



**Galveston
College**

MARKETING AND COMMUNICATION

BRAND
STYLE GUIDELINES
2025

UPDATED OCTOBER 2025

RIP TIDE

GALVESTON COLLEGE MASCOT



GALVESTON COLLEGE

BRANDING STYLE GUIDELINES 2025



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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GALVESTON COLLEGE

BRANDING STYLE GUIDELINES 2025

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 2,600 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:

Ed Chrnko Salas | 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 scan the QR code, contact Creative Services Manager Sandi Smith at: ssmith@gc.edu or 409-944-1301, or Marketing Director Ed Chrnko Salas at the contact listed above.



GALVESTON COLLEGE

MESSAGING

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.



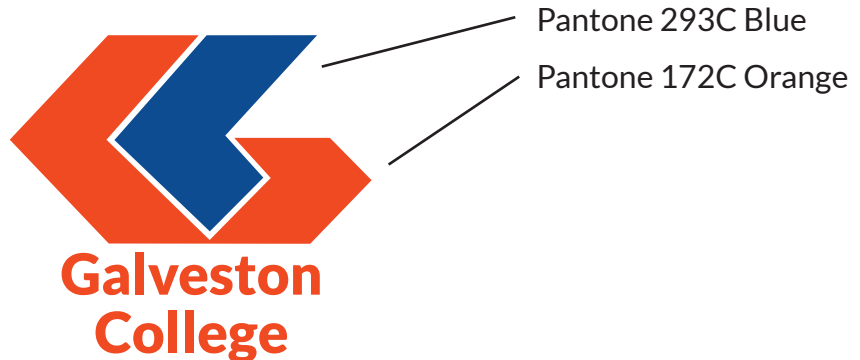
GALVESTON COLLEGE

LOGO APPEARANCE & USAGE

Galveston College utilizes two versions of the logo - a “stacked” or vertically-oriented graphic, and a horizontally-oriented graphic. We suggest using the vertical logo except in cases where a horizontal orientation better accommodates the available space. Logo assets are available in high-resolution pdf, eps (best for print), png and jpg (best for web) formats.

PRIMARY LOGO

Primary Logo, Vertical
GC Logo_V



Primary Logo, Horizontal
GC Logo_H



LOGO GRAYSCALE

Grayscale Logo, Vertical
GC Logo_V_Grayscale



Grayscale Logo, Horizontal
GC Logo_H_Grayscale



GALVESTON COLLEGE

LOGO APPEARANCE & USAGE

SECONDARY LOGO

Galveston College utilizes these secondary logos for use with backgrounds that may compete with the colors of the primary logo and/or to define divisions such as Continuing Education or Dual Credit.

Alternative Colors
Vertical
GC Logo_V_Alt



Alternative Colors
Horizontal
GC Logo_H_Alt



BLACK OR WHITE LOGOS

Black, Vertical
GC Logo_V_Black



Black, Horizontal
GC Logo_H_Black



Examples of the use a white version of the logo
when placed over a color background

White, Vertical - GC Logo_V_White



White, Horizontal - GC Logo_H_White



GALVESTON COLLEGE

LOGO APPEARANCE & USAGE

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

GALVESTON COLLEGE

DEPARTMENT LOGOS

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 available 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 department logo you're looking for in the GC Assets folder, reach out to Marketing and Communication at 409-944-1301 or 409-944-1302 to inquire about having one developed.



GALVESTON COLLEGE

BRAND FONTS

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 AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

