BUILDING LEADERS SINCE 1879 ★

BRAND GUIDE | FALL 2023

GEORGIA MILITARY
GMC
COLLEGE

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I. INTRODUCTION

![Georgia Military College GMC logo]

BRAND GUIDES

Brand guides are essential to establishing the unique identity and character of your brand. Your brand guide helps ensure that your company's leaders, partners, employees, and associates are aware of your brand assets and understand how they should be applied.

Brand guides clearly define standards around how your brand should be represented to the world. Think of it like a brand "rulebook" that centralizes the overall look and feel of your brand identity.

These specifications enable everyone involved in promoting your business to communicate consistently about its mission, principles, and personality.

THE GMC MISSION

Georgia Military College builds on our military heritage grounded in our core values of Duty, Honor, and love of Country to provide hope and opportunity through individual growth and education of our students to develop their intellect and character as authentic servant leaders in an environment focused on elevating civility and respect for others.

2. LOGOS

GEORGIA MILITARY
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LOGOS

PRIMARY INSTITUTIONAL LOGO

The GMC Primary Institutional Logo is the self-contained oval with the GMC initials and "Georgia Military College" descriptor. This logo is foundational to our brand identity and is leveraged across most branded touchpoints.

SECONDARY INSTITUTIONAL LOGO

The GMC Secondary Institutional Logo is leveraged when the usage size is too small to read the descriptor words "Georgia Military College" within the Primary Logo.

Primary Institutional Logo: Color

Primary Institutional Logo: Black

Primary Institutional Logo: Reverse

Secondary Institutional Logo: Color

Secondary Institutional Logo: Black

Secondary Institutional Logo: Reverse

PRIMARY GMC GLOBAL ONLINE LEADERSHIP COLLEGE (GOLC) LOGO

The Primary GMC GOLC Logo is the oval with the GMC initials and "Georgia Military College" descriptor, plus "Global Online Leadership College" sub-descriptor.

SECONDARY GMC GOLC LOGO

The Secondary GMC GOLC Logo is leveraged when the usage size is too small to read the descriptor words "Georgia Military College" within the Primary Logo.

Primary GMC GOLC Logo: Color

Global Online Leadership College

Secondary GMC GOLC Logo: Color

Global Online Leadership College

Primary GMC GOLC Logo: Black

Global Online Leadership College

Secondary GMC GOLC Logo: Black

Global Online Leadership College

Primary GMC GOLC Logo: Reverse

Global Online Leadership College

Secondary GMC GOLC Logo: Reverse

Global Online Leadership College

TERTIARY GMC GOLC LOGO

The Tertiary GMC GOLC Logo is leveraged when there is not sufficient horizontal space for the Secondary Logo.

Tertiary GMC GOLC Logo: Color

Tertiary GMC GOLC Logo: Black

Tertiary GMC GOLC Logo: Reverse

PRIMARY GMC PREPARTORY SCHOOL LOGO

The Primary GMC Preparatory School Logo is the oval with the GMC initials and "Georgia Military College" descriptor, plus "Preparatory School" sub-descriptor.

SECONDARY GMC PREPARTORY SCHOOL LOGO

The Secondary GMC Preparatory School Logo is leveraged when the usage size is too small to read the descriptor words "Georgia Military College" within the Primary Logo.

Primary GMC Preparatory School Logo: Color

Secondary GMC Preparatory School Logo: Color

Primary GMC Preparatory School Logo: Black

Secondary GMC Preparatory School Logo: Black

Primary GMC Preparatory School Logo: Reverse

Secondary GMC Preparatory School Logo: Reverse

PRIMARY GMC CORPS OF CADETS LOGO

The Primary GMC Corps of Cadets Logo is the oval with the GMC initials and "Georgia Military College" descriptor, plus "Corps of Cadets" sub-descriptor.

SECONDARY GMC CORPS OF CADETS LOGO

The Secondary GMC Corps of Cadets Logo is leveraged when the usage size is too small to read the descriptor words "Georgia Military College" within the Primary Logo.

