GCC New Logo Guidelines
February 2017

MAIN RULES FOR GCC LOGO USE:
ALL uses of the GCC logo (t-shirts, polo shirts, uniforms, flyers, banners, tickets, brochures, items, etc.,) ***must be approved by the GCC Office of Communications & Promotions***.

You are not allowed to re-create the GCC logo or the Guam Community College or program lettering beneath the logo, or any of the program logos, OR change any of the program logo icons. You must always use the files provided by our office.

LOGO CLEAR SPACE
When the GCC logo is used, a clear space of 50% of the logo height should be maintained. If the logo is two inches high, then it needs a clear space of one inch around it so that it stands out from other images or wording.

NO EMBEDDING
DO NOT embed the logo in another image, or place the logo adjacent to another image or wording so that it touches or is too near the adjacent image or wording (see CLEAR SPACE).

LANDSCAPE
Our new GCC logo is a landscape logo. It is NOT to be used vertically. **Do not stretch, alter or modify the logo for any reason.**

POLO SHIRTS
The new GCC logo (whether it is the main logo or a program or student organization logo) must be placed on the FRONT LEFT chest/pocket area of a polo shirt.

T-SHIRTS

If an image for an event is being advertised on the shirt front (Education's cardboard challenge, spring festival, etc.), the GCC logo should be placed on the shirt sleeve, or on the back of the shirt. If the event image is advertised on the back of the t-shirt (TEAM GCC Labor Day shirt, etc.,) the GCC logo should also be placed on the front left chest/pocket area.

The size for the logo on the t-shirt/polo pocket or shirt sleeve must be at least 1.5 inches in height. The GCC OCP will send the correct size to the vendor upon request.

LOGO SIZES

Scale and proportional use of the new logo is determined by the available space, aesthetics, function and visibility. In print the minimum size is one inch in height. For on-screen uses (presentation through computer or video), the minimum height for the logo is 55 pixels.

LOGO COLORS

Our main GCC logo design contains two primary colors. ***ONLY the main GCC logo contains a multi-color version. The multi-color version must only be used on LIGHT color or WHITE backgrounds.*** The main GCC logo may also be produced using only one color within the GCC Logo System Color Palette (see palette pdf in shared Google Drive link below) for t-shirts or polo shirts or for other items. ***Contrast is important — a white or light-colored logo should be used on dark color backgrounds and a color or black logo on white backgrounds.***

PROGRAM LOGOS

All program logos will be a solid color within the GCC Logo System Color Palette (including black or white, where appropriate). All black, or all white versions of the logo should be used where a solid color version of the logo is not appropriate.

FILE FORMATS

The GCC Logo System has been developed in a variety of formats **(png for in-house use, eps for professional printing purposes)** for use in a range of applications. These formats and the color palette are available in a shared Google Drive file:
https://drive.google.com/drive/folders/0Bz8qd-GuMWJAWHBfaWdmMEhZU00?usp=sharing

Electronic, or screen-based applications such as video, PowerPoint or Keynote should use .png file logos.

For outsourced print or other applications (signage, items containing the GCC logo, etc.), please have the vendor contact the GCC OCP to obtain the optimum version of our logo for that particular item by emailing gcc.pio@guamcc.edu. **Use the png file (with the transparent background) for in-house printing purposes.**

Please use the following resolution guide for print and on-screen presentations:
Print: 300 dpi   On-screen presentations: 72 to 100 dpi

TYPOGRAPHY (FONTS)
Typography is an important aspect of the new GCC Logo System brand identity. Our typographic style contributes to our distinctive aesthetic. When you are composing the wording (heading, text/body) on a flyer or letter that contains the GCC logo, please use the following font style for most of the information: Arial, Helvetica, or Times.

Note: When designing a flyer, please do NOT use more than one or two fonts (Arial, Helvetica, or Times) for the information contained in the flyer. If you want the headline in another font, that is acceptable, provided it is a READABLE font **and cleared by GCC OCP**.

GCC LETTERHEAD
A generic GCC letterhead containing the new logo is available under the Office of Communications & Promotions portlet in MyGCC. This letterhead is FOR OFFICIAL USE ONLY.

GCC COMMUNICATIONS – EMAIL
The GCC Management Information Systems (MIS) Office has created a standard signature GCC logo with our new main logo. You may choose a different font for your own name in the email signature, but do NOT change any of the institutional information, including the logo. You may add a saying or image above your email signature if you wish.

OUR LOGO SYSTEM MATTERS
You have our appreciation for reading and following these guidelines. It means you share GCC's belief in our brand and our mission as a leader in career and technical workforce development, providing the highest quality, student-centered education and job training for Micronesia.

Again, please note that ALL use of GCC main logo and program logos in our new Logo System must be cleared with the OCP.

If you have any questions about our logo system and its application in design, please contact us at gcc.pio@guamcc.edu, or by calling 735-5638.

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