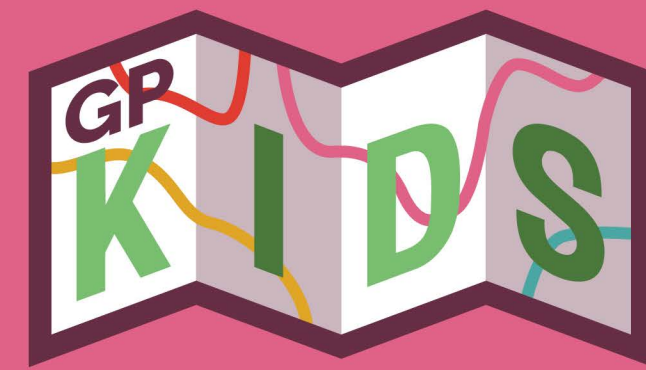
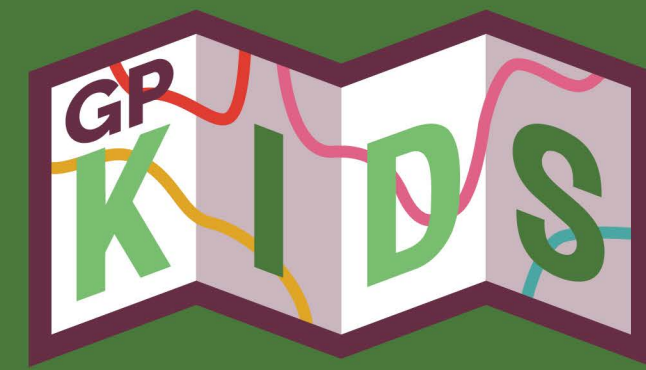
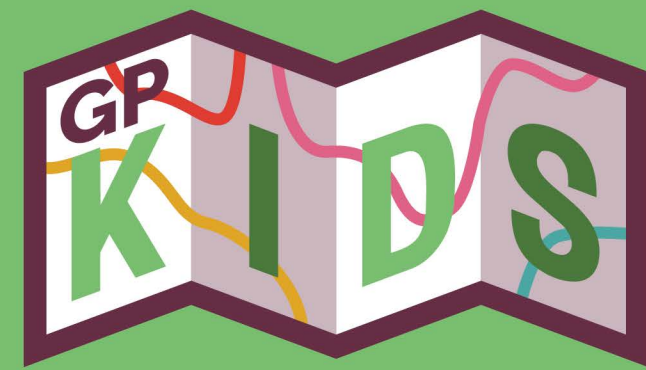
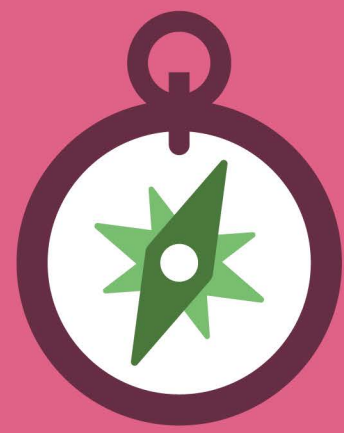
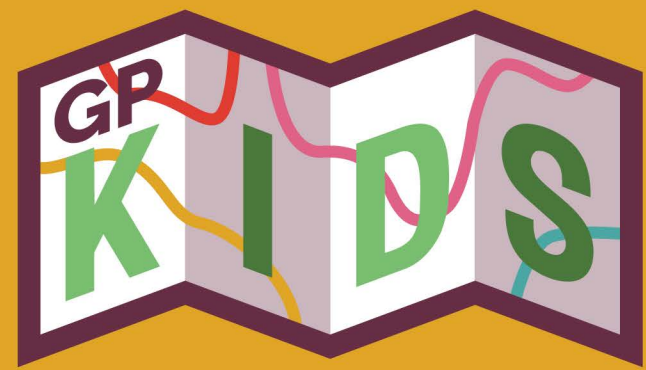
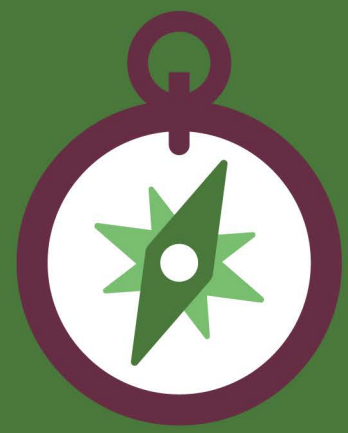
