

Gadsden State Community College | 2025 - 2026

BRAND STANDARDS



REAL. *Life.* EDUCATION.

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VISION STATEMENT

Gadsden State Community College will be the preferred choice for exceptional education and innovative workforce development which changes lives of our students, their families, and our world for good, forever.

MISSION STATEMENT

Gadsden State Community College empowers and prepares students from all backgrounds for success through exceptional education and innovative workforce development with a focus on community and global engagement resulting in a positive economic impact for all stakeholders.



INSTITUTIONAL PILLARS

Employee Resources

- Recruit, employ, and retain highly qualified employees
- Provide professional development and training for employees to increase effectiveness
- Promote a fair and equitable salary schedule aligned with ACCS policies
- Provide health and wellness opportunities for all employees
- Provide Leadership Development for Aspiring Leaders
(*Succession Planning*)

Fiscal Resources

- Provide adequate funding to support our mission
- Practice fiscal responsibility
- Collaborate with key personnel on budget development
- Prepare a strategic budget annually
- Share budget with stakeholders
- Increase scholarship opportunities
- Increase fiscal resources

Physical Resources

- Ensure a safe and comfortable learning environment
- Enhance building and campus aesthetics
- Create a state-of-the-art learning environment
- Optimize Space Utilization

Program Learning Resources

- Support and align high-wage and high-demand programs to meet and exceed industry standards
- Explore and develop work-based learning opportunities for all instructional areas
- Develop and enhance relationships with business and industry partners
- Develop new programs to meet regional employment needs
- Continue collaboration between and among instructional areas
- Pursue continuous improvement in all instructional areas
- Provide relevant instructional technologies and learning resources



CORE BELIEFS

We Believe In:

EXCELLENCE

with a commitment to a culture that empowers all to achieve high standards.

ACCOUNTABILITY

with a focus on continuous improvement through the use of data-informed decisions.

RESPECT

as we value the uniqueness of each other.

SERVICE

as we keep the needs of others at the heart of our work.

INTEGRITY

and the adherence to moral and ethical principles.

HISTORY

Present-day Gadsden State Community College began with the merger of Alabama Technical College, Gadsden State Technical Institute, Gadsden State Junior College, and Harry M. Ayers State Technical College.

One of the initial founding institutions of Gadsden State is Alabama Technical College. Established in 1925 as the Alabama School of Trades, it was the first state-operated trade school in the south and is the oldest of Gadsden State's campuses. Now, it is the home to a number of Gadsden State's technical programs, the One Stop Center, the Joe Ford Center, and the Alabama Technology Network. It is known as the East Broad Campus.

Gadsden State Technical Institute began in 1960 as the Gadsden Vocational Trade School, a private vocational training school for African Americans. It was founded by Eugene N. Prater, director of the Veterans Continuation Program for Negroes, in response to discontent expressed by black veterans of Etowah County for being denied admission to the all-white Alabama School of Trades. Currently, it is known as the Valley Street Campus and houses the Construction Technology Program, Air Conditioning and Refrigeration Program, Licensed Practical Nursing Program, Dental Assisting Program, Certified Nursing Assistant Program, Diagnostic Medical Sonography Program, and several academic courses. The U.S. Department of Education designated this institution as a Historically Black College and University (HBCU) in 1997.

Gadsden State Junior College was established in 1965 by an act of the Alabama State Legislature during the administration of Gov. George C. Wallace. The course offerings included professional programs, such as architecture, dentistry, journalism, law, medicine, and teacher education, as well as

technical programs in management, nursing, secretarial science, and data processing. It is currently identified as the Wallace Drive Campus of Gadsden State and is home to academic courses, the Inzer Student Center, Fowler Residence Hall, Wallace Hall Fine Arts Center, and Beck Field House and Conference Center.

