



GALVESTON COLLEGE WHITECAPS
ATHLETIC LOGO
BRAND STYLE GUIDE

2024 UPDATE

GALVESTON COLLEGE WHITECAPS

ATHLETIC LOGO BRAND IDENTITY GUIDELINES 2022

ATHLETIC LOGO: PRIMARY MARK

FULL COLOR



ATHLETIC LOGO: PRIMARY MARK

GRAYSCALE



GALVESTON COLLEGE WHITECAPS

ATHLETIC LOGO BRAND IDENTITY GUIDELINES 2022

ATHLETIC LOGO: PRIMARY MARK

FULL COLOR ON COLORED BACKGROUND OPTIONS



GALVESTON COLLEGE WHITECAPS

ATHLETIC LOGO BRAND IDENTITY GUIDELINES 2022

ATHLETIC LOGO: WORD MARK

FULL COLOR



FULL COLOR WORD MARK ON COLOR BACKGROUND OPTIONS



GALVESTON COLLEGE WHITECAPS

ATHLETIC LOGO BRAND IDENTITY GUIDELINES 2022

ATHLETIC LOGO: MASCOT MARK

FULL COLOR



FULL COLOR COLOR BACKGROUND OPTIONS



GALVESTON COLLEGE WHITECAPS

ATHLETIC LOGO BRAND IDENTITY GUIDELINES 2022

ATHLETIC LOGO: MASCOT MARK

ONE-COLOR OPTIONS



ATHLETIC LOGO: MASCOT MARK

ONE COLOR ON COLOR BACKGROUND OPTIONS



GALVESTON COLLEGE WHITECAPS

ATHLETIC LOGO BRAND IDENTITY GUIDELINES 2022

ATHLETIC LOGO: TYPOGRAPHY

PRIMARY DISPLAY TYPEFACE

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 8 9

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 8 9

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 8 9

SECONDARY DISPLAY TYPEFACE

SERPENTINE MEDIUM

SERPENTINE MEDIUM OBLIQUE

SERPENTINE BOLD

SERPENTINE BOLD OBLIQUE

ATHLETIC LOGO: COLORS

PRIMARY

BLUE
PANTONE 293 C

R0 G61 B165
C100 M63 Y0 K35

ORANGE
PANTONE 172 C

R250 G70 B22
C0 M72 Y92 K2

SECONDARY

OCEAN BLUE
PANTONE 279C

R65 G143 B222
C71 M36 Y0 K13

LIGHT BLUE
PANTONE 283 C

R146 G193 B233
C37 M17 Y0 K9

WHITE

R255 G255 B255
C0 M0 Y0 K0



GALVESTON COLLEGE WHITECAPS

Athletic Director/Head Softball Coach: **Kelly Raines**

Head Baseball Coach: **Brian Reinke**

Assistant Softball Coach: **Rome McNary**

Assistant Baseball Coach: **Ryne Edmondson**

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