

BUILDING LEADERS SINCE 1879 ★

BRAND GUIDE | FALL 2025



TABLE OF CONTENTS

1. Introduction	3
2. Logos	6
3. Brand Voice	14
4. Brand Colors	16
5. Photography	20
6. Typography	21
7. Graphic Assets	23
8. Examples	27

I. INTRODUCTION



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



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 ONLINE LOGO

The Primary GMC Online Logo is the oval with the GMC initials and “Georgia Military College” descriptor, plus “GMC Online” sub-descriptor.

SECONDARY GMC ONLINE LOGO

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

Primary GMC Online Logo: Color



GMC Online

Primary GMC Online Logo: Black



GMC Online

Primary GMC Online Logo: Reverse



GMC Online

Secondary GMC Online Logo: Color



GMC Online

Secondary GMC Online Logo: Black



GMC Online

Secondary GMC Online Logo: Reverse



GMC Online

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



Preparatory School

Primary GMC Preparatory School Logo:
Black



Preparatory School

Primary GMC Preparatory School Logo:
Reverse



Preparatory School

Secondary GMC Preparatory School Logo:
Color



Preparatory School

Secondary GMC Preparatory School Logo:
Black



Preparatory School

Secondary GMC Preparatory School Logo:
Reverse



Preparatory School

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



Corps of Cadets

Primary GMC Corps of Cadets Logo:
Black



Corps of Cadets

Primary GMC Corps of Cadets Logo:
Reverse



Corps of Cadets

Secondary GMC Corps of Cadets Logo:
Color



Corps of Cadets

Secondary GMC Corps of Cadets Logo:
Black



Corps of Cadets

Secondary GMC Corps of Cadets Logo:
Reverse



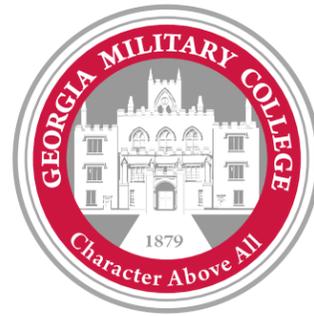
Corps of Cadets

GMC OFFICIAL SEAL

This seal is reserved for the Office of the President, state documents and graduation diplomas.

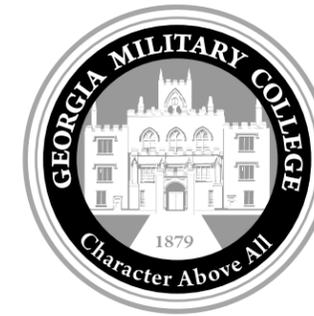
The seal uses two colors: the official red (PMS 200) and black. The background gray of the OCB and the two outer rings of the seal are a 35% tint of black. The seal may also be used in one color: black. “Character Above All” is printed in a 65% tint of black.

GMC Official Seal: Color



GEORGIA MILITARY
COLLEGE
CHARACTER ABOVE ALL

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



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 its 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 FFFFFFFF

