



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.
✉ gcc.pio@guamcc.edu ☎ 671.735.5638
DO NOT pull the logo from the Internet.

All print or electronic material produced for GCC-related activities 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.

DO NOT make your flyer **TOO "BUSY"** (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.

X NO RAGRETS

✓ NO REGRETS

🖨️ ⚠️ 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

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