Harry M. Ayers State Technical College was founded as a trade school by an act of the Alabama State Legislature on May 3, 1963. In 1972, the institution was designated as a technical college offering associate degrees and certificate programs in such fields as accounting, automotive body repair, carpentry, and cosmetology, among others. To eliminate duplication of courses, the consolidation of Gadsden State and Ayers State was completed on July 8, 2003. It is now known as the Ayers Campus of Gadsden State Community College.

In August 2002, Gadsden State Cherokee was opened as an instructional site in response to community and governmental efforts to meet the growing educational needs in the region. A new multi-level complex was opened in August 2008, where Gadsden State Cherokee now offers an expanded list of courses for students wishing to earn an associate degree or transfer to a four-year institution. Gadsden State Cherokee also houses the Cherokee County Chamber of Commerce and a multi-purpose 2,500-seat arena.

NON-DISCRIMINATION

Gadsden State is committed to nondiscrimination and equal opportunity for all applicants and members of its student body, faculty, and staff. It does not discriminate on the basis of race, color, national or ethnic origin, religion, sex, age, disability or other factors prohibited by law in the administration of its educational policies, admission and recruitment policies, financial aid programs, employment policies or other school-administered programs. Further, the College administers all educational programs and implements the terms, conditions, and privileges of employment, free of sexual harassment.

EQUAL OPPORTUNITY / EQUAL EMPLOYMENT

Gadsden State Community College is an Equal Opportunity / Equal Employment Opportunity Institution accredited by the Commission on Colleges of the Southern Association of Colleges and Schools (1866 Southern Lane, Decatur, Georgia 30033-4097; Telephone 404-679-4501) to award Associate Degrees.

LOGO STANDARDS

The Gadsden State Community College logo is the graphic representation of the institution and the key element in the college's visual identity. In order to maintain consistency of image and branding, the logo must not be redrawn, re-proportioned or modified in any way. The creation and use of alternative logos is strictly prohibited. *To access logo files, Gadsden State employees can fill out a Request for Services form and choose Logo Usage Approval or [HERE](#).* The PR & Marketing Department will send you the appropriate logo for your department, division, program or club.

Before submitting the logo for print (includes promotional imprints) or publication, read the following guidelines.



Logo alternates (not the primary logo; only for approved us) are on [PAGE 17](#).

CARDINAL HEAD LOGO



FULL BODY SWOOP



ATHLETIC DEPARTMENT BRANDING



Primary Mark



Secondary Mark



Alternate Mark 1



Alternate Mark 2



Mascot Head



Initial Mark



Circle Mark

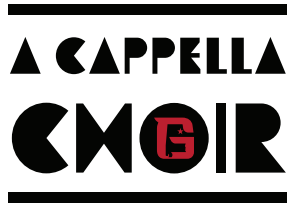
Mascot Full Body



Cardinal Foundation and Alumni Branding



Fine Arts Division Branding



TRIO Programs Branding



Dual Enrollment Branding



Cardinal Tutoring Centers Branding



AMC & Workforce Development Division Branding



LOGO ELEMENTS

There are two elements to the logo:
The logomark – AL G and the logotype – GADSDEN STATE COMMUNITY COLLEGE.

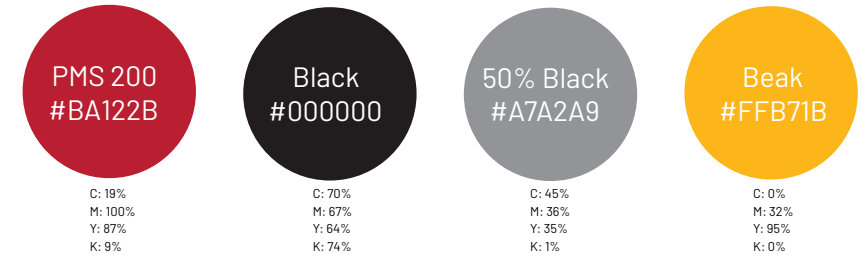
The logo for departments and divisions without COMMUNITY COLLEGE when the program and division is included. The logomark (AL G) may be used alone as a design element but is not considered the GSCC logo unless it appears as shown on this page.

