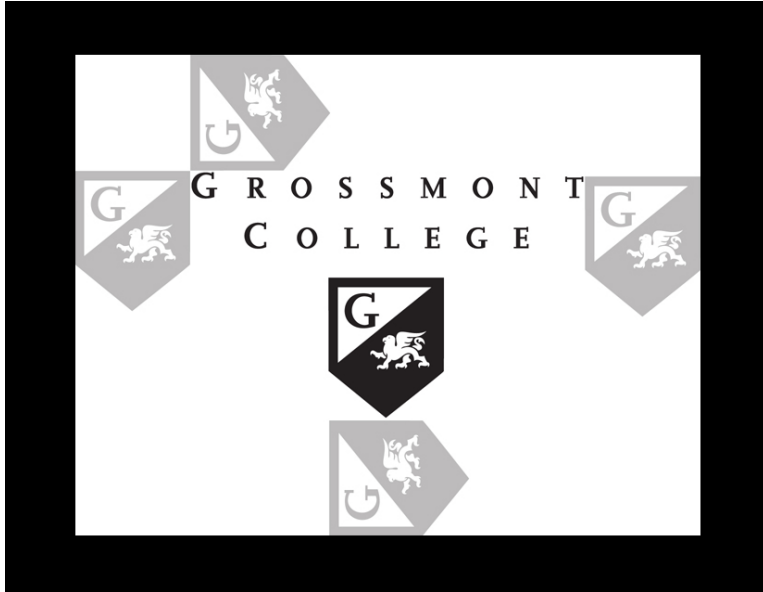


# Graphic Standards Manual

## Signature – Vertical/Centered *GC Logo Lock-Up* Surrounding Space Guidelines

**Figure 1** shows how to determine the correct surrounding space guidelines.



*Figure 1*

**Figure 2** shows the correct result of using the surrounding space guidelines.



*Figure 2*

## Examples of Incorrect Signature (Logo+Logotype) Usage

GROSSMONT  
COLLEGE



*Incorrect 1*

GROSSMONT  
COLLEGE



*Incorrect 2*

GROSSMONT  
COLLEGE



*Incorrect 3*

GROSSMONT  
COLLEGE



*Incorrect 4*

GROSSMONT  
COLLEGE



*Incorrect 5*

GROSSMONT



*Incorrect 6*

GROSSMONT  
COLLEGE



*Incorrect 7*

GROSSMONT  
COLLEGE



*Incorrect 8*

GROSSMONT  
COLLEGE



*Incorrect 9*

**Incorrect 1.** Do not switch the Grossmont colors Pantone 329 and black.

**Incorrect 2.** Do not switch the Grossmont colors Pantone 329 and black.

Do not use a different typeface for the Grossmont College Logotype.

**Incorrect 3.** Do not use the Grossmont College Logotype separate from the Logo.

**Incorrect 4.** Do not distort or stretch the Signature in any degree or direction.

**Incorrect 5.** Do not use colors for the Signature other than those specified  
(Pantone 329 or CMYK 100/0/38/47 or RGB 51/90/92).

**Incorrect 6.** Do not delete parts of the Signature.

**Incorrect 7.** Do not change or modify any piece or portion of the Signature.

**Incorrect 8.** Do not create an outline of the Signature.

**Incorrect 9.** Do not change the size relationships within the signature.



*Incorrect 10*



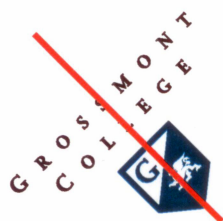
*Incorrect 11*



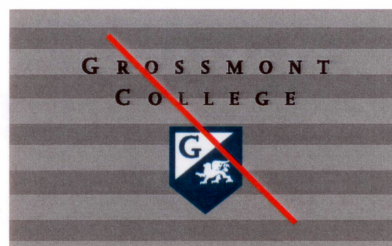
*Incorrect 12*



*Incorrect 13*



*Incorrect 14*



*Incorrect 15*

**Incorrect 10.** Do not change the space between the Logo and Logotype within the Signature.

**Incorrect 11.** Do not reverse the order of the Signature (*Horizontal Lock-Up*).

**Incorrect 12.** Do not flip the Logo and Logotype (*Vertical/Centered Lock-Up*).

**Incorrect 13.** Do not change typefaces in the Signature (*Horizontal Lock-Up*).

**Incorrect 14.** Do not rotate the Signature.

**Incorrect 15.** Do not use the Signature on a busy or patterned background.

## Signature – Vertical/Centered Lock-Up

The Grossmont College Signature *Vertical/Centered Lock-Up* is to be used as the college's primary identifier. Whenever applicable, the *Vertical/Centered Lock-Up* should be used as prescribed in the above usage sections.

This *Vertical/Centered Lock-Up* is to be used as one of two orientations of the Signature and is considered preferable except in cases of size or proportion restrictions.

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



## Signature – Horizontal Lock-Up

The Grossmont College Signature *Horizontal Lock-Up* is to be used as the college's secondary identifier. The *Horizontal Lock-Up* serves as a second option to the *Vertical/Centered Lock-Up*. In cases of size or proportion limitations, the *Horizontal Lock-Up* may offer increased legibility or a more practical use of available space.



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