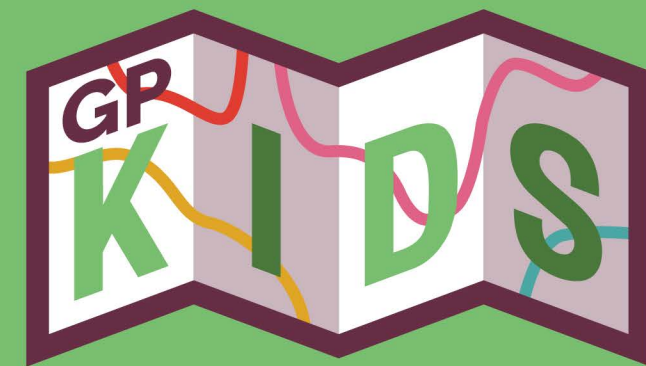
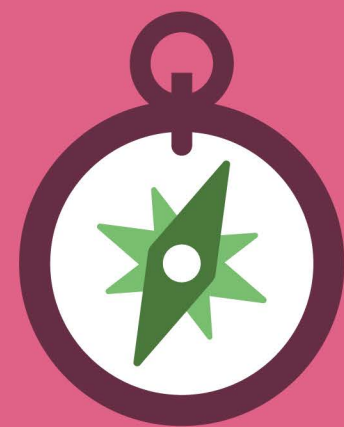
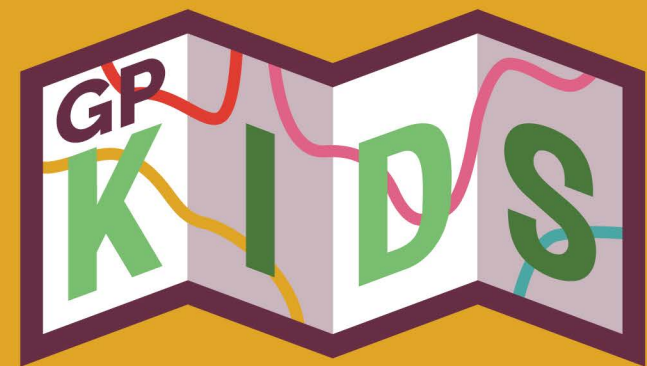
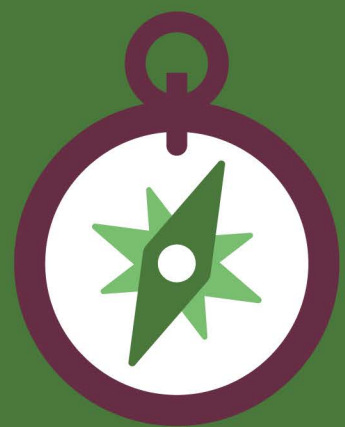
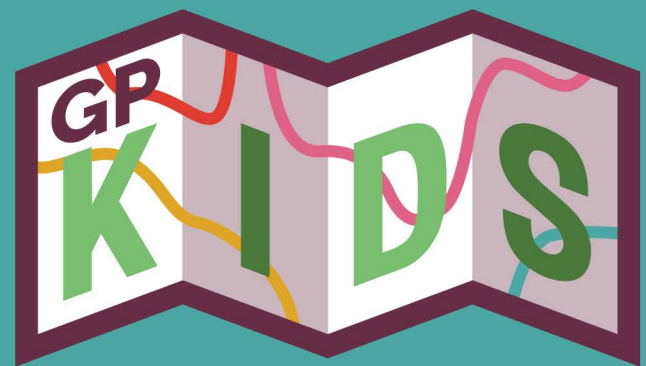
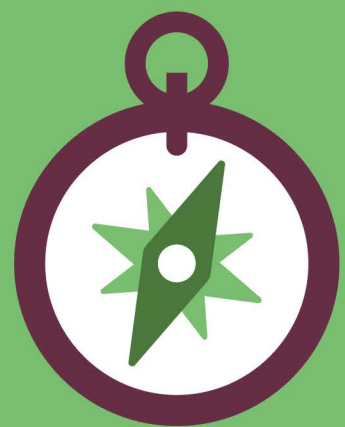




