

Policy Type: General Administrative

Policy Title: Graphics Standards/Logos for College Publications

Policy Number: GA-19

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**Purpose:** To create a comprehensive college brand.

**Scope:** All staff, faculty, administrators and students at Green River.

**Definitions:** Logos are visual and written representations of an institution or departments within that institution.

**Policy or Procedure:**

In an effort to present a cohesive college graphic image, Green River Community College departments, offices and committees MAY NOT create their own logos. Please see the [Unacceptable Usage page](#) for more information. With help from the Publications Office, college departments can create publications with a customized look, but they must include the college logo. The department can include their name with the official college logo as follows:



Another official college logo is the Gator used for student services and athletic events. Please contact Student Programs for permission to use this logo.



Independent organizations or departments such as TRIO, Project TEACH, KGRG, and KENU may have their own logo. The college logo will frequently appear with additional information. To provide a consistent level of visual continuity throughout the identity program, any departmental name appearing under the GRCC logo should utilize the Helvetica Condensed Bold font, and be the

same size as the logo text.



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Specific Authority:

Law Implemented:

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**History of Policy or Procedure**

Draft: 1988

Adopted: April 5, 2005

Revised: June, 2001

Reviewed by: Public Information Office

Contact: Sue Berg, Publications Manager, ext. 3327

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