

LOGO USE GUIDELINES / TIPS FOR PRODUCING EFFECTIVE FLYERS

GUAM COMMUNITY COLLEGE OFFICE OF COMMUNICATIONS & PROMOTIONS

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Obtain the official GCC logo by emailing the GCC Office of Communications & Promotions.

DO NOT pull the logo from the Internet.

All print or electronic material produced for GCC-relatedactivities must include the official GCC logo, and MUST BE APPROVED by the Office of Communications & Promotions before dissemination.

The GCC logo is a stand-alone logo. **DO NOT** alter the GCC logo in any way except to resize it **PROPORTIONALLY**.





DO NOT embed the logo into another logo or brand. The logo can be reproduced on t-shirts in all black or all white, or all gold (yellow) or all blue. Other colors are **NOT ALLOWED** in the GCC logo.

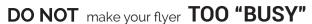




GUIDELINES FOR PRODUCING AN EFFECTIVE FLYER:

Use fonts that are easy to read.

DO NOT use more than two or three fonts and font sizes on a flyer - it makes the flyer too busy and your message will be lost.



(too much wording, too many photos, busy design, too many different fonts). The more simple your message, the more effective it will be.



SPELLING

USE SPELL CHECK. Spell words CORRECTLY. Nothing negates your message like a misspelled word.







Do not use a dark background unless you are having your flyer printed off-campus. Dark backgrounds use too much ink from the GCC copiers.

Questions? Contact the GCC Office of Communications & Promotions







