

**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 Colleges 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 & 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**