Primary GMC Corps of Cadets Logo: Color

Secondary GMC Corps of Cadets Logo: Color

Primary GMC Corps of Cadets Logo: Black

Secondary GMC Corps of Cadets Logo: Black

Primary GMC Corps of Cadets Logo: Reverse

Secondary GMC Corps of Cadets Logo: Reverse

GMC OFFICIAL SEAL

This seal is reserved for the Office of the President, state documents and graduation diplomas.
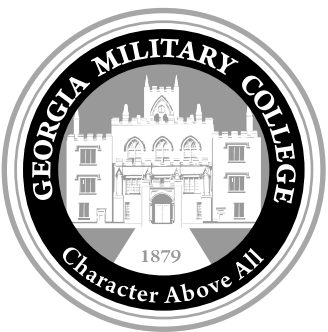
The seal uses two colors: the official red (PMS 200) and black. The background gray of the OCB and the two outer rings of the seal are a 35% tint of black. The seal may also be used in one color: black. "Character Above All" is printed in a 65% tint of black.

GMC Official Seal: Color

GMC Official Seal: Black & White

ATHLETIC LOGO

This logo is to be used on athletic material, advertising and uniforms.

LETTERMEN'S CLUB LOGO

This logo is for Athletic Department use.

Athletic Logo

Lettermen's Club Logo

THE CREST

The crest is a symbol specifically associated with the Corps of Cadets. the red and black color leveraged are derived from the GMC primary color palette. The embattled division alludes to the crenels (ramparts or battlements) atop the historic gates, Capital Building, Vinson Hall, the Gym and Cadet Officer's Club. The star commemorates the designation of the college as a "Military Honor School" by the Department of the Army. The ivy leaves, found on the campus, allude to a school of higher learning. The Latin motto is "OPERA CUM FIDELITATE" which translates to "Work with Faithfulness."

Corps of Cadets Crest

3. BRAND VOICE

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BRAND VOICE

Georgia Military College is on a mission to build the foundational pillars of future leaders in all of its students. The voice of the college is one that projects a challenge, flanked by the confidence and support to achieve success. It's a voice that understands attending GMC is more than just an opportunity to earn a diploma, it's a promise to yourself and the world to effect positive change and make a lasting impact.

Headline Examples

LEADERSHIP IS OUR LEGACY, AND YOUR FUTURE★

BUILDING LEADERS SINCE 1879★

BUILDING TOMORROW'S LEADERS★

LEADERSHIP★ CHARACTER★ CIVILITY★

DISCOVER THE LEADER WITHIN★

LET'S WRITE YOUR SUCCESS STORY★

Body Copy Example

Since 1879, Georgia Military College has been more than just an institution of learning; it has been a launchpad for servant leaders and engaged citizens who are deeply rooted in civility and mutual respect. Our graduates carry forth our time-honored values of Duty, Honor, and Love of Country to guide their journeys. Choosing to attend GMC means more than just earning a diploma — it's a promise to yourself and the world to effect positive change and make a lasting impact.

4. BRAND COLORS

BRAND COLORS

GMC PRIMARY PALETTE

The colors shown here represent the primary GMC brand colors. Pantone 200 (GMC Red) should be the dominant color for brand recognition.

GMC SECONDARY PALETTE

The colors shown here represent the secondary GMC brand colors. These colors should be used minimally to add visual interest to content areas, such as on the website.

CORPS OF CADETS PALETTE

Black becomes the dominant color on Corps of Cadets communications, adding an element of distinction and gravitas. GMC Red is still present to visually connect with GMC brand equity. Additionally, Pantone 1245 is present in this palette due to it's inclusion in the Corps of Cadets Crest.

