

**Galveston
College**

BRAND STYLE GUIDE

October 2018

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:

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Phone: (409) 944-1302
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Mission Statement

Opening Doors and Changing Lives

Galveston College, an innovative public post-secondary institution 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.

Values

Access, Academic Excellence & Student Success, Integrity, Respect, Diversity & Inclusion, Innovation, Stewardship.

Brand Personality

Competent • Sincere

A set of human characteristics associated with the brand. Enriches and gives texture to the brand. The College's brand personality and expression should be communicated at every opportunity: its facilities, entryways, attire and interactions. The goal is to meet and exceed every expectation that the brand personifies. This is never totally completed and requires continuous attention to every detail.

Brand Promise

Expect Transformation

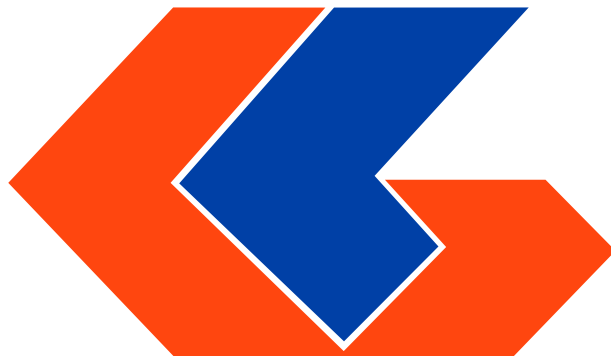
Brand Promise is the pledge upon which you build your reputation. It is the expectation you live up to every time people experience your brand.

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.

Primary Logo



**Galveston
College**



Galveston College

Logo Clear Space

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.



Secondary Logo

Galveston College utilizes these secondary logos for use with background that compete with the colors of the primary logo. A variety of options have been provided that will work for color or black and white in both web and print use.



Logo Restrictions

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 stretch or condense



DO NOT change the typeface



DO NOT add special



**DO NOT alter the proportion
of the elements**



**DO NOT use color logo
on dark background**



**DO NOT alter the position
of the elements**

Logo Color

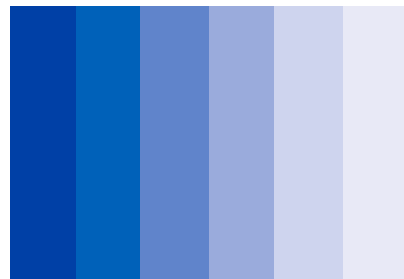
Galveston College has defined two colors to be used in the logo, Pantone 293C and Pantone 172C.

Galveston College owns a variety of computers, monitors, printers and other output devices. These may not show our colors as accurately as we might think, since we can't calibrate as often as we would like. The same document can look different from printer to printer and from monitor to monitor.

Make sure you're working in the correct color space. Use CMYK for printed pieces; RGB or HEX colors for web or digital presentations. Make sure you're using the right logo for the job.



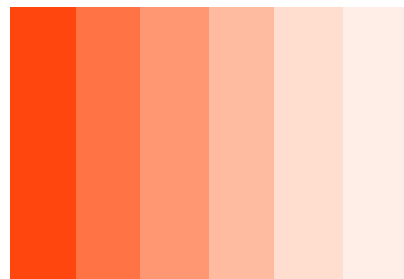
PMS 293 C
CMYK 100-69-0-4
RGB 0-61-165
#003DA5



100% 80% 60% 40% 20% 10%



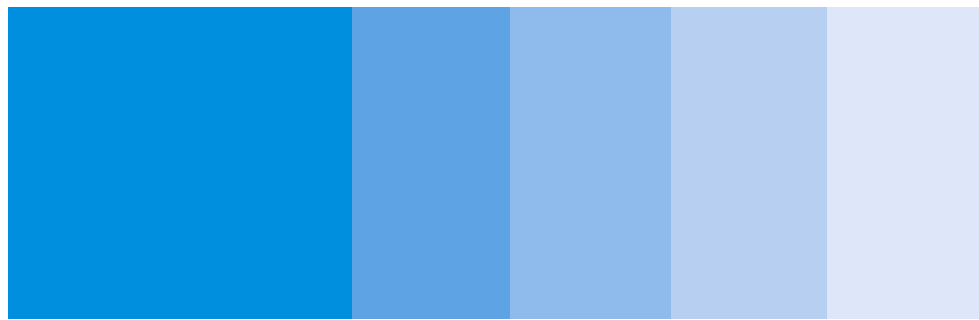
PMS 172 C
CMYK 0-73-87- 0
RGB 250- 70-22
#ff4713



100% 80% 60% 40% 20% 10%

Complementary Colors

The Galveston College logo has defined two complementary colors, Pantone 279C and Pantone 1235C. You may use any combination of the suggested complementary color palette. These colors can be implemented on print and digital materials.



