

San Gabriel Mission
High School
Official Branding Document

Updated: August 2019

SGMHS Branding Document

This branding document has been created to help all community member of San Gabriel Mission High School, present the school clearly and appropriately. This document will also help maintain a consistent brand for the school and allow us to stand apart from neighboring high schools. Please use this guide when considering or designing any materials that will represent the school to the internal and external community.

Who should use this document?

All communication from San Gabriel Mission High School reflects on the school as a whole and any person or department sending out a San Gabriel Mission High School communication represents the school's image. In order to keep the brand distinctive it is imperative to be consistent in all use of the school's image. To help maintain the consistency of the SGMHS image, please adhere to the established guidelines in regards to graphic standards, marks, and colors.

If there are any questions or you need help with printing, publishing, or design, please contact the Marketing Department at SGMHS.

Points to remember:

The SGMHS wordmark and crest are the only authorized graphics to represent SGMHS. Individual departments and offices should not develop and use new logos without approval from Marketing and the Administrative Council.

Official wordmark and logo files can be found on the Faculty & Staff section on the website.

Design Standards for Print Publications

1. San Gabriel Mission High School should be clearly and prominently identified on the cover, front panel, or back panel of each piece, either by full name or by the official wordmark.
2. The SGMHS wordmark/logos/symbols should not be used in any other color other than the official school colors as stated later in this document.
3. The official SGMHS crest should be used on official or ceremonial documents and only in approved single or full color versions.
4. Whenever possible, a link to the SGMHS website should be in all publications.

Typography

Typography is integral to maintaining a consistent identity. The SGMHS logo typeface is composed of 4 different fonts, they are Gelatina Elemente (Modified), Gill Sans Regular, Palatino Bold, and Nella Sue. The Gelatina Elemente and Nella Sue fonts can be downloaded for free on the internet. The Gill Sans Regular and Palatino Bold fonts are for purchase. Therefore, the following similar fonts may be used

Book Antiqua- Palatino Bold

Source Sans Pro – Source Sans Pro

Gelatina Elemente- *ABCDEFGHIJKL MNOPQRSTUVWXYZ*

Nella Sue- *ABCDEFGHIJKL MNOPQRSTUVWXYZ*

Palatino Bold- ABCDEFGHIJKLMNOPQRSTUVWXYZ

Source Sans Regular- ABCDEFGHIJKLMNOPQRSTUVWXYZ

Book Antiqua- ABCDEFGHIJKLMNOPQRSTUVWXYZ

Official School Logo:

SGMHS' logo is the core graphic element that represents the school to our internal and external community. It is to be used to maintain consistency of our branding. The colors of the school logo must not be altered unless approved by the Marketing Department of Administrative Council.

The previous logo 2016-2019 must no longer be used



New Logo as of July 2019



The logo can be printed on a solid color background of white, black, or official Mission green.

Official School Email Signature Template:



YOUR NAME, HIGHEST DEGREE

YOUR TITLE

T: (626) 282-3181 xEXT

W: www.sgmhs.org

F: (626) 282-4209



SGMHS Colors

The official school colors are and Hunter Green and White. Black is used to help outline, read, or make the official colors stand out.

For consistency, please use the following color formulas when designing or printing.

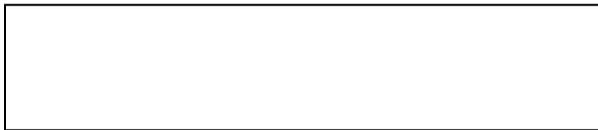


HUNTER GREEN.....PANTONE 349C

RGB = R: 0, G: 111, B: 60

CMYK = C: 100%, M: 0%, Y: 91%, K: 42%

HEX#: 006F3C



WHITE.....no specific formula

SGMHS Logo

The SGMHS logo can be used in the following ways:

- Letterhead
- Envelopes
- Business Cards
- Email signatures
- Apparel

- Website
- Marketing Materials
- School literature
- Posters

Athletic Logo

The Athletic Department at SGMHS will use a logo consistent with the official school logo. It can be used on correspondence sent by the Athletic Department in reference to SGMHS sports programs, official team uniforms, practice gear, Booster Club merchandise, and any signage exclusive to the Athletic Department.

Official SGMHS Crest

The San Gabriel Mission High School crest remains the official symbol of the school. Only the crest can be used on official or formal materials specifically certificates such as diplomas.



Official SGMHS Mascot

The official mascot is a Pioneer. No image should be used with the name “Pioneer” as there is no official image chosen by the school in its history.