2025

Grand Ledge Public Schools

GLCOMETS.NET/VIBE

CREATED BY FABRICATED CUSTOMS AND IN COLLABORATION WITH GRAND LEDGE PUBLIC SCHOOLS

The Overview

At Grand Ledge Public Schools (GLPS), we have a special vibe — the heart of who we are. It expresses our beliefs, vision, and mission. It carries forward our traditions, reflects our culture today, and points toward our aspirations for the future.

When we communicate with students, families, staff, and the community, our VIBE – Visual Identity & Branding Essentials – ensures the message is clear: we are GLPS, and we are Growing Learners, Preparing Students.

A strong visual identity and consistent brand are not just about looking good. They tell our story in ways that build recognition, credibility, and pride. Every color, font, logo, and design choice carries meaning. Together, these elements form a unified identity that says to the world: this is Grand Ledge Public Schools. When we present ourselves cohesively, students, families, staff, and the community feel a stronger sense of pride, connection, and trust.

This guide makes that easier. It provides the tools and standards we need to present ourselves clearly and consistently. Whether you are designing a flyer, writing a newsletter, coaching a team, or speaking at an event, these guidelines help us all communicate with one voice and one look – aligning with our strategic plan and reinforcing a message of community, belonging, and growth.

Our VIBE – Visual Identity & Branding Essentials – ensures the Grand Ledge Public Schools story is recognizable, memorable, and unmistakably ours.

01.

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02. Our Logos

Primary School Mark

Grand Ledge
Public Schools
Growing Learners, Preparing Students

Winkie Mascot Logo

GL Splash Logo

Interlocking GL Logo

Single Line “Grand Ledge Public Schools” Logo

Grand Ledge Public Schools

Proud to be a Comet Logo

Grand Ledge
Public Schools

04. Typography

Typography

Passion One Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@$%&*

Cabin Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@$%&*

Serpentine Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@$%&*

Banshee Std

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
*123456789!@$%&**

**Banshee font is used exclusively for "Grand Ledge" and "Comets"*

03. Misuse

The Following Are Not Allowed

Misuse

A strong brand is applied consistently. It is important that a brand mark is never altered.

Dropshadows

Gradients

Inversions

Skew or Stretch

Orientation Change

Color Changes

Patterns

Unapproved Logos

06. Social

Social Icons

Suggested pre-build social icons available for use.

05. Color Guide

Color Codes

Color adds personality and instant recognizability to a brand. Use these color codes to keep our branding consistent.

Primary

Navy Blue

R0 G36 B105
HEX #002469
C100 M66 Y0 K59
Pantone PMS 281

Secondary

GL Gold

R247 G181 B18
HEX #F7B512
C0 M27 Y93 K3
Pantone PMS 1235

Tertiary

Steel Blue

R58 G93 B174
HEX #3A5DAE
C79.67 M61.68 Y0 K0
Pantone PMS 7455

White

R255 G255 B255
HEX #FFFFFF

Thank you

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