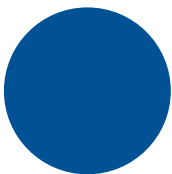


GRAPHIC IDENTITY MANUAL



Identities are the beginning of everything. They are how something is recognized and understood.



LOGO

Identifies an institution in its simplest form via the use of an icon and/or text.



IDENTITY

Visual aspects that form part of the overall brand



BRAND

Perceived emotional institutional image as a whole.

A consistent and cohesive graphic identity is vital to Gordon State’s name (or “brand”) recognition.

The Gordon State logos and related graphic elements are visual expressions of the College’s mission, values, and aspirations. A unified approach to graphic identity fosters better communication and presents a strong, unified image of Gordon State to both our internal and external audiences.

The success of any graphic identity depends on the cooperation of all members of the College community. Your adherence to a few simple guidelines will result in improved communications and a unified image.

Questions? Contact the Marketing Department at 678.359.5127.

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BRANDING MESSAGE AND RALLY CRY

BRANDING MESSAGE: THE MEANING OF “THE POWER OF WE”



AS AN INSTITUTION:

In the journey of life there will always be challenges, obstacles and setbacks. Our environment has a way of supporting the notion of “survival of the fittest” and focusing on the personal “need to succeed” story. But, our truth actually runs contrary to this thought. Since 1852, Gordon has demonstrated that “two heads are better than one” and “there is strength in numbers.” The next chapter of our institution’s story, will continue to build on this concept of collaboration. It has always been there from our founding – the desire to help another, the impetus to develop a common bond, the commitment to a stronger region, the passion of producing more than self, the pursuit of collective transformation, the joy of learning and winning together. This is our motivation. This is “The Power of WE.”

FOR STUDENTS:

At Gordon State, you don’t have to go it alone. Faculty and staff come alongside each student to provide support, encouragement, and every opportunity for success. It is this commitment to collaboration across every aspect of the student experience that sets a Gordon education apart.

RALLY CRY: HIGHLANDERS FORWARD!

AS AN INSTITUTION:

Our purpose is to move forward as an institution and embrace new ideas and changes that help us grow. A rally cry calls us to unite and move forward. Our cry, “Highlanders Forward!” announces to everyone that we are strong, passionate, and proud to be Highlanders moving ahead with our goals and plans. While we learn from the past, it is also important that we embrace the future. We are responsible for moving our students and this institution forward and this rally cry reminds us to always be diligent and always move forward.

FOR OUR STUDENTS:

At Gordon State College we want you to succeed and move forward through your college career and your life. When you hear someone shout “Highlanders Forward,” they are telling you that they believe in you and your abilities. Everyone has made mistakes in the past, but as long as you are moving forward you are creating a new life and adventure for yourself. We are committed to helping you move forward. Highlanders do not look back, we move forward!



THINK OF IT AS OUR SIGNATURE.

Just like your own personal signature, our logo conveys the College's unique identity. The logo must be utilized on all visual communications targeted to an external audience.

The Gordon State logo presents the public with a bold, easily recognizable graphic identity. The selected logotype "G" and text, adapted from the Futura font family, presents our identity in a bold and confident face, at once modern and classic in appearance.

LOGO FAMILY

There are several versions of the Gordon State College logo available depending on use.

OFFICIAL WITH TAG

The official Gordon State College logo with University System of Georgia tagline.



HORIZONTAL

If the tagline is not necessary, then the horizontal logo may be used.



VERTICAL

The horizontal or "stacked" version can be used when it works better spacially for the design.



VINTAGE LOGOS

While we move toward use of our new logo, the "vintage" G will remain available for special use only. If there is an instance that you feel the vintage G is important to use, please seek permission from the GSC Marketing Department. We will exhaust all supplies featuring the vintage G before reordering items that feature the new logo.

DEPARTMENT/SCHOOL NAMES

The Gordon State logo is the primary identity for all individual schools, departments and offices. The prescribed format for departmental logos is shown here.

Individual logos for schools, departments and offices within the College in lieu of, or in addition to, the College logo are not allowed.

The department name should be typeset in Futura Book*, all caps, in the same color that the logo is printed. It should be left justified with the College name and can wrap to two lines if necessary. The department name should always be considerably smaller in point size than the College name.

