

GULF COAST STATE COLLEGE

BRAND IDENTITY **STANDARDS**



{ INTRODUCTION }

WHY DO WE NEED BRAND IDENTITY STANDARDS?

The Gulf Coast State College Brand Identity Standards provide a verbal and visual language to express our image in a cohesive way. A unified approach to graphics fosters a strong and consistent image for both internal and external audiences, and differentiates us from other institutions.

Every phrase we use to describe Gulf Coast State College, every time we use our logo and with every photograph we choose, we are creating an image of Gulf Coast State College. These verbal and visual elements introduce Gulf Coast State College to those who do not yet know us and create their first impression of our College. For those who are familiar with us, they reinforce the image. Our brand identity, therefore, is both drawn from and enriched by the actual experience of Gulf Coast State College.

WHO IS RESPONSIBLE FOR FOLLOWING THE BRAND IDENTITY STANDARDS?

All of us. Everyone who speaks publicly about Gulf Coast State College, publishes print or electronic information about us or represents us to the public plays a part in creating and maintaining our image. Everyone who touches student lives contributes to our brand, and the success of any brand identity program depends on the cooperation of all members of the College community.

ARE THERE EXCEPTIONS TO THE BRAND IDENTITY STANDARDS?

Very rarely. There may be rare occasions where very unique circumstances will require a slight deviation from Gulf Coast State College's Brand Identity Standards. In those rare cases, the changes must be approved by the Office of Marketing & Communications.

WHO DO I CONTACT ABOUT THE BRAND IDENTITY STANDARDS?

The Brand Identity Standards are administered through the Office of Marketing & Communications. General questions regarding the Brand Identity Standards including logo, color palette, typography, graphics and imagery should be directed to Laura Green, Coordinator of Marketing & Communications at 850.872.3811 or lgreen@gulfcoast.edu.

{ USING OUR NAME }

The Gulf Coast State College name is a core element of our brand identity. It represents more than half a century of history and achievement. It carries a positive association within our community and helps to portray our brand image.

Our name is generally one of the first things that people see. We want to make sure that when we use our name in communications, it is consistent and correct. The way our brand name is written can make a difference in how well it is recognized and remembered. Use the following guidelines when using Gulf Coast State College's name in all communications:

- Our formal name is Gulf Coast State College
- Use the formal name on first reference within communications
- To avoid repetition of 'Gulf Coast State College', use 'GCSC', 'Gulf Coast' or 'the College'. These are acceptable after a first reference to 'Gulf Coast State College', but should not be used repeatedly or solely. (*'GC State College' should never be used*)
- The proper possessive form of our name is ' Gulf Coast State College's', GCSC's', 'Gulf Coast's' or 'the College's'.

{ LOGO }

The Gulf Coast State College logo, redesigned in 2011 by the Office of Marketing & Communications and approved by the District Board of Trustees, is the official identifier of the College. The design of the logo was considered carefully and should be prominently featured on every project that represents the College.

The logo can only be printed in the College colors as shown below: Full color, navy, white, black or grayscale.



FULL-COLOR NAVY LOGO



FULL-COLOR WHITE LOGO



ONE-COLOR NAVY LOGO



ONE-COLOR WHITE LOGO



BLACK/WHITE LOGO (BLACK OVAL)



BLACK/WHITE LOGO (WHITE OVAL)



GRAYSCALE LOGO

{ LOGO: DO'S & DON'TS }

When using the Gulf Coast State College logo, there are a few simple rules to follow that will help ensure correct and consistent usage:

- The logo should be reproduced from authorized artwork only. The authorized logo files are available in various electronic formats including .jpg, .eps and .png and can be obtained from the Office of Marketing & Communications or downloaded at <R:\GCSC Brand Identity\Logos>.
- The logo has been designed as a single unit of identification and should not be altered by attaching other words or graphics, nor should it be split into separate or multiple elements.
- The logo should always be legible and placed in an area of isolation that is clear of other typographic or graphic elements.
- The logo should always be sized proportionally. Do not stretch or squash the logo (see examples below).
- The logo may not be manipulated or changed in any way. Do not attempt to re-create the logo, change the font, or alter the size, proportions or space between the letters.
- The logo should never be sized smaller than 1 inch in width.
- Do not attempt to copy the logo from the website or PDF files, or to scan the logo from a hard copy of a printed piece. This will result in a poor quality image that will undercut the professionalism we want to communicate through our publications.
- The logo should never be used with other trademarks except when indicating a collaboration or sponsorship, provided that any such use is approved in advance.

