

VISUAL IDENTITY STYLE GUIDE

The design of identity incorporates the core elements of branding: name, font, color, and visual mark.



GEORGIA MILITARY COLLEGE

CHARACTER ABOVE ALL

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.



PREPARATORY SCHOOL
DEVELOP THE INTELLECT | ELEVATE THE CHARACTER



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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.



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.



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

SEAL AND LOGOS:

May be reproduced in:

- Black and red
- All black
- All gray
- All white against a contrasting color

GMC CREST:

- PMS 200 red, PMS 4505 gold and black
- All black (with tint to show detail)

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.

The crest was approved by the Army Institute of Heraldry.

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

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



ATHLETIC LOGO:

DESIGN ELEMENT:

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

PURPOSE:

Athletic material, advertising, uniforms

LETTERMEN'S CLUB

FONT:

Nulshock Cambria font

"Developing...": Cambria Italic

PURPOSE: Athletic Department use.

One Word.
One Gift.



THE ANNUAL FUND FOR GEORGIA MILITARY COLLEGE

ANNUAL FUND LOGO:

DESIGN ELEMENT:

Casual Illustration of the OCB
Logo colors: PMS 200 red and black with black tint indicating gray.

FONTS: Angelina / OptimusPrincipesSemibold

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



140 YEARS LOGO:

DESIGN ELEMENT:

Image of OCB with stylized 140

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

FONTS: Blacksworld / Lato

PURPOSE: To inform and celebrate the 140th year of our institution. Character Above All.

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"

TWO-COLOR:
PMS 200 Red & Black

ONE-COLOR:
Black or PMS 200 Red

ONE-COLOR:
Black and 40% tint



INSTITUTIONAL LOGO:

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LOGOTYPE: Georgia Bold font

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

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



MADISON CAMPUS



MADISON CAMPUS



MADISON CAMPUS



MILLEDGEVILLE CAMPUS



MILLEDGEVILLE CAMPUS



MILLEDGEVILLE CAMPUS



GLOBAL ONLINE CAMPUS



GLOBAL ONLINE CAMPUS



GLOBAL ONLINE CAMPUS



SANDERSVILLE CAMPUS



SANDERSVILLE CAMPUS



SANDERSVILLE CAMPUS



STONE MOUNTAIN CAMPUS



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INSTITUTIONAL

LOGO:

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VALDOSTA CAMPUS



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VALDOSTA CAMPUS



WARNER ROBINS CAMPUS



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Solid Black

Gray: tint of black, or metallic silver

FOR WEB:

Red: #CC0000

Black: #000000

Gray: #999999

LOGOS:

May be reproduced in:

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ZEBULON CAMPUS



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