Official Campus Logos



COLOR PALETTE

Black, white, gray and red (Pantone 200) may be used on materials representing the College. On occasion, adding additional colors like Swoop's yellow may be used.



LOGO STANDARDS

Consistent and correct use of the Gadsden State logo enhances and supports the overall branding of the college. The following standards should be followed at all times concerning use of the Gadsden State logo. Contact the Public Relations and Marketing Department with any questions. Use the logo emblem and logotype as shown on [PAGE 5](#) – as a single unit. It should not be redrawn, digitally manipulated or altered.

Do not:

Gadsden State or Gadsden State Community College should never be distorted, turned at an angle, arched or bulged. Stretch, rotate or distort the logo. Use any artistic filters on the logo, such as a drop shadow. Use the logo in any color other than Pantone 200 (red), black or white.



ALTERNATE CAMPUS LOGOS



LOGO COLORS & TYPEFACES

If the logo is to be used in color, the logomark (AL G) is to be in PANTONE #200 red, the logotype (GADSDEN STATE COMMUNITY COLLEGE) is to be in black, and the tagline is to be in PANTONE #200 red, black or white. *All taglines are approved by the Executive Cabinet before it is integrated in publicity or marketing efforts.*

All three elements of the logo may appear in black when printing is limited to black only. All three elements of the logo may be reversed in white against a black or colored background. Promotional items may require a one-color imprint, and may be modified to suit the item to be purchased.

The official typeface of the logotype, GADSDEN STATE COMMUNITY COLLEGE, is Gust and Champions Sans.

No other type style should be substituted (please refer [PAGE 5](#)); neither should the spacing or kerning be changed without permission from the PR & Marketing Department.

GUST

(Only for college logos)

CHAMPION SANS

Adelle (Serif font for subtitles or text)

Barlow (Sans Serif font for subtitles of text)



COMMUNICATIONS

Internal communications, such as memos or policy guides, do not have to utilize approved templates or be approved by the PR & Marketing Department.

Student emails can be curated and sent through TargetX and managed by the CRM in Student Services.

External communications, such as official notice to students, postcard reminders for special events, public invitations, program brochures, etc., should be approved by the PR & Marketing Department following the completion of the Request for Services form by selecting Branded Materials, Print Materials or Logo Usage Approval. You can find it on [myGadsdenState > Departments > Public Relations](#) or [HERE](#).

Once created, a draft copy of the external communications will be sent to the person submitting the RFS for final approval. Recommendation for changes may be made. Edits will be a collaborative effort with PR & Marketing Department. It is highly recommended that external communications be reviewed and approved by the Division Chair or Dean. Acting administration can decide if the Executive Cabinet should give final approval before PR & Marketing disseminates the information to the public. The publication will be submitted again for final approval, if necessary.

All external communications such as email or social media are moderated by the appropriate department, i.e. Official Gadsden State social media platforms fall under the PR & Marketing Department. All questions require an answer that supports the mission or SACS accreditation of Gadsden State Community College.

Business Correspondence

All Gadsden State departments, programs, and administrative units are required to choose between college stationary from the official options available on the Staples Advantage Portal.

Printing of official College business stationery is outsourced. These materials are ordered through Staples Advantage Portal and will be based on approved templates. The PR & Marketing Department has made a “Digital Letterhead” available [HERE](#).

Email Signatures

In today’s digital environment, every email we send is an opportunity to showcase Gadsden State’s professionalism, credibility, and unity. That’s why we are asking all faculty and staff to use the official Gadsden State email signature as part of our ongoing branding efforts.

Using the Gadsden State-branded signature takes only seconds to set up, but makes a lasting impression. Let’s work together to represent our college with pride and consistency—one message at a time.



Your Name

Your title

Phone 000-000-0000

Mobile 462-423-4718

Email YName@gadsdenstate.edu

GadsdenState.edu

Changing lives for good, forever.

For instructions or assistance with setting up your official email signature, please click [HERE](#) or contact the PR & Marketing Department.

