OFFICIAL SEAL:

**DESIGN ELEMENT:**

The seal uses Arno Pro Bold Caption font reversed out of red band, and encompasses the historic Old Capitol Building. The seal uses two colors: the official red (PMS 200) and black. The background gray of the OCB and the two outer rings of the seal are a 35% tint of black. The seal may also be used in one color: black.

**WORDMARK:** The official font for “Georgia Military College” is Garamond Premier Pro Semibold; small caps “Character Above All” is Garamond Regular font, 65% tint black.

**PURPOSE:** Office of the President; formal / state documents; graduation diplomas.

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**PREP SCHOOL LOGO:**

**DESIGN ELEMENT:**

The design features the oval shape with GMC in PMS 200 red and black outline. The logo may also be used in one color - black | or black with lettering in 40% tint.

**WORDMARK:**

“Preparatory School” - Garamond Premier Pro Subhead black; small caps “Develop.../Elevate... ” - Garamond Bold, font; 70% tint.

**PURPOSE:** Prep School - Stationery packages (letterhead, BC, envelopes etc.), apparel and other GMC novelty items.

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**INSTITUTIONAL LOGO:**

**DESIGN ELEMENT:**

Oval surrounds “GMC” as emphasis to accommodate campuses throughout the state. Logo colors: PMS 200 red and black, black only or reversed.

**LOGOTYPE:** Georgia Bold font

**PURPOSE:** College-wide - Stationery packages (letterhead, BC, envelopes etc.), apparel and other GMC novelty items.

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**CORPS OF CADETS CREST:**

**DESIGN ELEMENT:**

Designed by MAJ Grady Daniel, a GMC teacher in the 1960s. Symbols: the star represents our honor military rating; the ivy stands for higher education; the battlement shows defensive gothic architecture. Logo colors: PMS 200 red, PMS 1245 gold, and black. May also be used in black only with tint.

**LATIN: Translation of Opera Cum Fidelitate: To serve with fidelity.**

**PURPOSE:** Corps of Cadets - Military-related apparel and other GMC novelty items.

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**ATHLETIC LOGO:**

**DESIGN ELEMENT:** Walking Bulldog

Logo colors: PMS 200 red and black with black tint indicating gray.

**PURPOSE:** Athletic material, advertising, uniforms

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**LETTERMEN’S CLUB**

**FONT:** Nulshock Cambria font

“Developing...”: Cambria Italic

**PURPOSE:** Athletic Department use.

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**ANNUAL FUND LOGO:**

**DESIGN ELEMENT:** Casual Illustration of the OCB

Logo colors: PMS 200 red and black with black tint indicating gray.

**FONTS:** Angelina / OptimusPrincepsSemibold

**PURPOSE:** Encourage donors to give one word that tells what GMC means to them | and give one gift.

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**EMAIL SIGNATURE:**

Minimum info required - Name

Office

Phone number(s)

GMC Logo website: gmc.edu

Any or all of the tagline/slogans:  Start Here...Go Anywhere!

“Start Here... Go Anywhere!”

“Develop the Intellect, Elevate the Character”

“Character Above All”

“Duty Honor Country”

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**140 YEARS LOGO:**

**DESIGN ELEMENT:**

Image of OCB with stylized 140

Logo colors: PMS 7555 gold and black with black tint indicating gray.

**FONTS:** Blackword / Lato

**PURPOSE:** To celebrate the 140th year of our institution; Character Above All.
OFFICIAL COLORS:
For Print: Red Pantone 200 or in 4-color process; 100 M 70 Y T 10 K
Solid: Black
Gray: tint of black, or metallic silver

FOR WEB
Red: #CC0000
Black: #000000
Gray: #999999

LOGOS:
May be reproduced in
- Black and red
- All black
- All red
- All gray
- All-white against a contrasting color

INSTITUTIONAL LOGO:
DESIGN ELEMENT:
Oval surrounds “GMC” as emphasis to accommodate campuses throughout the state. Logo colors: PMS 200 red and black, black only, red only or reversed.

LOGOTYPE: Georgia Bold font
PURPOSE: College-wide
Stationary packages (letterhead, BC, envelopes etc.), apparel and other GMC novelty items.
CAMPUS IDENTITY STYLE GUIDE

OFFICIAL COLORS:
For Print: Red Pantone 200 or in 4-color process, 100-M 70-Y 10-K
Solid Black
Gray: tint of black, or metallic silver
FOR WEB
Red: #CC0000
Black: #000000
Gray: #999999
LOGOS:
May be reproduced in:
• Black and red
• All-black
• All-red
• All-gray
• All-white against a contrasting color

INSTITUTIONAL LOGO:
DESIGN ELEMENT:
Oval surrounds “GMC” as emphasis to accommodate campuses throughout the state. Logo colors: PMS 200 red and black, black only, red only or reversed
LOGOTYPE: Georgia Bold font
PURPOSE: College-wide
Stationery packages (letterhead, BC, envelopes etc.), apparel and other GMC novelty items.

Madison Campus
Milledgeville Campus
Global Online Campus
Sandersville Campus
Stone Mountain Campus
Valdosta Campus
Warner Robins Campus
Zebulon Campus

GEORGIA MILITARY COLLEGE

Georgia Bold font