









GRAPHIC STANDARDS

A quick reference

Institutional 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. These logos can be used in purple, white or black. 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 users, the institutional logos are located in **GCFile: Offices/GC Logos and Visual ID**. You can also download them from the web: goshen.edu/logos

stacked	landscape
<i>gclgo_stk_prp</i> 	<i>gclgo_lnd_prp</i> 
<i>gclgo_stk_wht</i> 	<i>gclgo_lnd_wht</i> 
<i>gclgo_stk_blk</i> 	<i>gclgo_lnd_blk</i> 

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).



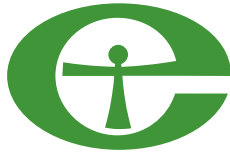
Athletic Logos

The athletic logos can be found: goshen.edu/logos

For sport specific logos, contact the Communications and Marketing Office (com-mar@goshen.edu).



Other Goshen College-related logos



Merry Lea
*Environmental Learning Center
of Goshen College*

Goshen College's Environmental Learning Center logo

Located in Wolf Lake, Indiana



Music Center logo

This logo is used for events located in the Music Center on the Goshen College campus



Goshen College radio station logo

This logo family includes radio, news, music, media and sports



FiveCore Media logo

This logo is used for the film production company, located on Goshen College's campus



**INSTITUTE FOR THE STUDY
OF GLOBAL ANABAPTISM**

GOSHEN COLLEGE

Institute for the Study of Global Anabaptism logo

This logo is used for the Institute for the Study of Global Anabaptism, located on Goshen College's campus

Department branding

In almost all cases, we ask that you use the Goshen College logo **as is**. If you require specific branding for a department, please contact the Communications and Marketing Office: com-mar@goshen.edu. We will help determine whether it is necessary and provide you with the logo files. Below are some examples of the department logo template we will follow. If your department name is too long to fit on one line with the stacked version of the logo, only a landscape logo will be available for you.



Nursing Department



Center for Community Engagement



Nursing Department

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. **Lapture Display** and **Soleil** are Goshen College’s preferred institutional fonts. They are both available on Adobe Fonts which are accessible with your Goshen College Adobe Creative Cloud account. If you are not able to access these fonts, you may use **Helvetica** and **Adobe Garamond Pro** as alternatives.

Standard sans serif font: Helvetica

Helvetica regular
Usage: body copy

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

Standard serif font: Adobe Garamond Pro

Adobe Garamond Pro
Usage: Body copy

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

For marketing only: The fonts **Soleil**, **Lapture**, and **GoBold**, are used on Admissions and Marketing materials. If you need a marketing piece, please contact the ComMar office to make a request.

Soleil light
Usage: Body copy

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

Soleil bold
Usage: Subheads and emphasis

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

Lapture Display Regular
Usage: Body copy

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

Lapture Display Bold
Usage: Headlines

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

GOBOLD HIGH BOLD








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

GOBOLD BOLD

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

Colors

Purple is Goshen College’s primary color. The other colors shown here are considered accent colors.

	CMYK	RGB	Pantone	HEX
	77, 100, 0, 31	73, 22, 109	2627	49166d
	10, 7, 5, 0	226, 227, 231	Cool Gray 1 C	e2e3e7
	0, 32, 100, 0	253, 181, 19	130	fdb513
	64, 0, 100, 24	77, 151, 55	363	4d9737
	25, 96, 7, 38	131, 14, 93	683	830e5d
	2, 76, 47, 6	221, 93, 102	7418	dd5d66
	43, 3, 0, 0	134, 206, 242	2905	86cef2

Purple should be at least 80% of the color used in any graphic. The accent colors should be used very minimally, and if used only choose 1 or 2 — and should be less than 20% of the total graphic.



