

GENEVA SCHOOL *of* BOERNE

BRAND STANDARD GUIDELINES

ALL GSB EMPLOYEES:

When you are creating a form or other item for your class, group, grade or school, follow these guidelines:

WHO IS YOUR AUDIENCE?

- If this item is **only** for use in your classroom or to go home as a note, then it can use a simple format (follow font guidelines, good grammar and punctuation) and it would only need approval from your headmaster/department head if necessary or as required.
- OR
- Is this document, form, t-shirt, poster, etc. outward facing? Will it be seen by those beyond our school community? If so, it **always** needs to be approved and designed with branding guidelines in mind (see Approval Process at right).

APPROVAL PROCESS

- Items that are outward facing (and/or require budgeting) should always go to your headmaster or department head for approval. Your department head can then contact the Advancement Director if design work is needed.

LOGOS

These logos are available on OneDrive in a folder called School Logos and Info:

THE SCHOOL CREST

The school crest is available in black/white or color. Please use what you deem appropriate for your publication. Black/white is preferred for making a lot of copies. When using the crest without the school name, the smallest it should be used is 1.5" in height. Always maintain ample space (1/4") around the crest so it is not crowded.

The school crest is available in a smaller version when used with the entire school name for other specific uses (at right).



GENEVA SCHOOL *of* BOERNE

SCHOOL LEVEL CRESTS

The different crests will both tie the schools together and help parents to distinguish between communications relevant to each level.

Each school level is tied to a color crest indicative of its unique focus. These concepts are strengthened by the words reflected in each of these crests. These crests may be used on materials pertaining to each school as needed.



GENEVA SCHOOL OF BOERNE
GRAMMAR SCHOOL



GENEVA SCHOOL OF BOERNE
LOGIC SCHOOL



GENEVA SCHOOL OF BOERNE
RHETORIC SCHOOL

ATHLETICS AND FINE ARTS LOGOS

The stacked Geneva and eagle will be used for Logic and Rhetoric School athletics. The fine arts logo will also be used in Logic and Rhetoric.



GENEVA SCHOOL *of* BOERNE
FINE ARTS

BRAND GUIDELINES

All information, artwork and materials are property of Geneva School of Boerne and protected under intellectual property laws.

ALL ACCEPTABLE COLORS & FONTS

COLORS

Geneva School of Boerne is defined primarily by two colors: Geneva Navy and Geneva Gold. Additionally, silver, black and white will be used as supporting colors when appropriate. These color numbers will be used primarily by vendors, printers and the Communications Department, but are shown here as a reference if needed.



FONT EXAMPLES

The Geneva School of Boerne fonts are Simoncini Garamond and Proxima Nova. Either Simoncini Garamond or Proxima Nova can be used as body copy. Proxima Nova Bold will be used in all caps for headings or subheadings. See the examples given here.

If the name of the school needs to stand alone or in conjunction with a small version of the school crest, it should always appear using the Simoncini Garamond font (as shown at right) for school-wide use, including athletics.

SIMONCINI GARAMOND

“Like the generations of leaves, the lives of mortal men...”

abcdefghijklmnopqrstuvwxyABCDEFGHIJKLMNOPQRSTUVWXYZ&1234567890

PROXIMA NOVA BOLD, ALL CAPS, WIDE-SPACED

EXCELLENCE, PASSION AND INTEGRITY

ABCDEFGHIJKLMNOPQRSTUWXYZ&1234567890

PROXIMA NOVA REGULAR

These qualities, clothed in humility, create a foundation

abcdefghijklmnopqrstuvwxyABCDEFGHIJKLMNOPQRSTUVWXYZ&1234567890

SIMONCINI GARAMOND, CAPS & LOWERCASE ITALIC, WIDE-SPACED

GENEVA SCHOOL *of* BOERNE

REPLACEMENT FONTS

Since a limited number of GSB staffers have the brand fonts shown above, the following are acceptable replacements for internal documents and emails. Most employees will use these fonts on a daily basis.

USE FOR PRINTED WORD DOCS	USE FOR EMAIL
BODY TEXT: Garamond OR Calibri	Calibri
HEADINGS: CALIBRI BOLD	CALIBRI BOLD

ATHLETICS FONTS EXAMPLES

These fonts are to be used by anyone interacting with athletics in a marketing capacity. ChunkFive will be used for large headlines and high-level display type. Proxima Nova will be used for body copy and subheads, as specified in these examples.

CHUNKFIVE

TALONS UP!

abcdefghijklmnopqrstuvwxyABCDEFGHIJKLMNOPQRSTUVWXYZ&1234567890

PROXIMA NOVA BOLD, ALL CAPS, WIDE-SPACED

CROSS COUNTRY START TIME — 5:45AM

ABCDEFGHIJKLMNOPQRSTUWXYZ&1234567890

PROXIMA NOVA REGULAR, WIDE-SPACED

...tryouts will be held at the baseball field. Athletes will

abcdefghijklmnopqrstuvwxyABCDEFGHIJKLMNOPQRSTUVWXYZ&1234567890

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