

# GROSSMONT COLLEGE LOGO USAGE

Grossmont College owns and controls its name, logos, insignias, and seals, and they are strictly for district and college use only.

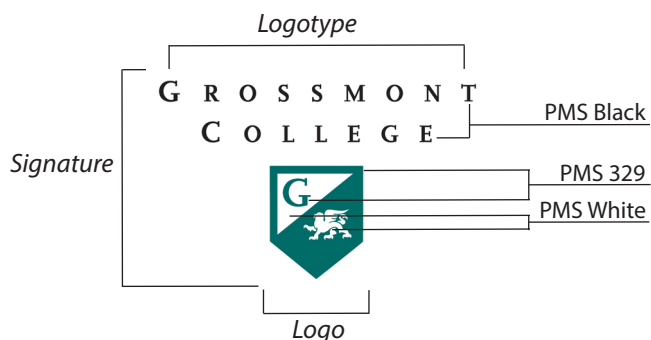
For official materials for the district and college, the Grossmont College logo is available to download at <http://www.grossmont.edu/faculty-staff/creative-services>

For branding, marketing and district guidelines, it is important that all publications related to Grossmont College display the college logo.

## GUIDELINES

### Signature - Centered Lock Up Two and Three Color

As described above, the combination of the Logo and Logotype constitute the Grossmont College Signature.



To ensure consistent representation, the logo cannot be altered, rotated, flipped, or distorted in any way. Do not change the color, alignment, or spacing of the logo or text.

Do not enclose the logo inside other artwork, such as clip art or shapes. The logo is to be used centered with a reasonable margin on all sides.

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### Signature - Centered Lock Up

(color and black & white)

The Centered Lock Up should be used whenever possible and is considered to be the primary Signature of the college. The Centered Lock Up cannot be smaller than 1 inches wide.

G R O S S M O N T                      G R O S S M O N T  
C O L L E G E                              C O L L E G E



### Signature - Horizontal Lock Up

(color and black & white)

The Horizontal Lock Up cannot be smaller than 1 3/4 inches wide.



G R O S S M O N T  
C O L L E G E



G R O S S M O N T  
C O L L E G E

### Logo (Shield)

(color and black & white)

When using the logo/shield by itself, it cannot be smaller than 3/8 inches tall and the college name, Grossmont College, must be displayed somewhere on the document.



### Examples of Incorrect Signature Usage

- Do not switch the Grossmont colors PMS 329 & Black
- Do not delete parts of the Signature
- Do not distort or stretch the Signature in any degree or direction
- Do not change or modify any piece or portion of the Signature
- Do not use the Signature on a busy or patterned background.
- Do not use the Signature on a colored background without first consulting with Creative Services.

For more information, please contact:

Printing Services: [grossmont.printing@gcccd.edu](mailto:grossmont.printing@gcccd.edu)

Creative Services: [jamie.gassert@gcccd.edu](mailto:jamie.gassert@gcccd.edu)