

Grossmont College Brand Guidelines

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



LOGO USAGE

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



Original



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

Horizontal

G R O S S M O N T
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One-color

There are limited one-color logo variations (all-white and all-black). Do not alter the logo in any other color, proportion or variation. When using the logo with other logos, the Grossmont College logo must be used in equal size and space. Full logo usage guidelines can be found online.

BRAND COLORS

Primary



Grossmont Green
Hex #00685E
RGB (0, 104, 94)
CMYK (41, 0, 4, 59)



Grossmont Gold
Hex #EA9610
RGB (234, 150, 16)
CMYK (0, 33, 85, 8)

Supporting



White: #FFFFFF
Emerald: #004C45
Sunrise Gold: #F4B23A
Pacific Teal: #009688
Warm Clay: #C46A29
Cool Gray 900: #1A1A1A
Cool Gray 50: #FAFAFA

BRAND FEEL

Clean
Warm
Welcoming

Bright
Modern
Vibrant

BRAND ELEMENTS

Bold typography
Accent Script typefaces
Triangular/angular shapes
Geometric backgrounds
Geometric framing
Overlapping, opaque shapes

RECOMMENDED FONTS

Sans-serif

Montserrat

Cursive Display

Holiday

Highest Praise

Serif

Roca

Condensed Display

BEBAS NEUE

Anton