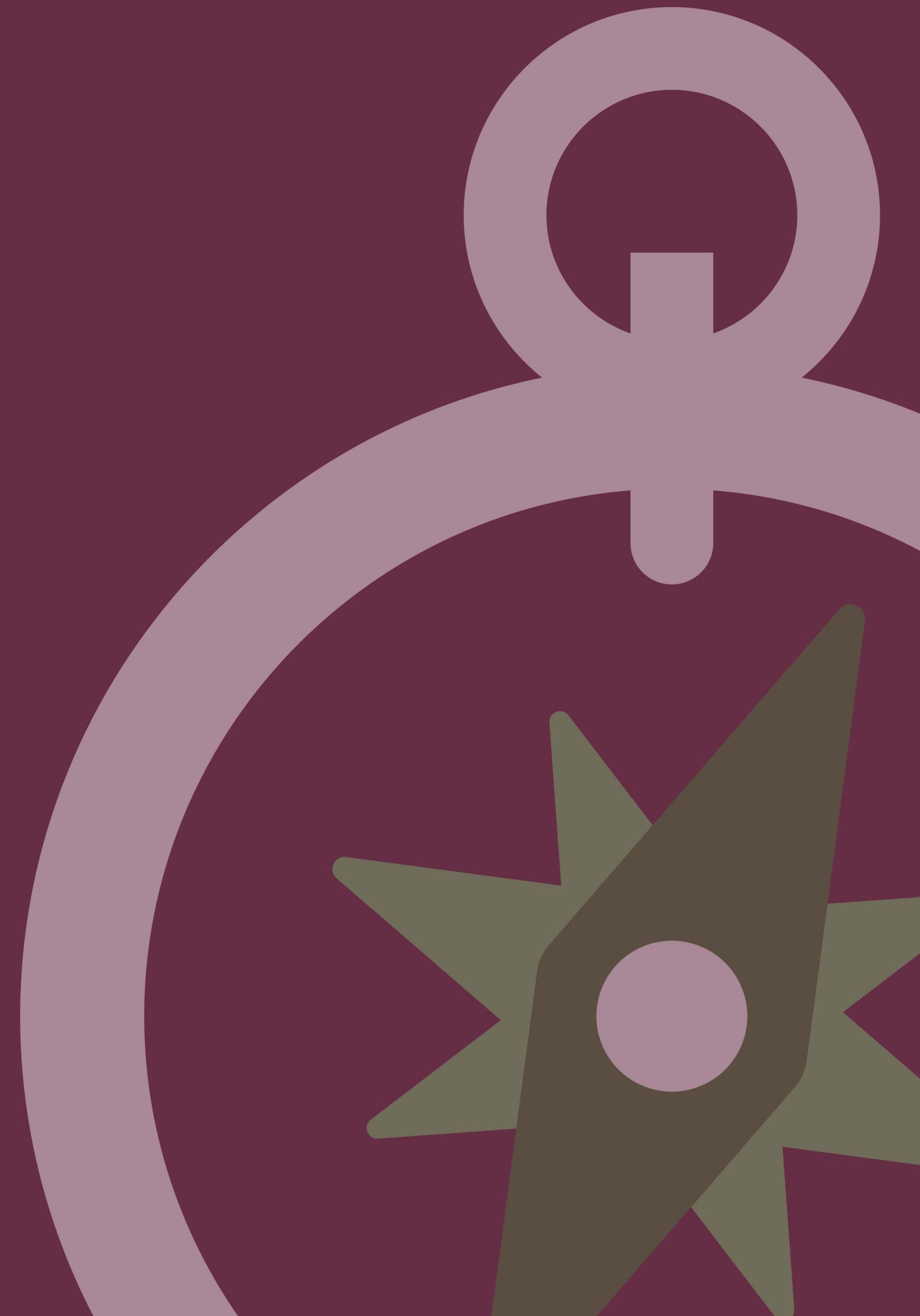
GP KIDS

BRAND GUIDELINES



WELCOME TO GP KIDS BRAND GUIDELINES

Welcome to the GP Kids brand, where thoughtful design helps create a fun, adventurous, and meaningful environment for kids to learn what it means to ***Take the High Road*** as they grow in their faith, follow Jesus, and discover what it means to love God and love others.



