Institutional stacked logos

These institutional logos can be used for internal and external communications. This includes stationery, advertisements (print, TV, online), as well as brochures, posters, fliers. The stacked logos are used in all of the available colors with the exception of yellow, which is only used with a dark background. Usage of either the landscape or stacked logos depends on the context in which it is used. Please contact the Communications and Marketing Office (com-mar@goshen.edu) for guidance. The office can help you choose the proper one, the size and the file type needed. For on-campus use, the institutional stacked logos are located in GCFile: Offices/GC Logos and Visual ID.

stacked

one color, black
ncol_nlogo_stk_bk

one color with screen
gclogo_stk_bkscn

one color, purple
gclogo_stk_prp

one color with screen
gclogo_stk_prpscn

two color
gclogo_stk_blu

two color
gclogo_stk_grn

two color
gclogo_stk_red

Reversed (white)
gclogo_stk_whit

Reversed with yellow
gclogo_stk_whytellow
Institutional landscape logos

Institutional logos can be used for internal and external communications. This includes stationery, advertisements (print, TV, online), as well as brochures, posters, fliers, etc. The landscape logos are used in all of the available colors with the exception of the yellow, which is only used with a dark background. Usage of either the landscape or stacked logos depends on the context in which it is used. Please contact the Communications and Marketing Office (com-mar@goshen.edu) for guidance. The office can help you choose the proper one, the size and the file type needed. For on-campus use, the institutional landscape logos are located in GCFile: Offices/GC Logos and Visual ID.

- one color, black
  gclgo_lnd_blk

- one color with screen
  gclgo_lnd_blsn

- one color, purple
  gclgo_lnd_prp

- one color with screen
  gclgo_lnd_prpsn

- two color
  gclgo_lnd_blu

- two color
  gclgo_lnd_grn

- two color
  gclgo_lnd_red

- Reversed (white)
  gclgo_lnd_wht

- Reversed with yellow
  gclgo_lnd_whtyellow
Goshen College Seal

The official Goshen College seal is used exclusively for official academic business and presidential ceremonies, primarily by or on behalf of the Registrar’s Office, the Academic Dean and the President’s Office. In order to maintain the seal’s integrity and a level of consistency, if you want to use it for any purpose, please first check with the Communications and Marketing Office (com-mar@goshen.edu).
Typography

Typography plays a major role in the visual continuity of Goshen College communications. Proper implementation of fonts helps ensure the consistency of design and messages, as well as the legibility of type across communications. Adobe Garamond Pro® and Trade Gothic are Goshen College’s preferred institutional fonts. Adobe Garamond Pro® is widely accessible on most computers, so please use this font when writing official letters, etc. Please contact the Communications and Marketing Office (com-mar@goshen.edu) for additional information about appropriate use of typefaces.

Adobe Garamond Pro®
Usage: Body copy

Trade Gothic medium
Usage: Body copy

Trade Gothic Oblique
Usage: Body copy (for emphasis)

Trade Gothic bold no. 2
Usage: Body copy (for emphasis)

We use Adobe Garamond Pro for main headings and trade gothic bold no. 2 for subheadings.

Adobe Garamond Pro®
Usage: main headings

Trade Gothic bold no. 2
Usage: subheadings

If you are looking for a substitute for Trade Gothic (because Trade Gothic is not available), use Helvetica.

Helvetica regular
usage: body copy (in place of Trade Gothic medium)

Helvetica bold
usage: subheads or emphasis (in place of Trade Gothic bold no. 2)
Goshen College color palette

For headlines it is recommended that no more than two colors be used at a time. For subheads, only one color.

PMS2627 - 10% tint  PMS3145- 15% tint  PMS180 - 15% tint  PMS363 - 20% tint  PMS130 - 30% tint

Olive branch

The “branch” graphic, when used as a supplemental element, should be used in the following recommended screen tints. The color of the screened branch graphic should be the same color as the color of the logo being used on the page. The size of the branch depends on context. Please contact the Communications and Marketing Office (com-mar@goshen.edu) for guidance. More often the branch graphic is used as a white screen on dark backgrounds.
Powerpoint

If you would like a Goshen College background for your powerpoint presentation it can be provided in a dark and light option as a background image. For on-campus use, find templates at GCFile: Offices/ GC Logos and Visual ID. Because the Trade Gothic font is not available on most computers, please use Adobe Garamond for headings, Helvetica bold for subheadings and Helvetica regular for body copy.
Stationery elements & guidelines: business cards

Business Cards 2” x 3.5”
Stationery elements & guidelines: letterhead

Letterhead 8.5” x 11” with margins. Adobe Garamond is the official font for letters. For on-campus use, the letterhead electronic template is located in GCFile: Offices/GC Logos and Visual ID.

August 1, 2015
Joe Miller
1234 South 8th St.
Goshen, IN 46526

Dear Joe,

As I hope you’ll discover, we are a community of passionate learners at Goshen College. Our strong applied liberal arts programs will provide you with the knowledge and hands-on experiences you need for the next steps in your journeys, whether it’s the working world, graduate school or service opportunities.

Learning at Goshen extends well beyond the classroom. You’ll find students and faculty collaborating on research in wide-ranging topics, from membrane biophysics to schoolyard bullying. You’ll also find Goshen students out in the world, experiencing new cultures and serving communities through our internationally-recognized study abroad program that combines study and service.

Goshen will provide you with a solid preparation to face and engage the complex world in which we live. You will graduate knowing that it is your responsibility to take what you’ve learned here and make the world better. Check out some of our amazing outcomes for yourself:

**Employment:** 94% of GC’s job-seeking graduates were employed within one year after graduation.

**Graduate school:** GC ranks in the top 10% of U.S. colleges and universities for the percentage of graduates who go on to earn a doctoral degree.

**Satisfaction:** 90% of graduates are satisfied or very satisfied with their GC education.

If this sounds like your kind of college, come visit our campus and get to know Goshen for yourself. And in the meantime, check out goshen.edu and start to envision yourself here.

Sincerely,

Adela Hufford
Adela Hufford
Director of Admissions

Admissions Office | 844-704-3400 (toll-free) | 574.535.7836 | admissions@goshen.edu
1700 South Main Street • Goshen, Indiana 46528 • 574.535.7000 • www.goshen.edu
August 1, 2015

Joe Mills
274 South 8th St.
Goshen, IN 46526

Dear Joe,

As you prepare for your journey, we want you to know that we understand it can be a challenging time. We are here to support you every step of the way. As a student at Goshen College, you will have access to resources and opportunities that will help you succeed in your studies.

Estate planning is one of the most important decisions you will make. It’s never too early to start thinking about the future. At Goshen College, we offer a wide range of courses and programs that will help you prepare for your future. You can choose from a variety of options, including courses in business, finance, and economics. With our experienced faculty and staff, you’ll have the support you need to succeed.

Best wishes,

Adela Huferd
Director of Admissions
Stationery elements & guidelines: envelope

#10 Envelope 9.5" x 4.125" with margins

#10 Envelope 9.5" x 4.125" color options
Stationery elements & guidelines: fax cover sheet

Fax cover sheet 8.5” x 11” template. For on-campus use, the fax electronic template is located in GCFile: Offices/GC Logos and Visual ID.