

## COLOR PALETTES

### INSTITUTIONAL LOGO:

DESIGN ELEMENT: Oval surrounds "GMC" as emphasis to accommodate campuses throughout the state

LOGO COLORS: PMS 200 red and black, black only, red only or reversed

LOGOTYPE: Georgia Bold font  
CAMPUS FONT: Garamond Premier Subhead

PURPOSE: College-wide stationery packages, apparel, and other GMC novelty items



#### DUTY BLACK

0/0/0/100	CYMK
0/0/0	RGB
000000	Hex
Black	Pantone

#### HONOR RED

3/100/70/12	CYMK
186/12/47	RGB
BA0C2F	Hex
200	Pantone

#### COUNTRY WHITE

0/0/0/0	CYMK
255/255/255	RGB
FFFFFF	Hex
White	Pantone

### 140 YEARS LOGO:

DESIGN ELEMENT: Image of OCB with stylized 140

LOGO COLORS: PMS 7555 gold and black with black tint indicating gray

FONT: Blacksworld / Lato

PURPOSE: To inform and celebrate the 140th year of our institution



#### DUTY BLACK

0/0/0/100	CYMK
0/0/0	RGB
000000	Hex
Black	Pantone

#### HERITAGE GOLD

18/37/100/1	CYMK
211/159/16	RGB
D39F10	Hex
7555	Pantone

#### COUNTRY WHITE

0/0/0/0	CYMK
255/255/255	RGB
FFFFFF	Hex
White	Pantone

### CORPS OF CADETS CREST:

DESIGN ELEMENT: Designed by MAJ Grady Daniel, a GMC teacher in the 1960s. Approved by the Army Institute of Heraldry.

SYMBOLS: Star represents our honor military rating; Ivy stands for higher education; Battlement shows defensive gothic architecture

Logo colors: PMS 200 red, PMS 1245 gold, and black. May also be used in black only with tint

LATIN: Translation of Opera Cum Fidelitate: "To serve with fidelity"

PURPOSE: Corps of Cadets - military-related apparel and other GMC novelty items



#### DUTY BLACK

0/0/0/100	CYMK
0/0/0	RGB
000000	Hex
Black	Pantone

#### SERVICE GOLD

22/42/100/2	CYMK
199/146/22	RGB
C79216	Hex
1245	Pantone

#### HONOR RED

3/100/70/12	CYMK
186/12/47	RGB
BA0C2F	Hex
200	Pantone

### PRESIDENT'S SEAL:

DESIGN ELEMENT: The seal encompasses the historic Old Capitol Building

LOGO COLORS: PMS 200 red and 35% tint of black. The seal may also be used as solid black

FONT: Arno Pro Bold Caption font reversed out of red band

PURPOSE: Office of the President; formal / state documents; graduation diplomas

Reserved for use by the Office of the President, commencement programs and college diplomas



#### MISSION GRAY

0/0/0/35	CYMK
177/179/182	RGB
B1B3B6	Hex

#### HONOR RED

3/100/70/12	CYMK
186/12/47	RGB
BA0C2F	Hex
200	Pantone

#### COUNTRY WHITE

0/0/0/0	CYMK
255/255/255	RGB
FFFFFF	Hex
White	Pantone

### ATHLETIC LOGO:

DESIGN ELEMENT: Walking Bulldog

LOGO COLORS: PMS 200 red and black with black tint indicating gray

FONT: Sign Painter

PURPOSE: Athletic material, advertising, uniforms



#### DUTY BLACK

0/0/0/100	CYMK
0/0/0	RGB
000000	Hex
Black	Pantone

#### HONOR RED

3/100/70/12	CYMK
186/12/47	RGB
BA0C2F	Hex
200	Pantone

#### COUNTRY WHITE

0/0/0/0	CYMK
255/255/255	RGB
FFFFFF	Hex
White	Pantone