Primary Logo

The primary GP Kids logo brings the spirit of exploration to life through distinctive details. The compass points the way as a visual reminder to ***Take the High Road***, while the winding “G” and “S” represent the roads and paths we travel along the way. Together, these elements create a logo that feels fun, energetic, and purposeful.



Primary Logo Usage

When the logo is used on its own, allow adequate clear space around the entire mark, including the compass extending above the lettering. The winding lines from the “G” and “S” may also be extended as a graphic element to create the appearance of roads.

When using these extensions, thoughtful color choices are important to ensure the logo remains visually whole and significant while still feeling balanced with the surrounding elements. The extended lines should feel connected to the logo without competing with or overpowering the core mark.



Do not crop the logo



Do not distort the logo



Do not use colors outside of the GP Kids brand identity



Do not outline the logo



Do not use the logotype without the compass icon



Do not recreate using any other typeface



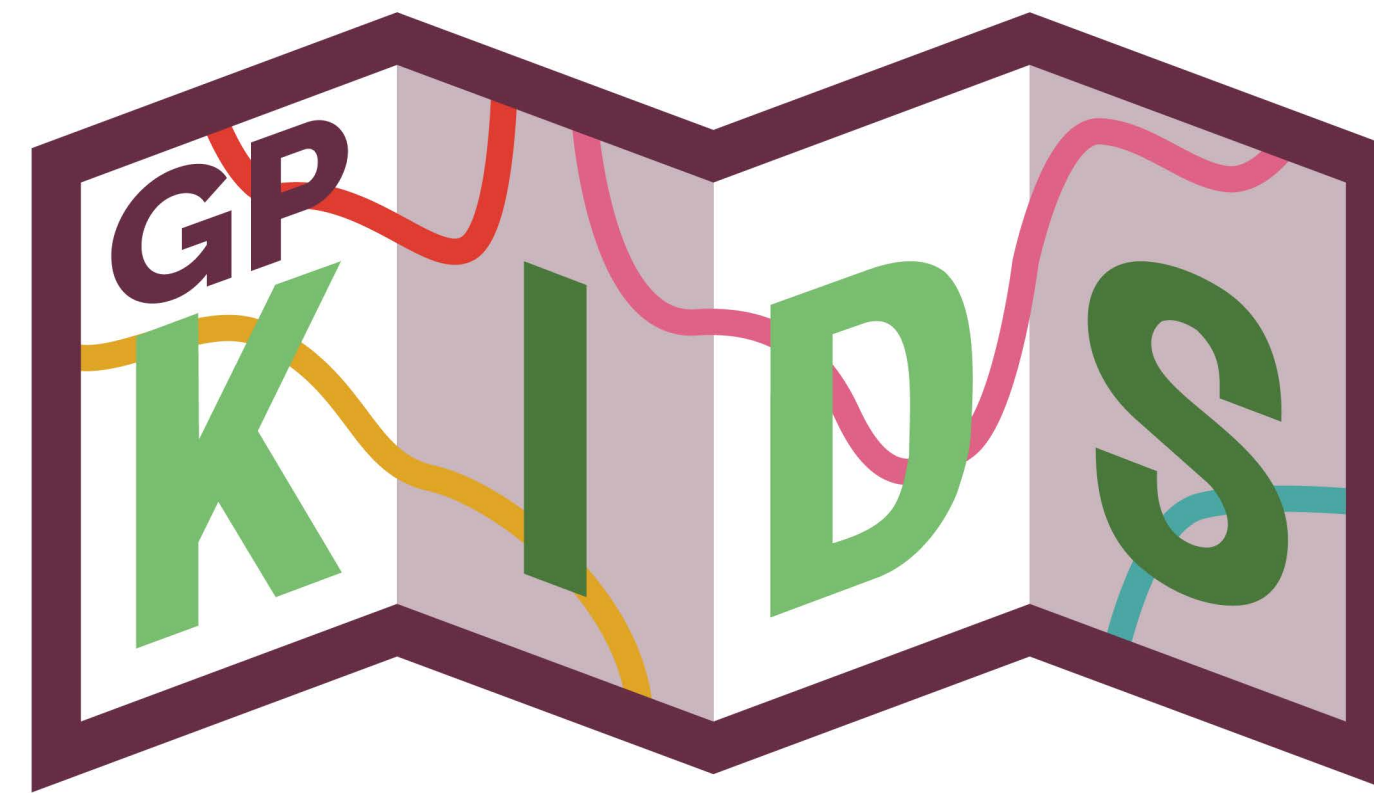


GP KIDS

The logo features the text "GP KIDS" in a bold, dark purple, rounded sans-serif font. The letter "P" is partially overlaid by a pink wavy line. The letter "I" is replaced by a circular icon containing a green compass rose with a small ring at the top. The letter "S" is partially overlaid by a red wavy line. The entire logo is set against a white background with several thick, colorful wavy lines in red, green, pink, and teal that swirl around the text.

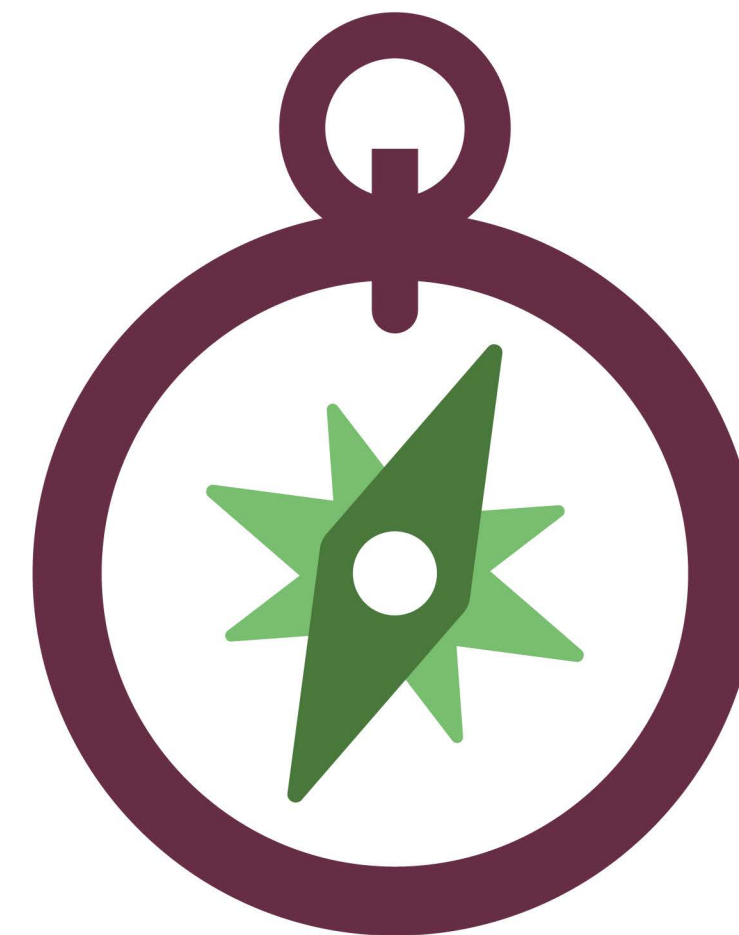
Secondary Logo

The secondary map logo utilizes the winding lines (represented in the primary logo in the “G” and “S”) as roads. It reinforces the idea of choosing a path, finding your way, and following Jesus.



