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FOR IMMEDIATE RELEASE

GCC launches new logo system

Guam Community College started its year-long 40th anniversary celebration today by launching a new look – a “logo system” – in the GCC Student Center courtyard

“We are very excited about our new logo system,” said Dr. Mary Okada, GCC President. “We are especially excited that it was developed in-house, with talent from our own Visual Communications program.”

Okada said that the College decided not to do away with the letters G-C-C, but instead gave them a more fluid and sustainable look and feel. As for the system concept? “It is actually the first of its kind on Guam. It’s very unique,” said Okada. “Each program now has its own variation of our new main logo.”

“This process took about two years,” said Jayne Flores, GCC Assistant Director of Communications and Promotions. “We put together a logo group with faculty, staff, administrators and students, and did a lot of soul-searching about what GCC stands for in the community, and about what we want our new logo to say about the College,” Flores added. “This logo signifies a modern, sustainable GCC, and that is how we want our students to feel about their education here - that when they graduate, they will have sustainable knowledge and skills that will carry them throughout the rest of their lives,” she said.

During the launch of the new GCC logo system, the first 200 students with a valid GCC student ID card received a free t-shirt and raffle tickets for free logo items. GCC also raffled off to one lucky student a Samsung Galaxy S7 phone, courtesy of GTA.

“Si Yu’os Ma’ase to GTA for donating this phone for our logo launch, and becoming one of our first 2017 40th anniversary sponsors,” said Dr. Okada. “We have several events planned throughout 2017 to celebrate our 40th birthday, and we hope to see the entire community celebrating this milestone with us,” Okada added.

GCC is an equal opportunity provider and employer.

Individuals requiring special accommodations, auxiliary aids, or services please contact 735-5597.

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