GMC Primary Palette

Pantone 200
CMYK 3/100/70/12
RGB 186/12/47
HEX BA0C2F

Pantone Process Black
CMYK 0/0/0/100
RGB 0/0/0
HEX 000000

White
CMYK 0/0/0/0
RGB 255/255/255
HEX FFFFFF

GMC Secondary Palette

Pantone 279
CMYK 68/34/0/0
RGB 85/137/220
HEX 5589DC

Pantone 5455
CMYK 17/4/6/4
RGB 206/218/218
HEX CEDADA

Corps of Cadets Primary Palette

Pantone Process Black
CMYK 0/0/0/100
RGB 0/0/0
HEX 000000

Pantone 200
CMYK 3/100/70/12
RGB 186/12/47
HEX BA0C2F

White
CMYK 0/0/0/0
RGB 255/255/255
HEX FFFFFF

Pantone 1245
CMYK 6/35/99/18
RGB 198/146/20
HEX C69214

5. PHOTOGRAPHY

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PHOTOGRAPHY

BLACK & WHITE HERO PHOTOGRAPHY

GMC is committed to the success of its students, empowering them to achieve their goals, putting them in the lead role of their success story. Our hero photography focuses on singular images of students looking confidently at the camera or intently at their subject of focus. The photography is black and white, projecting calm assurance. The main subjects are silhouetted against their background, placing emphasis on the individual, while the contextual background is screened back.

Black & white photography should be leveraged as often as possible on lead hero image opportunities to build brand recognition.

Black & White Hero Photography Examples
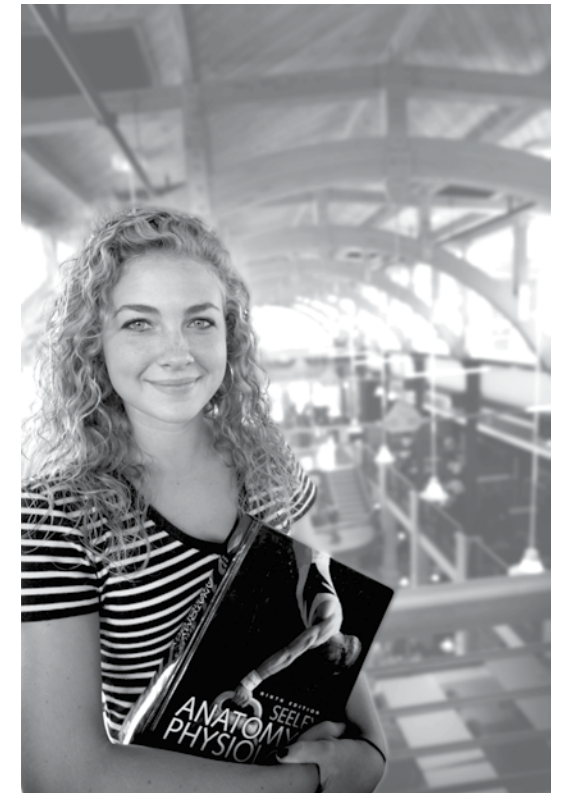
PHOTOGRAPHY

COLOR SUPPORT PHOTOGRAPHY

Color photography is leveraged to paint a vibrant picture of the full GMC experience. These images should play a supporting role to the lead hero black & white photography.

Color Photography Examples

6. TYPOGRAPHY

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TYPOGRAPHY

Consistent use of typography reinforces recognition of the GMC brand.

HEADLINES

Headlines should be set in Rift Bold all-caps. Rift can be sourced from adobefonts.com with a Creative Suite subscription or purchased from fortfoundry.com.

SUBHEADLINES & BODY COPY

All other copy should leverage the Gotham family of fonts. Gotham can be purchased from myfonts.com.

GMC BUSINESS VERTICAL DESCRIPTION

GMC business verticals should be set in Hahmlet Medium title-case. This font is leveraged in GMC logos to identify the various business units and should only be used for this purpose. Hahmlet Medium can be downloaded from Google Fonts.

Headline Font: Rift Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Subheadline Font: Gotham Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Body Copy Font: Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

GMC Business Vertical Description Font : Hahmlet Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

7. GRAPHIC ASSETS

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THE CRENEL

A crenel is defined as "an indentation in the battlements of a fort or castle, used for shooting or firing missiles through," as defined by *Oxford Languages*. The crenel is a uniquely distinct architectural feature of many buildings at GMC. It is an iconic representation of our proud military heritage. As such, we leverage the crenel graphically to set us apart.

The graphic crenel is defined by a one-to-three proportion which repeats regularly in positive and negative to create a linear pattern. The crenel can appear in red, black or white color ways. The crenel can be oriented both horizontally as well as vertically.

