Galveston College

BRANDING
STYLE GUIDELINES
2024

MARKETING AND COMMUNICATION

https://www.gc.edu/about-gc/administration/publicaffairs.php

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GALVESTON COLLEGE

BRANDING STYLE GUIDELINES 2024

Galveston College

In order to establish and maintain a consistent and professional identity to our audiences, Galveston College has brand guidelines and usage restrictions for our logos, word marks, fonts and colors. This guide outlines the proper usage of those assets. Please review our brand guides prior to using any college graphic or sharing them with an outside design/printing source. This Branding Style Guideline booklet focuses on the official Galveston College branding assets.

For branding specific to the **Galveston College Whitecaps Athletics** assets, instead please refer to the **GC Whitecaps Brand Style Guide.**

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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 Chrnko | Director of Marketing And Communication
4015 Avenue Q, Galveston, TX 77550
Phone: (409) 944-1302
Email: echrnko@gc.edu

To download official assets, logos, fonts, and/or templates:

For access to these assets contact Creative Services Manager Sandi Smith at: ssmith@gc.edu or 409-944-1301, or Ed Chrnko at the contact listed above.

MESSAGING

Mission Statement

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.

Goals

Access, Student Success, Employee Success and Institutional Resources

Values

Access, Student Success, Integrity, Respect, Culture of Excellence and Stewardship

Brand Personality

Competent and Sincere
Brand personality is a set of human characteristics associated with the brand. It is an expression of our Goals, Purposes and Values, and should be communicated in our marketing, facilities, attire and interactions. The goal is to meet and exceed every expectation that the brand personifies.

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

PRIMARY LOGO

Vertical Orientation

Horizontal Orientation

PRIMARY LOGO GRAYSCALE

Vertical Orientation

95% Black

85% Black

Horizontal Orientation

SECONDARY LOGO

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

Alternative Colors
Vertical Orientation

Alternative Colors
Horizontal Orientation

Black or White, Vertical Orientation

Use a white version of the logo
when placed over a color background

Black or White
Horizontal Orientation

GALVESTON COLLEGE

BRANDING STYLE GUIDELINES 2024

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

BRAND FONTS

Primary Logo Font

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.

Lato Black   **AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890**

Lato Regular   AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890

Alternate Font

Oswald Bold is used primarily for headings and for the website URL (**GC.EDU**)

Oswald Bold   **AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890**

Secondary Fonts

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

Amithen   *AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890*

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

Adobe Caslon Pro   AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890

Adobe Caslon Pro Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890

Athletic Font

The font Serpentine is used for Whitecaps Athletics.
Please refer to the Whitecaps Brand Style Guidelines for more information.

*Serpentine*   *AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuV WwXxYyZz 1234567890*

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
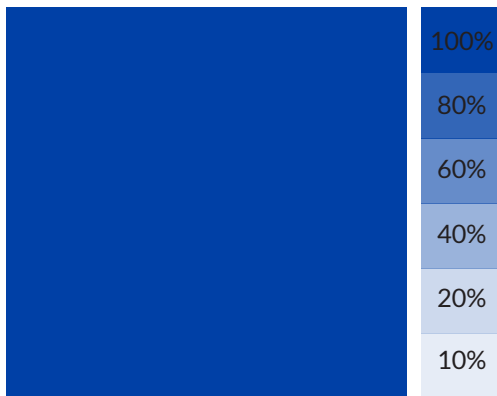
PANTONE: PMS 293 C
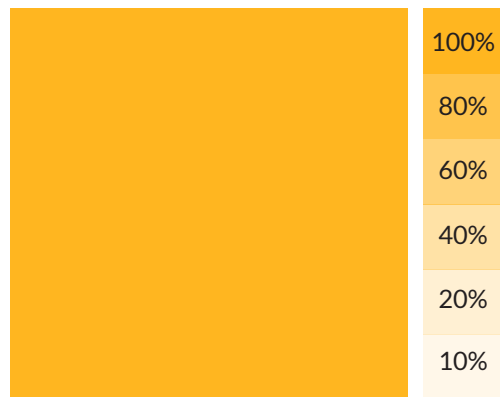CMYK: C: 100 M: 80 Y: 12 K: 0
RGB: R: 0 G: 61 B: 165
HEX: #003DA5
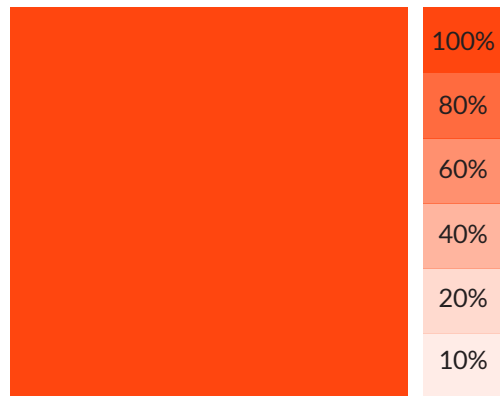
PANTONE: PMS 172 C
CMYK C: 0 M:86 Y: 99 K: 0
RGB: R: 255 G: 71 B: 19
HEX: #FF4713

