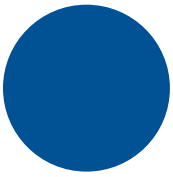
GRAPHIC IDENTITY MANUAL

OCTOBER 2026

GORDON STATE COLLEGE

GORDON STATE COLLEGE

GORDON STATE HIGHLANDERS



LOGO

Identifies an institution in its simplest form via the use of an icon and/or text.



IDENTITY

Visual aspects that form part of the overall brand.



BRAND

Perceived emotional institutional image as a whole.

A consistent and cohesive graphic identity is vital to Gordon State's name (or "brand") recognition.

The Gordon State logos and related graphic elements are visual expressions of the college's mission, values, and aspirations. A unified approach to graphic identity fosters better communication and presents a strong, unified image of Gordon State to both our internal and external audiences.

The success of any graphic identity depends on the cooperation of all members of the college community. Your adherence to a few simple guidelines will result in improved communications and a unified image.

Questions? Contact the Marketing Department at **marcomm@gordonstate.edu**.

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BRANDING MESSAGE AND RALLY CRY

BRANDING MESSAGE: THE MEANING OF "FORWARD THINKING"



'Forward Thinking' captures our commitment to advancing student success, fostering innovation, and providing dynamic workforce development for in-demand careers. At Highlander Nation, 'Forward Thinking' captures our dedication to embracing creativity, critical thinking, and leadership. Our future-forward approach boosts student engagement, fosters a dynamic learning environment, and aligns perfectly with our rallying cry, 'Highlanders Forward!'. This guiding principle embodies our collective drive to advance with purpose, courage, and an unwavering pursuit of excellence. We are dedicated to empowering students to excel, graduate, and contribute to regional development and beyond.

RALLY CRY: *HIGHLANDERS FORWARD!*

AS AN INSTITUTION:

Our purpose is to move forward as an institution and embrace new ideas and changes that help us grow. A rally cry calls us to unite and move forward. Our cry, "***Highlanders Forward!***" announces to everyone that we are strong, passionate, and proud to be Highlanders moving boldly into the future.

FOR OUR STUDENTS:

At Gordon State College we want you to succeed and move forward through your college career and your life. When you hear someone shout "***Highlanders Forward***," they are telling you that they believe in you and your abilities. As a member of Highlander Nation, you are empowered to create an amazing life and adventure for yourself. We are committed to helping you advance in achieving your goals!

THINK OF IT AS OUR SIGNATURE

Just like your own personal signature, our logo conveys the college's unique identity. The logo must be utilized on all visual communications targeted to an external audience.

COLLEGE SEAL

The official mark of the institution. It is NOT to be used as a marketing asset.

Use of the seal should be limited to certain formal applications and ceremonial communications like: Presidential documents, proclamations and awards, commencement programs and diplomas. The seal must be produced from master artwork.

INSTITUTIONAL LOGO

Just like your own personal signature, our logo conveys the College's unique identity. The logo must be utilized on all visual communications targeted to an external audience.

The Gordon State logo presents the public with a bold, easily recognizable graphic identity. The selected logotype "G" and text, adapted from the Futura font family, presents our identity in a bold and confident face, at once modern and classic in appearance. The logo is the primary identifier of the institution and is used for official marketing and communication purposes. It is the academic face of the school, representing its character and reputation.

SPIRIT MARK LOGO

Used for intercollegiate athletics promoting college sports, clubs and school spirit. While connected to the college and supporting the mission of the institution, they are also distinct and unique with their respective brand.

Athletics amplifies school spirit and builds unity among students, alumni, friends and fans of the college. The Spirit Mark logos should never be used in place of the Gordon State College logo in any academic application or college publications.

INSTITUTIONAL LOGO FAMILY

There are several versions of the Gordon State College logo available depending on use.

OFFICIAL WITH TAG
The official Gordon State College logo with University System of Georgia tagline.

HORIZONTAL
If the tagline is not necessary, then the horizontal logo may be used.

VERTICAL
The vertical or "stacked" version can be used when it works better spatially for the design.

VINTAGE LOGOS

While we move toward use of our new logo, the "vintage" G will remain available for special use only. If there is an instance that you feel the vintage G is important to use, please seek permission from the GSC Marketing Department. We will exhaust all supplies featuring the vintage G before reordering items that features the new logo.

DEPARTMENT/SCHOOL NAMES

The Gordon State logo is used as the primary identity for all individual schools, departments and offices. The prescribed format for departmental logos is shown here.

The use of individual logos for schools, departments and offices within the college in lieu of, or in addition to, the college logo are not allowed.

The department name should be typeset in Futura Book*, all caps, in the same color that the logo is printed. It should be left justified with the college name and can wrap to two lines if necessary. The department name should always be considerably smaller in point size than the college name.

Departmental or school logos can be downloaded. See page 33 for instructions.

*More information on fonts is available on page 13.









ACCEPTABLE USAGE

The Gordon State logo may be used as a watermarked background for documents, note-cards, presentations, etc. — but it should only be watermarked in its solid blue or black version, in a tint of 40% or below.

The simple circle “G” can be used as a design element in the same way — as a watermark. It can also be used in white, reversed out of a background. The “G” should never be used alone in place of the logo.

The logo may be used employing special printing techniques such as embossing or metallic foil stamping. Again, this should be done with only a solid version and with foil colors that are appropriate (metallic blue, gold, etc.).







UNACCEPTABLE USAGE

DO NOT use the logo in any color other than Gordon State blue (PMS 653), black or white.



DO NOT rearrange the elements of the logo.



DO NOT set the logo in any other font.



DO NOT place the logo on a distracting background.



DO NOT resize the logo disproportionately. (Hint: Always hold down the shift key while resizing in order to maintain proper proportions.)



SPATIAL GUIDELINES

The logo is more visible and thus more effective when surrounded by a sufficient clearance area. The minimum clearance area is based on the height of the letter G in the word “Gordon”; this height is called the x-height. A clearance area (or clear height) equal to the x-height should surround the entire logo. No type, imagery, or other graphic elements should appear within this minimum clearance area. Please note that this is a minimum clearance area; additional clearance should be given if possible and appropriate.





MINIMUM SIZE

When sizing the logo, and especially when sizing the logo smaller than the recommended minimum size, please consider both proportion and readability. Whether the logo is used on print or digital material, the size of the logo should be appropriate in context and legible to the eye. It is recommended that the horizontal logo should not be smaller than 1.25” wide and the stacked logo not smaller than .75 wide.”





STATIONERY/BUSINESS CARDS

GORDON STATE COLLEGE
FORWARD Thinking

The Procurement Office is responsible for the purchasing of supplies, materials, equipment and contractual services for the College. For the purchase of GSC letterhead, business cards and printed envelopes a contract has been established with Georgia Correctional Industries.

GORDON STATE COLLEGE
FORWARD Thinking

OFFICE OF ADMISSIONS
Building, Suite #
Address
Barnesville, GA 30204

Complete the GCI Printing Service Order form, GCI Printing Service order form.docx and enter quantity and price on each item ordered, copy additional pages if necessary. Submit order form with ePro Requisition made to Georgia Correctional Industries; Supplier # 0000003141

**If your department doesn't use large quantities of letterhead, remember you can print copies to your department's Xerox color copier. Templates for all stationery may be found in the Word templates.

GORDON STATE COLLEGE
FORWARD Thinking

EMPLOYEE NAME
Title

555-555-5555
employeen@gordonstate.edu

419 College Drive
Barnesville, GA 30204

www.gordonstate.edu

419 College Drive, Barnesville, GA 30204 | 678.359.5021 f. 678.359.5080 | www.gordonstate.edu

COLOR VARIATIONS

The Gordon State logo can be printed in three colors: Gordon State blue (PMS 653), black or white.

The strong preference is that the logo should appear in blue whenever possible.

If printing in four-color process, the logo can be printed in CMYK. See page 10 for information on color.

When cost or reproduction requirements prohibit color, the logo may be printed in black.

It may also be printed in white, reversed out of a background.







COLLEGE COLORS

PRIMARY COLOR PALETTE

Gordon State's official colors are blue and white.

PMS 653
CMYK: 100-62-0-20
RGB: 0-82-149
Web: HEX#005295

WHITE
CMYK: 0-0-0-0
RGB: 255-255-255
Web: HEX#ffffff

ACCEPTED COMPLIMENTARY COLOR PALETTE

This palette contains colors that are acceptable for use to complement Gordon's official colors. These are not to be used as a logo color or dominant color, but may be used as secondary to the official colors in design and apparel situations. For any questions regarding acceptable use of these colors, contact the Department of Marketing at **marcomm@gordonstate.edu**.

PMS 575
CMYK: 55-9-95-45
RGB: 76-115-41
Web: HEX#4C7329

PMS 5415
CMYK: 56-24-11-34
RGB: 81-120-145
Web: HEX#517891

PMS 550
CMYK: 43-7-8-8
RGB: 131-185-206
Web: HEX#83B9CE

PMS C Gray 6
CMYK: 14-19-21-39
RGB: 165-156-148
Web: HEX#928884

COLLEGE FONTS

Use of standardized fonts further strengthens the graphic identity of the college by creating a uniform appearance across all materials. These fonts are used in GSC materials and were selected for (a) their readability and (b) how they complement the college logo.

Gordon State has chosen three font families that should be used in all printed applications, such as brochures, flyers, advertisements, and billboards.

Futura and Gotham are geometric sans-serif typefaces that are easy to read and works well in all applications from large headlines to small text. Shelby is a script typeface that is best used as a decorative script for terms emphasizing Gordon's focus on the future.

ITC Caslon 224 is a classic serif font with smooth weight transitions and it can be used when a serif font is more appropriate.

We are aware that many of the suggested typefaces are premium fonts and may not be readily available for everyday purposes. In those cases Arial can be substituted as a sans serif font, and Times New Roman as a serif font.

Shelby
ABCDEabcde12345

Shelby
ABCDEabcde12345

FUTURA BOLD
ABCDEabcde12345

FUTURA MEDIUM
ABCDEabcde12345

FUTURA BOOK
ABCDEabcde12345

GOTHAM BOLD
ABCDEabcde12345

GOTHAM MEDIUM
ABCDEabcde12345

GOTHAM Book
ABCDEabcde12345

ITC CASLON 224 BOLD
ABCDEabcde12345

ITC CASLON 224 BOLD ITALIC
ABCDEabcde12345

ITC CASLON 224 BOOK
ABCDEabcde12345

ITC CASLON 224 ITALIC
ABCDEabcde12345

ARIAL
ABCDEabcde12345

TIMES NEW ROMAN
ABCDEabcde12345

SEAL

The Gordon State College seal is an official mark. Use of the seal should be limited to certain formal applications and ceremonial communications like: Presidential documents, proclamations and awards, commencement programs and diplomas. The seal must be produced from master artwork. Please contact the Marketing Department (**marcomm@gordonstate.edu**) for assistance with appropriate use of the seal.



SOCIAL MEDIA GUIDELINES

Social media is an integral part of the way in which we communicate today. As with everything that we do, it serves a greater purpose. It is another way in which we build and maintain relationships with our stakeholders.

Gordon State College has five official social media platforms, Facebook, X, LinkedIn, YouTube, and Instagram. The use of our branded hashtag, **#GSCHighlandersForward** is encouraged. Using this hashtag in social media postings allow insight and engagement data to be more efficient.

The Gordon State College Social Media Guidelines can be found on the College's website: **https://www.gordonstate.edu/departments/enrollment-services-and-marketing/marketing/social-media-policy/index.html**

For more information on creating, using, and sharing social platforms, please contact the Marketing Department at **marcomm@gordonstate.edu**.

FACEBOOK – @GordonStateCollege

INSTAGRAM - @Gordon_State

LINKEDIN - Gordon State College (Official)

X - @GordonState

YOUTUBE - Gordon State College

COLLEGE EMAIL

SUGGESTED FONTS

Studies show that sans-serif fonts are much more readable in email. College emails should use a default Microsoft sans-serif font such as **Arial**, **Verdana** or **Calibri** in the message text.

BACKGROUNDS & OTHER GRAPHICS

Backgrounds (patterns or colors) should be avoided. Likewise, official Gordon State emails should not contain any graphic elements.

CONFIDENTIALITY NOTICE

Confidentiality notice: this email message, including any attachments, is for the sole use of the intended recipient(s) and may contain information that is confidential, privileged, or otherwise protected by law. Any unauthorized review, use, disclosure, or distribution is prohibited. If you are not the intended recipient, please contact the sender by reply e-mail and destroy all copies of the original message.

EMAIL SIGNATURE

A contact signature, in the format provided here, should follow the body of the email.

A template for this signature can be downloaded here:
https://www.gordonstate.edu/departments/marketing/graphic-standards-manual-logo-downloads/index.html

1. **Name**
2. Job Title

3. **Gordon State College**
4. 419 College Drive, Barnesville, GA 30204
   (678) 359-xxxx, www.gordonstate.edu
5. Highlanders Forward!

6. 

7. Confidentiality notice

1. Name (in Arial Bold, font size 12)

2. Job Title (in Arial Regular, font size 11) followed by a blank line

3. College Name (in Arial Bold, font size 11)

4. Physical Address, Phone and Website (In Arial Regular, font size 11)

5. Tagline (In Arial Regular, font size 11) followed by a blank line

6. GSC logo (File name: gsc.horizontal.logo.blue.png) followed by a blank line

7. Condifentially notice (In Arial Regular, font size 7)

The entire address should be Gordon blue:
RGB: 0-82-149
Web: HEX#005295
If Gordon blue is not an option, use black.
No other color is accepted.

USING LOGO FILES

HIGH-RESOLUTION LOGOS

High-resolution, vector-based logo files should always be provided to printers for any printed materials. These files can be scaled to any size without loss of quality.

LOW-RESOLUTION LOGOS

When using Microsoft Office applications like Word, Publisher and Power Point, you can use either .jpg or .png files. The .png files are transparent, so if you want to place the logo on a background color, you must use the .png files. The .jpg files, will result in a white box surrounding the logo, which is not acceptable.

Correct placement of logo on a background using the .png logo files



Incorrect placement of logo on a background using the .jpg logo files



SPIRIT MARK IDENTITY



To ensure a strong, consistent and clear message, please follow these guidelines when using the Spirit Mark logos:

- All official Athletics material of any kind must display the primary or secondary Spirit Mark logo.
- All Spirit Mark logos must be reproduced from official artwork available from the GSC Marketing Department.
- The Spirit Mark logos must be displayed using the official colors. No other colors may be used unless approved by the GSC Marketing Department.

The stag head with wordmark is the **primary Gordon State College Spirit Mark logo** and is symbolic of our history, steadfast reputation for excellence, inclusion and our commitment to our college. The primary mark should be used on the front of publications, at the start of presentation materials and on the main page of GSC's Athletics' website. The secondary mark, claymore and ligature should only be used on athletic uniforms.

All use of the GSC Spirit Mark brand must directly relate to Gordon State College. The College has delegated the responsibility for all Gordon State College Spirit Mark related items to the GSC Marketing Department. The GSC Spirit Mark brand consists of the stag logo, stag mascot, the claymore and all related graphic elements (athletic "G," tartan plaid pattern, etc.).

All materials with one or more of these elements must be approved by GSC Marketing Department before going into production. If you have any questions or wish to request an exception to these guidelines, please contact the GSC Marketing Department for your marketing and communication needs at: **marcomm@gordonstate.edu**.

HIGHLANDER HISTORY



Since Gordon's founding in 1852, the former military institute has evolved into a vibrant four-year college campus. Gordon joined the University System of Georgia in 1972.

Gordon's full name and mascots may have changed over the years, but the institution's characteristics and diverse culture have not changed. Before the 1980s, the athletic teams at Gordon were the Bulldogs. Through the mid-1980s, Gordon's teams were known as the Generals and the Wolves. The teams became the Highlanders in 1995.

Incorporation of the stag head into the new Gordon State College Spirit Mark is symbolic of the badge worn by the Gordon Highlanders. They were a line infantry regiment of the British Army that existed for 113 years after two Scottish Regiments merged in 1881. A crest with a stag and the motto "Bydand," which means "Stand and Fight," also is a featured part of the badge.

The ligature is "GSC" with the "G" positioned as is the central bond that unites all Highlander teams. The "G" has been used by Gordon since its first military and athletic uniforms and is a tie to the program's historic past.

The Gordon tartan, a plaid combination of blue, green and gold, was worn by the Scottish regiment, which also carried a claymore – a sword at the center of the Gordon brand - conveying strength and ferocity. Never underestimate a Highlander.

HIGHLANDERS REPRESENT

- Strength of Character
- Grit
- Perseverance
- Determination
- Pride
- Loyalty
- Respect
- Honor
- Excellence

SPIRIT MARK LOGO FAMILY

PRIMARY MARK is used as the primary identifier of the intercollegiate Athletics, Student Life and Recreation programs. In general, a Primary Mark is a combination of a Mascot Mark and Wordmark.



MASCOT MARK is a graphic illustration of the college's Highlander stag mascot and labeled Stag Crest in artwork. It should never be freestanding without the college's name on the item.



WORDMARK is a graphic rendering of the college's name.



LIGATURE is a kind of wordmark. It is a graphic rendering of a program's initials. The customized ligature creates a powerful, exclusive look that distinguishes the wordmarks from other institutions.



LIGATURE with SECONDARY MARK is any additional mark that is created to extend the story of the program. The Ligature with Secondary Mark is a bold graphic treatment creating a clear, consistent and visually memorable identity. Reserved for athletic uniforms.



SECONDARY MARK is any additional mark that is created to extend the story of a program. This is labeled Claymore "G" in artwork. It signals a strong foundation – honoring the tradition with the historic "G" that has been built across decades of competition while creating distinction and reinforcing the brand for the next generation. Reserved for athletic uniforms.



SPECIFIC SPIRIT MARKS

SPORT SPECIFIC MARKS refer to marks that specifically identify a team or part of the program, such as “Gordon State College Baseball,” or “Gordon State College Athletics.”

GORDON STATE
ATHLETICS

GORDON STATE
BASKETBALL

GORDON STATE
BASEBALL

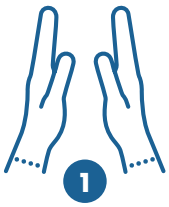
GORDON STATE
FOOTBALL

GORDON STATE
SOCCER

GORDON STATE
SOFTBALL

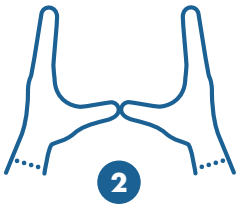
RALLY CRY: *HIGHLANDERS FORWARD!*

To rally Highlander Nation, players and fans alike unite with the same motto: "***Highlanders Forward!***" The message is complete with hands raised, palms facing in and thumbs connected to form the letter "H."



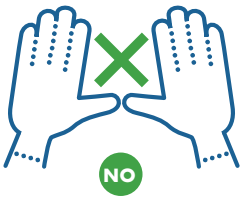
1

Place elbows out in front with forearms raised 90º and palms facing each other.



2

With palms still facing each other, bring thumbs forward so that they meet.



NO

Do not face palms outward. Together-facing palms represent our togetherness.

AS AN INSTITUTION:

Our purpose is to move forward as an institution and embrace new ideas and changes that help us grow. A rally cry calls us to unite and move forward. Our cry, "***Highlanders Forward!***" announces to everyone that we are strong, passionate, and proud to be Highlanders moving boldly into the future.

FOR OUR STUDENTS:

At Gordon State College we want you to succeed and move forward through your college career and your life. When you hear someone shout "***Highlanders Forward***," they are telling you that they believe in you and your abilities. As a member of Highlander Nation, you are empowered to create an amazing life and adventure for yourself. We are committed to helping you advance in achieving your goals!



ACCEPTABLE USAGE



Primary_C.png



Primary_2C.png



Primary_B.png



Primary_C_wtwdmk.png



Primary_2C_wtwdmk.png



Primary_W.png

UNACCEPTABLE USAGE

Do not use former vintage logos, mascots or discontinued logos unless approved for special events.

Do not typeset the wordmark or ligature yourself, even if what you create looks close to the official wordmark or ligature.

Do not change the Gordon State College Spirit Mark colors.

Do not use the Mascot Mark stag head by itself without identifying Gordon on the item.



DO NOT CHANGE FONT



DO NOT PLACE ON DISTRACTING BACKGROUND



DO NOT USE DISPROPORTIONATELY



DO NOT REARRANGE ELEMENTS OF THE LOGO



DO NOT USE ANY COLOR OTHER THAN GSC BLUE, BLACK OR WHITE



DO NOT CREATE UNAPPROVED COMBINATION OF ELEMENTS

SPATIAL GUIDELINES

To ensure clarity, the logo should have a clear zone to separate it from other elements. The optimum clear area should be half the height of the logo on all four sides. The minimum clear area is half of that width.

When sizing the logo, and especially when sizing the logo smaller than the recommended minimum size, please consider both proportion and readability. Whether the logo is used on print or digital material, the size of the logo should be appropriate in context and legible to the eye. It is recommended that the horizontal logo should not be smaller than 1.25" wide and the stacked logo not smaller than .75 wide."





COLOR VARIATIONS

The Spirit Mark logos should be as prominent as possible. Make sure background colors provide enough contrast with them. The logos may be placed on different colored backgrounds or photographs as long as the logos are clearly distinguishable from the background. Select the appropriate file for color output and the intended background. Artwork has been created with a built-in key line (outer border) and identifiable with a .wtwdmk after the name in the file. College name should be in white on color background in most cases. Reproduction of the logo in any variation requires prior approval.

Do not use a “reversed” Spirit Mark logo. Reversing the colors of any Spirit Mark logo qualifies as an inappropriate color change, and the legibility of this logo is compromised.



Primary_C_wtwdmk.png



Primary_C_wtwdmk.png

SPIRIT MARK COLORS

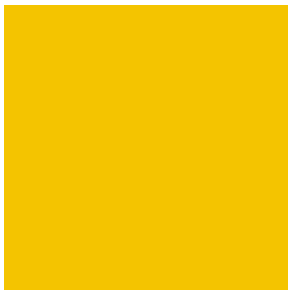
The PMS blue, yellow and green colors shown below are the official colors for the Gordon State College Spirit Mark and artwork kit. Blue and white are the primary colors, and the secondary colors could also be called “accent” colors. Used correctly, they enhance the primary colors without detracting from or dominating them.



PMS 653
CMYK: 87-64-18-3
RGB: 50-97-149
HEX#326195



PMS 7738
CMYK: 76-12-100-1
RGB: 69-161-66
HEX#45a142



PMS 7406
CMYK: 5-22-100-0
RGB: 244-196-0
HEX# f4c400

When possible, **full-color output (Pantone Matching System® or CMYK) is preferred**. When full color output is not an option, it is acceptable to reproduce the logo in 3-color, 2-color, 1-color, grayscale, or black/white. Rarely, Pantone colors are not an option. This is usually the case when it comes to embroidery or vinyl applications. Provide vendors these PMS colors and ask them to pick the closest option they have.

- **RGB:** Digital/Screen Media
- **3-Color/2-Color:** Reserved for any non-PMS/CMYK Applications
- **1-Color:** Reserved for Applications of White, Blue or Black

For technical reasons, we suggest using EPS files when sending art to vendors. EPS files are the only option when using the file on a colored background.

Do not modify or recreate 1-color, 2-color, or 3-color versions of the logo from the full-color version. The logo has been optimized for output in each color scheme, with separate files for use on light and dark backgrounds. Use only the official artwork files provided for reproduction.

SPIRIT MARK FONTS

Approved Spirit Mark font typeface is **Termina Bold weight** and available from the Marketing Department.

- Do Not Underline or Italicize Text
- Do Not Use WordArt
- Do Not Use Text in Other Colors Outside of Approved Blue, Green, Yellow, Black, Gray or White

Use of standardized fonts further strengthens the graphic identity of the college by creating a uniform appearance across all materials. These fonts are used in GSC materials and were selected for (a) their readability and (b) how they complement the college logo.

Gordon State has chosen two font families that should be used in all printed applications, such as brochures, flyers, advertisements, and billboards.

Termina and Gotham are geometric sans-serif typefaces that are easy to read and works well in all applications from uniforms/apparel to headlines.

TERMINA BLACK
ABCDEabcde12345

TERMINA BOLD
ABCDEabcde12345

TERMINA LIGHT
ABCDEabcde12345

GOTHAM BOLD
ABCDEabcde12345

GOTHAM BOOK
ABCDEabcde12345

GOTHAM LIGHT
ABCDEabcde12345

COACH/CLUB SPORT EMAIL SIGNATURE

SUGGESTED FONTS

Studies show that sans-serif fonts are much more readable in email. College emails should use a default Microsoft sans-serif font such as **Arial**, **Verdana** or **Calibri** in the message text.

BACKGROUNDS & OTHER GRAPHICS

Backgrounds (patterns or colors) should be avoided. Likewise, official Gordon State emails should not contain any graphic elements.

CONFIDENTIALITY NOTICE

Confidentiality notice: this email message, including any attachments, is for the sole use of the intended recipient(s) and may contain information that is confidential, privileged, or otherwise protected by law. Any unauthorized review, use, disclosure, or distribution is prohibited. If you are not the intended recipient, please contact the sender by reply e-mail and destroy all copies of the original message.

EMAIL SIGNATURE

A contact signature, in the format provided here, should follow the body of the email.

A template for this signature can be downloaded here:
https://www.gordonstate.edu/departments/enrollment-services-and-marketing/marketing/graphic-standards-manual-logo-downloads/index.html

1. **Name**
2. Job Title

3. **Gordon State College**
4. 419 College Drive, Barnesville, GA 30204
   (678) 359-xxxx, www.gscathletics.com
5. Highlanders Forward!

6. 

7. Confidentiality notice

1. Name (in Arial Bold, font size 12)

2. Job Title (in Arial Regular, font size 11) followed by a blank line

3. College Name (in Arial Bold, font size 11)

4. Physical Address, Phone and Website (In Arial Regular, font size 11)

5. Tagline (In Arial Regular, font size 11) followed by a blank line

6. Primary Mark (File name: AthleticsEmail.png) followed by a blank line

7. Condifentially notice (In Arial Regular, font size 7)

The entire address should be Gordon blue:
RGB: 0-82-149
Web: HEX#005295
If Gordon blue is not an option, use black.
No other color is accepted.

SPIRIT MARK STATIONERY/ BUSINESS CARDS

GORDON STATE HIGHLANDERS

The Procurement Office is responsible for the purchasing of supplies, materials, equipment and contractual services for the College. For the purchase of GSC letterhead, business cards and printed envelopes a contract has been established with Georgia Correctional Industries.

GORDON STATE HIGHLANDERS
ATHLETICS
419 College Drive
Barnesville, GA 30204

Complete the GCI Printing Service Order form, GCI Printing Service order form.docx and enter quantity and price on each item ordered, copy additional pages if necessary. Submit order form with ePro Requisition made to Georgia Correctional Industries; Supplier # 0000003141

**If your department doesn't use large quantities of letterhead, remember you can print copies to your department's Xerox color copier. Templates for all stationery may be found in the Word templates.

GORDON STATE HIGHLANDERS

EMPLOYEE NAME
Coach/Club Title

555-555-5555
employeen@gordonstate.edu

419 College Drive
Barnesville, GA 30204

www.gscathletics.com

419 College Drive, Barnesville, GA 30204 | 678.359.5021 f. 678.359.5080 | www.gordonstate.edu

SPIRIT MARK MASCOT

Gordon State College's Spirit Mark Mascot is the Highlander Stag. The stag costume is used by the college and college-sanctioned sports. The Harry the Highlander mascot may be reserved for special appearances such as Alumni Weekend.



UNIFORMS

Gordon State College Spirit Mark Blue is the primary approved color with accent in white, GSC Spirit Mark Green and GSC Spirit Mark Yellow.

Preferred numbering on uniforms should be in **Termina Bold weight**.



MERCHANDISE, APPAREL AND GIVEAWAYS

PLEASE EMAIL MARCOMM@GORDONSTATE.EDU TO REQUEST APPROVED VENDOR LIST FOR ALL MERCHANDISE, APPAREL AND GIVEAWAYS.

The GSC Spirit Mark blue color can be difficult for some vendors to match in products such as banners, t-shirts and more. The GSC Marketing Department understands that in the event a vendor cannot replicate the exact Pantone blue color, a reasonable exception may be approved on a case-by-case basis to match on products such as banners, t-shirts and more. Royal blue is a common color substitute for GSC Spirit Mark Blue and is suitable for most merchandise. Please contact the GSC Marketing Department about using royal blue or any other substitute for GSC Spirit Mark Blue.

When **ordering merchandise**, please adhere to this style guide. **Font choices** should be **Termina Bold weight**; all materials should be white, GSC Spirit Mark Blue (or Royal Blue), GSC Spirit Mark Green, GSC Spirit Mark Yellow, black, shade of grey, tan/beige or khaki. Other materials with patterns, such as the Gordon tartan plaid, tie-dye, or colors outside of GSC branding, can be ordered, but those items should be legible and approved on a case-by-case basis.

All uses of the Gordon State College name or Spirit Mark logos must be approved by the GSC Marketing Department before ordering.