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 FFFFFFFF

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

5. PHOTOGRAPHY



PHOTOGRAPHY

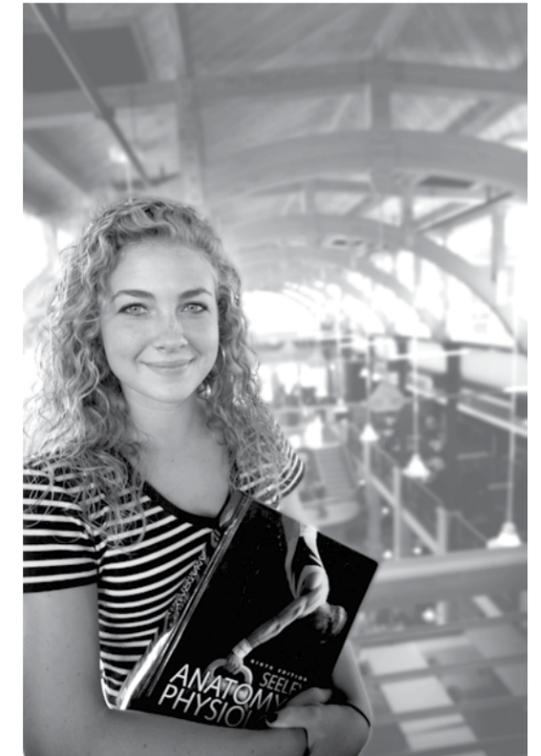
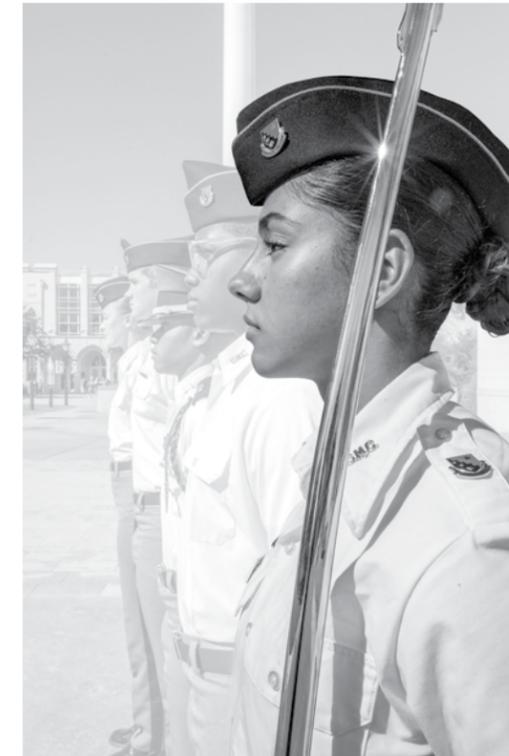
BLACK & WHITE HERO PHOTOGRAPHY

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



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



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.

