

Galveston College

COLLEGE LOGO BRAND STYLE GUIDELINES

2023

UPDATED OCTOBER 6, 2022

GALVESTON COLLEGE

BRAND STYLE GUIDELINES 2022

INTRODUCTION

About Galveston College

Galveston College provides the citizens of Galveston Island and the surrounding region with academic, workforce development, continuing education and community service programs.

The College serves approximately 2,300 students each semester in credit programs and nearly 1,500 individuals annually in continuing education programs. Galveston College has proven to be a progressive, dynamic institution of higher education known for its partnerships with businesses and organizations and its commitment to provide a quality learning environment that is student focused.

The College is fiscally sound and strongly supported by local citizens who have come to recognize Galveston College as an integral part of the growth and prosperity for the community

What are brand style guidelines?

This document defines the brand of the Galveston College, establishing a cohesive image both internally and externally. Our branding serves as a stamp of quality on every service we provide to our students and the community.

Our brand also highlights the dedication and passion of the Galveston College employees who work hard to create an exceptional standard of education for our students.

Who should use this guide?

This guide is a reference for Galveston College staff, administrators, partners and vendors to help ensure a consistent visual college brand for the Galveston College.

Contact:

Please direct any questions about brand style guidelines to:

Edgar Chrno | Director
MARKETING AND COMMUNICATIONS | GALVESTON COLLEGE
4015 Avenue Q, Galveston, TX 77550
Phone: (409) 944-1302
echrno@gc.edu

To download logos and fonts:

Logos are located on the internal network server “smb://gchome/gc_GLOBAL” (G:) drive at the path below. Contact IT at helpdesk@gc.edu to have our branded fonts installed.

gc_GLOBAL/Public Affairs_Artwork and Logos/Galveston College Brand Assets/GC Logos/GC Logos - Primary

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MESSAGING

Mission Statement

Opening Doors and Changing Lives

A comprehensive community college dedicated to student success, teaching, and learning, creates accessible learning opportunities to fulfill individual and community needs by providing high-quality educational programs and services.

Vision

Galveston College, a beacon of light guiding lifelong learning.

Values

Access, Academic Excellence & Student Success, Integrity, Respect, Diversity & Inclusion, Innovation, Stewardship

Brand Personality

Competent and Sincere

A set of human characteristics associated with the brand. Enriches and gives texture to the brand. The College's brand personality and expression should be communicated at every opportunity: its facilities, entryways, attire and interactions. The goal is to meet and exceed every expectation that the brand personifies. This is never totally completed and requires continuous attention to every detail.

Brand Promise

Expect Transformation

Brand Promise is the pledge upon which you build your reputation. It is the expectation you live up to every time people experience your brand.

Brand Position

Accessibility, Island Life Setting, Size is Your Advantage

Brand Position is the part of the brand that is actively communicated to the target audience and demonstrates an advantage over competing brands. It must be different and defensible.



GALVESTON COLLEGE

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PRIMARY LOGO

Vertical Orientation



**Galveston
College**

Horizontal Orientation



PRIMARY LOGO GRAYSCALE

Vertical Orientation



Horizontal Orientation



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SECONDARY LOGO

Galveston College utilizes these secondary logos for use with backgrounds that compete with the colors of the primary logo.

Vertical Orientation



Horizontal Orientation



Vertical Orientation



Horizontal Orientation



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LOGO CLEAR SPACE/PADDING

The Galveston College logo is the identifier for the community, it is very important that it is legible not only in color and layout, but also in size and placement. This will ensure the logo's presence and recognition.

Clear Space

A minimum amount of clear space must surround the logo at all times. This space is equal to the height of the letter "G" in Galveston College.

Minimum Size

When reproducing the logotype, be conscious of its size and legibility. To ensure quality reproduction in print, the logotype must appear no smaller than 0.3125 inches in height.

For web, it should be no smaller than 110px wide.



LOGO APPEARANCE RESTRICTIONS



DO NOTS

The integrity of the logotype must be respected at all times. Do not stretch, condense, morph, or manipulate it in any way. Do not add 3-D effects, outlines or change the proportion or position of any elements. Do not alter the tagline or create a new tagline adjacent to the logotype. Any modification of the logotype creates confusion and diminishes impact.



DO NOT add effects



DO NOT change font



DO NOT distort



DO NOT use color logo on dark background



DO NOT alter size or position of the elements



DO NOT alter size or position of the elements, or remove elements of the logo



DO NOT outline the logo

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BRAND FONTS

The Galveston College utilizes Lato Black as the official logo font. Lato regular may be used to complement the logo and as the font for body text.

Primary Logo Fonts

Lato Black

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrTtUuVvWwXxYyZz
1234567890

Lato Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrTtUuVvWwXxYyZz
1234567890

Alternate Font

Oswald Bold is used for headings and when listing the website URL.

Oswald Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrTtUuVvWwXxYyZz
1234567890

Secondary Fonts

The font Amithen is used in instances in which a more casual, personal voice is desired.

Amithen

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrTtUuVvWwXxYyZz 1234567890

Adobe Caslon is a serif font used to convey a more elegant, classic feel in documents such as invitations for graduation, etc.

Adobe Caslon Pro Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrTtUuVvWwXxYyZz 1234567890

Athletic Font

The font Serpentine is used for heading text in conjunction with our athletic logo. Please refer to the Whitecaps Brand Style Guide for more information.