100%

80%

60%

40%

20%

PMS 279C
CMYK 68-34-0-0
RGB 65-143-222
HEX #418FDE



100%

80%

60%

40%

20%

PMS 1235C
CMYK 0-31-98-0
RGB 225-184-28
HEX #FFB81C

Logo Typography

Typography is a key element used to communicate a unified personality for Galveston College. Typography carries a common look through many elements, ensuring consistency throughout all communications to clients and other businesses. The Galveston College utilizes Lato Black as the official logo font. Other fonts from the Lato family may be used to complement the logo.

AaBb

Lato Hairline

ABCDEFGHIJKLMNOPQRSTUVWXYZ

CcDd

Lato Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

EeFf

Lato Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

GgHh

Lato Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

12345

Lato Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Lato Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Brand Photography

Photography helps tell our stories and demonstrate who and what we are and what we do. When choosing photographs, consider your message and audience. For example, when marketing to prospective students, use of photographs of campus and campus activities will help these students imagine themselves as part of Galveston College.

Galveston College's current advertising campaign utilizes a portraiture style of photography focusing on students or models that demographically match the College's student base. In most instances Galveston College photography should be candid and natural. See examples for acceptable styles.

Recommended:



Brand Photography

Galveston College's photography should reflect the campus architecture and Galveston island. Below are examples of colleges with settings that do not reflect Galveston College.

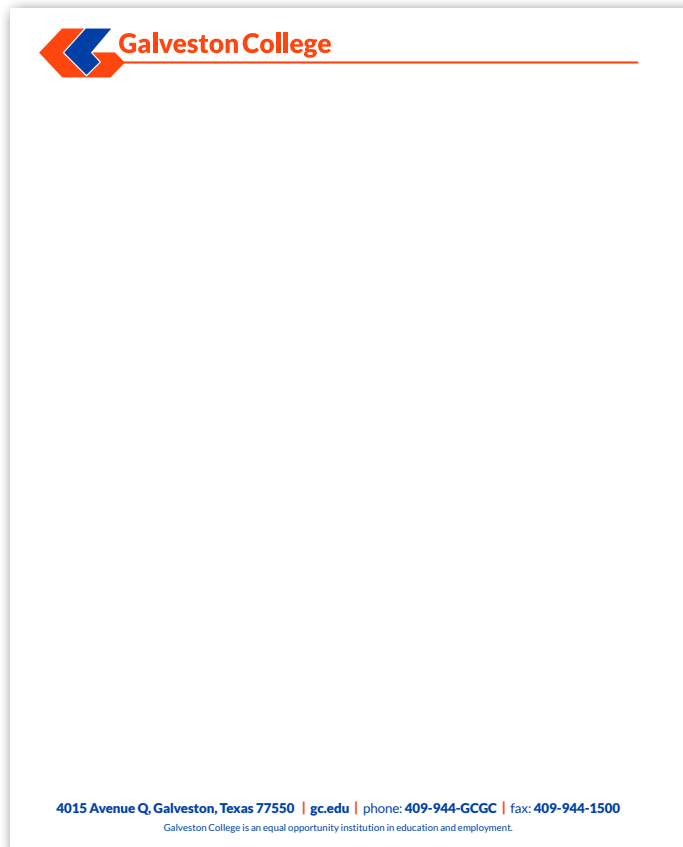
NOT Recommended:



Stationary

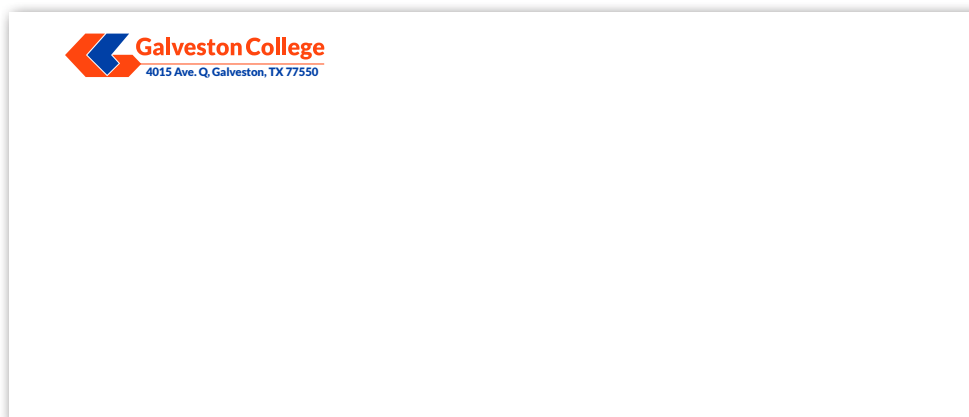
A unified image of Galveston College is important when communicating with students and residents of the Galveston community. Letterhead gives correspondence an official feeling and can prevent confusion.

The header should not be altered in size. Letters should use Garamond font in 11 point type. Line spacing should be set to 1.15. Use a 10 point space between paragraphs.



Business Card

Letterhead



Envelope