Departmental or school logos can be downloaded. See page 16 for instructions.

*More information on fonts is available on page 11.



ACCEPTABLE USAGE

The Gordon State logo may be used as a watermarked background for documents, note-cards, presentations, etc. — but it should only be watermarked in its solid blue or black version, in a tint of 40% or below.

The simple circle “G” can be used as a design element in the same way — as a watermark. It can also be used in white, reversed out of a background. The “G” should never be used alone in place of the logo.

The logo may be used employing special printing techniques such as embossing or metallic foil stamping. Again, this should be done with only a solid version and with foil colors that are appropriate (metallic blue, gold, etc.).



UNACCEPTABLE USAGE

DO NOT use the logo in any color other than Gordon State blue (PMS 653), black or white.



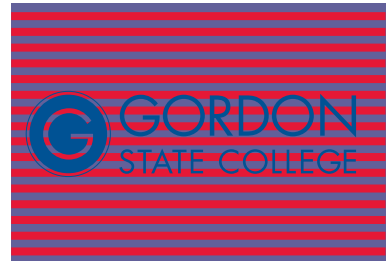
DO NOT rearrange the elements of the logo.



DO NOT set the logo in any other font.



DO NOT place the logo on a distracting background



DO NOT resize the logo disproportionately.
(Hint: Always hold down the shift key while resizing in order to maintain proper proportions.)



SPATIAL GUIDELINES

The logo is more visible and thus more effective when surrounded by a sufficient clearance area. The minimum clearance area is based on the height of the letter G in the word “Gordon”; this height is called the x-height. A clearance area (or clear height) equal to the x-height should surround the entire logo. No type, imagery, or other graphic elements should appear within this minimum clearance area. Please note that this is a minimum clearance area; additional clearance should be given if possible and appropriate.



MINIMUM SIZE

When sizing the logo, and especially when sizing the logo smaller than the recommended minimum size, please consider both proportion and readability. Whether the logo is used on print or digital material, the size of the logo should be appropriate in context and legible to the eye. It is recommended that the horizontal logo should not be smaller than 1.25” wide and the stacked logo not smaller than .75” wide.”



STATIONERY/BUSINESS CARDS



The Procurement Office is responsible for the purchasing of supplies, materials, equipment and contractual services for the College. For the purchase of GSC letterhead, business cards and printed envelopes a contract has been established with Georgia Correctional Industries.



OFFICE OF ADMISSIONS
419 College Drive
Barnesville, GA 30204

Complete the GCI Printing Service Order form, GCI Printing Service order form.docx and enter quantity and price on each item ordered, copy additional pages if necessary. Submit order form with ePro Requisition made to Georgia Correctional Industries; Supplier # 0000003141

**If your department doesn't use large quantities of letterhead, remember you can print copies to your department's Xerox color copier. Templates for all stationery may be found in the Word templates.



HARRY THE HIGHLANDER
Chief Mascot of GSC
555-555-5555
harryh@gordonstate.edu

419 College Drive
Barnesville, GA 30204
www.gordonstate.edu

419 College Drive, Barnesville, GA 30204 | 678.359.5021 f. 678.359.5080 www.gordonstate.edu

COLOR VARIATIONS

The Gordon State logo can be printed in three colors: Gordon State blue (PMS 653), black or white.

The strong preference is that the logo should appear in blue whenever possible.

If printing in four-color process, the logo can be printed in CMYK. See page 10 for information on color.

When cost or reproduction requirements prohibit color, the logo may be printed in black.

It may also be printed in white, reversed out of a background.



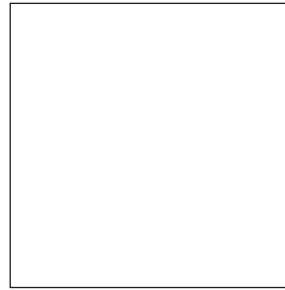
COLLEGE COLORS

PRIMARY COLOR PALETTE

Gordon State's official colors are blue and white.



