

# College Brand Logo

The GRCC Brand Logo conveys the college's public image, and should be used on all official publications, letterhead, envelopes, business cards, certificates, brochures and other printed pieces. The logo should also

be on the college website, college PowerPoint presentations, surveys, video and T-shirts.

on college branded materials.

The full logo must be used on all print materials. The GRCC Logomark can be used without the Logotype when used

This is to make sure the GRCC is not confused with any other institutions acronym when used outside the college.

## GRCC Full Logo



To ensure legibility, the logo shouldn't appear smaller than 1 inch in width.



The GRCC Logomark can be used without the Logotype when used on college branded materials.

## Brand Colors

The adjacent diagram illustrates the color hierarchy of the GRCC brand logo. Blue (PMS 294), and Black are the established logo colors and should be used for use on all printed materials or promotional items.

Our color system also includes a palette of colors that complement the established brand colors. These colors can be used as a background with the logo shown in white.

