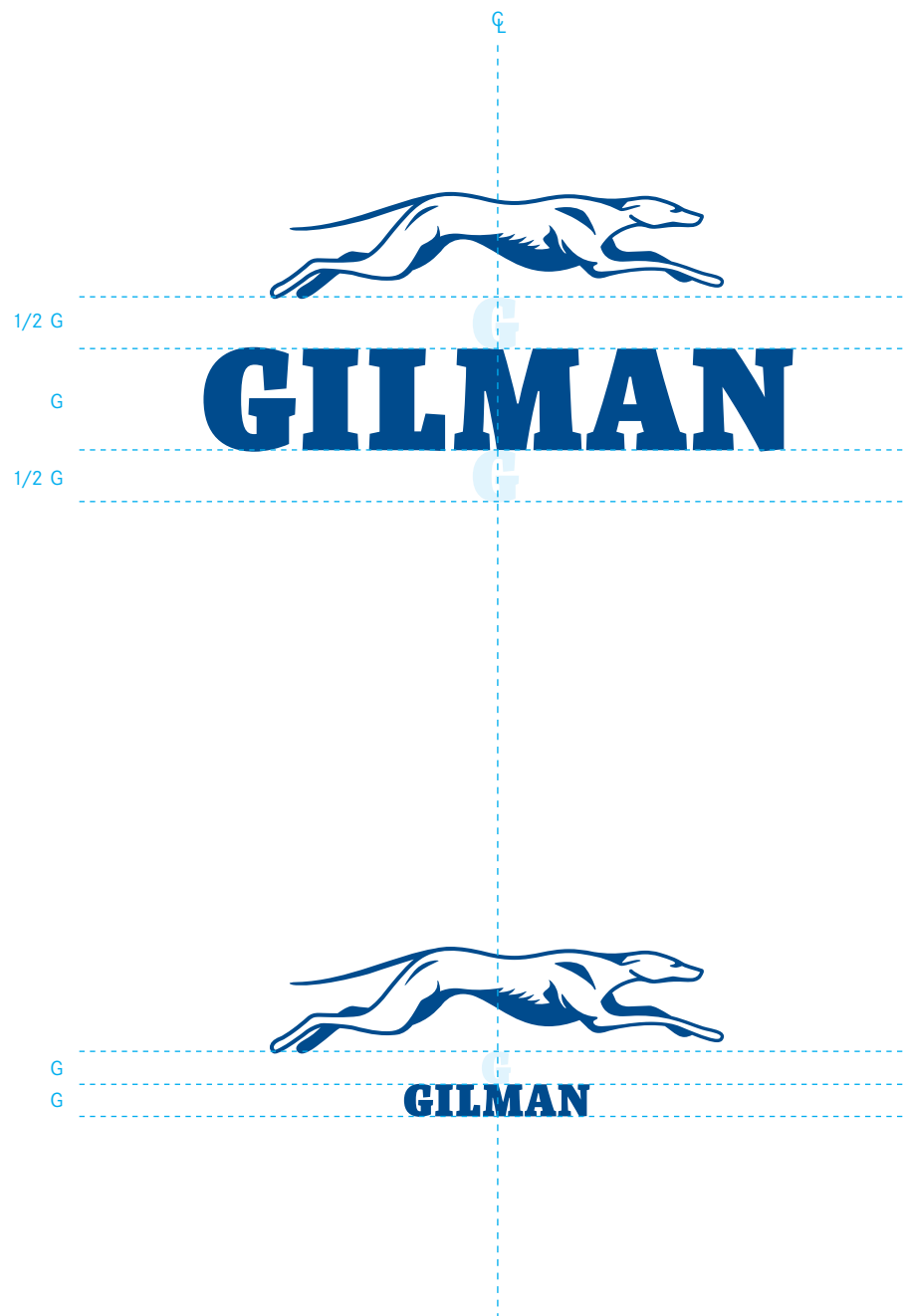


1.5"

Pairing the Greyhound with the Wordmark

The Gilman Greyhound may be paired with the athletic wordmark. The examples at left show two possible configurations.

The greyhound should never be paired with the institutional wordmark.



Athletic Pairings

The athletic wordmark can be paired with “greyhounds” as well as with the various athletic teams. This secondary information should be set in Absara Headline Bold with 25 pts of tracking.

GILMAN
GREYHOUNDS

GILMAN
SOCCER

GILMAN
BASEBALL

GILMAN
GOLF

GILMAN
LACROSSE

GILMAN
TRACK & FIELD

GILMAN
WATER POLO

GILMAN
SWIMMING

GILMAN
TENNIS

GILMAN
HOCKEY