



GALVESTON COLLEGE

**Whitecaps Athletics**

**BRAND STYLE GUIDE**

# GC WHITECAPS ATHLETICS

## BRAND STYLE GUIDELINES



In order to establish and maintain a consistent and professional identity to our audiences, Galveston College has brand guidelines and usage restrictions for our logos, word marks, fonts and colors. This guide outlines the proper usage of those assets. Please review our brand guides prior to using any college graphic or sharing them with an outside design/printing source.

This Branding Style Guideline booklet focuses on the official Galveston College Whitecaps Athletics branding assets.

For branding specific to the **Galveston College branding** assets, instead please refer to the **Galveston College Brand Style Guide**.

## TABLE OF CONTENTS

Introduction.....	2
Whitecaps Primary Logo .....	3
Whitecaps Wordmark Logo .....	4
Whitecaps Mascot Logo .....	5
Brand Fonts & Colors.....	6
Brand Colors - ADA Web Compliant .....	12
Rip Tide Mascot Guidelines .....	19

Galveston College Whitecaps Athletics utilizes three versions of the GC Whitecaps logo - a Primary logo (as seen below), a Wordmark logo and a Mascot logo.

The Primary logo incorporates the elements of both the Wordmark and Mascot logos and is the official logo of the Whitecaps Softball and Baseball teams.

Logo assets are available in high-resolution pdf, eps (best for print), png and jpg (best for web) formats. Contact [ssmith@gc.edu](mailto:ssmith@gc.edu) or call 409-944-1301 for access.



FULL COLOR



GRAYSCALE



BLACK



WHITE



FULL COLOR



GRAYSCALE



BLACK



WHITE



FULL COLOR



GRAYSCALE



BLACK



WHITE

### PRIMARY DISPLAY FONT

*Serpentine Bold Oblique*

**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 7 8 9**

### SECONDARY DISPLAY FONTS

**Serpentine Bold**

**Serpentine Medium**

*Serpentine Medium Oblique*

Serpentine Light

*Serpentine Light 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

### USAGE RESTRICTIONS



**DO NOT** distort



**DO NOT** Add Effects



**DO NOT** Add Elements



## ***RIP TIDE***

A Mighty Ocean Wave

Rip Tide is the official mascot of Galveston College and serves as an energetic ambassador, spreading Whitecaps pride and good vibes to students, faculty, alumni and the community.

All requests for GC mascot appearances must be submitted through the official GC Mascot Request Form on Dynamic Forms. Requests should be submitted at least four (4) weeks (30 days) prior to an event. Before submitting a GC Mascot Request Form, review the complete GC Mascot Guidelines at the following link or QR code:

<https://gc.edu/students/mascot.php>



All event promotions mentioning Rip Tide must be created or approved by the GC Marketing and Communication Department.



***GALVESTON COLLEGE  
WHITECAPS ATHLETICS***

**HERMES FITNESS CENTER, H-100**

***OFFICIAL MASCOT***

**RIP TIDE**

***TEAM COLORS***

**ROYAL BLUE, ORANGE AND WHITE**

***HOME FIELD: BASEBALL***

**Bernard Davis Field, 81st Street and Frank Guisti Drive, Galveston, TX 77554**

***HOME FIELD: SOFTBALL***

**Carter Field, Lassie League Complex, 2506 83rd Street, Galveston, TX 77554**



***GCWHITECAPS.COM***

---