Incorrect uses of the logo:



{ COLOR PALETTE }

The official primary colors of Gulf Coast State College are PMS 295C (Navy) and PMS 123C (Gold). An expanded secondary palette of complementary colors exists to enliven Gulf Coast State College communications and to facilitate creativity. It adds versatility to the GCSC graphic identity toolbox. The colors within the palette are intended to ensure cohesiveness across applications. Only official Pantone Matching System ink colors or their corresponding four-color process values (CMYK) are to be used whenever the GCSC colors appear in print communications. The RGB values are to be used whenever the GCSC colors appear on the web or in other electronic presentations.

PRIMARY COLORS

	
PMS 295 C	PMS 123 C
CMYK 100 / 82 / 35 / 33	CMYK 0 / 22 / 91 / 0
RGB 0 / 46 / 95	RGB 255 / 200 / 46

SECONDARY COLORS

					
PMS 7474 C	PMS 7472 C	PMS 7471 C	PMS 5405 C	PMS 5425 C	PMS 5445 C
CMYK 99 / 35 / 42 / 8	CMYK 63 / 4 / 32 / 0	CMYK 46 / 0 / 21 / 0	CMYK 78 / 51 / 37 / 13	CMYK 54 / 32 / 26 / 1	CMYK 27 / 14 / 13 / 0
RGB 0 / 121 / 135	RGB 85 / 186 / 183	RGB 123 / 221 / 216	RGB 68 / 104 / 125	RGB 126 / 153 / 170	RGB 186 / 201 / 209
					
PMS 160 C	PMS 159 C	PMS 158 C	PMS 5265 C	PMS 5275 C	PMS 5285 C
CMYK 26 / 75 / 100 / 19	CMYK 15 / 76 / 100 / 4	CMYK 4 / 68 / 99 / 0	CMYK 84 / 84 / 33 / 22	CMYK 74 / 73 / 28 / 11	CMYK 52 / 47 / 20 / 1
RGB 162 / 80 / 24	RGB 205 / 90 / 19	RGB 234 / 113 / 37	RGB 63 / 58 / 102	RGB 87 / 81 / 123	RGB 134 / 132 / 164
					
PMS 7525 C	PMS 7522 C	PMS 7521 C	PMS 5195 C	PMS 5205 C	PMS 5215 C
CMYK 32 / 57 / 70 / 14	CMYK 23 / 61 / 64 / 6	CMYK 22 / 34 / 39 / 0	CMYK 57 / 74 / 45 / 28	CMYK 47 / 61 / 37 / 8	CMYK 33 / 42 / 25 / 0
RGB 159 / 109 / 81	RGB 186 / 115 / 93	RGB 200 / 166 / 149	RGB 101 / 68 / 88	RGB 138 / 105 / 124	RGB 175 / 149 / 163
					
PMS 7504 C	PMS 7502 C	PMS 7501 C	PMS 7615 C	PMS 7613 C	PMS 7611 C
CMYK 17 / 36 / 47 / 38	CMYK 18 / 22 / 44 / 0	CMYK 14 / 15 / 34 / 0	CMYK 43 / 57 / 55 / 17	CMYK 26 / 48 / 47 / 2	CMYK 13 / 26 / 26 / 0
RGB 144 / 114 / 193	RGB 212 / 191 / 149	RGB 220 / 206 / 171	RGB 134 / 103 / 97	RGB 188 / 138 / 126	RGB 221 / 188 / 176

{ TYPOGRAPHY }

The Office of Marketing & Communications has chosen two primary font families – Benton Sans and Minion Pro. Both offer a wide range of weights and styles, of which only a few are shown below. In creating materials for Gulf Coast State College, please use these fonts. Use your discretion when selecting one, or both, and remember that clear and legible communication is always a primary goal – let the typography support the communication rather than impede it.

