

GISD image / identity package

Font: Zona Pro

Logo: custom-designed Lion G

Colors: Red, Black, White

Presentations & Campaigns



GISD Superintendent Dr. Demetrus Liggins kicks off Pride Campaign during 2018 Convocation.

I Am GISD Video



I Am GISD video plays at convocation and at dozens of events throughout the school year.

#IAmGISD Proud signs are posted all over town



Community members leave up their signs all year. There are more than 1,000 of them around town.

Pride that sticks



Car decals show pride, even when the “G” is backwards!

Students and staff all got in on the act with photo frames



First day of school



Convocation

Publications reflect the GISD brand



#IAmGISD booklet