

PUBLIC RELATIONS SUB-COMMITTEE MEETING

**Regular Meeting
Griswold Middle School
Library Media Center
211 Slater Ave
Griswold, CT 06351**

**THURSDAY,
May 9th, 2024
5:15 PM**

AGENDA

1. Call to Order
2. Approval of the Minutes—March 14TH, 2024
3. Review of Revised Brand Standards
4. Anything Else That May Properly Come Before the Committee
5. Next Meeting: TBD
6. Adjourn

**PUBLIC RELATIONS SUB-COMMITTEE MEETING
GRISWOLD BOARD OF EDUCATION**

**THURSDAY,
March 14, 2024**

DRAFT

1. A regular meeting of the Griswold Board of Education's Public Relations Subcommittee took place on Thursday, March 14th, 2024, at Griswold Middle School in the Library Media Center/Learning Commons, located at 211 Slater Avenue, Griswold, Connecticut. The Public Relations Subcommittee meeting was called to order at 5:15 PM by Jaimee O'Neill-Eaton, Chair of the Public Relations Subcommittee.

PRESENT Jaimee O'Neill-Eaton, Public Relations Subcommittee Chair; Jennifer Norman and Cathy Waselik (entered at 5:17 PM), Public Relations Subcommittee Members; and Mary Beth Malin, Griswold BOE Chair.

ALSO PRESENT Sean P. McKenna, GPS Superintendent of Schools; Yvonne Palasky, BOE Vice Chair; Kayla Hedman, GPS Community Relations & Special Projects Coordinator; and Erin Palonen, GHS Principal.

ABSENT

2. Approval of the Minutes – October 16, 2023

MOTION By Mary Beth Malin
Seconded by Jaimee O'Neill-Eaton
To approve the meeting minutes of October 16th, 2023, as presented.
Ayes – Mary Beth Malin and Jaimee O'Neill-Eaton
Nays –
Abstain – Jennifer Norman
Motion carried.

3. Approval of the Minutes – January 11th, 2024

MOTION By Jennifer Norman
Seconded by Jaimee O'Neill-Eaton
To approve the meeting minutes of January 11th, 2024, as presented.
Ayes – Jennifer Norman and Jaimee O'Neill-Eaton
Nays –
Abstain – Mary Beth Malin
Motion carried.

Public Relations subcommittee member, Cathy Waselik, entered the BOE meeting at 5:17 PM.

4. Review, Discussion and Possible Action on District Communications Plan – The Superintendent and the Public Relations subcommittee reviewed the District Communications Plan and they voted to move it forward to the full Griswold Board of Education for review, discussion, and action to approve.

MOTION

By Jennifer Norman

Seconded by Cathy Waselik

To move the District Communications Plan to the full Griswold Board of Education for review, discussion, and possible action to approve.

Motion unanimously carried.

5. Griswold High School: Tuition Town Partner Meetings, Tuition Town Partner Involvement & Presentations – The Public Relations subcommittee heard from GHS Principal, Erin Palonen, on the registration process, outreach attempts, and other recruitment efforts to our tuition partnership towns.
6. Updates from Kayla Hedman – GPS Community Relations & Special Projects Coordinator, Kayla Hedman, provided an update to the Public Relations subcommittee on the social media presence, the number of followers, and other outreach efforts.
7. Anything Else That May Properly Come Before the Committee – There was nothing else to discuss before the Public Relations subcommittee.
8. Next Meeting: May 9th, 2024, 5:15 pm, GMS LMC
9. Adjourn