The crenel can be leveraged as an overlay on top of photography, or as a supporting element behind silhouetted photography.
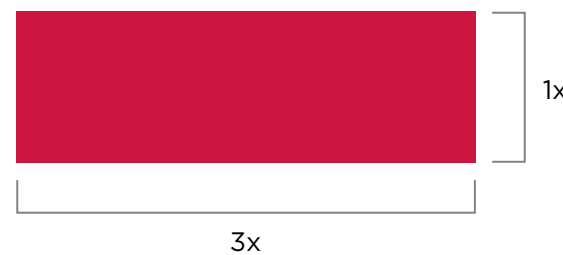
Crenel Architectural Feature at GMC

Crenel in Context with Photography

LEADERSHIP IS OUR LEGACY, AND YOUR FUTURE.
GMC | Corps of Cadets

Single Crenel

1x

3x

Single Crenel Pattern Seed

3x   3x

Provided Crenel Art


Vertical Crenel

THE BOOKMARK

The bookmark graphic element is a reference to our standing as an esteemed academic institution. Generally, it is leveraged as a call-to-action, drawing attention to our gmc.edu website URL.

Used in context with the crenel, the proportions and placement of the bookmark are referential to that of a crenel and it's corresponding negative space. The bookmark can increase or decrease in size compared to the crenel pattern, as long as it begins and terminates with the start and end points of associated crenels and the CTA within it is legible. The vertical height of the bookmark should be equal to the width, forming a square. The bookmark always appears in red.

The bookmark can appear at the top or bottom of a communication.

