

Case Study: Georgia Perimeter College Brand ID

The assignment: elevate the visual identity for a stronger brand.

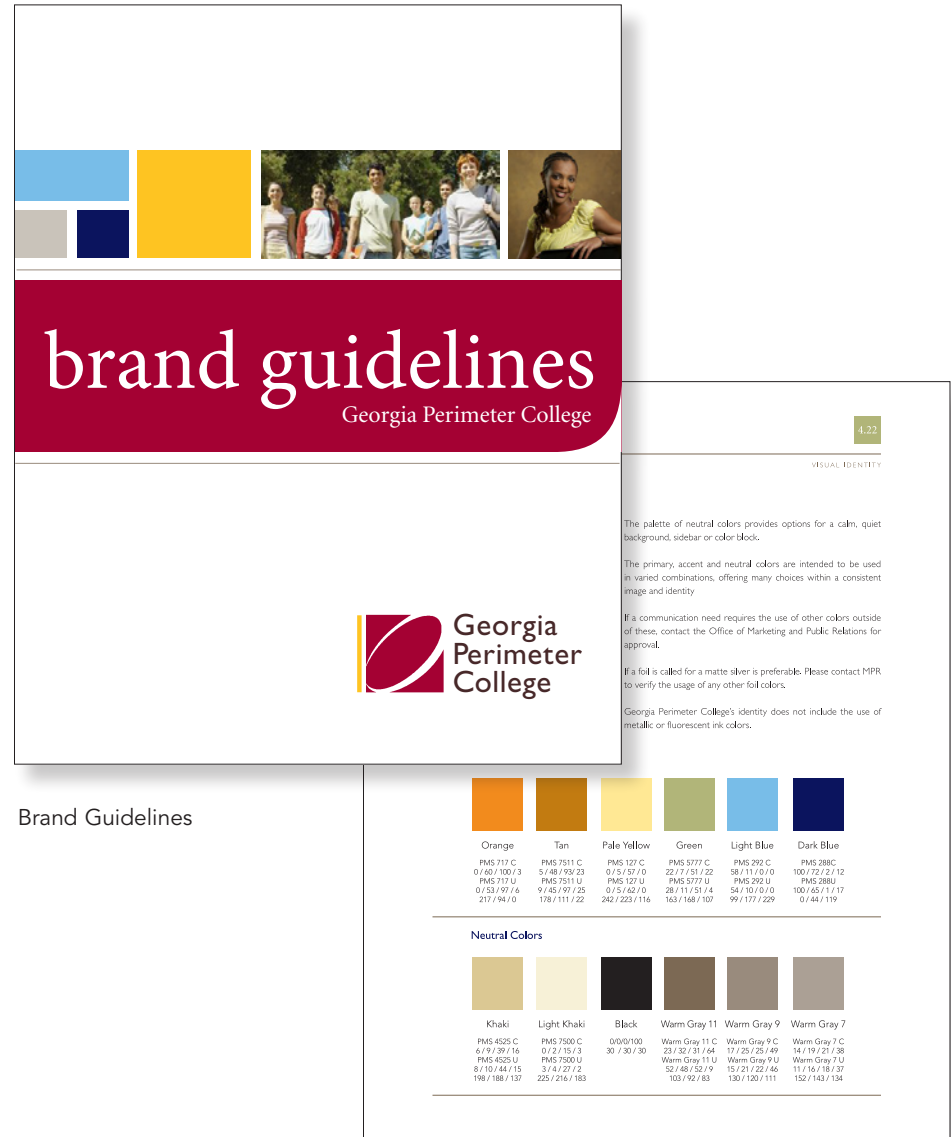
The challenge: GPC's traditional colors been inconsistently used college-wide in dozens of ways ranging from striking to garish; maroon and yellow bordering on magenta and dirty gold.

The organization: with 6 campuses and little guarantee of photo control, we needed a way to both standardize and add variety to the palette.

The solution: a modular system of square spaces containing photos or significant words, together with a palette that adds 9 sophisticated complementary colors to GPC's original two that were shifted into more traditional tones.

The design elements: rounded corners that echo the logo, large color blocks featuring aspirational words, smaller blocks that can take photos from any number of sources, and a repeating mosaic of tiny colored squares to represent GPC itself, an intriguing and diverse environment of cultures, ages, locations and disciplines.

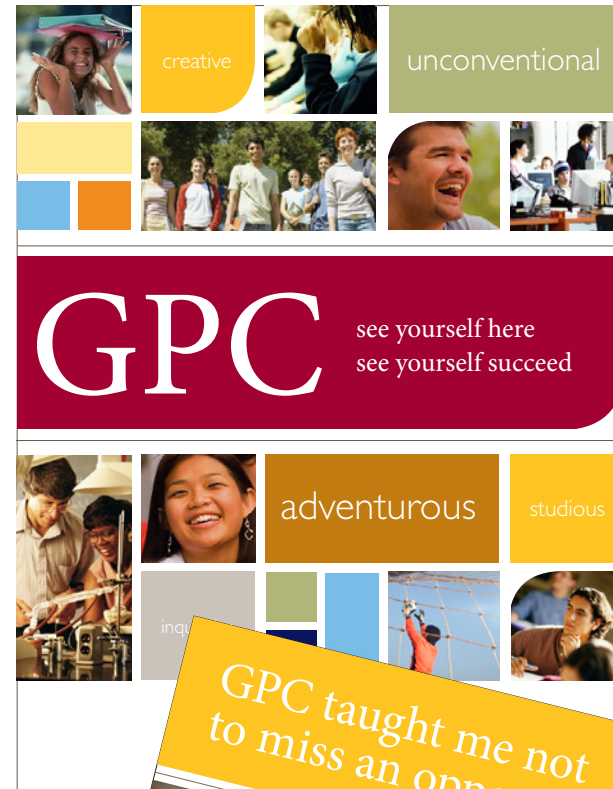
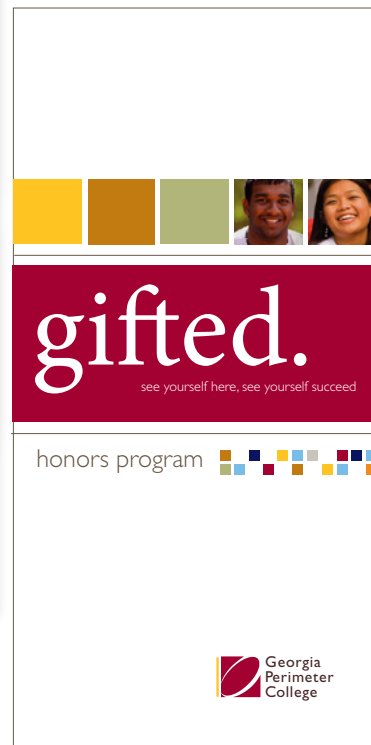
The Bible: a Brand Standards Guideline that defines precisely how anyone on campus can get the Brand ID look right the first time, every time.



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Program Specific
Recruiting Materials



Student Services
Catalog



Undergraduate Recruiting
Direct Mail Postcard

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Website Home Page

Event Poster



Faculty/Staff Newsletter