MOTION

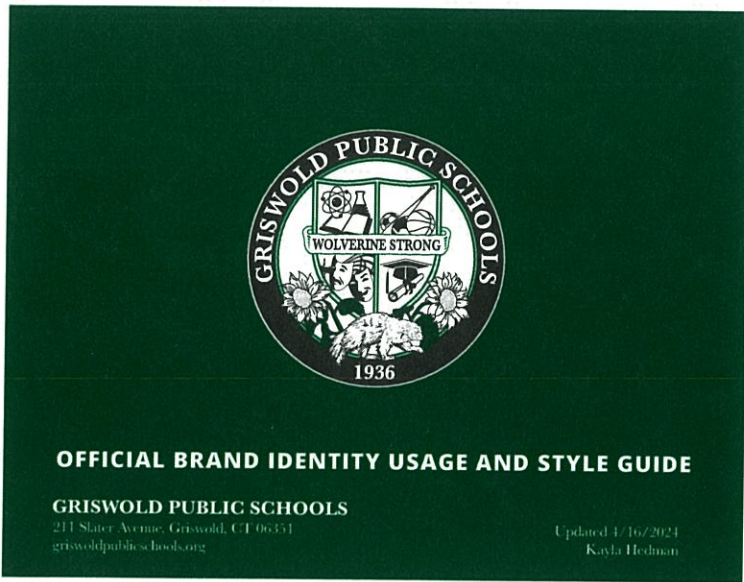
By Jennifer Norman

Seconded by Cathy Waselik

To adjourn the Public Relations subcommittee meeting at 5:52 PM.

Motion unanimously carried.

Minutes prepared by: Sean P. McKenna/Robin Drobiak



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BY KAYLA HEDMAN

2019 GRAPHIC WORK CONTRIBUTOR SHAWN RUPY

APPROVED 12/13/2021 BY THE GRISWOLD BOARD OF EDUCATION
2021-22 Public Relations Sub-Committee Members: Martin Osga, Joyce Rice, Jaimee O'Neill-Eaton

MODIFIED APRIL 2024

This manual and the graphic standards herein replace all other previous logos and representations.

GRISWOLD PUBLIC SCHOOLS

211 Slater Avenue, Griswold, CT 06351
griswoldpublicschools.org

INTRODUCTION

Our identity system is made up of six Griswold Public Schools wordmarks (one for the district, each school and program), approved taglines, a primary seal, athletic graphics (G, a paw print, and mascot logos), sub-brand standards for individual departments and athletics, as well as icons and graphics to support the Griswold Wolverines brand.

In order to accommodate a variety of needs and make the system accessible and easy to use, we've supplied a range of file types, including vectors (PDF, .eps) and high-resolution print and digital file formats (.jpg, .png). Elements are provided in various color-ways, as well. All files will be available via Google Drive and linked to from the Griswold Public Schools website.

In order for the district's visual identity to be recognizable and consistent in the community, we ask that you only use the supplied logos without altering them in any way. You may also use a combination of supplied elements that align with the brand standards.

We encourage the use of design tools like Canva to make high-quality graphics, and integrate the GPS brand via use of logos, icons, fonts, and colors.

Before applying any of the logos, please familiarize yourself with the usage rules provided in this document.

CONTACT INFORMATION

For more information about the GPS brand identity, for permission to reproduce any of the logos included in this guide, or if you have a need for a variation of our logo that isn't supplied in the suite, you can contact Community Relations & Special Projects Specialist Kayla Hedman at khedman@griswoldpublicschools.org.



PRIMARY ACADEMIC SEAL LOGO

As the primary graphic identity for Griswold Public Schools, the seal should appear on most collateral pieces that are intended for external audiences. There are 6 color variations: Full Color Green, Black and White; Griswold Green with White or Transparent Background, Black with White or Transparent Background, and White with Transparent Background.

2019 graphic design contributor Shawn Rupy. Modifications made in 2021 and 2024.



SEAL WITH TEXT

The seal and wordmark should be used together for most external usage. This can be accompanied by the school address for stationary header, or by "Home of the Wolverines" or other subtitle for flyers or digital usage. The seal and wordmark may appear in any of the approved color variations (full color, Griswold green, black or white).



GRISWOLD PUBLIC SCHOOLS
HOME OF THE WOLVERINES



GRISWOLD PUBLIC SCHOOLS
EDUCATING FOR EXCELLENCE



GRISWOLD HIGH SCHOOL
HOME OF THE WOLVERINES



GRISWOLD HIGH SCHOOL
267 Slater Avenue, Griswold, CT 06351

See all Seal and Wordmark combinations in the assets folders.