The fonts are available at <R:\GCSC Brand Identity\Fonts> and can be added to your fonts folder. If these fonts are unavailable, you may substitute Arial or Calibri in place of Benton Sans and Times New Roman in place of Minion Pro.

BENTON SANS BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789.,;:~!@#\$%^&*()_+{}[]()

BENTON SANS ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789.,;:~!@#\$%^&()_+{}[]()*

BENTON SANS BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789.,;:~!@#\$%^&*()_+{}[]()

BENTON SANS CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789.,;:~!@#\$%^&*()_+{}[]()

MINION PRO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789.,;:~!@#\$%^&*()_+{}[]()

MINION PRO ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789.,;:~!@#\$%^&()_+{}[]()*

MINION PRO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789.,;:~!@#\$%^&*()_+{}[]()

{ STATIONARY SYSTEM }

Business Cards

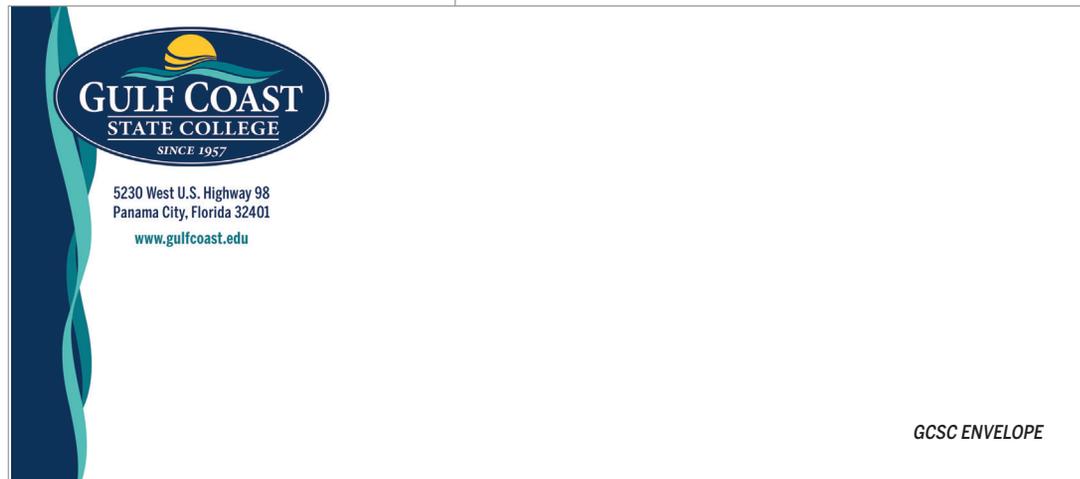
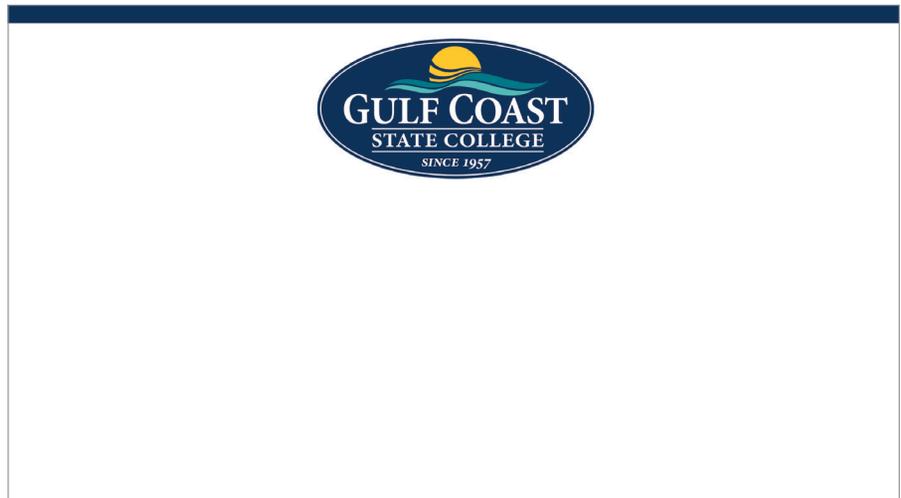
Gulf Coast State College business cards should be ordered through the Procurement Office. Under no circumstances should employees design or order their own business cards. Because of space limitations, you can choose to have either your cell number or the toll free number printed on your card, but not both. The business card order form can be found on the intranet at <http://gccnet/forms>.