Name Badges

All Gadsden State employees should wear a name badge on campus. Customer service is one of the most powerful marketing tools an organization has.



Divisions and departments have the right to obtain quotes and purchase Name Badges from any of the state-approved vendors. The examples above are available on the Staples Advantage Portal.

Business Cards

Printing of business cards is also outsourced. Business cards are to be ordered on the Staples Advantage Portal. If the number of characters exceed the available limit, then a quote must be obtained by Staples with the artwork provided. All Gadsden State business cards must remain the approved template unless approved through grant specifications.

- Cards may list either title/position OR department beneath the name—not both.
- Degree credentials may be listed before OR after the name.
- Optional items that may be included are campus/site, department, and cell phone number.
- Telephone number format will be 256-549-8221.



NOTE: If you are unsure about your title, please contact Human Resources for your complete title. All changes to the **myGadsdenState > A-Z Directory** go through HR as well.

Letterhead

All formal communications to students, faculty, staff, and external audiences should use this template:

(Exceptions are made for Enrollment Services, upon approval by the PR & Marketing Department, for admissions letters and communications with incoming students.)

Envelopes

All communications to students, faculty, staff, and external audiences should use envelopes provided through the Staples Advantage Portal. All templates include Gadsden State Non-Profit Indicia (STAMP), which indicates postage has been prepaid by an authorized non-profit organization.

(An exception is made for some incoming student communications, upon approval by the PR & Marketing Department.)



Clear Window

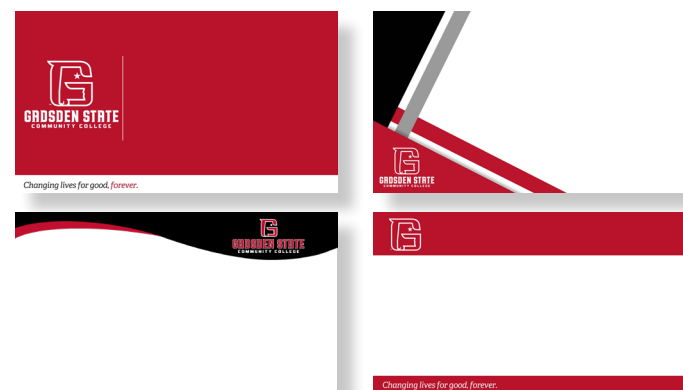


More Staples Advatage Portal items In-House printables, and Gadsden State's Duplication Center information on [PAGE 16](#).

PowerPoint Presentations

PowerPoint templates are provided for presentors to ensure the Gadsden State's branding is standardized. Master slides are provided through the template and are interchangeable to suit the audience. If Gadsden State data is required for the presentation, the Institutional Effectiveness, Grants, and Special Projects Department has a form to request real-time information. All other data resources are housed on the **About Us > At a Glance** section of GadsdenState.edu or [HERE](#).

The Annual Report is housed on the **About Us > President's Office** section of GadsdenState.edu or [HERE](#).



More master slides are available within the template.

[DIGITAL DOWNLOAD](#)

Computer Screen



[DIGITAL DOWNLOAD](#)

Cell Screen (9 options)



[DIGITAL DOWNLOAD](#)

BRAND STANDARDS [13]

NEWS RELEASES/ CONFERENCES

News releases

The PR & Marketing Department strives to build and maintain communication among the College, the community, and the media. Our goal is to deliver important, timely, and consistent information that affects and interests members of our community. All news releases will come from the PR & Marketing Department. You may request a news release by submitting a Request for Services form on **myGadsdenState > Department > Public Relations > Submit News** or **HERE** when you have an event or activity that you feel merits one. Coverage by the media is not guaranteed.

All releases will be monitored and approved by the Director of Public Relations and Marketing.

The PR & Marketing Department will prepare publicity releases upon request for offices planning campus activities and functions. When a request is made to prepare announcements, releases and/or provide a photographer for an event, a minimum notice of two weeks prior to the date of the event is preferred.