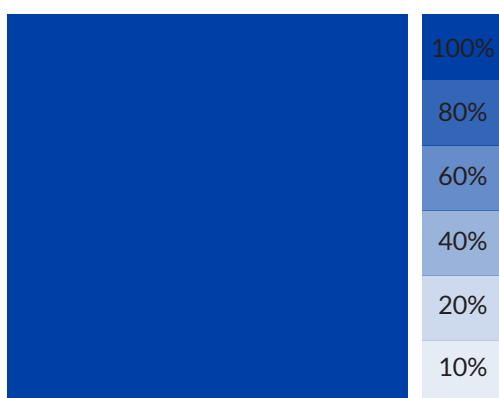
GALVESTON COLLEGE

BRAND COLORS

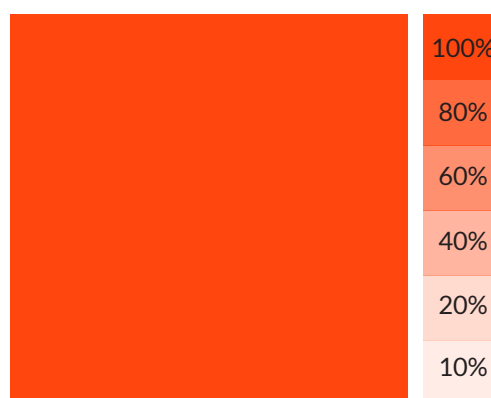
BRAND COLORS

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

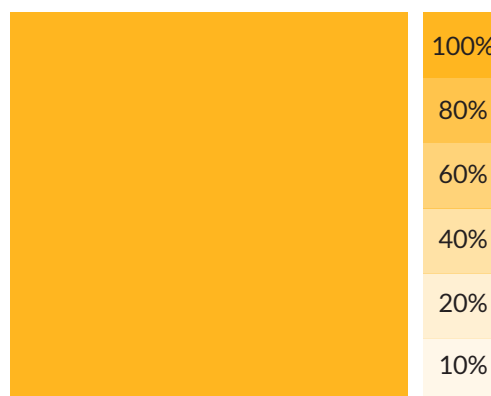


PANTONE: PMS 172 C
CMYK C: 0 M:86 Y: 99 K: 0
RGB: R: 255 G: 71 B: 19
HEX: #FF4713

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

GALVESTON COLLEGE

BRAND COLORS: ADA COMPLIANT FOR WEB

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	#FFCBB8
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%	

GALVESTON COLLEGE

BUILD YOUR TOMORROW CAMPAIGN

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

[Build Your Tomorrow_Logo_Stacked](#)



Campaign Logo - Horizontal

[Build Your Tomorrow_Logo_Hz](#)



GALVESTON COLLEGE

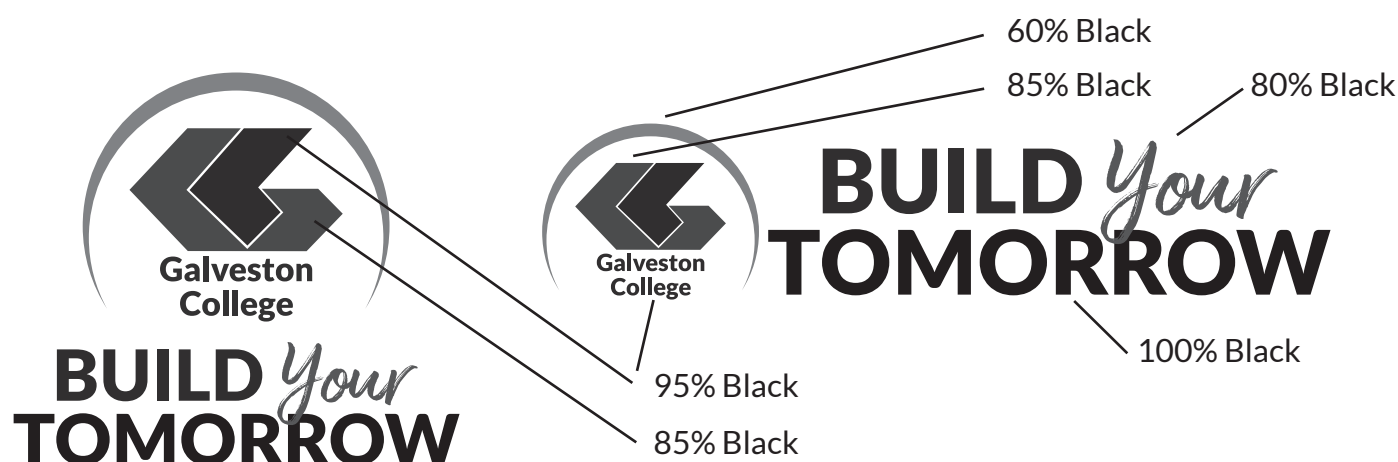
BUILD YOUR TOMORROW CAMPAIGN

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
[Build Your Tomorrow_Logo_Stacked_Grayscale](#)

Grayscale Campaign Logo, Horizontal
[Build-Your-Tomorrow_Logo_Hz_Grayscale](#)



Black Campaign Logo, Vertical
[Build Your Tomorrow_Logo_Stacked_Black](#)

White Logo on Solid Background, Vertical
[Build-Your-Tomorrow_Logo_Stacked_White](#)



Black Campaign Logo, Horizontal
[Build Your Tomorrow_Logo_Hz_Black](#)

