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.

This publication describes the options available to you and gives guidelines for ways you may use our identifying marks.

For additional information please contact Rhonda Toon at rhondat@gordonstate.edu or call 678. 359. 5124
**Gordon State College** Graphic Marks

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**Gordon Logo Color**

Spot Color: PMS 653  
Process Color: C: 100  M: 62  Y: 0  K: 20

In general, the size of the logo should not be printed smaller than 9/16” in height or larger than 3” except when approved for use on t-shirts, banners or signage.

No type or graphic element may enter a square boundary of 3/16 of an inch surrounding the logo mark.

The “Big G” is the preferred Gordon State College identity mark. In all cases, the logo may be used only in the versions shown on the following pages.

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The logo may be shown in white on any color, but the preference is white on PMS 653 blue.

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**Gordon Type Only Treatment** - (without address line)

Futura light

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Gordon State College  Graphic Marks - different uses

Gordon Logo & address — preferred use

Spot Color:  PMS 653 blue, and 457 gold
CMYK Colors:  Blue C: 100  M: 62  Y: 0  K: 20
              Gold C: 0  M:15  Y: 100  K: 28
Font Usage:  Gordon State College — 8 point Futura
             Address lines — 8 point Futura light
Leading: 14 point

Gordon Logo & address vertical

For use only in instances where horizontal version will not work
The logo symbol is the only graphic mark that can be used on letterhead, envelopes, mailing labels, business cards, pocket folders, and assorted varieties of nametags, hangtags, and standard invitations.
Preferred usage:
White logo on navy blue, or black shirt.

Blue logo on white, or gray shirt.

Avoid other colors when printing logo on promotional materials.