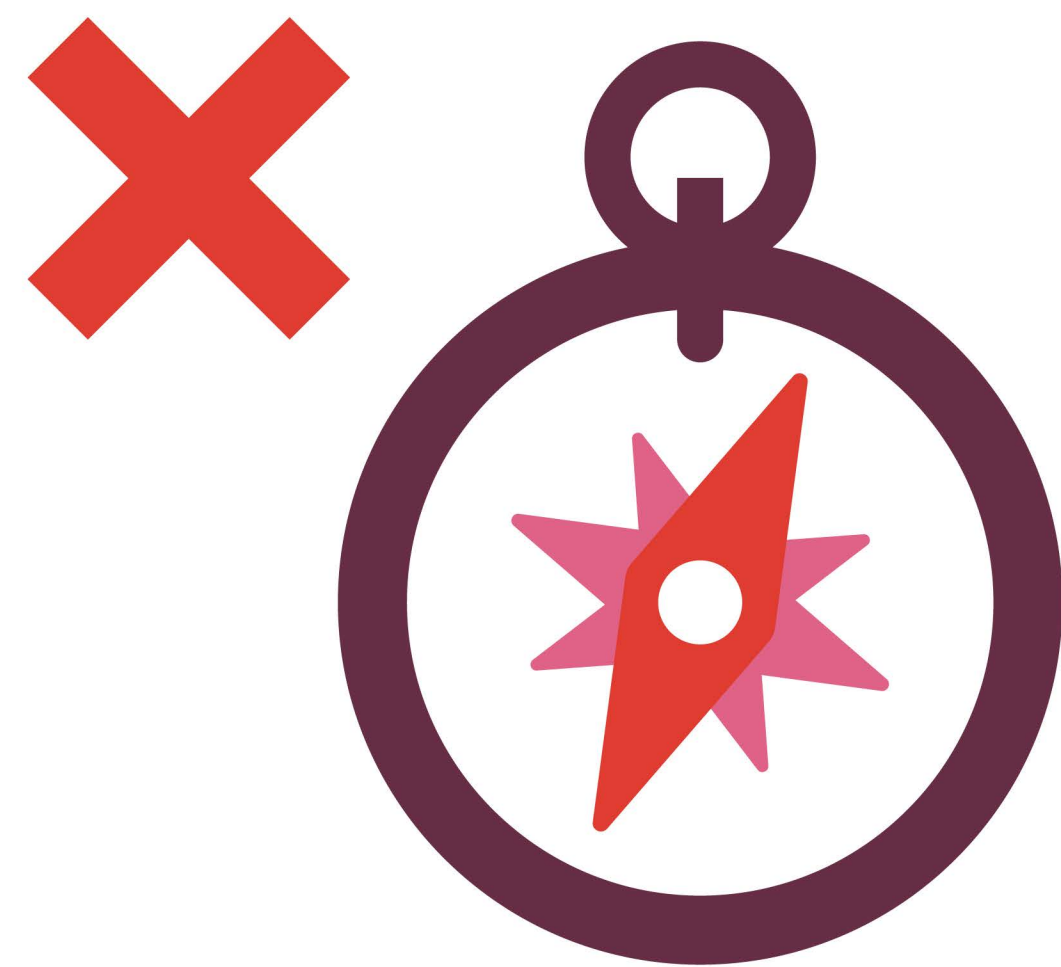
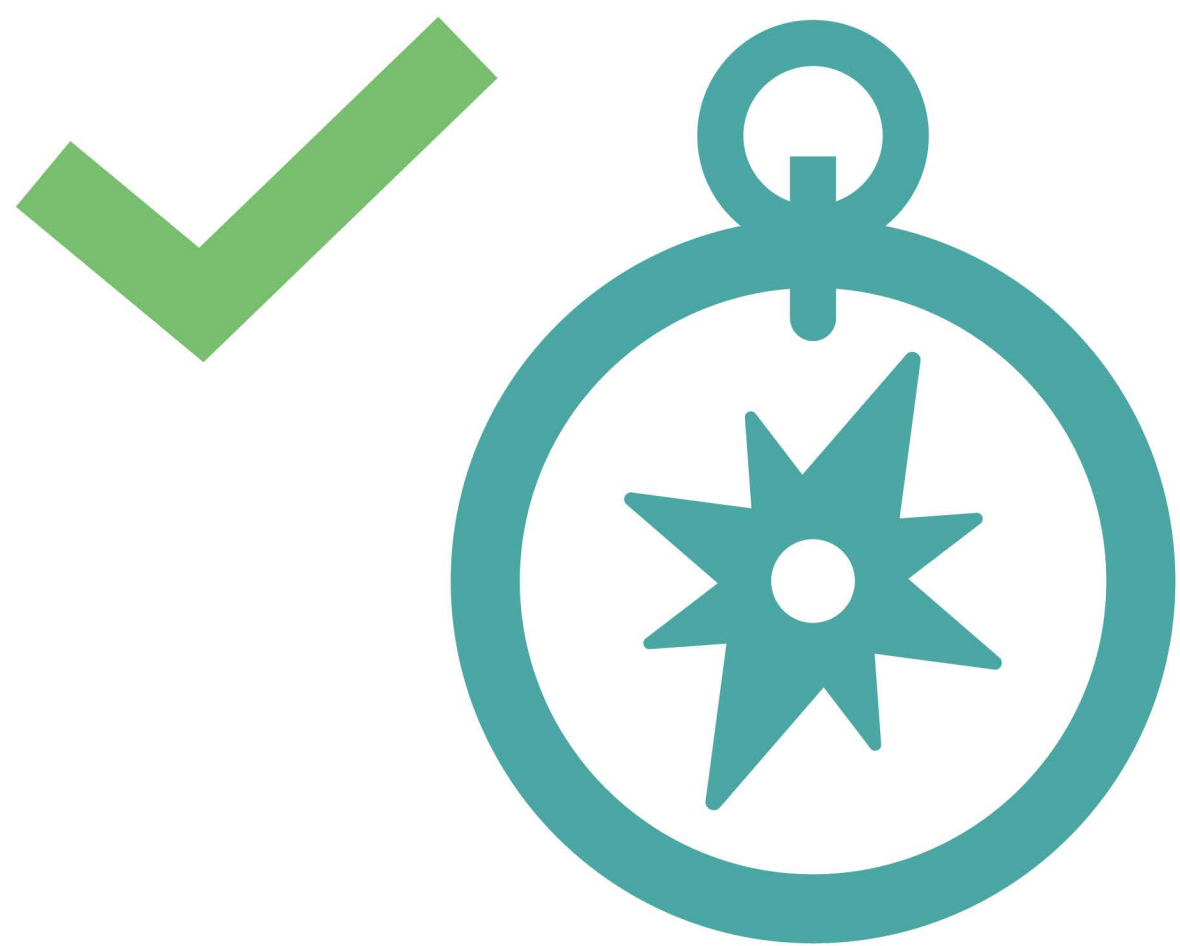