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

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	#FFCBBA
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%

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

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 neccessary 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

Grayscale Campaign Logo
Horizontal Orientation

60% Black

85% Black

80% Black

95% Black

85% Black

100% Black

Black Campaign Logo
Vertical Orientation

White Logo on Solid Background
Vertical Orientation

White Logo on Solid Background
Horizontal Orientation

Black Campaign Logo Horizontal Orientation

DEPARTMENT LOGOS

Departments and programs are allowed to have an individualized version of the Galveston College logo. This consists of the GC logo with the name of the department in all caps, in the font Oswald Bold as seen in the examples below.

There are several different versions of each logo: a horizontal and vertical version in color, black and sometimes white, each saved as either a pdf, jpg or png file. PDF files are vector files and best used for printing. JPG and PNG files are best used for on-screen applications such as the website and social media.

If you do not see the logo you're looking for there, reach out to Marketing and Communications at 409-944-1301 or 409-944-1302 to have one developed.

TEMPLATES

Templates are available for the GC Letterhead, flyers and PowerPoint presentations. For access to these assets contact ssmith@gc.edu or 409-944-1301.
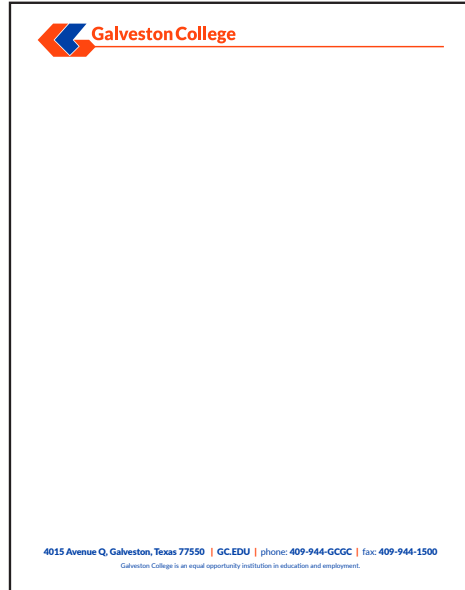
GC Letterhead.docx
Microsoft Word
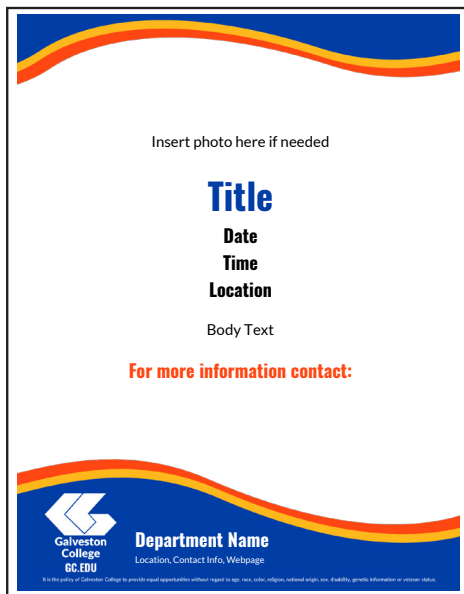
GC Flyer_Template 1.docx
Microsoft Word
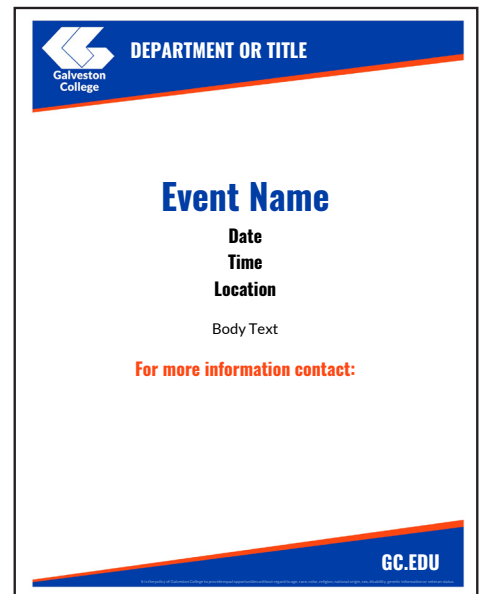
GC Flyer_Template 2.docx
Microsoft Word

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BRANDED TEMPLATES

The official Galvston College Microsoft PowerPoint presentation template contains a variety of slides that can be edited for your use. Change out photos, place your own text - just be sure to follow the brand guidelines for font and logo usage. For access to these assets contact ssmith@gc.edu or 409-944-1301.

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

GC MARKETING & COMMUNICATION WEB PAGE:
https://www.gc.edu/about-gc/administration/publicaffairs.php

PROJECT REQUEST FORM:
https://www.gc.edu/about-gc/administration/documents/gc-public-affairs-project-request.pdf