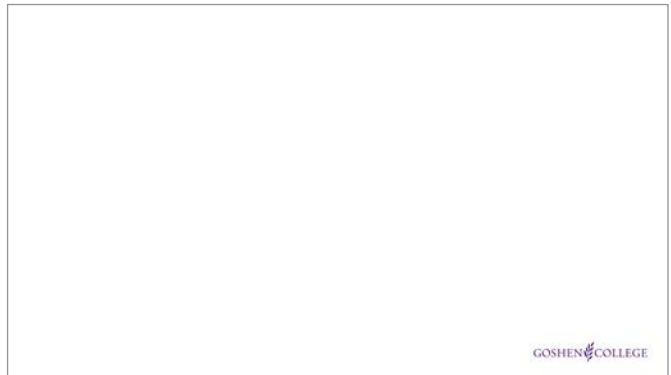
Olive branch

The “branch” graphic, can be used as a supplemental background element. The size of the branch depends on context. Most 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 we provide a dark and a light option as a background image. For on-campus use, find templates at [GCFile: Offices/GC Logos and Visual ID](#). Because the soleil font is not available on most computers, please use **Adobe Garamond** for headings, **Helvetica bold** for subheadings and **Helvetica regular** for body copy.



16 x 9 ratio

If you need a custom-designed slideshow for an external audience presentation, please contact the Communications and Marketing Office (com-mar@goshen.edu).



Business cards

Size: 2" x 3.5"

To order business cards please fill out the form at:

goshen.edu/printmail/order-forms



Adela Hufford
*Director of Orientation,
Transition and Retention*
ahufford@goshen.edu
O: 574.535.7706
goshen.edu

Goshen College
1700 South Main Street
Goshen, Indiana 46526

Standard



Adriana Ortiz
*Assistant Director
of Admissions*
aortiz@goshen.edu
O: 574.535.7011
or 844.704.3400 (toll-free)
C: 574.635.3334 (text)
goshen.edu/admissions

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1700 South Main Street
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   /GoshenCollege

Admissions



Dr. Erica Albertin
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Athletic



Merry Lea
*Environmental Learning Center
of Goshen College*

Kaitlyn Sproles
*Environmental Education
Outreach Coordinator*
kwsproles@goshen.edu
O: 260.799.5869
goshen.edu/merrylea

P.O. Box 263
Wolf Lake, Indiana 46796

Merry Lea




Back

Letterhead

For on-campus use, the digital template is located in **GCFile: Offices/GC Logos and Visual ID**. For printed letterhead, contact the printing and mailing department: printing@goshen.edu. For department-specific letterhead, contact the Communications and Marketing Office: com-mar@goshen.edu.

1.75"



«Firstname Lastname»
«Street»
«City, State Postalcode»

Dear «Nickname»,

Goshen College is a place of deep and wide connections. Our best-in-class academic programs educate the head and the heart — expanding your knowledge and enhancing your skills, while also giving you a more connected understanding of yourself and the world around you.

Plus, GC offers a wide variety of distinctive hands-on, real-world learning opportunities, on campus, in our local community, across the country and internationally (in fact, our nationally-recognized study-abroad program has been ranked #4 in the U.S.).


Our integrated approach to education positions our graduates to not only thrive in the workplace, but also for meaningful careers and lives. Our nursing students learn more than just catheters, IVs and medication — they learn how to heal with courage and compassion. Our business students learn not only about marketing, accounting and human resources — they learn about sustainability, ethical responsibility, and how to give back to and transform their communities. At Goshen, a focus on humanity and the environment is at the heart of everything we do.

1" 1"

But don't just take our word for it:

- **Academic Excellence:** #2 Top Baccalaureate Colleges in the Country (#1 in Indiana), according to *Washington Monthly*
- **Distinctive Community:** #5 most globally-minded college, according to *The Christian Science Monitor*.
- **Outstanding Outcomes:** 92% of recent job-seeking graduates were employed within one year of graduation; #2 in Indiana for percentage of graduates going on to get doctorates, according to The National Science Foundation; and 90% of recent graduates who applied to medical school were accepted.

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 to apply today** and start to envision yourself here.


Sincerely,

Linda VandenBosch
Director of Admissions

1.25"

1700 South Main Street • Goshen, Indiana 46526 • 574.535.7000 • goshen.edu

Envelopes

For standard Goshen College envelopes contact Goshen College printing and mailing: printing@goshen.edu.
For department specific envelopes contact the Communications and Marketing Office: com-mar@goshen.edu.



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Goshen, Indiana 46526
goshen.edu

NONPROFIT ORGANIZATION
U.S. POSTAGE
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ADDRESS SERVICE REQUESTED




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Merry Lea
Environmental Learning Center
of Goshen College
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1700 South Main Street
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MUSIC CENTER
GOSHEN COLLEGE
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*Sustaining creativity
Enriching lives*