When ordering apparel, the college's wordmark or stag mascot logo will always be on the front. Department names or other text can appear on the back or side.

GIVEAWAY GUIDELINES

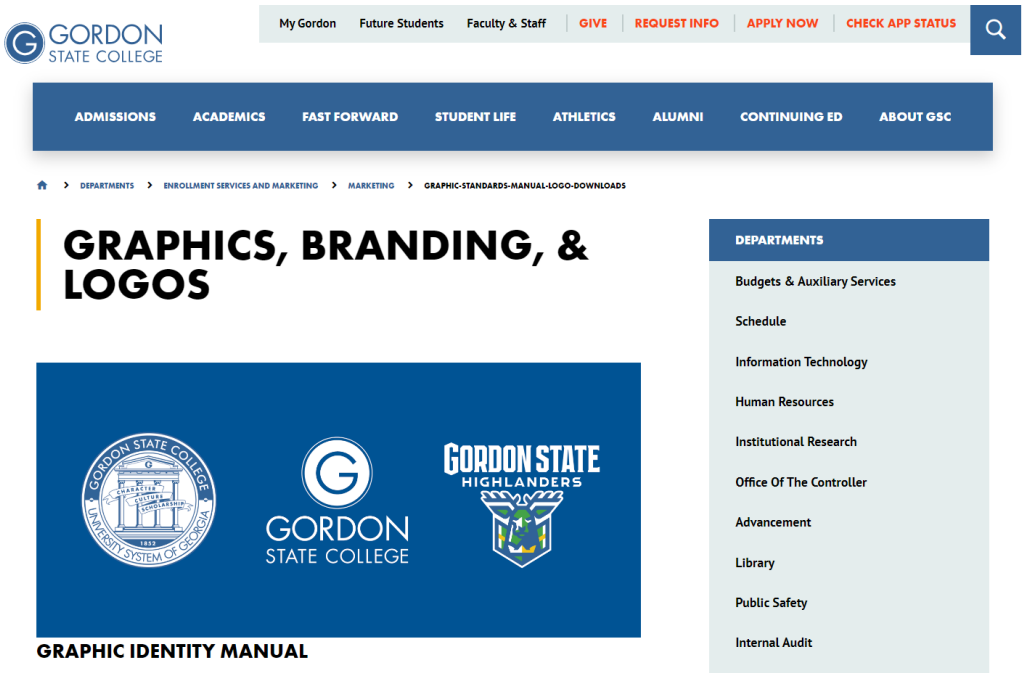
Giveaway items, apparel and merchandise must present a quality image of Gordon State College and the Highlanders.

Giveaways must be coordinated and approved by the GSC Marketing Department.

Acceptable base colors are Spirit Mark Blue, Spirit Mark Green, Spirit Mark Yellow with accessory colors in black, white, dark gray and light gray and tan/beige or khaki.

The Gordon State College primary Spirit Mark or secondary wordmark logos will be the only elements on giveaways. Contact information or a specific office may be listed if space permits.

FILE ACCESS/DOWNLOADS



GSC logos mentioned in these guidelines can be downloaded (unless specified otherwise) at the web address at the bottom of this page.

TO DOWNLOAD: Right-click on the appropriate link and select: "Download Linked File" or "Download Linked File as..."from the list.

HIGH-RESOLUTION LOGOS

These are print-ready, high-resolution logos that are available for use by professional printers. These high-resolution logos are available as .eps files. To view the logo options before making your selection, please go to Gordon Logo Master Page.pdf. Then you can download your selection by choosing from the list.

https://www.gordonstate.edu/departments/enrollment-services-and-marketing/marketing/graphic-standards-manual-logo-downloads/index.html

LOW-RESOLUTION LOGOS

These are low-resolution versions of the Gordon State logos for use in documents created in applications such as Microsoft Word and Publisher. These low-resolution logos are saved as .jpg and .png files and are appropriate for inkjet or laser printers only. They should not be used for professionally printed materials. Furthermore, we ask that the images not be manipulated in any way. To download a logo to a location on your computer right-click the link (ctrl-click for Macs) and choose 'Save Target As...'

QUESTIONS?

The Marketing Department is the central source of information and assistance for all communication purposes, including publications, printing, social media, and media relations. Email **marcomm@gordonstate.edu** with any questions.



GORDON
STATE COLLEGE

www.gordonstate.edu

678-359-5555