

HTHGSE Style Guide

The High Tech High Graduate School of Education brand is a development of the High Tech High K-12 school network. In order to maintain its reputation as an institution that trains personnel to teach at the K-12 schools, all outward optics of the GSE should adhere to a style guide. This page will detail how to consistently focus on promoting prestige and equity.

Logo

General Guidelines

Pair the Logo with the Full Name

It's important to maintain the relationship between the GSE logo and the name of the organization, especially considering the youth of the GSE as an organization.

Treat the Logo as a Logo

The GSE logo is a graphic identity, it does not serve the same purpose as the text "HTHGSE," "GSE," or "High Tech High Graduate School of Education." Do not substitute any text with the logo.

Use the Logo

The purpose of the GSE logo is to provide instant recognition of the brand. To propagate the business's brand, use the GSE logo on all public-facing documents. The logo can also be used in email signatures from faculty.

History

The GSE logo was created in 2020 to complement the existing High Tech High Logo.

Colors

The GSE Logo consists of 7 colors, White, Black and Lite Black

The hex codes of those colors are:

Primary Blue - #90B3BE

Primary Yellow - #F5EB28
Tertiary Blue 1 - #82A8CE
Tertiary Yellow 1 - #FFD524
Tertiary Blue 2 - #839FD2
Tertiary Yellow 2 - #E7C622
Accent Blue - #D1EDF4
Black - #212120
Lite Black - #2C2C2C

These will be used on any web presentation.

The CMYK values for these colors are:

Primary Blue - C 18% M 4% Y 0% K 25%
Primary Yellow - C 0% M 4% Y 80% K 4%
Tertiary Blue 1 - C 30% M 15% Y 0% K 19%
Tertiary Yellow 1 - C 0% M 16% Y 86% K 0%
Tertiary Blue 2 - C 31% M 20% Y 0% K 18%
Tertiary Yellow 2 - C 0% M 13% Y 77% K 9%
Accent Blue - C 14% M 3% Y 0% K 4%
Black - C 0% M 0% Y 0% K 87%
Lite Black - C 0% M 0% Y 0% K 83%

These colors will be used for and print publication of the logo.

Font

The only font used for text in the GSE logos is Poppins.

Web and Mobile

The GSE logo must always appear above the fold of any GSE-owned page. This is made easy if the logo is in the header across all pages. This ensures each page is instantly recognizable as property of the GSE.

If the logo is in the header, it must remain left justified with sufficient space around it. The header logo should always lead to <https://hthgse.edu/>.

Do not use the logo in any other web format except for .svg (e.g. .png, .jpeg).

Print

Use the full logo with the full company name if “High Tech High Graduate School of Education” is *not* visible in the same field as the logo

Social Media

Use only the pre-approved logos for the account picture on any social media accounts.
If posting on social media to mimic an advertisement, place either the stacked or full logo in the post

Dos and Don'ts

- Don't change the color
- Don't apply any filters to the logo
- Don't reapply gradient or use any older versions of the logo,
- Do use the original proportions.
- Don't stretch or squash the logo

- Don't use the logo as text
- Don't add or remove elements from the logo
- Do use the original source files
- Don't use a compressed or screen-captured version of the logo