



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) 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) 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.

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).



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!@#%&^*()?:/

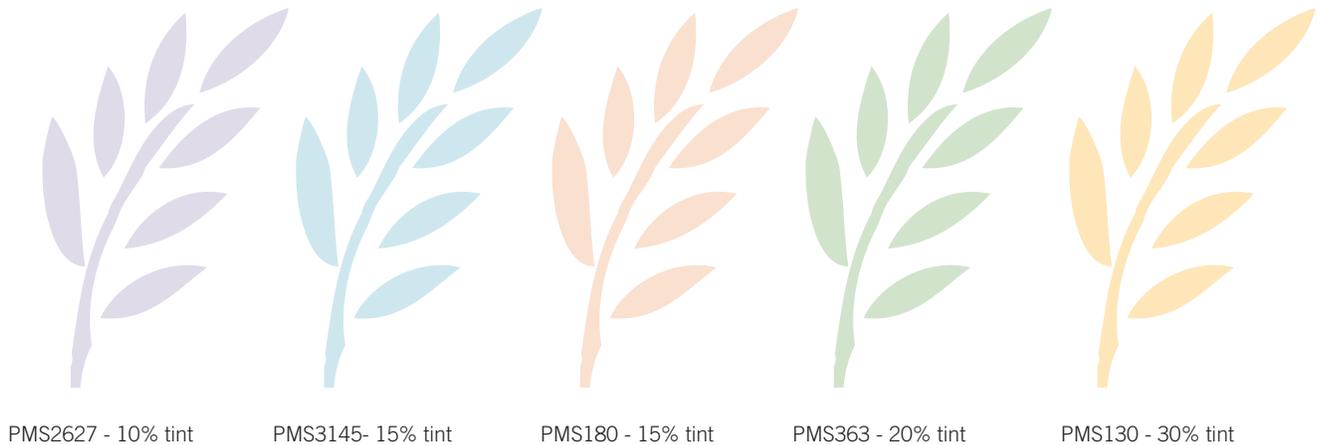
Goshen College color palette

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.

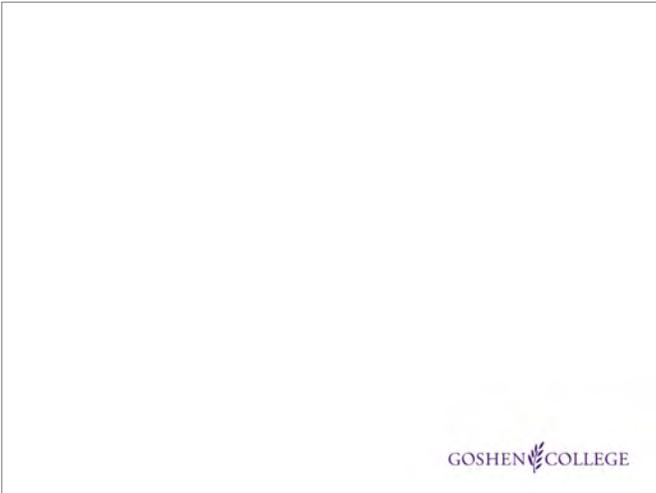


Powerpoint

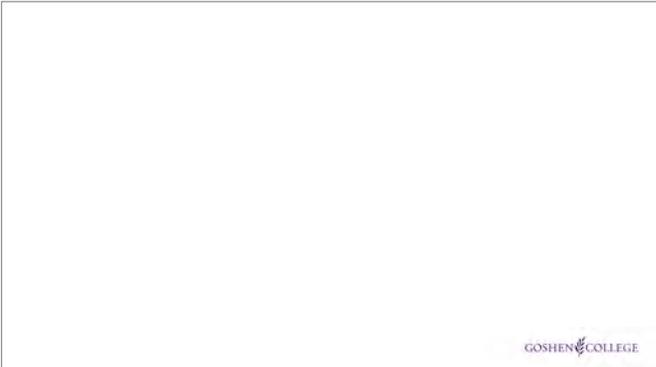
If you would like a Goshen College background for your powerpoint presentation it can be provided in a dark and light option as a background image. For on-campus use, find templates at GCFile: Offices/ GC Logos and Visual ID. Because the Trade Gothic font is not available on most computers, please use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

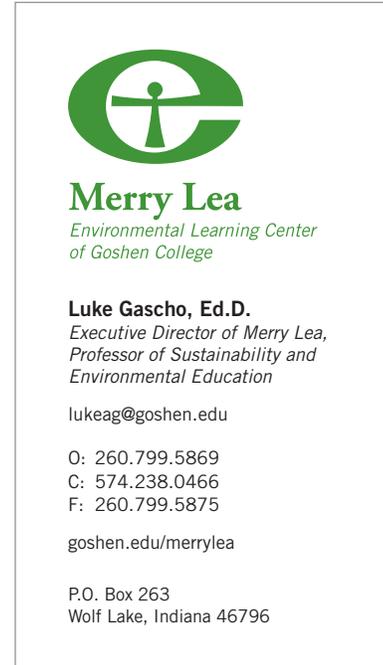
Stationery elements & guidelines: business cards

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 and start to envision yourself here.

Sincerely,
Adela Hufford
Adela Hufford
Director of Admissions

GOSHEN COLLEGE

1.75"

1"

1"

1.25"

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

Letterhead 8.5" x 11" color options



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Sincerely,
Adela Hufferd
Adela Hufferd
Director of Admissions

Admission Office | 866-754-6887 | 574-339-7339 | goshen.edu
1700 South Main Street • Goshen, Indiana 46526 • 574-339-7339 • www.goshen.edu



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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: