



# Graphic Standards

**A quick reference**

# 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](mailto: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  
*gclgo\_stk\_blk*



one color with screen  
*gclgo\_stk\_blkscn*



one color, purple  
*gclgo\_stk\_prp*



<< most commonly used

one color with screen  
*gclgo\_stk\_prpsc*



two color  
*gclgo\_stk\_blu*



two color  
*gclgo\_stk\_grn*



two color  
*gclgo\_stk\_red*



Reversed (white)  
*gclgo\_stk\_wht*



<< most commonly used

Reversed with yellow  
*gclgo\_stk\_whtyellow*



# 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](mailto: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 GCFfile: Offices/GC Logos and Visual ID.

## landscape

---

one color, black  
*gclgo\_ind\_blk*



one color with screen  
*gclgo\_ind\_blkscn*



one color, purple  
*gclgo\_ind\_prp*



one color with screen  
*gclgo\_ind\_prpsc*



two color  
*gclgo\_ind\_blu*



two color  
*gclgo\_ind\_grn*



two color  
*gclgo\_ind\_red*



Reversed (white)  
*gclgo\_ind\_wht*



Reversed with yellow  
*gclgo\_ind\_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](mailto: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

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&^\*()?:{/

Trade Gothic medium  
Usage: Body copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&^\*()?:/

*Trade Gothic Oblique*  
Usage: *Body copy (for emphasis)*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890!@#%&^\*()?:/*

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

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!@#%&^\*()?:/**

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

Adobe Garamond Pro®  
Usage: main headings

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&^\*()?:{/

**Trade Gothic bold no. 2**  
Usage: subheadings

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!@#%&^\*()?:/**

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)






ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&^\*()?:{/

**Helvetica bold**  
usage: subheads or emphasis (in place of Trade Gothic bold no. 2)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!@#%&^\*()?:/**

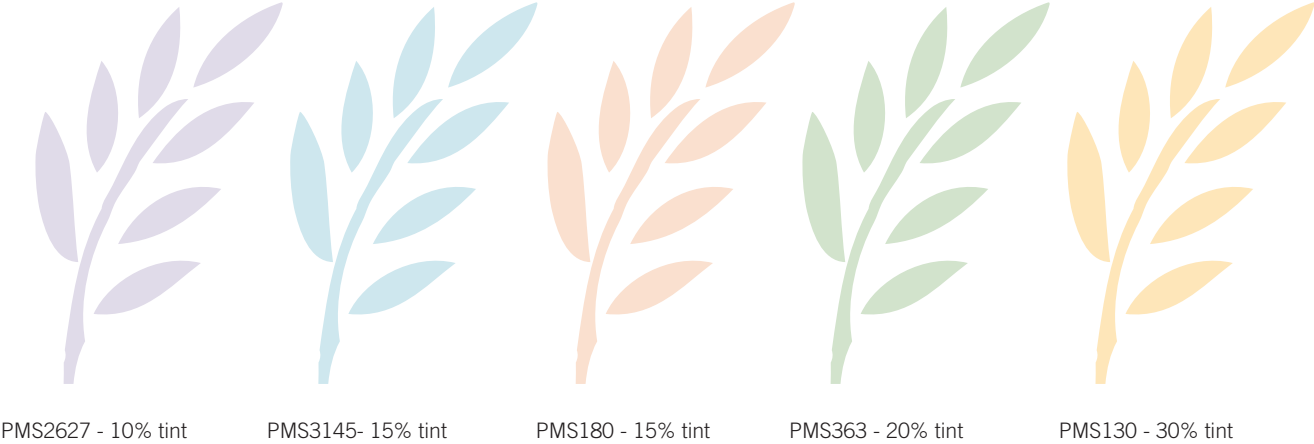
# Goshen College color palette

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

				
PMS2627	PMS180	PMS3145	PMS363	PMS130
C 77 M 100 Y 0 K 31	C 0 M 79 Y 100 K 11	C 100 M 0 Y 19 K 23	C 68 M 0 Y 100 K 24	C 0 M 30 Y 100 K 0
#49176d	#d9531e	#008da8	#439539	#fdb913