All media inquiries should be referred to the PR & Marketing Department. The official spokesperson for Gadsden State Community College is the president. The president may delegate this service to the director of PR & Marketing or member of executive cabinet.

The PR & Marketing Department maintains a complete

contact list of all news media in our service area. Unless otherwise requested, all news releases will be sent to the appropriate media.

NEWS CONFERENCES

All news conferences must be presented to the PR & Marketing Department and approved by the president. All initial contact with the media must be approved by the PR & Marketing Department and appropriate dean.

If a representative from the media should contact you directly, please have him or her contact the public relations director, or you may do so directly. When participating in a media interview, stay close to the topic of information requested. You are being interviewed for your area of expertise. If you do not know the answer to a question, you may ask for permission to get back to the media representative. Remember that you are representing the College, and you should be as professional as possible.

We respect the relationship Gadsden State has earned with the media and trust you will act as a good ambassador when representing the College. If you are being interviewed on camera, it is best not to wear stripes, checks or any busy pattern in your clothing. The videographer will give you helpful hints on where to look when speaking to the camera.

PR & Marketing staff are available to prepare you for interviews. It is the responsibility of the individual/department submitting a print project job request to designate a proofreader and a reserve for that individual. Proofreaders will sign off on the proof of each job requested. All content is the proofing responsibility of the department requesting the job.

MARKETING MATERIALS

In our efforts to maintain a unified brand, we follow a specific guide when designing a rack card, program brochure, graphics, promotional materials or other marketing pieces for external use. The Public Relations and Marketing Department reserves the right to exercise creative freedom when fulfilling requests for marketing materials.

The Gadsden State logo will be included prominently on the material. Please refer to this style guide for proper logo usage. All program information must align with the current catalog, including program name, course offerings, and locations. The catalog is maintained by Enrollment Services and approved annually through SACS.

High-resolution photos of the college or of images related to your program can be used. The PR & Marketing Department has **Canto (DAM) system** for Gadsden State employees to access. Appropriate clip art will be used when the project warrants it.

Your program's address, telephone number, and web address will be used.

If requesting a social media post or marketing material for an event, the following must be **finalized** before publicity of any kind is released.

Distribution Details:

CHOOSE DISTRIBUTION CHANNELS:

- **Digital platforms** - Email newsletters, social media, and websites
- **Physical materials** - Flyers, posters, and mailers
- **Media outreach** - Press releases and local media engagement

ESSENTIAL DETAILS:

Include who, what, when, where, and why.

- **Who** - Potential students, current students, stakeholders, faculty or staff.
- **What** - Tailored messaging to ensure content resonates with the intended audience.
(Examples: Student Life-Block Party, Advising and Retention, Advisement Workshop, CTC-Tutors are available for you!, Alumni-Scholarships, Guest Speakers (Please include Name, Affiliation, Head shot, and contact information if applicable.)
- **When** - Month, Day, Year, Time
- **Where** - Campus, Building, Room
- **Why** - Tailor the "Call to Action" to engage the audience to Attend, Click Here, Register at this link, Fill out this form.
(Provide clear instructions and links on next steps (e.g., "Register now.")

WHY IT MATTERS

Designers/Specialist need to tailor:

- Color to the medium (CMYK vs RGB)
- Resolution to avoid blur or slow loading
- Formats to match output requirements
- Layouts for static printing or responsive screens
- Typography for legibility in print or on devices
- Interactivity when designing for web or social

Proofreading

The PR & Marketing Department may be asked to proofread copy as an additional checkpoint but will not be responsible for final proofing or typesetting errors. The department will also proof for design and image quality.

For major projects with multiple sections, different individuals may be assigned to proof each section, but there should be one person and a reserve who take responsibility for the entire job.

Proof Checklist

The following proofing checklist has been compiled as a reminder of common errors to double check during proofing. Please remember that this is not a complete list. Each job is different and has specific proofing requirements.