GCSC BUSINESS CARD

Letterhead and Envelopes

Gulf Coast State College letterhead and envelopes have been specifically designed for official College use. Personalized letterhead is only permitted for the president. The GCSC letterhead should not be altered by adding a division, department or program name under the logo. Under no circumstances should employees design or order their own letterhead and envelopes. Letterhead and envelopes can be purchased in the GCSC Bookstore.



GCSC ENVELOPE



GCSC LETTERHEAD

{ E-MAIL SIGNATURE }

The Office of Marketing & Communications recommends that all Gulf Coast State College employees adopt the following layout for their e-mail signature in order to achieve a professional-looking and consistent “brand” campus-wide:

Sample GCSC E-mail Signature:

Laura L. Green | Gulf Coast State College
Coordinator of Marketing & Communications

5230 West U.S. Highway 98
Panama City, FL 32401

T 850.872.3811
F 850.767.8024

www.gulfcoast.edu

<<< NAME / COLLEGE: Calibri Bold, 11 point, Navy

<<< TITLE: Calibri, 10 point, Navy

<<< ADDRESS: Calibri, 10 point, Navy

<<< TELEPHONE / FAX: Calibri, 10 point, Navy

<<< WEBSITE: Calibri Bold, 10 point, Teal

Please Note: Due to Florida’s very broad public records law, most written communications to or from College employees regarding College business are public records, available to the public and media upon request. Therefore, this e-mail communication may be subject to public disclosure.

How to create your signature:

1. Open your email program (i.e. Outlook)
2. In the top menu, go to “Tools” and select “Options”
3. Choose the “Mail Format” tab and click on the “Signatures” option at the bottom
4. Select “New” and name your new email signature (i.e. My GCSC signature)
5. Create your new signature utilizing the formatting information provided above

{ PHOTOGRAPHY }

Photographic images are important components in communicating a consistent and effective visual identity. We use photographs of real people – actual Gulf Coast State College students, faculty and staff. Our images are colorful, happy and inviting. Our students are glad to be at GCSC, and we want our graphics to show that fact.

It is essential that publications use images that are of high quality, both technically and artistically, as well as images that are relevant, appropriate, up-to-date and uphold and promote the College's image. The Office of Marketing & Communications provides high-quality images for official GCSC communications, for the media and for other public relations uses.

Close-up photographs of individuals or small groups, including students, faculty members, staff members or guests, may not be used in GCSC advertising without written consent of those individuals. In the case of minor-aged children, a parent or legal guardian must provide written consent. The GCSC model release form is included in the Brand Identity Guidelines manual (*see page 12*).

General Photography Style

- People with interesting expressions, people who look like there is something going on behind their eyes, who appear intellectually engaged, curious, etc.
- Students and faculty working collaboratively in visually interesting and challenging projects of all sorts.
- Students and faculty having fun together.
- Students working collaboratively with other students or mentoring each other,
- Shots that show diverse people engaging together in activities.
- Campus shots that show off the beauty of the campus and showcase our students.

Some Pointers For Better Pictures

- Use a plain background
- Move in close to your subject
- Use the flash outdoors
- Take both vertical and horizontal pictures
- Utilize the auto-focus feature on your camera
- Pay attention to the lighting

Note

- Photos for digital media such as Web pages or PowerPoint presentations require a resolution of 72 dpi and the color mode should be RGB. They are typically saved as a .jpg, .png or .gif file.
- Photos for print publications such as flyers, brochures and post cards require a resolution of 300 dpi and the color mode should be CMYK. They are typically saved as a .jpg or .tif file.



