Answers to Frequently Asked Questions About GSC’s Visual Style

The Visual Style Guide is a quick reference for logo usage, color palettes, typefaces, photography, and templates and how it pertains to print and web. In order to maintain consistency in GSC’s branding, please adhere to the guidelines presented in this document.

This guide will be updated periodically. If you have a suggestion for an addition, change, or correction to the document, or have a difficult time finding an answer to your question, contact the Communications and Marketing Department.
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LOGO

Primary Logo
For most uses (letterhead, envelopes, business cards, signage, etc) the primary logo should be used. Great care should be taken to ensure accurate color reproduction when printing, as well as web. The logo should never be altered. Note: when sizing the logo, hold down the shift key to avoid distortion.

Secondary Logo
There may be situations that require the use of our secondary logo (for website headers, when the print area is wider than it is tall, etc.). If the primary logo will not lend itself to the print area appropriately, rendering itself too small to be viewed, then the secondary logo should be used.
LOGO COLORS

Our logo colors are Pantone 654 (blue) and Pantone 5767 (green). Accurate color reproduction is important when printing, as well as posting on the web. Below is a breakdown of the logo colors (CMYK/for print, RGB and HTML/for web). In most cases you do not need to know this information. The logo colors should never be altered.

<table>
<thead>
<tr>
<th>PMS</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>654</td>
<td>C/100 M/69 Y/0 K/38</td>
<td>R/0 G/60 B/120</td>
<td>003c78</td>
</tr>
<tr>
<td>5767</td>
<td>C/15 M/0 Y/65 K/38</td>
<td>R/149 G/157 B/86</td>
<td>959d56</td>
</tr>
</tbody>
</table>

PMS (Pantone Matching System). Specific ink colors used in print media.
CMYK (Cyan, Magenta, Yellow and Black). Four process colors used when printing on press.
RGB (Red, Green and Blue). Used in online media.
HEX (Hexadecimal). Hex colors are designated by numbers and letters. Used in online media.

One Color Logos

Primary Logo
Our primary logo may also be reproduced in one color: Pantone 654 or black. Pantone 654 is the preferred logo color, but black is acceptable for black and white materials.

Secondary Logo
Our secondary logo may also be reproduced in one color: Pantone 654, black, or white (when placed on a Pantone 654 or navy background). Pantone 654 is the preferred logo color, but black or white is acceptable for black and white materials.
LOGO COLOR OPTIONS

Primary Logo

- **Full Color** CMYK
- **One Color** Pantone 654/Greyscale
- **One Color** Black/Greyscale
- **One Color** Pantone 654/Solid

Secondary Logo

- **Granite State College**
  - **Full Color / CMYK**
- **Granite State College**
  - **One Color / Pantone 654**
- **Granite State College**
  - **One Color / Black**
- **Granite State College**
  - **One Color / White**
  - To be used on a Pantone 654 or navy background.
BASIC ELEMENTS

Overview of File Formats

For Print
EPS (.eps)  Best for use in print media. This file format has a transparent background and can be enlarged without compromising the quality of the logo.

JPEG (.jpg)  Typically for online use, but can also be used for print materials (Word documents, powerpoint presentations, etc.). This file format will have a white background.

For Web
GIF (.gif)  Best for online use. A GIF produces a higher quality image than a PNG file, and will have a transparent background.

PNG (.png)  Best for online use. Will have a transparent background.

JPEG (.jpg)  Typically for online use. This file format will have a white background.

Clear Space Requirements
The GSC logo must clearly stand out wherever it appears. To ensure its visibility, clear space of at least 1/4” must appear around the logo, free of any other text, graphic elements, or visual distractions. More space is always acceptable.

Minimum Size

Primary Logo
To ensure the legibility and integrity of the logo, the smallest printable size must be no smaller that 1” in height.

Secondary Logo
To ensure the legibility and integrity of this logo, the smallest printable size must not be smaller than 1.5” in width 1/4” in height.

Logo Misuse
The primary and secondary logos have been created to work across a wide range of applications. They should not be modified or recreated. For maximum impact and consistency, please use the logos provided on the downloads page.

Common misuses include: changing the logo colors, distorting the logo, replacing typefaces, applying filters and special effects, etc.

To properly resize a logo, click on the logo. Put your cursor on a corner of the highlighted logo and while holding down the shift key, resize by dragging to resize. Only an EPS file can be enlarged without compromising the quality of the logo. All other formats can be reduced in size using the above method.
COLOR PALETTE

The following colors were selected based on their ability to complement the GSC logo. When creating materials please choose from this palette to ensure a focused look for the College.

**Primary**

Our logo colors are Pantone 654 (blue) and Pantone 5767 (green) and the main colors used in print materials. Pantone 654 is the official college color and should be the primary color used in publications and on the web. Tints of both colors may be used for a background, headline, etc. Accurate color reproduction is important to maintain brand identity.

**Accent Colors**

**Web**

The following colors are acceptable accent colors for the web.