## 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

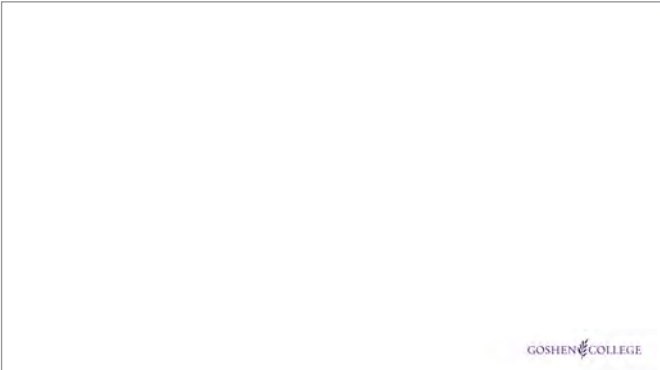
If you would like a Goshen College background for your powerpoint presentation it can be provided in a dark and light option as a background image. For on-campus use, find templates at GCFile: Offices/ GC Logos and Visual ID. Because the Trade Gothic font is not available on most computers, please use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



4 x 3 ratio

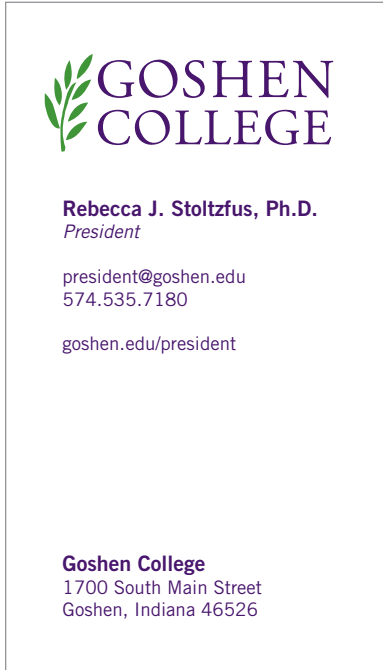


16 x 9 ratio

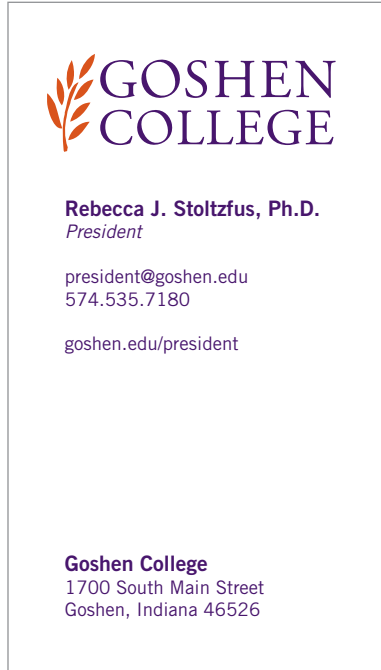


# Stationery elements & guidelines: business cards

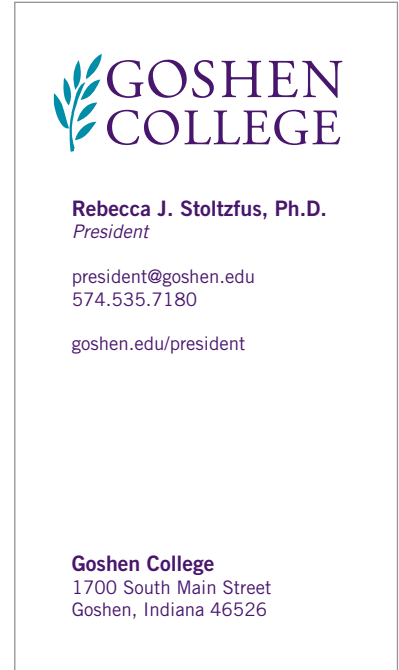
Standard GC business cards, 2" x 3.5"



