



## BRAND STYLE GUIDE

## The HGTC Brand

This Brand Guide sets clear standards for using HGTC's brand assets consistently and effectively. Every employee shares responsibility for maintaining a unified, professional image of the college and applies to all print, digital and experiential communications.

### Core Principles

#### *Consistency*

All materials must align with HGTC Brand Standards and Identity Guidelines.

#### *Authenticity*

Communications should reflect HGTC's welcoming, innovative, and student-centered culture.

#### *Accessibility*

All branding and communications must comply with ADA and accessibility standards, including appropriate color contrast and accessible digital design.

#### *Approval*

Any use of the HGTC brand—including new logo applications, templates, campaigns, social media or major creative assets—requires review and approval by Marketing & Brand Strategy.

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# 01. LOGO LEVELS



## Level One: Master Brand

**Purpose:** Represents the entire institution

**Usage:** Official communications, signage, and marketing

**Components:** HGTC primary logo and wordmark

**Rules:** No alterations to proportions or colors  
Maintain required clear space

## President's Seal



## Foundation Seal



## Level Two: Restricted Marks

**Purpose:** Reserved for the President's Office and HGTC Foundation

**Approval:** Required through Marketing & Brand Strategy

**Rules:** Use official seals only  
No independent creation of marks

# 01. LOGO LEVELS



## **Level Three: Academic and Administrative Marks**

**Purpose:** Colleges, divisions, schools, and departments.

**Structure:** HGTC wordmark paired with unit name using approved brand typography

### **Rules:**

Maintain proportional sizing, Include where required, Approval required prior to use



## **Level Four: Sub-brands**

**Purpose:** Centers, programs, institutes, campaigns, and events.

**Requirements:** Must include HGTC logo or wordmark, Follow approved color and typography standards

**Rules:** No standalone logos without HGTC identity

# 01. LOGO LEVELS



## Level Five: Marketplace Sub-brands

**Purpose:** Licensed merchandise and external collaborations.

**Rules:** Comply with trademark and licensing guidance, Approval required for all designs.



## 02. LOGO USAGE



### Master Logo

The HGTC Master Logo represents the institution as a whole and must be used without altering proportions, colors, or orientation.



### Clear Space

A minimum amount of clear space equal to the height of the HGTC logo must be maintained on all sides



hgtc.edu

### Prohibited Uses

The logo may not be distorted, recolored, outlined, animated, or combined with unapproved marks or graphics.

# 03. BRAND COLORS

**HGTC Primary Blue**



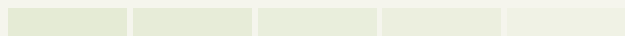
**HGTC Primary Green**



HGTC Secondary Green



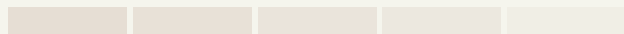
HGTC Secondary Green II



HGTC Secondary Gray



HGTC Secondary Brown



HGTC Secondary Light Blue



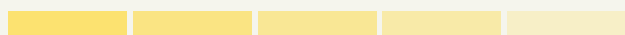
HGTC Secondary Red



HGTC Secondary Orange



HGTC Secondary Yellow



## 04. TYPOGRAPHY

**Gotham** is the primary typeface for Horry-Georgetown Technical College. It is used in formal, institutional, and high-visibility communications where clarity, credibility, and consistency are essential. Gotham's clean geometry and strong structure reinforce HGTC's position as a serious, collegiate institution while remaining modern and approachable.

Gotham should be used for headlines, subheads, signage, official publications, presentations, advertising, and key digital applications. Its disciplined, confident appearance supports HGTC's brand values of professionalism, trust, and academic rigor. When used consistently across platforms, Gotham creates a cohesive visual voice that strengthens recognition and reinforces the College's identity.

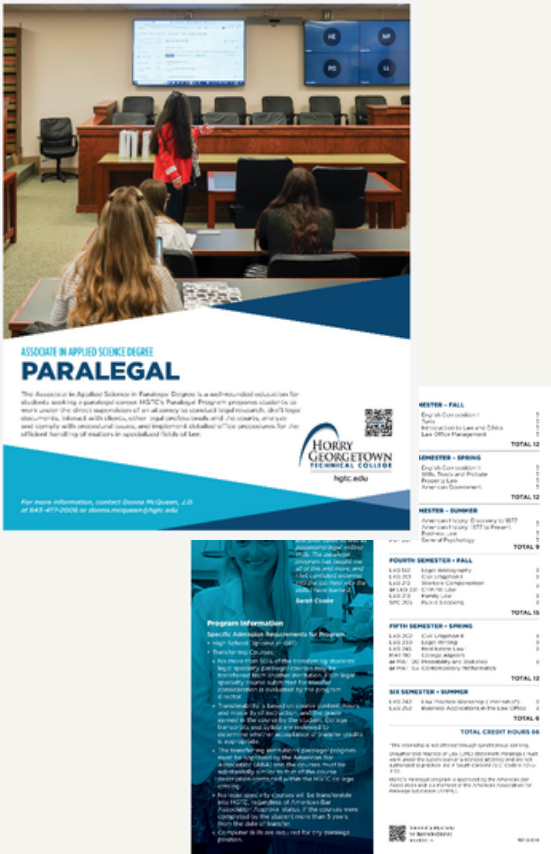
### Usage Notes

- Primary font for institutional and formal applications
- Pair with Poppins for supporting or secondary text in modern layouts
- Use Arial only when brand fonts are unavailable
- Maintain clear hierarchy, appropriate spacing, and accessibility standards in all applications

