Main Logo

Main logo on WHITE background
This is the ONLY logo version to be used for marketing collateral, specialty items are the only exception to the rule, see page 5 for more information on specialty items and logo use.

Main logo on BLACK background

Do not use PMS 328 on a large background or this logo version

Main logo on IMAGE background

Minimum size 15 mm

Logo should be no smaller than 15mm (depth of GC box)

Clear space around logo:
height of ‘GC box’ in logo
Logo Colors

PANTONE 328

PROCESS CMYK:
100 CYAN
0 MAGENTA
45 YELLOW
32 BLACK

PANTONE Black

PROCESS CMYK:
0 CYAN
0 MAGENTA
0 YELLOW
100 BLACK

Most printed material will use CMYK color, Pantone is mainly used for one color, 2 color or spot color printing.

Do not use the Pantone 328 (or CMYK) on large flooded areas, there is too much inconsistency with this color across the print processes. Use the color only as a highlight or in a small area:

Font Family

Please use Tahoma in all marketing materials. This is a standard font on any operating system.

Tahoma Bold Headers in teal

Tahoma Bold 12pt Subheaders in black with 2 mm space between subhead and text.

Tahoma Regular 10pt Text in black
Specialty items

All specialty item designs will include the main Gaston College logo and website address.

The above examples of logo use on specialty items applies to all items with the Gaston College logo that are ordered for official promotional use of the college. Examples of official promotional use are items that will be distributed to promote Gaston College at recruitment activities, job fairs, community events or used to promote the overall Gaston College brand. If you are seeking a specialty item such as a T-Shirt to promote a specific class, department, program or event on campus, please reference pages 2 and 3 of this guide for details on which version of the Gaston College logo must be used and complete and submit an approved PIF to request assistance with other artwork from the Magnolia Marketing team. All product and logo placement designs for specialty items must be approved by the Magnolia Marketing team. Contact gcpif@magnoliamarketing.com. Please allow 3 to 5 working days for approval of submission of all completed designs and follow the requested 8 week design project process that is detailed in the written processes.
**Stationery**

**Letterhead**
use printed paper or Word Template

**Envelope**

**Business Card**

1. **Job Titles:**
   Job titles should be spelled out completely. If a job title is longer than one line; use two lines. Do not use abbreviations such as "VP" or "Coord." to make the title fit onto one line.

2. **Degrees:**
   Common practice for business cards is to include the highest degree earned and not all degrees, although this is discretionary.

3. **Certifications:**
   Including certifications is discretionary, and all certifications may be listed on the business card.

4. **Office location:**
   Gaston College office location should not be listed on business cards.
Gaston College E-mail Signatures

In an effort to streamline and make e-mail communications of Gaston College more professional, all users on the college e-mail system shall use the following format for their e-mail signature:

Name
Title
Department
Mailing Address
Phone/Fax
Email address
GC website
GC logo

E-mail correspondence to and from this sender may be subject to the North Carolina Public Records law and may be disclosed to third parties. If you are not the intended recipient of this e-mail, please contact the sender immediately.

**Example: 12pt Tahoma regular**

Jane Doe  
Administrative Assistant  
College of Basic Law Enforcement Training  
201 Highway 321 South  
Dallas, NC 28034  
704-123-3456 phone | 704-123-4567 fax  
doe.jane@gaston.edu  
www.gaston.edu

E-mail correspondence to and from this sender may be subject to the North Carolina Public Records law and may be disclosed to third parties. If you are not the intended recipient of this e-mail, please contact the sender immediately.