<table>
<thead>
<tr>
<th>Color Code</th>
<th>RGB</th>
<th>CMYK</th>
</tr>
</thead>
<tbody>
<tr>
<td>HEX # 003366</td>
<td>R/0 G/51 B/102 C/100 M/87 Y/33 K/23</td>
<td></td>
</tr>
<tr>
<td>HEX # 446296</td>
<td>R/68 G/98 B/150 C/82 M/64 Y/17 K/2</td>
<td></td>
</tr>
<tr>
<td>HEX # b5cef4</td>
<td>R/181 G/206 B/244 C/26 M/12 Y/0 K/0</td>
<td></td>
</tr>
<tr>
<td>HEX # 43182c</td>
<td>R/67 G/24 B/44 C/55 M/87 Y/54 K/62</td>
<td></td>
</tr>
</tbody>
</table>
TYPEFACES

Using consistent typeface families for headers and text in GSC communications, both print and on the web, reinforces GSC’s identity.

**Primary Typeface**
Our primary typeface is Adobe Garamond Pro. This is mostly used in the body/text of our marketing materials, and is also the font used for Granite State College in our logos. In addition, you may use it as a header.

*Note: the marketing team works on Macs to produce all publications. Most of you may not have Adobe Garamond Pro on your computers and can therefore use Garamond as a substitution.*

Adobe Garamond Pro
ABCDEFGHIJKLMNOPQRSTUVWXYZ | abcdefghijklmnopqrstuvwxyz
Adobe Garamond Pro Regular  Adobe Garamond Pro Italic  Adobe Garamond Pro Bold  Adobe Garamond Pro Bold Italic

**Secondary Typefaces**
District and Myriad Pro are used as secondary typefaces, as headers and sub-heads, in our marketing materials. Again most of you may not have either of these typefaces and may substitute Tahoma.

District
ABCDEFGHIJKLMNOPQRSTUVWXYZ | abcdefghijklmnopqrstuvwxyz
District Thin  District Thin Italic  District Book  District Book Italic  District Bold  District Bold Italic

Myriad Pro
ABCDEFGHIJKLMNOPQRSTUVWXYZ | abcdefghijklmnopqrstuvwxyz
Myriad Pro  Myriad Pro Italic  Myriad Pro Condensed  Myriad Pro Condensed Italic  Myriad Pro Bold Condensed  Myriad Pro Bold Condensed Italic  Myriad Pro Bold  Myriad Pro Bold Italic

Tahoma *(Note: if you do not have District or Myriad on your computer, you may substitute and use the Tahoma family)*
ABCDEFGHIJKLMNOPQRSTUVWXYZ | abcdefghijklmnopqrstuvwxyz

**Web Typefaces**
The Droid Sans family is used for both the headers and body/text.
CO-BRANDING

Guidelines
Granite State College has several partnerships within the community college system, requiring a co-branding standard. As a general rule these partnerships are 50/50 and need to be represented as such. Please see samples below.

Granite State College
UNIVERSITY SYSTEM OF NEW HAMPSHIRE

RIVER VALLEY
Community College

Both logos equal height

Granite State College
UNIVERSITY SYSTEM OF NEW HAMPSHIRE

Great Bay
Community College

Both logos equal height
EMAIL SIGNATURE

How to Set Up
Using a consistent formatting of email signatures will strengthen and reinforce the GSC brand across the college and to external audiences. Below is a sample of how your signature should look and directions on how to produce it.

1. Save the GSCPrimarySignatureLogo.gif from the downloads section
2. Open Outlook
3. File - Options - Mail - Editor Options
   - Choose Advanced
   - Choose Insert - “paste pictures as tight” - Select “OK”
4. In the “create or modify signatures” window set up your signature (text only) by using the instructions below. Please use (.) for the phone/fax numbers and not (-).
   Note: after each line do a “hard return,” otherwise there will be too much spacing.
5. Place your cursor to the left of your name.
6. Select the “insert image” icon. (small box to the right of the “business card” icon. 2nd from the right).
   - Select the GSCPrimarySignatureLogo.gif that you saved on your computer.
   - Insert. Note: you will not see the image in the “create or modify signatures” window.
   - Click “OK,” and “OK” again to save.
7. Open a “new message” in Outlook. Your signature should now be set up and look like the sample below.

Note: When creating your signature please do a hard return after each line. Otherwise there will be too much spacing. Your signature should look like the sample to the left.
PHOTOGRAPHY

Photoshoots
Images chosen to portray the college are just as important as our written messaging. To ensure the integrity of our brand, GSC uses a professional photographer. Current students referred to the marketing team by academic advisors are used in our photoshoots. Candid photos of students and faculty are preferred and we strive to maintain a balance of age, gender, and ethnicity. These photos are used in our marketing materials, as well as the website. See samples below.

For information on utilizing the Granite State College photo archives, please contact the Communications and Marketing department.

Stock Photography and Clip Art
Stock photography and clip art should be avoided.