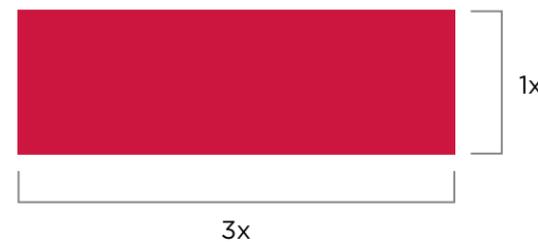
Crenel Architectural Feature at GMC



Crenel in Context with Photography



Single Crenel



Single Crenel Pattern Seed



Provided Crenel Art



Vertical Crenel



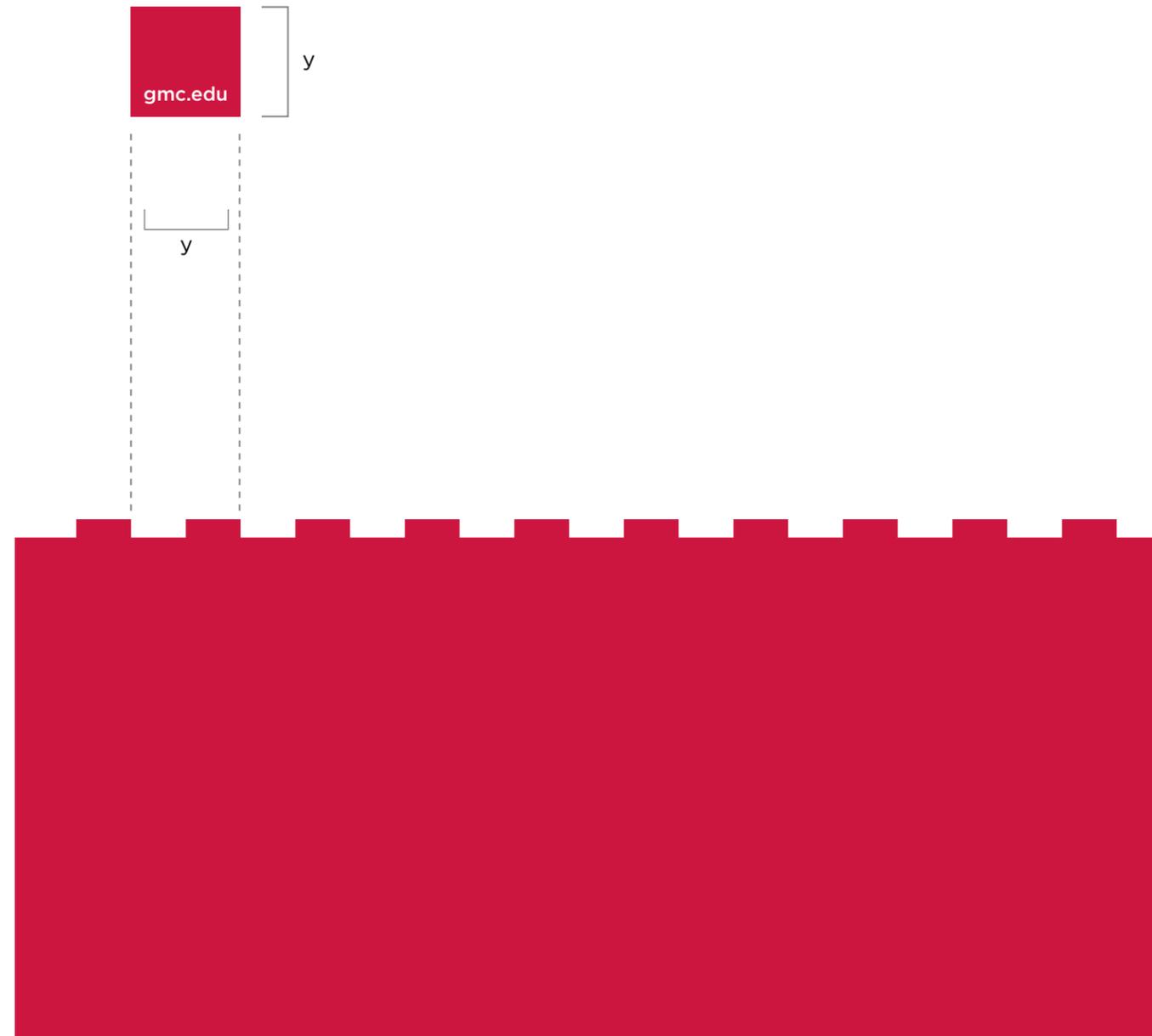
THE BOOKMARK

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 its 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



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.

