

GCC LOGO HISTORY



The Glendale Community College logo is an abstract design incorporating images closely associated with the history and mission of GCC: a palm tree, the architectural columns of the buildings, an open book, and the surrounding service area.



The palm tree has been associated with the college since the campus was opened in 1965. Rows of palm trees lined the property prior to the first ground breaking and remain a part of today's landscape design. One stately, symbolic palm tree appears in the center of GCC's official college logo and seal.



The base of the design reflects the architectural columns of the original buildings. The architect designed the columns to look like rows of palm trees when lit at night.



The upper portion of the design represents the pages of an open book, representing GCC's commitment to teaching and learning.

Together these images are set in a circle to represent GCC – reaching and branching out to meet the needs of its surrounding service area.



LOGO PARTS

Bug: The “symbol” contained in the logo; in this case, the palm tree

Logo: The “art” portion of the image; in this case, the GCC acronym *with* the palm

Logotype: The text treatment of the institution's name



GCC OFFICIAL SEAL

Glendale Community College's official college seal is used on official or formal documents, such as commencement programs, transcripts, diplomas and certificates. The different elements include:

- The year 1965 is for the year of the college's inception.
- MCCCD depicting the Maricopa Community College District.
- The name Glendale Community College.
- The palm tree signifying the tree lined campus at GCC.

The seal may only be used by the President's Office and the Admissions and Records Office.

GCC LOGO

The primary identity consists of a symbol of a palm tree encompassed by a red, solid circle with logotype consisting of the words "Glendale Community College" positioned horizontally next to it.

It should appear in all capital letters in Avenir font. GLENDALE COMMUNITY COLLEGE can appear in a stack formation or in one level of text. The illustrations below show two options for displaying the logo in conjunction with the logo type.

When creating a publication with another institution, business, or organization, include GCC's logo and logo type on the printed materials.

The GCC logo can be used to promote GCC classes, services, and other official college

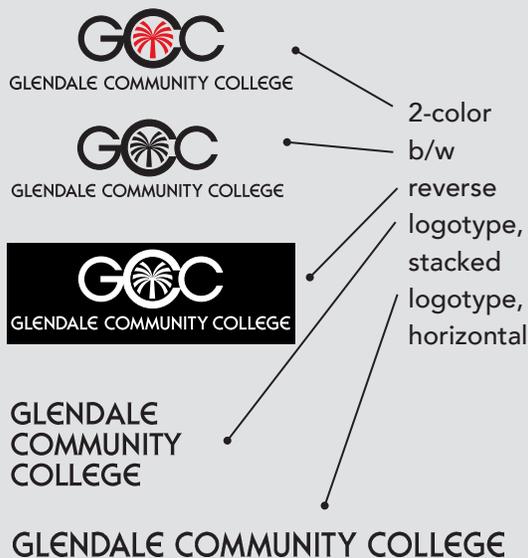
business. GCC clubs should get joint approval from the Student Life and Strategy, Planning and Accountability (SPA) offices if they wish to use the GCC logo and logo type on printed materials.

NOTE:

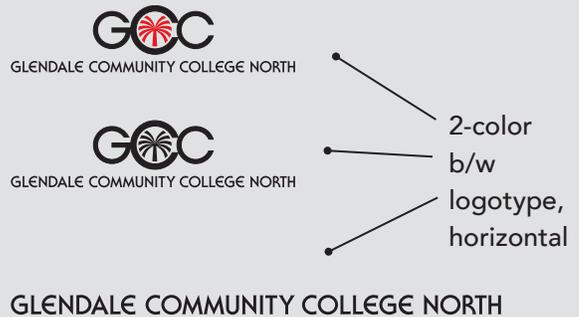
1. Use only first-generation, camera-ready art or approved computer-generated art.
2. Do not use the college logo taken from the internet or scanned from another document.
3. Do not use the college logo in any way that will compromise the integrity of the college's identity.

The Glendale Community College logo must appear on every document and promotional item.

Logo Variations for GCC main



Logo Variations for GCC North



GCC does not have a registered tagline.
The college's brand & vision statement is:
"GCC fosters student success."



These logos are for identifying purposes only. Please DO NOT USE these logos for any print jobs you may have. Logos can be accessed on the employee shared drive. Navigate to Shared, Depts, MarketingProofs.

GAUCHO HISTORY & LOGO USE



The GCC mascot – the “gaucho” – is well-known, even if the origin of this symbol is lost in the college’s early history. Perhaps the campus setting in the west valley conjured up images of cowboys in the old southwest. For the sake of alliteration the cowboy of legend took the name of his South American counterpart—the gaucho of the pampas of Argentina. Thus was born the “Glendale Gaucho,” proud name of championship teams and generations of alumni.

The International Students Program donated a complete gaucho costume to the College, complete with the clothing and accessories that real gauchos wear and carry on the vast ranches in Argentina. The costume was purchased from a store in Buenos Aires.

The gaucho sombrero, smaller than a cowboy hat, is usually black and is sometimes worn with the brim turned up against the windy conditions on the prairies or pampas, as they are known in Argentina. To ward off the chill, gauchos wear a woolen poncho woven into beautiful patterns that designate their origin. By happy chance, there is an area of northwest Argentina known as Salta where the preferred poncho colors are red and black—the same as GCC’s official school colors.

The baggy pants that tuck into the gaucho’s black boots are known as bombacha. A large leather belt (rebenque) with a silver buckle (centro de rastra) and a red and black waistband (faja) complete the outfit. Most gauchos also wear a plain white shirt, sometimes with a bandana or scarf tied around their neck.

