## LOGO



CLEAR SPACE OF EQUAL HEIGHT

The primary logo, in the colors shown, should be the first choice when the logo is used. When appropriate, it may be substituted with the secondary color variations.

Clear space to the equal height of the text bar should be maintained around the logo at all times.

## SECONDARY LOGOS



The logo may not be reconstructed or altered in any way. This prohibition includes, but is not restricted to, type, color, proportions, outlines and embellishments. The logo may not be cut or cropped in any way, including removing parts of the logo. The logo may not be distorted or tilted in any direction.

🔗 **Download Logo Files**

## TYPOGRAPHY

# Aptos ExtraBold Titles

APTOS REGULAR SUBTITLES, ALL CAPS WITH WIDE TRACKING

## Aptos Bold Heading Styles

Aptos Font Family Supporting Text

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The official brand font of Great Basin College is Aptos.  Do not deviate from this font for your college marketing and communications materials.

Aptos Light and Aptos Black weights should not be used for any GBC communications or designs.

🔗 **Download Font Files**

## COLOR

### Forest Green

**Pantone 342**

**CMYK 93/4/75/43**

**#006747**

**RGB 0/103/71**

**100% White**

**100% Black**

GBC Forest Green, white and black are central to our brand identity and should be the dominant colors used in our college designs.

Make sure text and background color contrast meet WCAG 2.1 AA guidelines for web and digital designs.