Serpentine

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrTtUuVvWwXxYyZz
1234567890

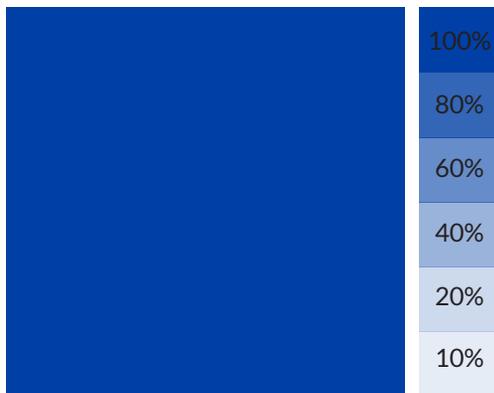
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BRAND COLORS

Galveston College has defined two colors to be used in the logo, Pantone 293C and Pantone 172C. Use CMYK for printed pieces; RGB or HEX colors for digital presentations, the Pantone color number for spot-color jobs. For projects requiring ADA compliance - like the GC website - use the ADA color formulas listed on the next page.

Primary Logo Colors



PANTONE: PMS 293 C
CMYK: C: 100 M: 80 Y: 12 K: 0
RGB: R: 0 G: 61 B: 165
HEX: #003DA5

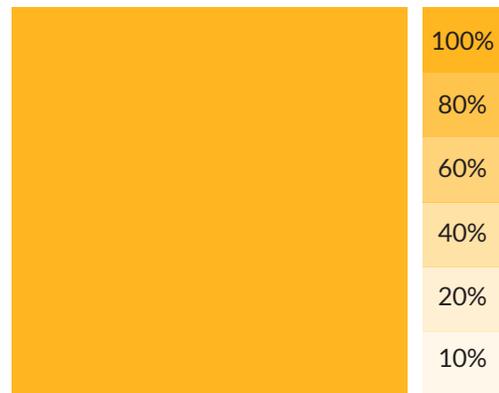


PANTONE: PMS 172 C
CMYK C: 0 M:86 Y: 99 K: 0
RGB: R: 255 G: 71 B: 19
HEX: #FF4713

Complementary Logo Colors



PANTONE: PMS 279 C
CMYK: C: 72 M: 37 Y: 0 K: 0
RGB: R: 65 G: 143 B: 222
HEX: #418FDE



PMS 1235 C
CMYK: C: 0 M: 32 Y: 95 K: 0
RGB: R: 255 G: 184 B: 28
HEX: #FFB81C

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ADA Compliant Colors (for the website)

The GC website uses the ADA-compliant color formulas listed here.

ADA stands for the American Disabilities Act and the term “ADA compliance” refers to a set of rules put in place to ensure people with disabilities would be able to access, use, and enjoy the web.

In terms of color, these combinations offer a higher contrast between darks and lights for easier reading by the visually-impaired.

Primary		#002185
900	#002185	400 #4A69C5
800	#003399	300 #6D84CF
700	#003DA5	200 #98A6DC
600	#1547B1	100 #C1C9EA
500	#1D4FBB	50 #E6EAF7
Text on Primary / High Emphasis / White 100%		
Text on Primary / Medium Emphasis / White 60%		
Text on Primary / Disabled / White 38%		
Black Text / High Emphasis / 87%		White Text / High Emphasis / 100%
Black Text / Medium Emphasis / 60%		White Text / Medium Emphasis / 60%
Black Text / Disabled / 38%		White Text / Disabled / 38%

Secondary		#FF4713
900	#CB2700	400 #FF6A3D
800	#E33807	300 #FF8660
700	#F1400D	200 #FFA98E
600	#FF4713	100 #FFC8BA
500	#FF4D17	50 #FDE9E7
Text on Secondary / High Emphasis / Black 87%		
Text on Secondary / Medium Emphasis / Black 72%		
Text on Secondary / Disabled / Black 38%		
Black Text / High Emphasis / 87%		White Text / High Emphasis / 100%
Black Text / Medium Emphasis / 60%		White Text / Medium Emphasis / 60%
Black Text / Disabled / 38%		White Text / Disabled / 38%

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BUILD YOUR TOMORROW CAMPAIGN LOGO

Galveston College launched a new campaign slogan and logo in 2022 in conjunction with the building of the Health Sciences Education Center. The Galveston College Build Your Tomorrow campaign logo includes a golden semi-circle over the official GC logo which infers a rising sun, signaling a new day or new beginning. This element gives the logo a feeling of looking forward to tomorrow. Anchoring this element of the logo is the “Build Your Tomorrow” tagline. The fonts used the tagline are cohesive to our brand, and feature the word “Your” in a font which gives it a handwritten look, invoking a personal, human feel.

Campaign Logo - Vertical Orientation



Campaign Logo - Horizontal Orientation



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SECONDARY CAMPAIGN LOGOS

The Galveston College Build Your Tomorrow Campaign full color logo versions should be used on a solid white background. If it is necessary to overlay the logo on a solid color or photographic background the white version should be used, as seen below. Follow the same logo appearance restrictions for this logo as stated in this guide for the GC logo.

Grayscale Campaign Logo
Vertical Orientation



**BUILD *Your*
TOMORROW**

Grayscale Campaign Logo
Horizontal Orientation



95% Black
85% Black

60% Black
85% Black
80% Black
**BUILD *Your*
TOMORROW**
100% Black

Black Campaign Logo
Vertical Orientation



**BUILD *Your*
TOMORROW**

White Logo on Solid Background
Vertical Orientation



**BUILD *Your*
TOMORROW**

Black Campaign Logo Horizontal Orientation



**BUILD *Your*
TOMORROW**

White Logo on Solid Background
Horizontal Orientation



**BUILD *Your*
TOMORROW**



Galveston College

MAIN CAMPUS

4015 Avenue Q
Galveston, TX 77550

ATC

Charlie Thomas Family Applied Technology Center

7626 Broadway
Galveston, TX 77554

PHONE

409-944-4242

WEBSITE

GC.EDU