Bookmark

gmc.edu

y

y
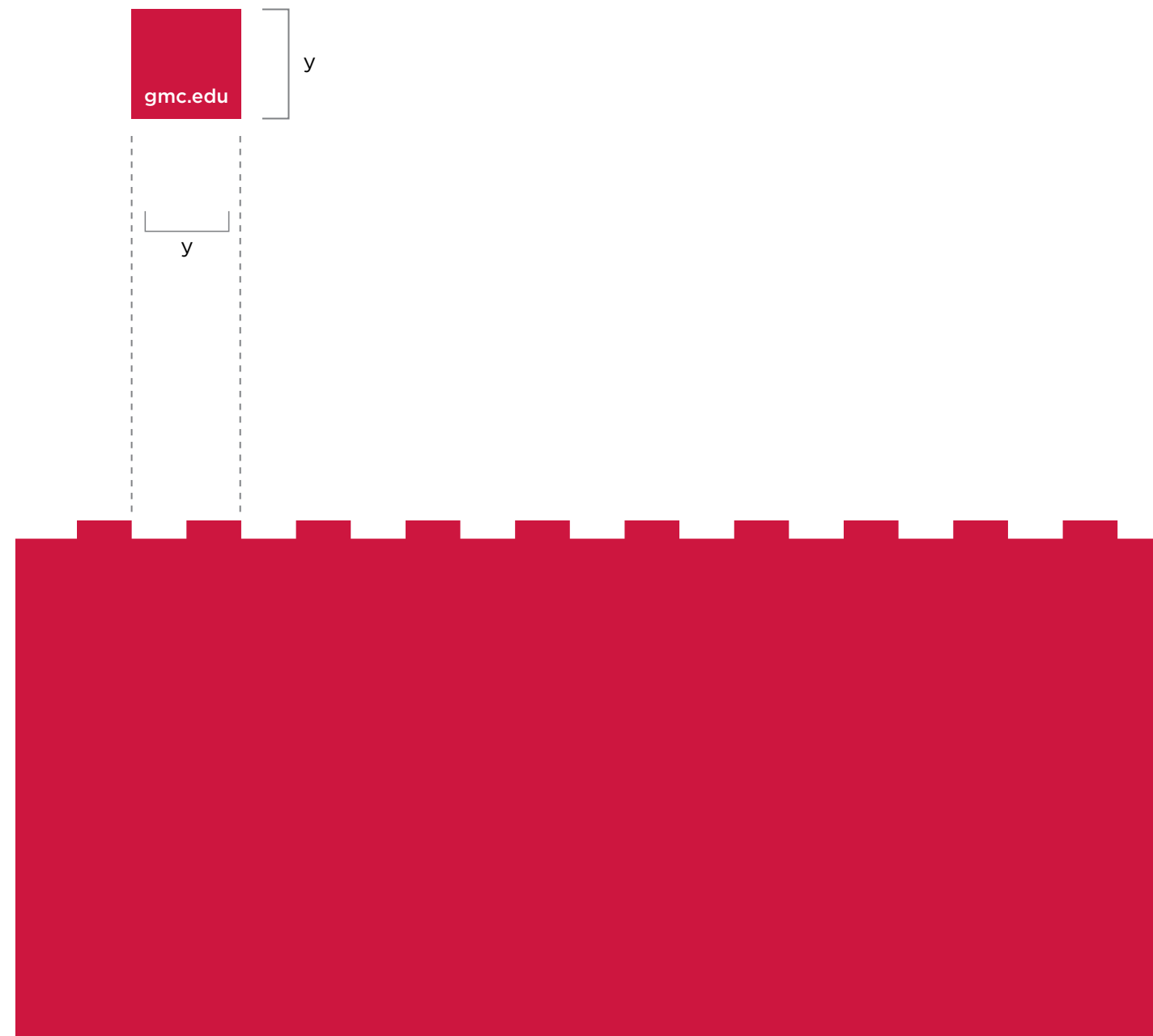
THE STAR

The star graphic element is a symbol of excellence and achievement at GMC. The star can appear in red, black or white color ways. The star can be used singularly or as a period punctuation at the end of statement headlines. When using the star in a repeating line, use no less than five stars to avoid implications of a "low rating."

The star can also be used as a supergraphic. It is meant to be used as a subtle screen and not overly contrasting. If applying a black supergraphic star on a red background, reduce the transparency to 10% and set the star to overprint/multiply. The following placement recommendations apply when leveraging the supergraphic star:

1. Center the star within the communication format.
2. Crop the star so that the bottom internal vertex is hidden.
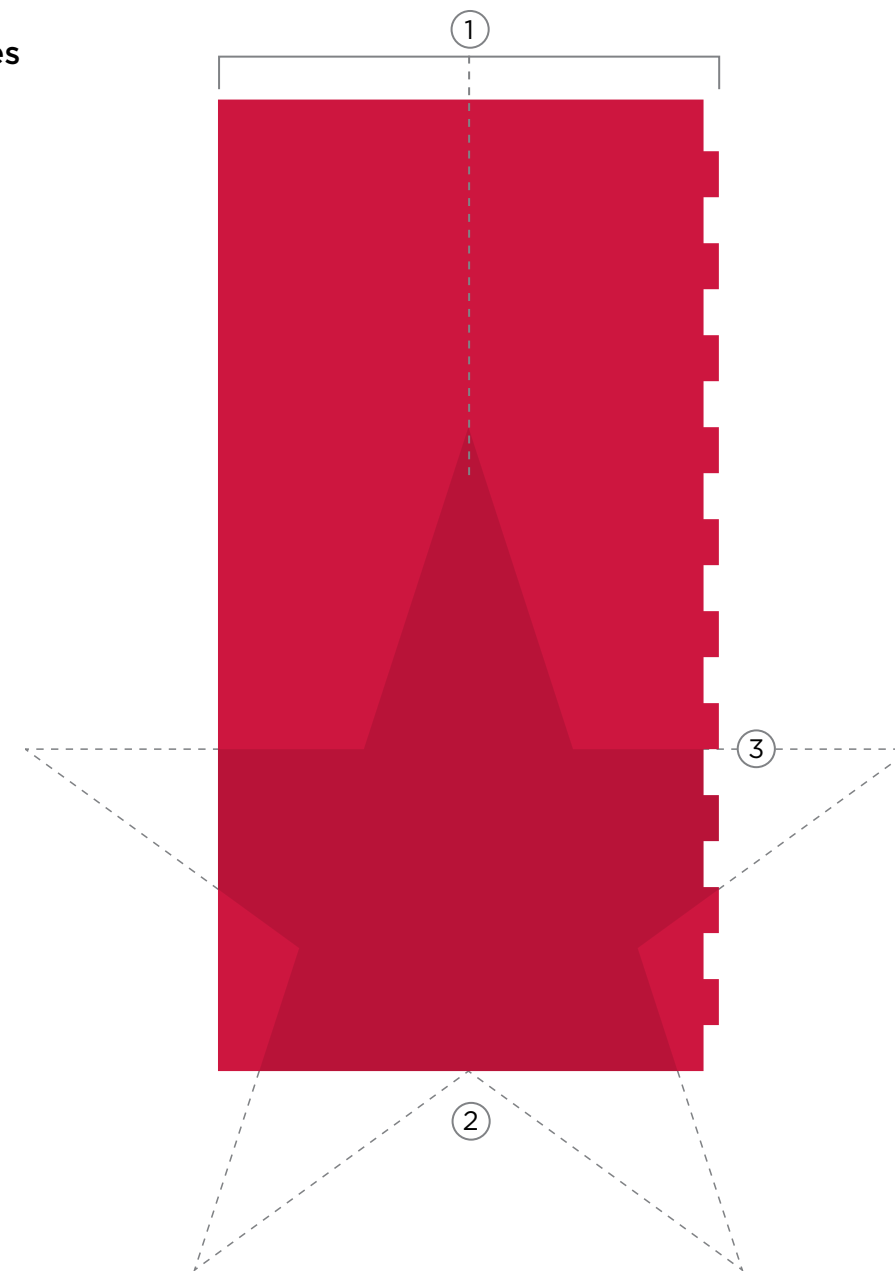3. Align the top horizontal arm of the star with a natural crenel break when possible.