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WORDMARKS

The master wordmark logo serves as the primary graphic identity for Griswold Public Schools and should appear on all communications.

TREAT THE LOGO AS ARTWORK

When possible, use artwork supplied; do not use typed words in place of artwork. For example, do not type "Griswold Public Schools" as a substitute for the master logo. Wordmark is Baskerville Bold in all caps (no custom tracking or kerning).

COLOR

Whenever possible, the master logo should appear in Griswold Green; PANTONE 3537 C; CMYK 100 0 100 69; RGB 0 73 30; HEX #004C1D. It can also be used in all black or white. It should never be represented in any other color, as it will weaken the impact and effectiveness of our logo.

GRISWOLD PUBLIC SCHOOLS

GRISWOLD HIGH SCHOOL

GRISWOLD MIDDLE SCHOOL

GRISWOLD ELEMENTARY SCHOOL

GRISWOLD SOULE STREET ACADEMY

GRISWOLD EARLY EDUCATION PROGRAM

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ABREVIATED WORDMARKS

Abbreviated wordmarks provided in our brand standards kit include one for the district and each school/program. The middle letter of 3-letter abbreviations may also be enlarged for a monogram look that calls attention to the school.

GPS
GHS
GMS
GES
GSSA
GEEP

GPS
GHS
GMS
GES

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ABREVIATED WORDMARKS

Aside from Griswold Green, Black or White, various other fill and stroke combinations or gradients are permitted for abbreviated wordmarks. These are also allowed for the Griswold G, but not full wordmarks.

GHS **GHS**
GHS **GHS**
GHS **GHS**

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ATHLETIC LOGOS & ICONS



Griswold Wolverines Mascot

Griz the Wolverine is the most ferocious mascot in the Eastern Connecticut Conference (ECC).



Wolverine Paw Print

We use a pawprint that is true to our mascot. **Fun fact:** wolverine paws have five (5) pads. All uses of paw prints with four toes should be discontinued.



Griswold G

The versatile Griswold G is a blend of traditional and modern typography. The font "Quatro Slab Bold" was chosen for the G because it remains legible as a G in all directions.

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WOLVERINE LOGO

The Wolverine may be utilized in various color formats: Griswold Full-Color, Brown Full-color, Griswold Green, Black, White, or Grayscale. Uniforms should use the Griswold Full-Color version. Embroidery or screen-printed versions should choose the appropriate one-color version, depending on a light or dark background.



IMPORTANT: When Griz appears on a dark background, his design is inverted so that the parts that are normally dark become negative space. DO NOT recolor the green or black one-color version of the wolverine to make it white - it is not the same (see an example on page 26).

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PAW ICON



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GRISWOLD G ICON



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SPORTS ICONS COLLECTION

Soccer as an example of all sports icon layouts.

Fonts:
School wordmark or abbreviation: Baskerville
Sport name: Open Sans Extrabold



GRISWOLD HIGH SCHOOL
SOCCER



GHS
SOCCER



GRISWOLD HIGH SCHOOL
SOCCER



GHS
SOCCER



SOCCER

SOCCER

SOCCER

SOCCER

SOCCER

SOCCER

SOCCER

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SPORTS ICONS COLLECTION

Soccer as an example of all sports icon layouts.

Below is an example of how combining approved elements can work to create new graphics for apparel or other collateral.