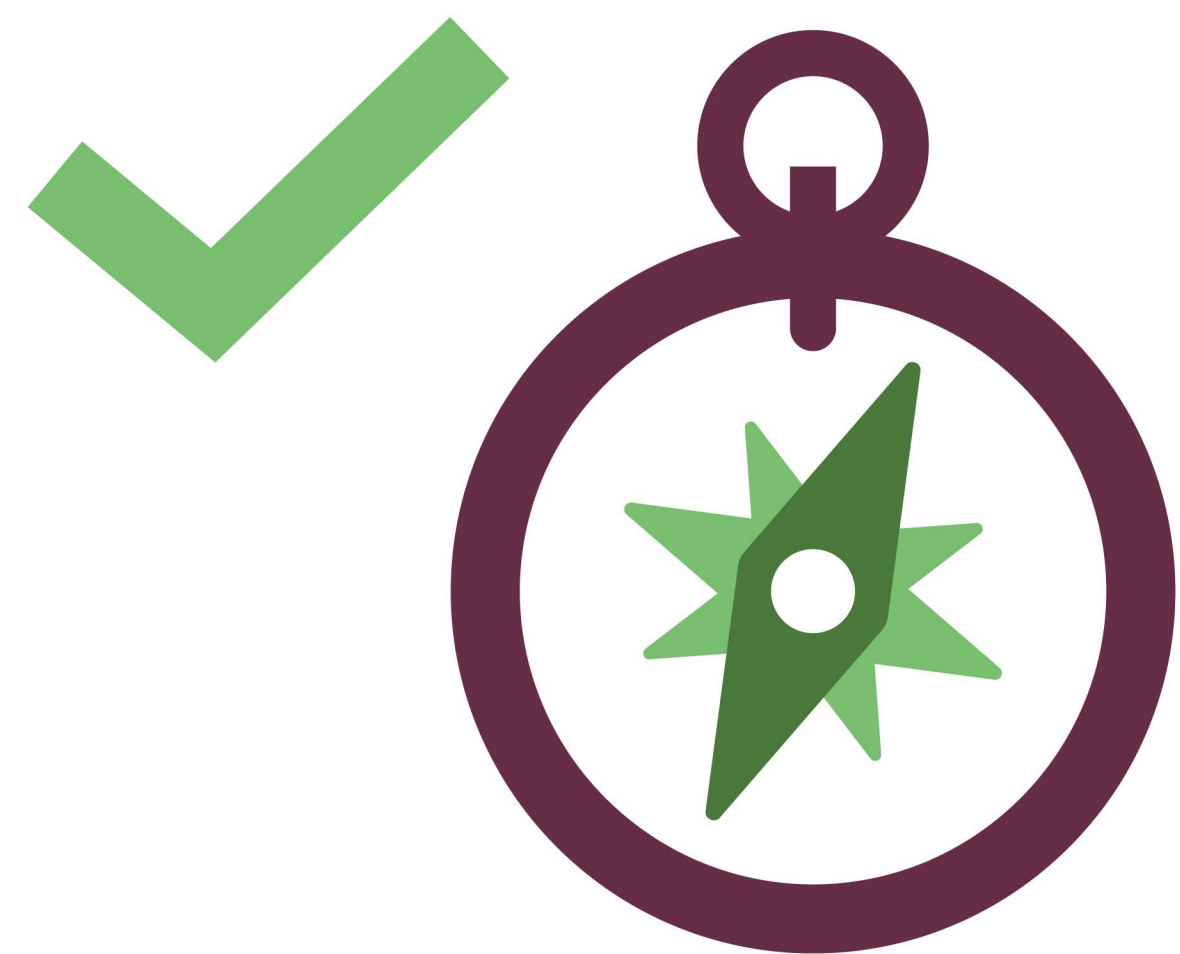
Brand Icon

