Great Basin College

Communications Branding Standards

The Basics

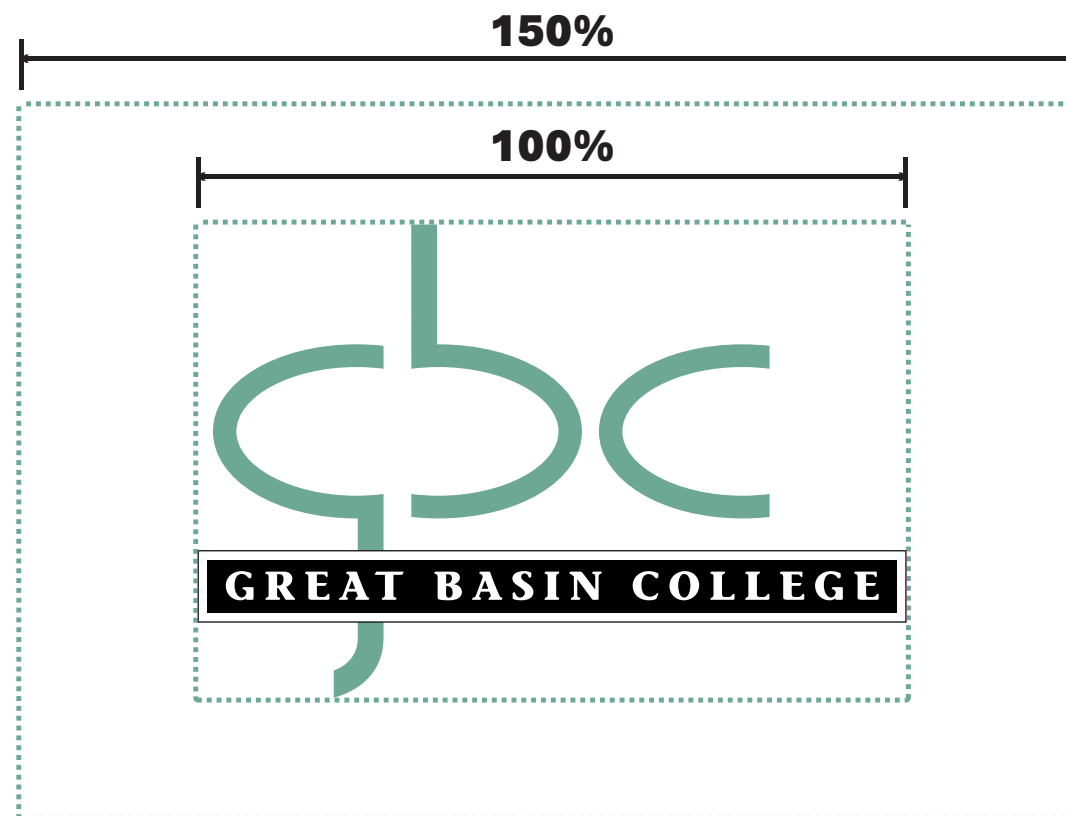The GBC logo is our most recognizable brand asset. Ensuring we use it correctly helps maintain our identity.

Only show the GBC logo in the approved colors, Sage Green, white or black.

Do not use outdated versions of the logo such as the "rolled gold" logo.

Colors

Remember, the GBC logo is primarily Sage Green. White or black should be used in contrast on images or documents where green would blend in.

If you are using the logo in white, we suggest applying a black tint to the image, so the white logo is legible.

150%

100%

Spacing

The empty space around the GBC logo should be at least 150% of the width and height of the logo.

Do not alter, rotate or modify the logo in any way.

Typeface

GBC primarily uses sans-serif typefaces. Our official typeface is Calibri, however others may be used instead such as Aptos or Helvetica.

When possible "regular" fonts should be used for text and "bold" or "book" should be used for headers. Text should always contrast the background. Comic Sans should never be used.

Base Colors

Sage Green Pantone 556	Forest Green Pantone 342	White Pantone 000
Process Coated: C:56 M:12 Y:44 K: 7	Process Coated: C:93 M:4 Y:75 K:43	Process Coated: C:0 M:0 Y:0 K:0
Process Uncoated C:58 M:12 Y:44 K:10	Process Uncoated C:92 M:12 Y:66 K:43	Process Uncoated C:0 M:0 Y:0 K:0
R:111 G:162 B:135	R:0 G:103 B:71	R:255 G:255 B:255
HEX Code #6FA287	HEX Code #006747	HEX Code #FFFFFF

Secondary Colors

Gold Pantone 465	Metallic Gold Pantone 875	Blue Pantone 3025	Red Pantone 214	Pink Pantone 675
Process Coated: C:12 M:31 Y:63 K:12	Process Coated: C:0 M:32 Y:50 K:50	Process Coated: C:100 M:19 Y:0 K56	Process Coated: C:1 M:100 Y:14 K:3	Process Coated: C:17 M:98 Y:1 K:7
Process Uncoated C:15 M:33 Y:59 K:1	Process Uncoated C:0 M:20 Y:34 K:29	Process Uncoated C:100 M:40 Y:13 K:42	Process Uncoated C:1 M:100 Y:21 K:3	Process Uncoated C:16 M:86 Y:3 K:3
R:185 G:151 B:91	R:143 G:109 B:80	R:0 G:79 B:113	R:200 G:15 B:105	R:174 G:37 B:115
HEX Code #B9975B	HEX Code #87674F	HEX Code #004F71	HEX Code #CE0F69	HEX Code #AE2573