



**GALVESTON COLLEGE WHITECAPS**  
**ATHLETIC LOGO**  
**BRAND STYLE GUIDE**

2024 UPDATE

# GALVESTON COLLEGE WHITECAPS

## ATHLETIC LOGO BRAND IDENTITY GUIDELINES 2024

### ATHLETIC LOGO: PRIMARY MARK

FULL COLOR



### ATHLETIC LOGO: PRIMARY MARK

GRAYSCALE



# GALVESTON COLLEGE WHITECAPS

## ATHLETIC LOGO BRAND IDENTITY GUIDELINES 2024

### ATHLETIC LOGO: PRIMARY MARK

FULL COLOR ON COLORED BACKGROUND OPTIONS



# GALVESTON COLLEGE WHITECAPS

## ATHLETIC LOGO BRAND IDENTITY GUIDELINES 2024

### ATHLETIC LOGO: WORD MARK

FULL COLOR



### FULL COLOR WORD MARK ON COLOR BACKGROUND OPTIONS



# GALVESTON COLLEGE WHITECAPS

## ATHLETIC LOGO BRAND IDENTITY GUIDELINES 2024

### ATHLETIC LOGO: MASCOT MARK

FULL COLOR



### FULL COLOR COLOR BACKGROUND OPTIONS



# GALVESTON COLLEGE WHITECAPS

## ATHLETIC LOGO BRAND IDENTITY GUIDELINES 2024

### ATHLETIC LOGO: MASCOT MARK

#### ONE-COLOR OPTIONS



### ATHLETIC LOGO: MASCOT MARK

#### ONE COLOR ON COLOR BACKGROUND OPTIONS



# GALVESTON COLLEGE WHITECAPS

## ATHLETIC LOGO BRAND IDENTITY GUIDELINES 2024

### ATHLETIC LOGO: TYPOGRAPHY

#### PRIMARY DISPLAY TYPEFACE

**A B C D E F G H I J K L M N**  
**O P Q R S T U V W X Y Z**  
**0 1 2 3 4 5 6 8 9**

**A B C D E F G H I J K L M N**  
**O P Q R S T U V W X Y Z**  
**0 1 2 3 4 5 6 8 9**

**A B C D E F G H I J K L M N**  
**O P Q R S T U V W X Y Z**  
**0 1 2 3 4 5 6 8 9**

#### SECONDARY DISPLAY TYPEFACE

**SERPENTINE MEDIUM**

**SERPENTINE MEDIUM OBLIQUE**

**SERPENTINE BOLD**

**SERPENTINE BOLD OBLIQUE**

### ATHLETIC LOGO: COLORS

#### PRIMARY

**BLUE**  
**PANTONE 293 C**

R0 G61 B165  
C100 M63 Y0 K35

**ORANGE**  
**PANTONE 172 C**

R250 G70 B22  
C0 M72 Y92 K2

#### SECONDARY

**OCEAN BLUE**  
**PANTONE 279C**

R65 G143 B222  
C71 M36 Y0 K13

**LIGHT BLUE**  
**PANTONE 283 C**

R146 G193 B233  
C37 M17 Y0 K9

**WHITE**

R255 G255 B255  
C0 M0 Y0 K0



## **GALVESTON COLLEGE WHITECAPS**

Athletic Director/Head Softball Coach: **Kelly Raines**

Head Baseball Coach: **Ryne Edmondson**

Assistant Softball Coach: **Rome McNary**

Assistant Baseball Coach: **Sam McElreath**

**[GCWHITECAPS.COM](http://GCWHITECAPS.COM)**