GRISWOLD
SOCCER

WOLVERINE NATION

GRISWOLD WOLVERINES

WOLVERINE
NATION

GRISWOLD
WOLVERINES

WOLVERINE
NATION

GRISWOLD
WOLVERINES

GRISWOLD
SOCCER

HOME OF THE WOLVERINES

HOME OF THE WOLVERINES

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SPORTS/CLUBS ICONS COLLECTION (1-COLOR)

FALL



SOCCER



VOLLEYBALL



FOOTBALL



CHEERLEADING



CROSS COUNTRY



ESPORTS



FOOTBALL

WINTER



BASKETBALL



WRESTLING



FENCING



COMPETITION
CHEERLEADING



INDOOR
TRACK



GYMNASTICS



UNIFIED
BASKETBALL

SPRING



BASEBALL



SOFTBALL



LACROSSE



GOLF



OUTDOOR
TRACK



BASEBALL

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SPORTS/CLUBS ICONS COLLECTION (1-COLOR)

FALL



SOCCER



VOLLEYBALL



FOOTBALL



CHEERLEADING



CROSS COUNTRY



ESPORTS



FOOTBALL

WINTER



BASKETBALL



WRESTLING



FENCING



COMPETITION
CHEERLEADING



INDOOR
TRACK



GYMNASTICS



UNIFIED
BASKETBALL

SPRING



BASEBALL



SOFTBALL



LACROSSE



GOLF



OUTDOOR
TRACK



BASEBALL

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SPORTS/CLUBS ICONS COLLECTION (FULL COLOR)

CHEERLEADING

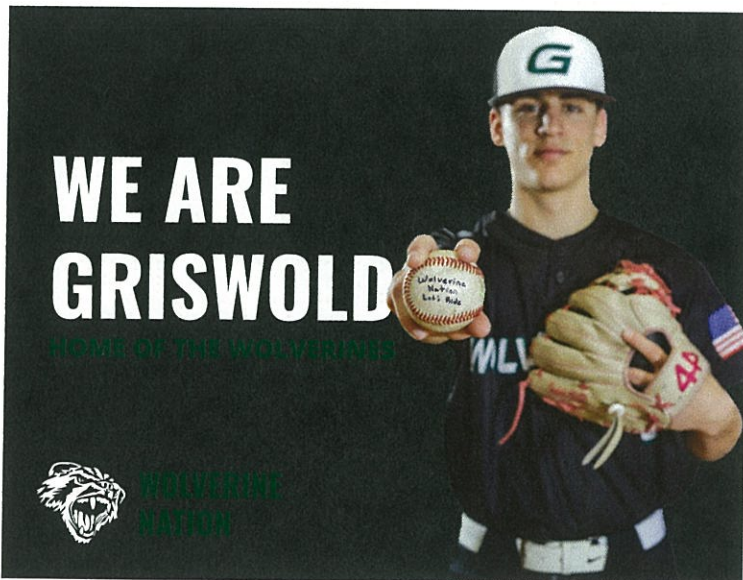


ESPORTS



The Griswold Esports logo incorporates the font "Algerian Regular" to spell out Wolverines. This font is not to be used for anything other than Esports.

ATHLETICS



ADDITIONAL ELEMENTS INCLUDED IN BRAND PACKAGE

The block-print style Wolverine taken from the base of the academic seal logo can be utilized for any collateral.



ADDITIONAL ELEMENTS INCLUDED IN BRAND PACKAGE



TIP: There are many other great icons available on Canva to fit your needs. Adjusting vector icons to the Griswold brand colors helps create a consistent look for any GPS-related design.

SUBTITLES

Sub-brand signatures brand the individual departments or programs while demonstrating a connection to Griswold Public Schools.

We created a visual format for all sub-brand signatures to follow: Use a Primary Wordmark, plus a subtitle in Baskerville Regular. If there is an accompanying icon, the title and sub-title should be justified left. If there is no icon, the title and sub-title could be justified left or centered. The font is the same size, but the hierarchy of information is created by the difference in text weight. All rules that apply to our primary identity also apply to sub-branded logos.

