



| **Branding** Standards |

In order to maintain a consistent brand, the GCCC Marketing & PR Department has created this Branding Standards manual to outline approved colors, fonts, logos/symbols and their approved uses. All logos and symbols are the property of Garden City Community College and may not be reproduced, modified, or altered without permission from Garden City Community College.

Stacked Logo



"G" Only



Horizontal Logo



| **Approved Variations** |

Stacked Logo - White Text



"G" Only - White Outline



Horizontal Logo - White Text



Stacked Logo - Black & White



"G" Only - Black & White



Horizontal Logo- Black & White



Stacked Logo - GOLD



Stacked Logo - BROWN



Modification or alteration of any logos or symbols is PROHIBITED without the approval of GCCC's Marketing & PR Department.

Classic Broncbuster - BROWN



Classic Broncbuster - GOLD



Classic Broncbuster - BLACK



Collegiate Broncbuster



The Broncbuster mascot may be used in conjunction with the GCCC logo, but neither can be altered or modified without approval from the GCCC Marketing & PR Department.

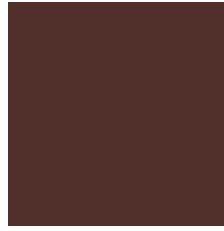
| Official Colors |

BRONCBUSTER GOLD



Pantone® 122C / 114U
(PMS 122C or PMS 114U)
C0 M22 Y100 K0
R255 G199 B0
Hex #FFC700

BRONCBUSTER BROWN



Pantone® 497C / 497U
(PMS 497C or PMS 497U)
C80 M90 Y100 K30
R36 G18 B0
Hex #241200

| Official Fonts |

LOGO FONTS:

These fonts are shown as representation only. Do not attempt to recreate the official logo. Use the official logo file from the Creative Services or Marketing/PR departments.

Garamond Pro Bold

GARDEN CITY

Bree Serif Regular

COMMUNITY COLLEGE

FONT SUGGESTIONS FOR TEXT USED ALONGSIDE OFFICIAL LOGOS:

Below are examples of fonts that have been used on official college publications in the past. These fonts pair well with our branding; however, other fonts may be used, as long as the official logo is not altered.

Bree Serif - used in many print and digital publications. This font can be used in all caps or mixed case. Also, **bold** and *italic* are approved for use in this typeface.

Myriad Pro - used in many print and digital publications. This font can be used in all caps or mixed case. Also, **bold** and *italic* are approved for use in this typeface.

Formatta (OTF) - used in many print and digital publications. This font can be used in all caps or mixed case. **Medium condensed** or **regular** are both approved uses of this typeface.

IMPACT - used as headings on both signs and various publications.

SerpentineDBol - used in athletic specific publications. Mixed case and all caps are approved uses of this typeface.