



Visual Identity Manual

**Prepared by the Public Affairs &
Marketing Office**

GatewayCT.edu

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Identity Guidelines

Every publication of the College can benefit from Gateway Community College's identity by the use of key visual signifiers—the GCC logo, approved GCC typeface, and Gateway blues.

Gateway Community College benefits from the diversity of graphic communication styles that results from meeting the varied needs of its many audiences. But we also share a common interest in reinforcing GCC's reputation for excellence, to which all parts of the College contribute and from which we all benefit.

The GCC logo embodies Gateway's "identity" and assures audiences of a publication's strong connection to the College and the State. The Gateway logo features a direct and confident "Gateway Community College" set in the Adobe Garamond typeface. It is carefully proportioned to work at small and moderate sizes in all publications—Web and print. Please follow guidelines for use to ensure that the logo retains its impact.

The logo must never be cropped, rotated, manipulated or modified under any circumstances. Do not remove or modify its graphic elements, apply effects that change the look of the graphic, modify the color(s), or add text, symbols or graphics (see following pages for examples).

Logo Uses

The Gateway Community College logo should be included on all publications of the College—web and print—to affirm the publication's status as emanating from Gateway Community College. The logo should be used in all situations that call for the official mark of the College such as in publications and at public events that visually represent Gateway Community College as a sponsor.

Official Available Logos

All full-color applications should use the CMYK process logo. For one- and two-color applications, the Gateway blues (PMS 294 & PMS 550) logo should be used. The black logo may be used when black ink is the only color option. At no time should the logo's opacity be less than 100%.



2-color logo / GCClogo_CMYK



black logo / GCClogo_black

If a "reversed" logo is required (where the color of the substrate shows through), use the reversed white version. Do not manually reverse the logo under any circumstances. The reversed logo may be printed with only white ink.



reversed logo / GCClogo_whiteoutlined

Gateway Colors

The official College colors are GCC Blue (Pantone 294) and GCC Light Blue (Pantone 550). Consistent use of an institutional color palette is critical to the success of the College's visual identity system. The table below provides specifications in the most common color systems.



GCC Blue

Pantone 294

C: 100; M: 56; Y: 0; K: 18

R: 0; G: 85; B: 150



GCC Light Blue

Pantone 299

C: 85; M: 19; Y: 0; K: 0

R: 0; G: 160; B: 223

Sizing & Scale

In print, the Gateway logo should be large enough to ensure legibility and a proper hierarchical relationship to other typographic elements. On the Web, the Gateway logo should be no smaller than shown below. If the logo must be scaled, the entire graphic must be enlarged or reduced proportionately to preserve the width-to-height ratio. The logo should never be reproduced smaller than 5/16" (0.3125") high.

Do not horizontally or vertically scale the Gateway logo.



Incorrect Uses of the Logo



Do not modify the colors.



Do not embellish or remove any elements from the logo.



Do not modify or change the font of the logo.



Do not add visual elements or text that is not part of the original design.



Do not screen the logo or reduce its opacity.



Do not place a dark-colored word mark over a dark-colored background.



Do not rotate the logo or skew its original proportion.



Do not place logo on busy backgrounds that compromise its readability.

Spacing Requirements

Do not crowd the logo with text or images that interfere with its legibility. Surround it with a minimum of 1/4" clear space to separate it from other graphic elements.



Gateway Wordmarks

Gateway wordmarks adhere to strict typographic specifications and are derived by extending the GCC logo with the name of a GCC organization and/or department:

Logo + "extension" (organization name) = wordmark

The typography of the extension varies according to the role of a GCC organization. Academic departments should be listed in italics in Adobe Garamond Pro and centered below the logo, with appropriate white space (as shown below).



Obtaining the Graphic Marks

You can download logos from the shared marketing drive under “active” then “library” then “logos”. Logos are available in the following formats:

- **ADOBE ILLUSTRATOR (.ai):** The Adobe Illustrator format allows the highest possible resolution for commercial/offset/silk printing. Unlike JPG and PNG files, Illustrator files are vector images, which have a different make-up than raster images and will not become pixelated if they are enlarged. This format was designed for the Adobe Creative Suite software (Photoshop, InDesign, etc.) but also works with QuarkXPress, and is ideal for screen printing and embroidery.
- **ENCAPSULATED POSTSCRIPT (.eps):** EPS files are also compatible with Adobe Creative Suite and QuarkXPress. Some printers may request this image format. EPS files are also vector images and ideal for commercial/offset printing.

- **JPG/JPEG (.jpg):** Compatible with all operating systems and image software. JPGs are raster images, which means they are generated by a series of dots. They will become pixelated if they are enlarged inappropriately. JPGs are used for Web and video applications.
- **PNG (.png):** Unlike JPGs, PNG files allow for the background behind the graphic to be transparent instead of white, which will allow you to layer over a colored background. PNG files are compatible with all Microsoft Office, Web and video applications.

NOTE: All JPG and PNG files are in the RGB color mode and exported at 300 dpi. They may appear to be very large and will need to be converted to CMYK for conventional printing.