PMS 653
CMYK: 100-62-0-20
RGB: 0-82-149
Web: HEX#005295



WHITE
CMYK: 0-0-0-0
RGB: 255-255-255
Web: HEX#ffffff

ACCEPTED COMPLIMENTARY COLOR PALETTE

This palette contains colors that are acceptable for use to complement Gordon's official colors. These are not to be used as a logo color or dominant color, but may be used as secondary to the official colors in design and apparel situations. For any questions regarding acceptable use of these colors, contact the Department of Marketing at 678.359.5127.



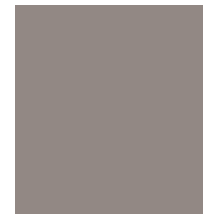
PMS 575
CMYK: 55-9-95-45
RGB: 76-115-41
Web: HEX#4C7329



PMS 5415
CMYK: 56-24-11-34
RGB: 81-120-145
Web: HEX#517891



PMS 550
CMYK: 43-7-8-8
RGB: 131-185-206
Web: HEX#83B9CE



PMS C Gray 6
CMYK: 14-19-21-39
RGB: 165-156-148
Web: HEX#928884

COLLEGE FONTS

Use of standardized fonts further strengthens the graphic identity of the College by creating a uniform appearance across all materials. These fonts are used in GSC materials and were selected for (a) their readability and (b) how they complement the College logo.

Gordon State has chosen two font families that should be used in all printed applications, such as brochures, flyers, advertisements, and billboards.

Futura is a geometric sans-serif typeface that is easy to read and works well in all applications from large headlines to small text.

ITC Caslon 224 is a classic serif font with smooth weight transitions and it can be used when a serif font is more appropriate.

We are aware that many of the suggested typefaces are premium fonts and may not be readily available for everyday purposes. In those cases Arial can be substituted as a sans serif font, and Times New Roman as a serif font.

FUTURA LIGHT

ABCDEabcde12345

FUTURA BOOK

ABCDEabcde12345

FUTURA BOLD

ABCDEabcde12345

ITC CASLON 224 BOOK

ABCDEabcde12345

ITC CASLON 224 ITALIC

ABCDEabcde12345

ITC CASLON 224 BOLD

ABCDEabcde12345

ITC CASLON 224 BOLD ITALIC

ABCDEabcde12345

ARIAL

ABCDEabcde12345

TIMES NEW ROMAN

ABCDEabcde12345

SEAL

The Gordon State College seal is an official mark. Use of the seal should be limited to certain formal applications and ceremonial communications like: Presidential documents, proclamations and awards, commencement programs and diplomas. The seal must be produced from master artwork. Please contact the Marketing Department (678.359.5127) or Office of Institutional Advancement (678.359.5739) for assistance with appropriate use of the seal.



SOCIAL MEDIA GUIDELINES

Social media is an integral part of the way in which we communicate today. As with everything that we do, it serves a greater purpose. It is another way in which we build and maintain relationships with our stakeholders.

Gordon State College has five official social media platforms, Facebook, Twitter, LinkedIn, YouTube, and Instagram. The use of our branded hashtags, #GSCHighlandersForward and #ThePowerofWe, is encouraged. Using these hashtags in social media postings, allow insight and engagement data to be more efficient.

The Gordon State College Social Media Guidelines can be found on the College's website: <https://www.gordonstate.edu/departments/advancement/social-media-policy/index.html>

For more information on creating, using, and sharing social platforms, please contact the Marketing Department at 678.359.5127 or marketing@gordonstate.edu.

FACEBOOK: <https://www.facebook.com/GordonStateCollege/>

TWITTER: <https://twitter.com/GordonState>

LINKEDIN: <https://www.linkedin.com/school/gordon-state-college>

YOUTUBE: <https://www.youtube.com/user/GordonCollegeGA>

INSTAGRAM: <https://www.instagram.com/gordonstatecollege/>

COLLEGE EMAIL

SUGGESTED FONTS

Studies show that sans-serif fonts are much more readable in email. College emails should use a default Microsoft sans-serif font such as **Arial**, **Verdana** or **Calibri** in the message text.

BACKGROUNDS & OTHER GRAPHICS

Backgrounds (patterns or colors) should be avoided. Likewise, official Gordon State emails should not contain any graphic elements.