White Logo on Solid Background, Horizontal
[Build Your Tomorrow_Logo_Hz_White](#)

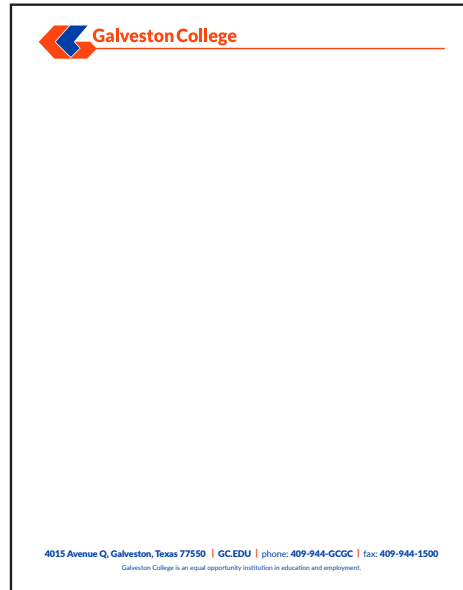


GALVESTON COLLEGE

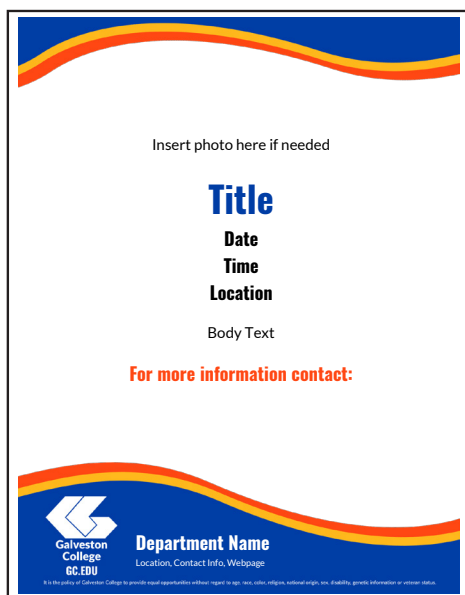
BRANDED LETTERHEAD AND FLYER TEMPLATES

TEMPLATES

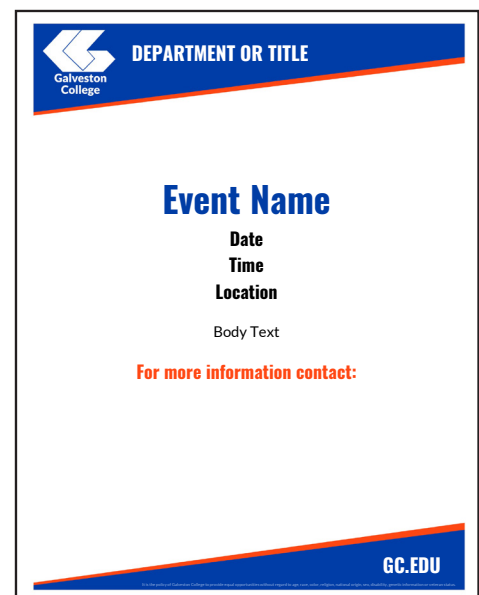
Templates are available for the GC Letterhead, flyers and PowerPoint presentations. Custom templates can be developed upon request, via the Project Request form, located on the Marketing webpage. For access to these assets contact ssmith@gc.edu or 409-944-1301 for a link.



GC Letterhead.docx
Microsoft Word



GC Flyer_Template 1.docx
Microsoft Word



GC Flyer_Template 2.docx
Microsoft Word

GALVESTON COLLEGE

BRANDED POWERPOINT PRESENTATION TEMPLATES

There are currently two versions of PowerPoint presentation templates available. 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 for a link.

GC Presentation Template 1



GC Template

INTRODUCTORY SUBHEADING TEXT



Title Text

SUBHEADING

Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports, and more.

Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports, and more.

Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports, and more.



GC.EDU



Today's Presentation

POINTS OF DISCUSSION

- Points of Discussion
- Points of Discussion
- Points of Discussion
- Points of Discussion
- Points of Discussion
- Points of Discussion



GC.EDU

Slide Title



Topic

Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports, and more.

Topic

Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports, and more.

Topic

Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports, and more.



GC.EDU

Title Text

SUBHEADING

Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports, and more.



GC.EDU



Connect with Us

4015 Avenue Q, Galveston TX 77550
409-944-GCGC

GC.EDU



GC Presentation Template 2



Presentation Template

Subheading or Introduction Copy can be inserted here.



