

giant campus styleguide



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VISION

Giant Campus provides fun and compelling learning experiences for digital media excellence.

Key Brand Attributes:

Confident

Creative

Current/hip/cool

Personable/engaging

Trustworthy/Credible

Innovative

Energetic

Fun

Brainy

IDENTITY

Primary Logo Full Color Horizontal Format

The full-color application of the primary Giant Campus logo is shown below. Use whenever possible. This would be on a white or a light-colored background.



PMS 294
Hex: 003399

PMS 137
Hex: ff9933



IDENTITY

Primary Logo One Color

While the full-color Giant Campus logo is preferred for use in most cases, a one color version may be more appropriate for certain applications. Shown below are the acceptable one-color applications in which the logo may appear: **black** or **Giant Campus Blue (PMS Blue 294)**



Primary Logo Reversed

While the full-color Giant Campus logo is preferred for use in most cases, a reversed white version may be more appropriate for certain applications. The Giant Campus logo should be reversed out in white on a solid, dark background (such as black, or Giant Campus Blue)



IDENTITY

Secondary Logo Vertical Format

The secondary Giant Campus logo is a vertical rendering of all the primary logo elements, with the mark above the type, and is for use in all applications in which a vertical format is more appropriate. All the same color and clear space guidelines apply to the primary and secondary logos.



IDENTITY

Secondary Logo One Color

While the full-color Giant Campus logo is preferred for use in most cases, a one color version may be more appropriate for certain applications. Shown below are the acceptable one-color applications in which the logo may appear: **black** or **Giant Campus Blue (PMS Blue 294)**



giant campus®



giant campus®

Secondary Logo Reversed

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IDENTITY

Clear Space Guidelines

To ensure that the Giant Campus logo maintains distinction from all other graphic elements, no type, symbols, or marks of any kind should intrude in the clear space area indicated—a space equal to the proportional height of the “n”.



IDENTITY

DO NOT USE THE LOGO IN ANY COLOR COMBINATION OTHER THAN THOSE APPROVED IN THIS STYLE GUIDE



DO NOT SKEW, STRETCH OR DISTORT THE LOGO.



DO NOT ALTER THE SIZE OR POSITIONING RELATIONSHIP BETWEEN THE TYPE AND THE MARK.



DO NOT APPLY A DROP SHADOW OR GLOW TO THE LOGO.



DO NOT APPLY AN OUTLINE TO THE LOGO



DO NOT PLACE THE LOGO OVER A DISTRACTING BACKGROUND.



COLOR

Primary Color Palette

The Giant Campus brand primary color palette is comprised of four colors—Dark Blue, Light Blue, Orange and Green. Please refer to the corresponding breakdowns indicated below.

PMS 294
Hex: 003399
RGB: 0, 51, 153
CMYK: 100, 90, 24, 9

PMS 137
Hex: ff9933
RGB: 255, 153, 51
CMYK: 0, 40, 99, 0

PMS 383
Hex: b2bb1e
RGB: 178, 187, 30
CMYK: 20, 0, 100, 20
(Pantone DS 311-1)

PMS 315
Hex: 0084a9
RGB: 0, 132, 169
CMYK: 100, 0, 15, 35
(Pantone DS 242-2)

COLOR

Secondary Color Palette

The Giant Campus brand secondary color palette is comprised of eight colors—Gray Blue, Taupe, Dark Gray, Celery, Yellow, Purple, Pink and Kelly Green. Please refer to the corresponding breakdowns indicated below.

PMS 551
Hex: a0c4da
RGB: 160, 196, 218
CMYK: 30, 5, 5, 5
(Pantone DS 230-8)

PMS 452
Hex: c5c19d
RGB: 197, 193, 157
CMYK: 20, 15, 25, 0
(Pantone DS 40-9)

PMS 425
Hex: 333333
RGB: 51, 51, 51
CMYK: 0, 0, 0, 85
(Pantone DS 325-2)

PMS 116
Hex: f1cb00
RGB: 241, 203, 0
CMYK: 0, 15, 100, 0
(Pantone DS 5-2)

PMS 235
Hex: 97005e
RGB: 137, 4, 87
CMYK: 10, 100, 0, 35
(Pantone DS 155-3)

PMS 214
Hex: db0962
RGB: 219, 9, 98
CMYK: 0, 100, 15, 10
(Pantone DS 142-2)

PMS 347
Hex: 00a94f
RGB: 0, 169, 79
CMYK: 100, 0, 100, 10
(Pantone 275-1)

PMS 585
Hex: e2e477
RGB: 226, 228, 119
CMYK: 5, 0, 50, 5
(Pantone DS 310-6)

JUST WEB GRAYS

Hex: ebebeb

Hex: d6d6d6

Hex: 666666

Hex: 333333

TYPOGRAPHY

Primary Font

Din offers versatility as our core type with bold, medium, regular, and light fonts. This modern, simple font is instinctively characterizes our brand headlines and body copy without competing against overall design. When appropriately applied, Din accompanies any layout beautifully:

Din Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

Din Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

Din Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
uvwxyz1234567890

Din Light

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
uvwxyz1234567890

TYPOGRAPHY

Secondary Font

Myriad Pro offers versatility as our secondary font with bold, semibold, and regular fonts. When not used as a default font when Din is not available, this font may be used only as body copy in combination with Din. Headlines, headers and subheads should always be Din.

Myriad Pro Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
1234567890**

Myriad Pro Semibold

**ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
vwxyz1234567890**

Myriad Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
xyz1234567890