

# Logo Specifications – Gadsden State Community College

The Gadsden State Community College logo is the graphic representation of the institution and the key element in the college’s visual identity. In order to maintain consistency of image and branding, the logo must not be redrawn, reportioned, or modified in any way. The creation and use of alternative logos is strictly prohibited.

## Logo Elements

There are three elements to the logo: The logomark – G, the logotype – GADSDEN STATE COMMUNITY COLLEGE, and the tagline – Choose Your Direction.

The logo may appear with or without the tagline (Choose Your Direction). When the tagline (Choose Your Direction) is used as a part of the logo, it must appear beneath the logomark (G) and the logotype (GADSDEN STATE COMMUNITY COLLEGE). The logomark (G) may be used alone as a design element, but is not considered the GSCC logo unless the logotype (GADSDEN STATE COMMUNITY COLLEGE) appears with it.

## Logo Colors and Typefaces

If the logo is to be used in color, the logomark (G) is to be in PANTONE #200 red, the logotype (GADSDEN STATE COMMUNITY COLLEGE) is to be in black, and the tagline (Choose Your Direction) is to be in PANTONE #200 red. All three elements of the logo may appear in black when printing is limited to black only. All three elements of the logo may be reversed in white against a black or colored background.

The official typeface of the logotype, GADSDEN STATE COMMUNITY COLLEGE, is Felix Titling. The official logo typeface of the tagline, Choose Your Direction, is Jenkins v2.0 Thik. No other type style should be substituted; neither should the spacing or kerning be changed.

## Logo File Formats

In general, there are graphics formats suitable for printing and those for on-screen viewing.

**Use GIF and JPG for on-screen viewing.** One the web, the GSCC logo should be displayed as a GIF file, while photographic images should be viewed as JPGs.

**Use EPS and TIFF for print publishing.** EPS files are used to print flat (non-photographic) artwork such as the GSCC logo, whereas TIFF files are used to print photographic imagery. If you have trouble using an EPS file, you can work with a TIFF file instead – just be sure that it is used at 100% size and that the original file was saved at 300dpi or higher.

Format	Designed For	Ideal Use	# Below
EPS	Printing to PostScript printers/Imagesetters	High resolution printing of illustrations, logos, and other flat artwork	1, 2, 3, 4, 5, 6, 7, 8
TIFF/TIF	Printing to PostScript printers	High resolution printing of photographic images	9, 10, 11, 12, 13, 14, 15, 16
JPEG/JPG	Screen display, especially the web	On-screen viewing of photographic images	17, 18, 19, 20
GIF	Screen display, especially the web	On-screen viewing of flat images	21, 22, 23, 24

## **Logo Versions:**

- #1 2-color EPS with tagline**
- #2 2-color EPS without tagline**
- #3 1-color (black) EPS with tagline**
- #4 1-color (black) EPS without tagline**
- #5 1-color (red) “G” EPS**
- #6 1-color (red) tagline EPS**
- #7 1-color (black) “G” EPS**
- #8 1-color (black) tagline EPS**
- #9 2-color TIFF/TIF with tagline**
- #10 2-color TIFF/TIF without tagline**
- #11 1-color (black) TIFF/TIF with tagline**
- #12 1-color (black) TIFF/TIF without tagline**
- #13 1-color (red) “G” TIFF/TIF**
- #14 1-color (red) tagline TIFF/TIF**
- #15 1-color (black) “G” TIFF/TIF**
- #16 1-color (black) tagline TIFF/TIF**
- #17 2-color JPEG/JPG with tagline**
- #18 2-color JPEG/JPG without tagline**
- #19 1-color (red) “G” JPEG/JPG**
- #20 1-color (red) tagline JPEG/JPG**
- #21 2-color GIF with tagline**
- #22 2-color GIF without tagline**
- #23 1-color (red) “G” GIF**
- #24 1-color (red) tagline GIF**