Presentation Slide Title

Body copy to support your presentation can be inserted into this area.

Photos can be replaced with images that represent the topic of the slide.



Template Heading

Body copy to support your presentation can be inserted into this area. Images can be replaced with images that represent the topic of the slide.

- 1 Body copy to make your first point can be inserted in this area created for text.
- 2 Body copy to make your second point can be inserted in this area created for text.
- 3 Body copy to make your third point can be inserted in this area created for text.



Template Heading

Body copy to support your presentation can be inserted into this area. Images can be replaced with images that represent the topic of the slide.



A bit of body copy to support your presentation can be inserted here.



A bit of body copy to support your presentation can be inserted here.



A bit of body copy to support your presentation can be inserted here.



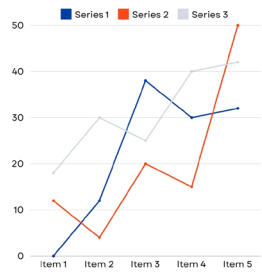
A bit of body copy to support your presentation can be inserted here.



GC.EDU

Analysis

Body copy to support your presentation can be inserted into this area. Images can be replaced with images that represent the topic of the slide.



Item 1 Item 2 Item 3 Item 4 Item 5



Template Heading

Template Subheading

A bit of body copy to support your presentation can be inserted into this area.

Template Subheading

A bit of body copy to support your presentation can be inserted into this area.

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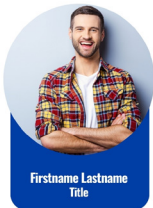
GC.EDU

Presentation Slide Title

Body copy to support your presentation can be inserted into this area. Photos can be replaced with images that represent the topic of the slide.



The Team



Firstname Lastname
Title



Firstname Lastname
Title



Firstname Lastname
Title



GC.EDU

Get in Touch

Contact us to learn more:

 email@gc.edu

 4015 Ave. Q, Galveston, TX 77550

 409-944-GCGC

 gc.edu



GALVESTON COLLEGE

BRANDED EMAIL SIGNATURE

Galveston College has a standardized Microsoft Outlook email signature, which has been emailed to all faculty and staff. **If you have not recieved it, please email ssmith@gc.edu.**

We ask that you copy the GC branded email signature from the email, add a new Outlook signature and paste it, personalize it with your own **Name, Job Title, Department Name, Phone Number** and **Office Number** (and campus address, for our ATC-located faculty and staff), and save it as your new default Outlook email signature. Instructions on how to do so at the link/QR code below.

***Please note that links to our website and social media accounts are embedded in the signature sample so be sure to copy and paste the entire signature from the rich-text email to keep the formatting, colors and links intact. **Note:** this email signature uses the web-safe font Arial (rather than our brand font Lato) to avoid possible font substitution by the viewer's OS. **Do not deviate from the fonts, colors or alignment seen below.**

Your Name
Your Job Title
Your Department Name | Galveston College
4015 Avenue Q, Galveston, TX 77550
Phone: 409-944-XXXX
Office: X-XXX
www.gc.edu



How to install your new GC email signature:

Outlook:

https://support.microsoft.com/en-us/office/create-and-add-an-email-signature-in-outlook-8ee5d4f4-68fd-464a-a1c1-0e1c80bb27f2#PickTab=New_Outlook



GALVESTON COLLEGE

RIP TIDE MASCOT GUIDELINES

Rip Tide is the official mascot of Galveston College and serves as an energetic ambassador, spreading Whitecaps pride and good vibes to students, faculty, alumni and the community.

All requests for GC mascot appearances must be submitted through the official GC Mascot Request Form on Dynamic Forms. Requests should be submitted at least four (4) weeks (30 days) prior to an event. Before submitting a GC Mascot Request Form, review the complete GC Mascot Guidelines at the following link or QR code:

<https://gc.edu/students/mascot.php>



All event promotions mentioning Rip Tide must be created or approved by the GC Marketing and Communication Department.





Galveston College

MAIN CAMPUS

4015 Avenue Q
Galveston, TX 77550

Charlie Thomas Family Applied Technology Center

7626 Broadway
Galveston, TX 77554

PHONE

409-944-4242

WEBSITE

GC.EDU

GC BRANDING QUESTIONS

Sandi Smith, Creative Services Manager
ssmith@gc.edu | 409-944-1301

GC MARKETING AND COMMUNICATION WEB PAGE

<https://www.gc.edu/about-gc/administration/marketing-communication.php>