- ☐ Is the Gadsden State Community College logo included?
- ☐ Is the campus address included and accurate?
- ☐ Are phone numbers, contact names, extensions, and e-mail addresses accurate?
- ☐ Are dates, times, place, directions, and other instructions correct and clear?
- ☐ Is the name of the program/degree/certificate the title as listed in the Catalog & Handbook?
- ☐ Have correct capitalization and punctuation been used?
- ☐ Are words spelled accurately and is grammar correct?
- ☐ Are spacing, alignment of margins, indents, and page/column breaks formatted correctly?
- ☐ Are names and titles accurately identified?
- ☐ If there are photos, do the captions accurately represent the individuals/programs depicted?
- ☐ If this item is to be mailed, does the mailing panel include the correct return address and permit number?

PHOTOGRAPHY & VIDEOGRAPHY

If you are planning a department-specific project, you may submit a Request for Services to have professional, original photos shot by a member of the PR & Marketing Department. All photos will be high-resolution, print-ready images.

This means at least 300 dpi for print and 72 dpi for web. You may also submit your own photography for consideration.

The Public Relations and Marketing Department will determine if the quality of the photo meets print-ready requirements. In addition to photos specific to the College, the PR & Marketing Department has access to stock images that may be used to draw attention to a social media post, flyer, brochure or marketing piece.

The Department reserves the right to exercise creative freedom when fulfilling requests for photography. Requests should be made no later than two weeks before the event. Production schedules are maintained within the department and adjusted accordingly.

Photo/Video Release Form

It is important that anyone in a Gadsden State photo or video, who is not a Gadsden State employee, sign the official photo/video release form. The form should be on file in the PR & Marketing Department before the image is reproduced in print or online.

Visit [HERE](#) for a downloadable version of the release form.

PRINTED MARKETING MATERIALS & PROMOTIONAL ITEMS

Each department and division oversee obtaining quotes from the state-approved vendors. Vector artwork or print-ready materials will be provided to the requestor to send to the vendor of choice when requested. Purchasing will provide the requestor with the PO when the assigned budget manager and PR & Marketing have approved the artwork.

Find the instructions [HERE](#).

GADSDEN STATE ALTERNATE LOGOS

Not the primary logo; only for approved use.



SWOOP

Official College mascot. Scholarships available.



STAPLES ADVANTAGE PORTAL ITEMS

Refer to [PAGE 10](#) for detailed College standards.

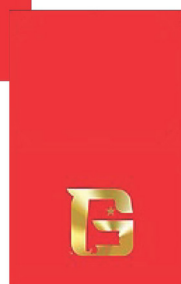
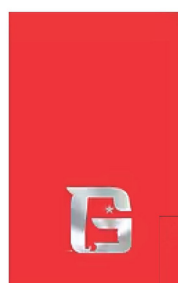
Enrollment Specialist Business Card



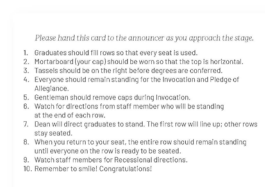
Student A# Business Card



Certificate Holders



Graduation Post Cards



IN-HOUSE PRINTABLES



DUPLICATION CENTER

The Duplication Center is a part-time operation. Requests will only be filled during operational hours. The Duplication Center accepts items for duplication on a first-come-first-serve basis. Typically, the Duplication Center is able to provide quick turn-around.

However, the requester should provide sufficient notice in advance—preferably at least 3 work days. For large jobs requiring binding, etc., advanced coordination to discuss the job several days beforehand is strongly recommended, so that the Duplication Center may adequately evaluate capability and be able to complete the job on time.

Contact Information:

Email: duplication@gadsdenstate.edu

Phone: 256-549-8414

[DUPLICATION CENTER WEBPAGE](#)

Location: Wallace Drive Campus | Allen Hall | Room 104

BRAND STANDARDS [18]



GADSDEN STATE

COMMUNITY COLLEGE

Brand standards are a central set of guidelines that dictate how a brand's visual and verbal elements should be used to ensure consistency across all marketing and communication materials.