Like their American cowboy counterparts, gauchos spend a lot of time on horseback, so they almost always carry a “quirt,” which is a short riding crop (tirador de carpincho) tucked into their belt. They also have a fancy-handled knife (facon) and a set of bolas (boleadoras)—the unique three-stranded leather straps with a stone weight at each end. The bola serves the gaucho in the same way that the lariat is used by a cowboy. They twirl it around their head to create momentum and then release it while aiming at the legs of a running animal. The weights cause the leather straps to wrap around the legs of the animal (usually a cow or an ostrich) so that it can be brought down and branded.



Vivan Los Gauchos!

GAUCHO LOGO

Use the Gauchos symbol for athletic department communications or other materials with a less formal purpose. Athletic Department and The Office of Strategy, Planning and Accountability work in cooperation.



These logos are for identifying purposes only. Logos can be accessed on the employee shared drive. Navigate to Shared, Depts, MarketingProofs.

UNACCEPTABLE USAGE



Add or substitute other colors.



Alter or redraw logo.



Rotate or use any part of the logo at an angle.



Do not use tints or watermarks of the logo.



Use outdated logos.



Stretch or change proportions.



Use a size too small to read.



Rearrange elements of the logo.
GLENDALE COMMUNITY COLLEGE



Add or Remove Elements.
Logo must be used in its entirety.



Use patterns either behind or within the logo



Outline any part of the logo.



Substitute other fonts.



NOTE: Never take a logo from the website for use on a printed piece. The resolution is not high enough.

LOGO PLACEMENT

PLACEMENT

The logo should be placed at “identifier” points: top left, top right, bottom left, bottom right. When used in conjunction with another ID (i.e. a GCC club name) the GCC logo should appear on top. When used with the MCCCCD logo, either align the two logos equally or place GCC at the top “identifier” point and MCCCCD logo at the bottom right or left points.

If space allows, the GCC logo should be accompanied by the words “A Maricopa Community College” OR the MCCC logo. The names of all 10 colleges of the MCCCCD organization should also appear as seen below:

Chandler-Gilbert | Estrella Mountain | Gateway | Glendale | Maricopa Corporate College | Mesa | Paradise Valley | Phoenix | Rio Salado | Scottsdale | South Mountain | Southwest Skill Center

All advertising or promotion of GCC programs should be coordinated with the Director of Marketing in the SPA office. The Office of Strategy, Planning and Accountability reserves the right to recall any pieces not meeting these standards. For deviations from these standards, contact The Office of Strategy, Planning and Accountability for approval BEFORE you take your piece to be printed.

EQUAL OPPORTUNITY STATEMENT and ACCREDITATION: The following statement must appear on any academic program as this statement: The Maricopa County Community College District is an EEO/AA institution and an equal opportunity employer of protected veterans and individuals with disabilities. MCCCCD institutions are accredited by The Higher Learning Commission. | www.gccaz.edu/accreditation

ADA COMPLIANCE: Include this statement on all event emails and publications: *NOTE: Persons with a disability may request a reasonable accommodation such as a sign language interpreter: contact Mary Jane Nichols, Supervisor of Interpreter Services at mary.jane.nichols@gccaz.edu or by phone 623.845.3083. Requests should be made well in advance to allow time to arrange the accommodation.*

MCCCCD GUIDELINES

- All college materials should include the Maricopa logo (vertical or horizontal treatment). Do not place the MCCCCD logo within close proximity to another logo as this will detract from the visual appeal of the publication.
- Do not separate, distort, or use parts of the logo (GCC logo standards apply also to the MCCCCD logo)
- The official color for the MCCCCD logo is PMS Reflex Blue. (C-100, M - 72, Y - 0, K - 6)
- If an application does not allow color, the identity may appear entirely in black.
- For more information about using the MCCCCD identity, please see the MCCCCD Graphic Identity Guide at www.maricopa.edu/marketing/styleguide.pdf. Identity files may be downloaded at www.maricopa.edu/marketing/logos.php.



MCCCCD
vertical logo



MCCCCD horizontal logo

A Maricopa Community College

MCCCCD logo without bug



FONTS

Fonts used within GCC publications should be consistent across all departments in order to present a unified and easily recognizable piece of work.

Size: 10 or 12 pt, color: black, justification: left

Standard body font is Avenir.

OTHER FONTS

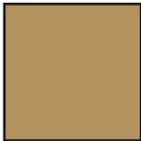
Specialty fonts or typefaces may be used occasionally in small amounts for emphasis. Approved departmental logos containing other fonts may be used, but are not encouraged.

COLORS

The college’s PRIMARY COLOR PALLETTE is red and black. If you use two-color printing (meaning black and one color), select red and black (or a opacity of black). Never use an opacity/tint of red, as it appears pink. The SECONDARY (accent) colors are gold and teal.



Red - PMS color 1797
CMYK: Cyan-17, Magenta-97, Yellow-100, Black-4
RGB: Red-170, Green-47, Blue-44



Gold - PMS color 876
CMYK: Cyan-30, Magenta-39, Yellow-72, Black-4)
RGB: Red-178, Green-146, Blue-93



Teal - PMS color 634
CMYK: Cyan-100, Magenta-45, Yellow-31, Black-7)
RGB: Red-0, Green-118, Blue-57

PROMOTIONAL ITEMS

Each department can purchase their own promotional items and Marketing can assist with artwork and maneuvering the purchasing process if needed. Before ordering any promotional items, all designs must be approved by marketing staff in The Office of Strategy, Planning and Accountability.