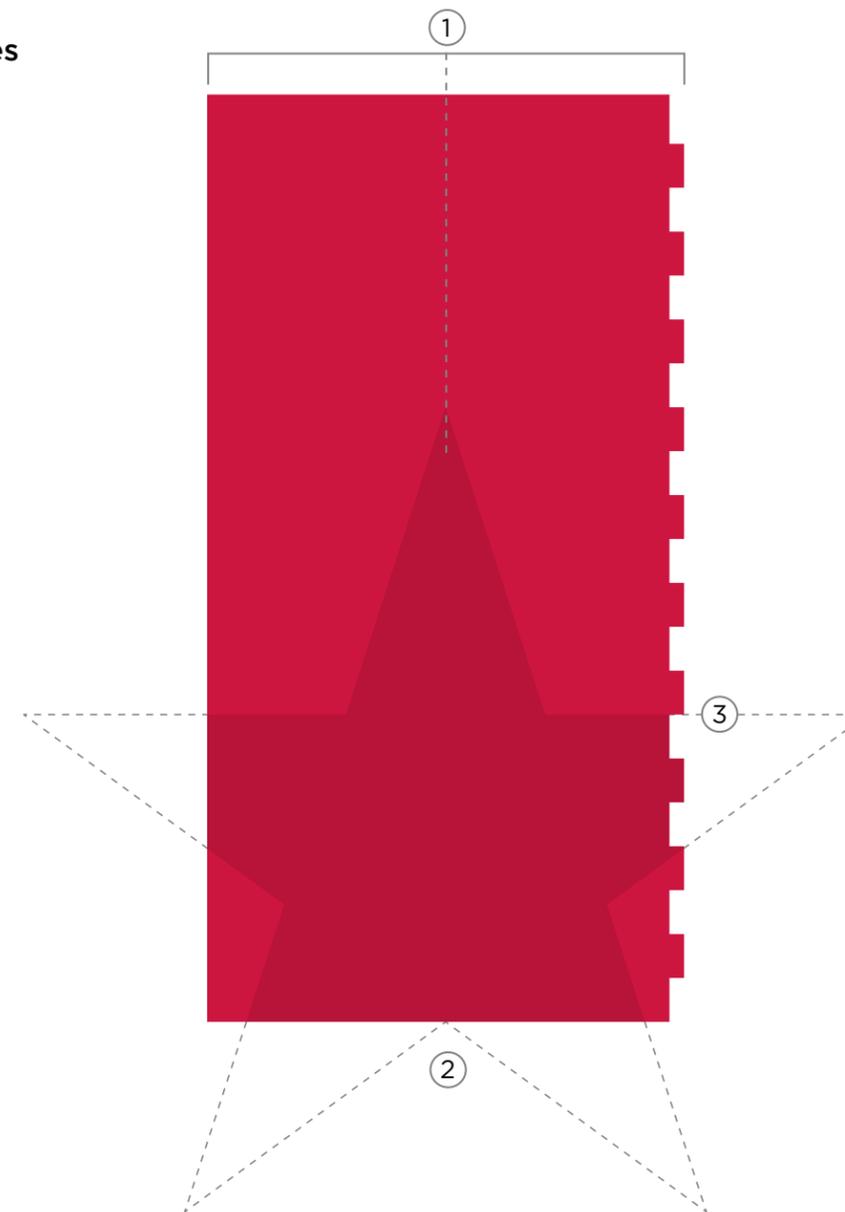
Single Star



Line of Stars (Five Minimum)



Supergraphic Placement Principles



8. EXAMPLES



Pocket Folder Front and Back



**LEADERSHIP IS OUR LEGACY,
AND YOUR FUTURE ★**

GMC | Corps of Cadets

BUILDING LEADERS SINCE 1879 ★

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.

GMC
CORPUS OF CADETS

Visit: www.gmc.edu

Trifold Brochure Front and Back

WHY CHOOSE GMC?

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

YOUR COLLEGE EDUCATION, YOUR WAY
At GMC, we understand that every student has unique preferences and needs. That's why we offer a variety of course formats, including in-seat classes, hybrid courses, remote learning, and online programs. Explore the flexible options available and create the college experience that perfectly suits you.

TRANSFER LOREM IPSUM
With our SACSCOC accreditation, your GMC courses seamlessly transfer to over 60 colleges including renowned institutions including The University of Georgia, Georgia State, Georgia Tech, Kennesaw State, and more.

OPEN ADMISSIONS LOREM IPSUM
Open Admissions means lorem ipsum lorem ipsum. Our open admissions policy ensures that all you need is a GED or high school diploma to embark on your higher education journey.

GUIDANCE EVERY STEP OF THE WAY
At GMC, you're never alone on your educational journey. With dedicated Enrollment and Graduation Coaches by your side, you can thrive academically and achieve your goals. From enrollment to graduation and beyond, count on us as your trusted partner.

LET'S WRITE YOUR SUCCESS STORY ★

GMC | Georgia Military College

TAKE YOUR FIRST STEP TODAY.
Call: (706) 471-1765
Visit: www.gmc.edu

© 2023 Georgia Military College

BUILDING LEADERS SINCE 1879 ★

SINCE 1879, Georgia Military College has been transforming our students into effective leaders and engaged citizens, grounded in civility and respect for others. Our time-honored values of Duty, Honor, Country and Character Above All are imparted to those we serve. Attending GMC is about more than earning a degree—our graduates are prepared to make a difference in the world.

SPEND LESS, ACHIEVE MORE
Discover unbeatable value at GMC, where tuition and fees start as low as only \$183.50 per credit hour. Embrace the value of a top-quality education without the burden of excessive costs.

How much does college cost?*

GMC	Public	Private
\$8K	\$19K	\$38K

The average cost for one year of college varies widely. The annual cost of GMC is lower than most public and private institutions.

*As of the 2022-23 school year

NO OUT-OF-STATE TUITION
GMC removes financial barriers by eliminating out-of-state tuition, ensuring that all students, regardless of residency, can focus on their studies without the burden of additional expenses.

Postcard Front and Back

**LEADERSHIP IS OUR LEGACY,
AND YOUR FUTURE ★**

GMC | Georgia Military College

DISCOVER THE LEADER WITHIN ★

GMC

BUILDING LEADERS SINCE 1879 ★

Fusce sed sapien orci. Etiam malesuada enim sed sem interdum consequat. Suspendisse cursus, leo sit amet vestibulum pharetra, enim.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris pretium ullamcorper augue sed scelerisque. Etiam eleifend augue nisi, vel auctor erat facilisis eu. Vivamus rutrum ut ipsum eget maximus. Aliquam id leo nec sorsor sodales pretium vel semper nunc, ut.