Single Star
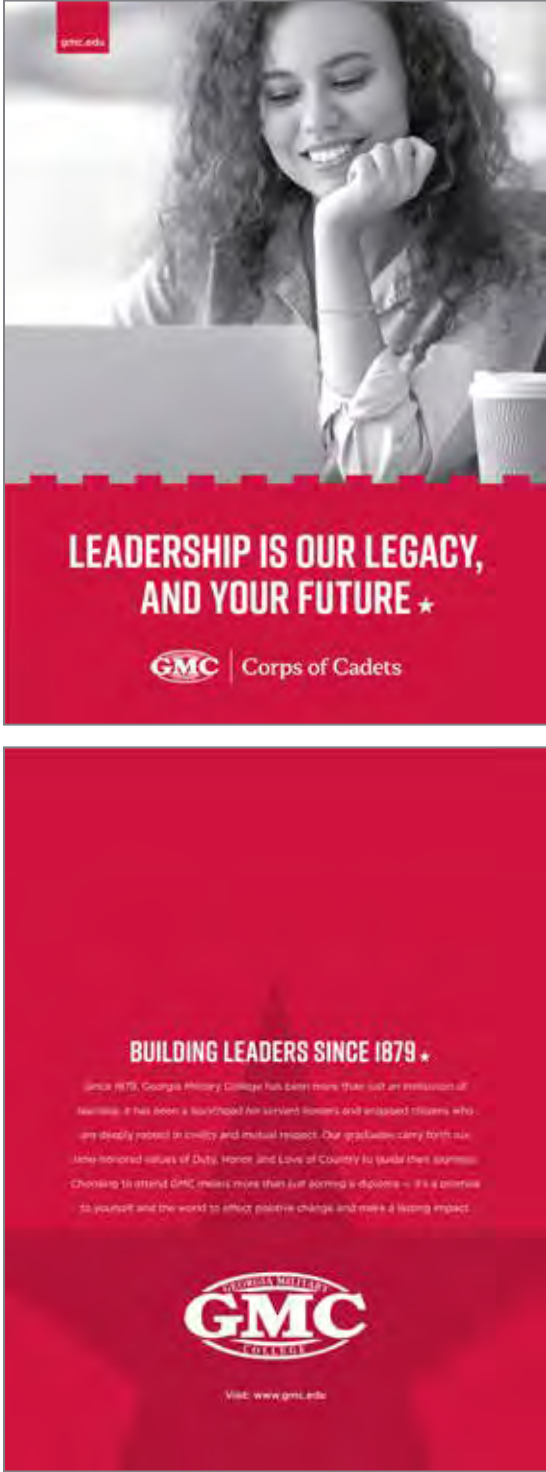
Line of Stars (Five Minimum)

Supergraphic Placement Principles

8. EXAMPLES

Pocket Folder Front and Back

Trifold Brochure Front and Back

Postcard Front and Back

Flier Templates

Merchandise

Advertising & Promotions

Advertising & Promotions