

**GUAM COMMUNITY COLLEGE
Board of Trustees**

**IDENTITY SYSTEM MANUAL
(VISUAL IDENTITY)**

WHEREAS, Guam Community College has experienced phenomenal growth and greatly diversified since its inception in 1977; and

WHEREAS, the College is now one of the major post secondary educational institutions of the Territory of Guam and its surrounding region; and

WHEREAS, there should be consistency in the various publications, announcements, and other official papers of the College; and

WHEREAS, readily recognizable logos help to establish institutional identity and loyalty; and

WHEREAS, the diversity and complexity of the College's offerings far surpass the images of the hard hat and drafting tool on the official seal; and

WHEREAS, an Identity System Manual (Visual Identity) has been developed which includes a new logo system, sets college colors and various other standards that dictate the image of the College.

NOW, THEREFORE, BE IT RESOLVED, that the Identity System Manual (Visual Identity) shall serve as the official guide for the use of the logo, college colors and similar matters on all College print, video and electronic communications, and signage.

Reviewed with no changes: February 7, 2025

Reviewed & Adopted: March 26, 2021

Resolution 2- 2021

Reviewed & Adopted: April 8, 2016

Resolution 3-2016

Reviewed & Adopted: September 5, 2008

Resolution 23-2008

Adopted: March 16, 1994

Resolution 8-94