(Front)



(Front)



(Front)



(Back)



# Stationery elements & guidelines: business cards

Athletic business cards



(Front)

Merry Lea business cards



(Back)



(Back)

# 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](http://goshen.edu) and start to envision yourself here.

Sincerely,  
*Adela Hufford*  
Adela Hufford  
*Director of Admissions*

Admissions Office | 844-704-3400 (toll-free) | 574.535.7535 | [admissions@goshen.edu](mailto:admissions@goshen.edu)  
1700 South Main Street • Goshen, Indiana 46526 • 574.535.7000 • [www.goshen.edu](http://www.goshen.edu)

Letterhead 8.5" x 11" color options



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Sincerely,  
*Adela Hufferd*  
Adela Hufferd  
Director of Admissions

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Admission Office | 866-754-6887 | 574-652-7200

1700 South Main Street • Goshen, Indiana 46526 • 574-652-7200 • [www.goshen.edu](http://www.goshen.edu)



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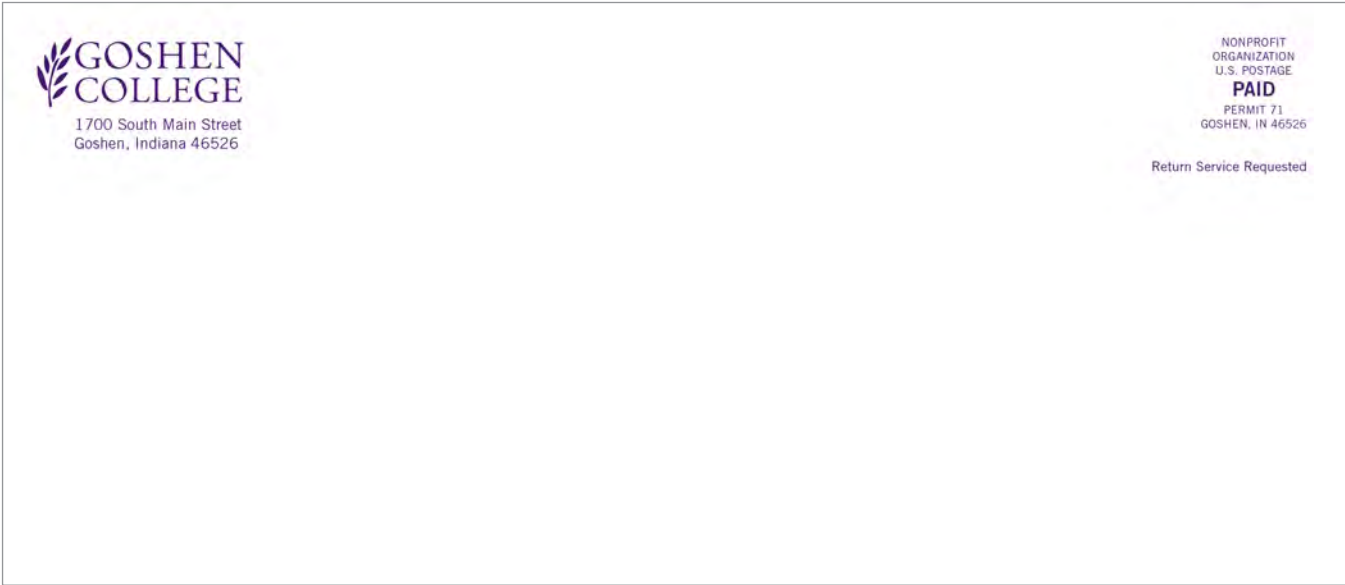
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# Stationery elements & guidelines: envelope



Standard GC #10 Envelope



Admissions A7 envelope

# 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.



**Fax:**

**Date:**

**To:**

**From:**

**Fax:**

**Pages:**

**Re:**