The GP Kids compass icon serves as a simple, recognizable symbol of the brand. It represents direction, guidance, and the reminder to ***Take the High Road.***



Icon Usage

The center icon should always appear in green when the full-color brand identity is used. When the logo is presented as a single-color mark, the entire icon may be flattened to the selected brand color.





Brand Colors

The GP Kids color palette is bold, bright, and full of energy, reflecting the fun and adventurous spirit of the ministry. These colors work together to create a playful, welcoming brand that feels exciting for kids while remaining cohesive and recognizable across every touchpoint.

 PANTONE 179 C RGB 224 60 49 CMYK 0 88 85 0 HEX #E03C31	 PANTONE 7423 C RGB 224 98 135 CMYK 0 71 15 0 HEX #E06287	 PANTONE 2007 C RGB 224 165 38 CMYK 1 31 91 5 HEX #E0A526	 PANTONE 2464 C RGB 121 190 112 CMYK 55 0 68 0 HEX #79BE70
 PANTONE 7742 C RGB 74 120 60 CMYK 63 8 85 38 HEX #4A783C	 PANTONE 6136 C RGB 75 167 164 CMYK 67 6 30 3 HEX #4BA7A4	 PANTONE 7643 C RGB 103 46 69 CMYK 29 89 26 52 HEX #672E45	 PANTONE WHITE RGB 255 255 255 CMYK 0 0 0 0 HEX #FFFFFF



Typography

The GP Kids typography uses ED Nimpkish and Raleway as complementary typefaces. ED Nimpkish adds personality through its swirly accent letters, which tie back to the road motif, while Raleway provides a clean, simple typeface for readability and balance.

ED NIMPKISH

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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

0123456789

Raleway

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

TAKE

THE HIGH

ROAD