Primary Wordmark: All caps, Baskerville Bold
GRISWOLD PUBLIC SCHOOLS
GRISWOLD HIGH SCHOOL
GRISWOLD MIDDLE SCHOOL
GRISWOLD ELEMENTARY SCHOOL
GRISWOLD SOULE STREET ACADEMY
GRISWOLD EARLY EDUCATION PROGRAM

GRISWOLD PUBLIC SCHOOLS
Food Services

 **GRISWOLD HIGH SCHOOL**
Music Department

GRISWOLD MIDDLE SCHOOL
Technology Education

Sub-title: Baskerville Regular, same font size
Examples: Grades 1-12, Kindergarten, Club Names, Department or Office Names, Organizations, Courses, Special Education, Administration, Titles, Board of Education, Staff, Faculty, Families, Students, Alumni, etc.

We previously showed that athletic icons utilize Open Sans Extrabold to maintain a clean, streamlined look. This is used for "Athletics" and individual sports (can add youth, freshmen, junior varsity, varsity, etc. as needed).

 **GRISWOLD HIGH SCHOOL**
VARSITY GIRLS SOCCER

TAGLINES

Taglines are mostly presented in a consistent format: use a Primary Wordmark, plus a tagline, centered, in Baskerville Bold. Use text size to create a hierarchy of information. All rules that apply to our primary identity also apply to sub-branded logos.

GRISWOLD PUBLIC SCHOOLS
EDUCATING FOR EXCELLENCE

GRISWOLD HIGH SCHOOL
HOME OF THE WOLVERINES

Stand-alone taglines are customized to fit the message and placement:

The strategic plan title, *Griswold Forward*, is presented in Baskerville Bold and Bold Italic.

Griswold Forward ***Griswold Forward***

"Wolverine Strong" is custom scale to fit within the banner on the academic seal.

WOLVERINE STRONG

Stand-alone, these taglines are Baskerville Semibold to feel balanced:

EDUCATING FOR EXCELLENCE

HOME OF THE WOLVERINES

ADDITIONAL ELEMENTARY WOLVERINE

The GES Wolverine can be used to promote any internal programs and celebrate school pride!



WOLVERINES FORWARD SUBLOGO

Sub-branding is the creation of a separate identity (like a custom logo) for an organization, department or group that is tied to the primary brand, but which requires differentiation. Sub-brands can present challenges for the parent organization when the public doesn't intuitively recognize who is communicating with them or if the relationship between the parent organization and it's individual departments isn't clear. That is why all logos or sub-brands, besides those created for student groups and clubs, **MUST** be approved prior to use. See an example of the Wolverines Forward Before & After School Program sub-brand below. This sub-brand sticks with the shield motif found in the GPS Academic Seal. It integrates custom icons that fit with the program, and font layout similar to the primary wordmark and sub-brand signature.



All colorways are available in the assets folders.

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COMMON MISUSE

The GPS wordmark and seal should never be recreated. Only official logo files should be used in communications.

Do not alter the proportions, stretch, distort, or recolor any of the logos.

When possible, use the full color version with Griswold Green text. If that's not possible, you can use just Griswold Green, black or white logos provided.

Do not put the logos in a secondary shape or amend them with text, icons, other logos, dropshadows, outlines or any other type of graphic embellishments unless approved.

Past versions of Griswold Public Schools logos should no longer be utilized as we move to a more consistent look.



✔ GRISWOLD PUBLIC SCHOOLS

✘ GRISWOLD PUBLIC SCHOOLS

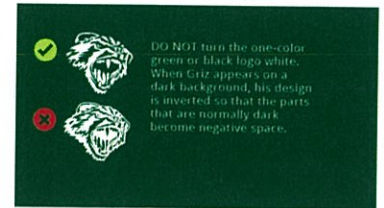
Do not stretch or shrink wordmark logo. Keep to scale.

✘ GRISWOLD PUBLIC SCHOOLS

Do not recolor wordmark logo to anything other than Griswold Green, Black or White.

✘ GRISWOLD PUBLIC SCHOOLS

Do not use dropshadow or other stylistic effects.



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TYPOGRAPHY

Baskerville: all weights

BASKERVILLE BOLD is our primary Serif title font. Weights include Regular, *Italic*, **SemiBold**, *SemiBold Italic*, **Bold**, and *Bold Italic*. Sometimes the Tracking is adjusted to provide more space between letters (Tracking 0 < Tracking 50).