GCSC MODEL RELEASE

I hereby grant to the Gulf Coast State College, acting for and on behalf of the Gulf Coast State College Board of Trustees, its legal representatives and assigns, and those acting with its authority and permission ("GCSC") the unrestricted right and permission to copyright and use, re-use, publish, and republish pictures and/or likenesses of me or those in which I may be included, in whole or in part, in any and all media for any lawful purpose, including the right to:

- Record my participation and appearance on video tape, audio tape, film, photograph or any other medium.
- Use my name, likeness, voice and biographical material in connection with these recordings.
- Exhibit or distribute such recording in whole or in part without restrictions or limitation for any educational or promotional purpose which GCSC, and those acting pursuant to its authority, deem appropriate.

I hereby waive any right that I may have to inspect or approve the finished product or products, as well as the advertising copy or other matter that may be used in conjunction therewith or the use to which it may be applied.

I hereby release, discharge, and agree to save harmless the photographer(s) and/or their legal representatives and assigns, as well as Gulf Coast State College, its legal representatives and assigns, and those acting with its authority and permission from any liability that may occur or be produced in the taking of said pictures or in any subsequent processing thereof, as well as any publication thereof, including without limitation any claims arising from any actual or alleged violation or infringement of any trademark, trade name, contract, agreement, copyright (common law or statutory), patent, libel, invasion of privacy, defamation, or any other cause of action arising out of the production, distribution and exhibition of the photographs and images.

I hereby warrant that I am of legal age and have the right to contract in my own name. I have read the above authorization, release, and agreement, and I am fully familiar with the contents thereof. This release shall be binding upon me and my heirs, legal representatives, and assigns.

Name

Date

Address

Telephone Number and/or E-mail Address

City, State and Zip Code

Program of Study

Signature

Witness

{ FREQUENTLY ASKED QUESTIONS }

Q: May I alter the GCSC logo for my own projects?

A: No. No one may not distort or change the GCSC logo for any purpose.

Q: Can I get a logo that represents my division, department, office, program or student organization?

A: The Brand Identity Standards do not support the development of a specific logo to represent a division, department, office, program or student organization. The logo is meant to stand alone at all times.

Q: Where can I get the logo in digital form?

A: Logo files are located on the network at **R:\GCSC Brand Identity\Logos**.

Q: What digital forms of the logo are available?

A: The logo is available in a variety of file formats (EPS, PDF, JPG, PNG). The .eps file format is often preferred by vendors and is generally used in higher-end desktop publishing programs and Adobe Illustrator. This format also has the advantage of being “resolution independent”. That is, you can make it as big or as small as you wish without losing sharpness. However, you may not be able to open the .eps file directly on your computer without specific software.

The .png format works well in the various Microsoft Office applications. The .pdf is a good format to send to others due to the ubiquity of the Adobe Acrobat Reader program and is technically similar to the .eps format. The .jpg can be used in web applications, though professional web developers should prefer to create specific sizes and resolutions from one of the other formats. The .jpg should not be used in physical sizes larger than a few inches across.

Q: How do I open the logo file?

A: The .eps file format is often preferred by vendors and is generally used in high-end desktop publishing programs and Adobe Illustrator. This format also has the advantage of being “resolution independent”. That is, you can make it as big or as small as you wish without losing sharpness or clarity. However, you may not be able to open the .eps file directly on your computer without specific software. You can import the .eps into other layout programs even if you do not have Adobe Illustrator.

Q: Who do I call if I have a problem or question?

A: Laura Green, Coordinator of Marketing & Communications
850.872.3811 | lgreen@gulfcoast.edu

{ CONTACT INFORMATION }

ABOUT THE OFFICE OF MARKETING & COMMUNICATIONS

We want to make it easy to follow GCSC's Brand Identity Standards outlined in this manual. We're a creative, professional team that provides services to all divisions, support areas and programs that wish to communicate through printed or electronic materials. Our office produces and/or supervises the production of all official College materials.

Contact us:

Laura Green, Coordinator of Marketing & Communications
850.872.3811 | lgreen@gulfcoast.edu

Emily Mifsud, Assistant Coordinator of Marketing & Communications
850.872.3822 | emifsud@gulfcoast.edu

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850.747.3250 | cthomes@gulfcoast.edu