CONFIDENTIALITY NOTICE

Confidentiality notice: this email message, including any attachments, is for the sole use of the intended recipient(s) and may contain information that is confidential, privileged, or otherwise protected by law. Any unauthorized review, use, disclosure, or distribution is prohibited. If you are not the intended recipient, please contact the sender by reply e-mail and destroy all copies of the original message.

EMAIL SIGNATURE

A contact signature, in the format provided here, should follow the body of the email. A template for this signature can be downloaded here:

<https://www.gordonstate.edu/departments/advancement/graphic-standards-manual-logo-downloads/index.html>

- 1 Name
- 2 Job Title
- 3 **Gordon State College**
419 College Drive, Barnesville, GA 30204
(678) 359-xxxx, www.gordonstate.edu
Highlanders Forward!
- 4
- 5
- 6  **GORDON**
STATE COLLEGE
- 7 Confidentiality notice

1. Name (in Arial Regular, slightly larger than email text font size)
2. Job Title (in Arial Regular, same size as email text) followed by a blank line
3. College Name (in Arial Bold, same size as email text)
4. Physical Address, Phone and Website (In Arial Regular, same size as email text)
5. Optional Tagline (In Arial Regular, same size as email text) followed by a blank line
6. Logo (File name: Gordon State CircleG Horiz 653 smaller.jpg) followed by a blank line
7. Confidentiality notice (In Arial Regular, font size 8)

The entire address should be Gordon blue:
RGB: 0-82-149

Web: HEX#005295

If Gordon blue is not an option, use black.
No other color is accepted.

USING LOGO FILES

HIGH-RESOLUTION LOGOS

High-resolution, vector-based logo files should always be provided to printers for any printed materials. These files can be scaled to any size without loss of quality.

LOW-RESOLUTION LOGOS

When using Microsoft Office applications like Word, Publisher and Power Point, you can use either .jpg or .png files. The .png files are transparent, so if you want to place the logo on a background color, you must use the .png files. The .jpg files, will result in a white box surrounding the logo, which is not acceptable.

Correct placement of logo on a background using the .png logo files



Incorrect placement of logo on a background using the .jpg logo files



FILE ACCESS/DOWNLOADS



My Gordon Future Students Parents Faculty & Staff **GIVE** **APPLY NOW**



ADMISSIONS

ACADEMICS

STUDENT LIFE

ATHLETICS

ALUMNI

COMMUNITY EDUCATION

ABOUT GSC

DEPARTMENTS > ADVANCEMENT > GRAPHIC-STANDARDS-MANUAL-LOGO-DOWNLOADS

GRAPHIC STANDARDS

GRAPHICS MANUAL, BRANDING BOOKLET & LOGO DOWNLOADS

Gordon State College wishes to present a consistent institutional identity to the public. To accomplish this, the College has adopted a graphic identity program that explains the use of our identifying marks, the College logo, and the athletics mascot.

The graphic identity manual describes the options available to you and gives guidelines for ways you may use our identifying marks.

DEPARTMENTS

Student Affairs

Budgets & Auxillary Services

Registrar

Schedule

Information Technology

Compliance

GSC logos mentioned in these guidelines can be downloaded (unless specified otherwise) at the web address at the bottom of this page.

TO DOWNLOAD: Right-click on the appropriate link and select: "Download Linked File" or "Download Linked File as..."

HIGH-RESOLUTION LOGOS

These are print-ready, high-resolution logos that are available for use by professional printers. These high-resolution logos are available as .eps files. To view the logo options before making your selection, please go to Gordon Logo Master Page.pdf. Then you can download your selection by choosing from the list.

LOW-RESOLUTION LOGOS

These are low-resolution versions of the Gordon State logos for use in documents created in applications such as Microsoft Word and Publisher. These low-resolution logos are saved as .jpg and .png files and are appropriate for inkjet or laser printers only. They should not be used for professionally printed materials. Furthermore, we ask that the images not be manipulated in any way. To download a logo to a location on your computer right-click the link (ctrl-click for Macs) and choose 'Save Target As...'

QUESTIONS?

The Office of Institutional Advancement is the central source of information and assistance for all communication purposes, including publications, printing, social media, and media relations. Call 678.359.5739 with any questions.

<https://www.gordonstate.edu/departments/advancement/graphic-standards-manual-logo-downloads/index.html>



GORDON
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