GMC
201 E. Greene Street
Milledgeville, GA 30601

Flier Templates

BUILDING LEADERS SINCE 1879 ★

SINCE 1879, Georgia Military College has been transforming our students into effective leaders and engaged citizens, grounded in civility and respect for others. Our time-honored values of Duty, Honor, Country and Character Above All are imparted to those we serve. Attending GMC is about more than earning a degree—our graduates are prepared to make a difference in the world.

Lorem ipsum dolor sit amet
 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas pretium vulputate augue. Vestibulum pharetra, enim tellus dapibus lacus, vel lobortis arcu turpis ac velit. Donec dapibus a quam in tincidunt. Vestibulum finibus, lectus vel gravida convallis, eros lorem faucibus justo, eu laoreet ligula metus ultricies neque. Etiam hendrerit, est lacus interdum eleifend, lectus lorem suscipit sapien, a tempus ligula eros ac sapien.

Sed quis vulputate neque
 Fusce sed sapien orn. Etiam malesuada enim sed sem interdum consequat. Suspendisse cursus, leo sit amet vestibulum pharetra, enim tellus dapibus lacus, vel lobortis arcu turpis ac velit. Donec dapibus a quam in tincidunt. Vestibulum finibus, lectus vel gravida convallis, eros lorem faucibus justo, eu laoreet ligula metus ultricies neque. Etiam hendrerit, est lacus interdum eleifend, lectus lorem suscipit sapien, a tempus ligula eros ac sapien.

GMC Georgia Military College | Call (706) 471-0766 | Visit www.gmc.edu
 © 2022 Georgia Military College

LEADERSHIP IS OUR LEGACY, AND YOUR FUTURE.

INTRO GOES HERE

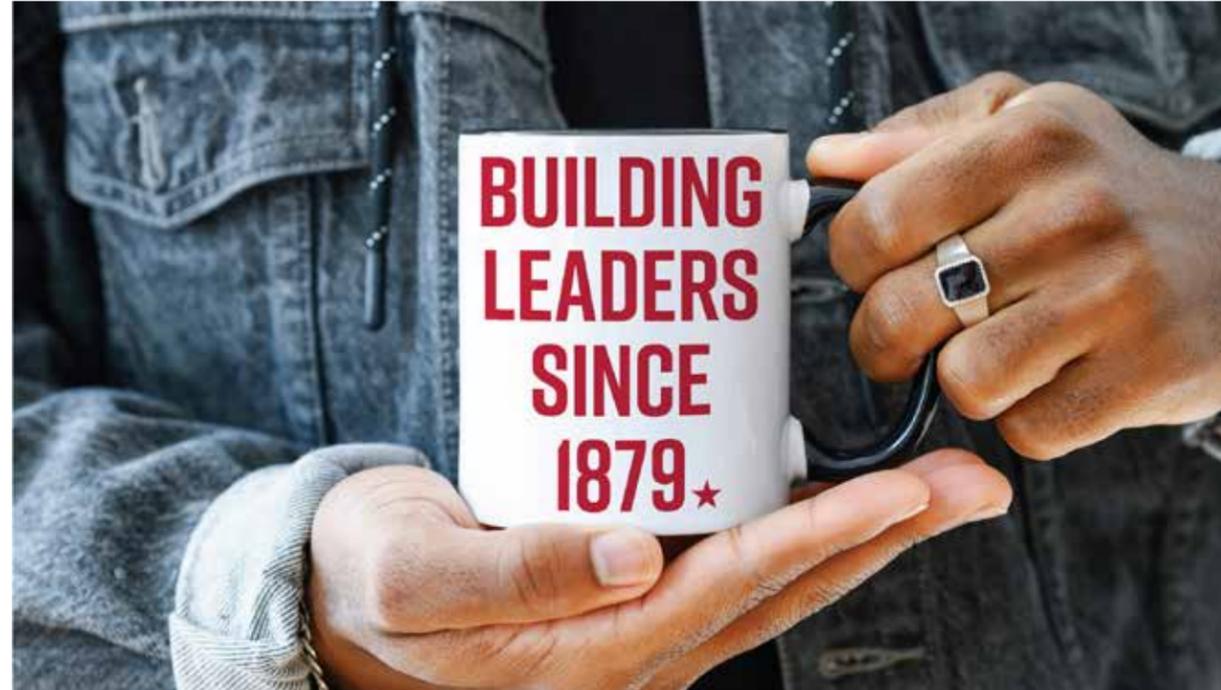
Fusce sed sapien orn. Etiam malesuada enim sed sem interdum consequat. Suspendisse cursus, leo sit amet vestibulum pharetra, enim tellus dapibus lacus, vel lobortis arcu turpis ac velit.