GRISWOLD PUBLIC SCHOOLS

Subtitle in Italic or Regular

Tagline: **Griswold Forward**

NOTE:

On Google tools and Canva, use Libre Baskerville.
On Finalsite (website), GPS's serif font is Lora. Not to be used elsewhere.

Open Sans: most weights

Open Sans is to be used as body text on web and print pieces. Weights we use include Regular, *Italic*, **SemiBold**, *SemiBold Italic*, **Bold**, *Bold Italic*, **ExtraBold**, and *ExtraBold Italic*.

Griswold Public Schools serves approximately 1,700 students in grades PreK-12. Our Mission is to educate for excellence by ensuring our students are connected, by nurturing individual student talents, and by fostering a future-focused mindset.

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ACCENT TYPOGRAPHY

Quatro Slab: Bold

G Quatro Slab Bold is used for the Griswold G. That's it!
This font is available with Adobe fonts, but not with Google or Canva. Please use the outlined font "G" graphic available in the assets folder.

Knewave

Knewave is used as an accent on marketing materials.
This font is available from Google Fonts and on Canva.

Oswald

Oswald is used as an accent for athletic phrases such as "Wolverine Nation."
This is a common font available from Google Fonts and on Canva.

Azzardo

Azzardo (also called Adelaide) is only to be used for short accent text (i.e. *Class of Homecoming*, etc.), but never to spell out Griswold or Wolverines.

This font is available in our brand package.

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ACCENT TYPOGRAPHY

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

GPS [SPEED] FONT is a custom font that can be utilized for Griswold athletics, jerseys, and more. The G can be used alternatively to the Quatro Slab G for athletics. Certain letters have alternative glyphs (use lowercase for no gap, and uppercase for gap):

ABHQR **G**

This font is often used with a light gray outline.

COLOR VALUES

Our color palette plays an important role in establishing a consistent look throughout our communication materials.



Griswold Green
 CMYK 100 0 100 69
 PANTONE 3537 C
 RGB 0 73 30
 HEX #004C1D



Black
 CMYK 0 0 0 100
 RGB 35 31 32
 HEX #231F20



White
 CMYK 0 0 0 0
 RGB 255 255 255
 HEX #FFFFFF

Some projects may require a "rich black" or "true black" for printing or digital use. An example of a rich black is CMYK 75 68 67 90. The darkest black Pantone color is Black 6 C.

Some digital projects (i.e. digital LED billboards) suggest not using white backgrounds, as the designs appear muddy. Review recommendations and try to use a green background with white text instead, or a tinting alternative.

ACCENT COLORS



Medium Green
 CMYK 100 0 100 39
 RGB 0 116 55
 HEX #007437



Dark Green
 CMYK 100 0 100 89
 RGB 0 44 0
 HEX #002C00



Light Gray
 CMYK 0 0 0 30
 RGB 188 190 192
 HEX #bcbec0



Citrus Green
 Only for slide presentations
 CMYK 27 0 74 0
 RGB 195 219 107
 HEX #c1f72 or #c3db66



Sage Green
 Website accent
 CMYK 18 0 36 0
 RGB 210 232 181
 HEX #d2e8b5



Lime Green
 Esports accent
 CMYK 50 0 100 0
 RGB 141 198 63
 HEX #8dc63f

These are tint variations of Griswold Green by darkening or lightening the black (k) in CMYK.

COMMUNICATIONS ICONS

FACEBOOK @griswoldpublicschools



INSTAGRAM @griswoldschools



ENGAGEMENT ICONS



OTHER SOCIAL MEDIA LOGOS



OTHER ICONS



(860) 376-7600 (860) 376-7600
 (860) 376-7610 (860) 376-7610
 (860) 376-7630 (860) 376-7630
 (860) 376-7640 (860) 376-7640

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 303 Slater Avenue
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