Sed quis vulputate neque
 Fusce sed sapien orn. Etiam malesuada enim sed sem interdum consequat. Suspendisse cursus, leo sit amet vestibulum pharetra, enim tellus dapibus lacus, vel lobortis arcu turpis ac velit. Donec dapibus a quam in tincidunt.

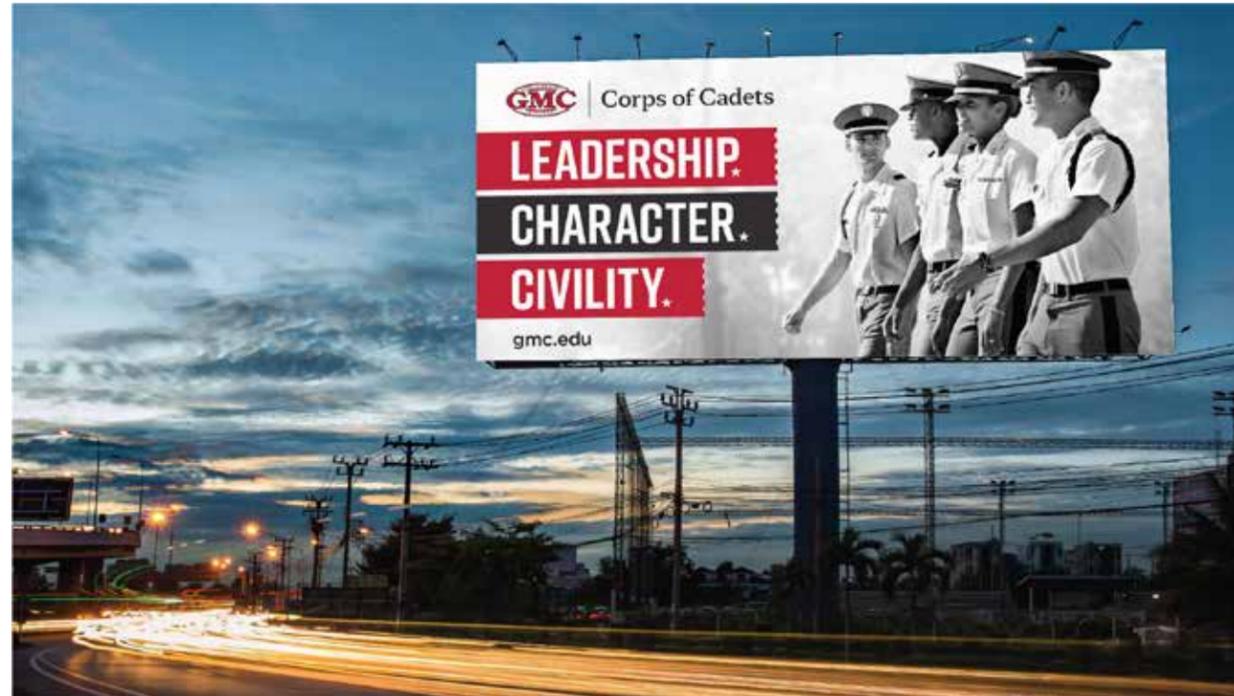
Donec dapibus a quam in tincidunt.
 • Vestibulum finibus, lectus vel
 • Eros lorem faucibus justo
 • Laoreet ligula metus ultricies neque
 • Etiam hendrerit, est lacus interdum
 • Tempus ligula eros ac sapien.

GMC Georgia Military College | Call (706) 471-0766 | Visit www.gmc.edu
 © 2022 Georgia Military College

Merchandise



Advertising & Promotions



Advertising & Promotions





QUESTIONS? | Contact GMC Communications | communications@gmc.edu | 478.387.4703