# 05. ELEMENTS

The **HGTC Brand Guide** provides a framework for the consistent use of the College's core identifying elements, including the College name, logo system, brand themes, typography, and color palette. These elements work together to create a clear and recognizable visual identity for HGTC.

The value of these brand elements is realized only when they are used consistently across all communications and when their design integrity is protected through clear standards and disciplined application. Here are some examples of the applied elements.



**ASSOCIATE IN APPLIED SCIENCE DEGREE  
PARALEGAL**

The Associate in Applied Science in Paralegal Studies is a well-rounded education for students seeking a paraprofessional career. HGTC's Paralegal Program prepares students to work under the direct supervision of an attorney to conduct legal research, draft legal documents, interview clients, file court papers, and provide legal advice to clients. The program is designed to meet the needs of the legal profession and is accredited by the American Bar Association.

**Program Information**

- Total credit hours required for graduation: 66
- Prerequisite: English 101 and English 102
- Corequisite: English 101 and English 102
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- Corequisite: English 101 and English 102
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- Corequisite: English 101 and English 102

SEMESTER	COURSE	CREDIT HOURS
FIRST - FALL	English Composition I	3
	English Composition II	3
	Paralegal Studies I	3
	Paralegal Studies II	3
SECOND - SPRING	English Composition III	3
	English Composition IV	3
	Paralegal Studies III	3
	Paralegal Studies IV	3
THIRD - SUMMER	Paralegal Studies V	3
	Paralegal Studies VI	3
	Paralegal Studies VII	3
	Paralegal Studies VIII	3
FOURTH - FALL	Paralegal Studies IX	3
	Paralegal Studies X	3
	Paralegal Studies XI	3
	Paralegal Studies XII	3
FIFTH - SPRING	Paralegal Studies XIII	3
	Paralegal Studies XIV	3
	Paralegal Studies XV	3
	Paralegal Studies XVI	3
<b>TOTAL CREDIT HOURS</b>		<b>66</b>



**CERTIFICATE  
ESTHETICS TECHNICIAN**

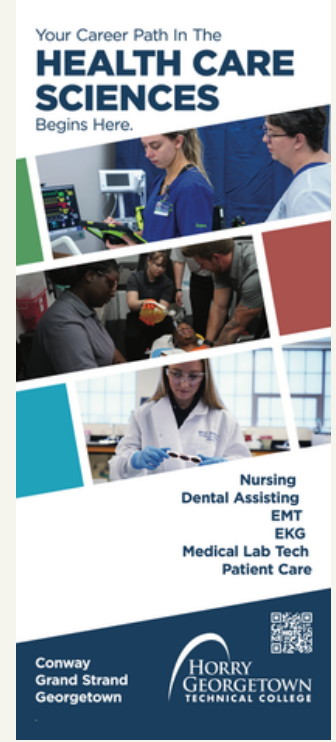
The skincare and spa industry is expanding rapidly. As it grows, the need for highly trained and specialized professionals is at an all-time high. HGTC's Esthetics Technician Certificate program provides the skills and abilities you need to be a part of this exciting field. Esthetics, the non-medical care of the skin, is a growing part of the health and beauty industry. This program enables students to learn basic skincare practices, facial treatments, makeup application, hair removal, sanitation procedures, and salon-management practices. Graduates are eligible to take both the written and practical exams of the State Board, thereby preparing them to become licensed estheticians.

**CURRICULUM**

SEMESTER	COURSE	CREDIT HOURS
FIRST - FALL	English Composition I	3
	English Composition II	3
	Esthetics I	3
	Esthetics II	3
SECOND - SPRING	Esthetics III	3
	Esthetics IV	3
	Esthetics V	3
	Esthetics VI	3
<b>TOTAL CREDIT HOURS</b>		<b>12</b>

For more information, call 843-349-5367 or 843-349-7138.

**HORRY GEORGETOWN TECHNICAL COLLEGE**



Your Career Path In The  
**HEALTH CARE SCIENCES**  
Begins Here.

**Nursing  
Dental Assisting  
EMT  
EKG  
Medical Lab Tech  
Patient Care**

Conway Grand Strand Georgetown  
**HORRY GEORGETOWN TECHNICAL COLLEGE**

## 06.

# MASCOT

### **Chomp the Mascot: Advertising & Marketing Use Guidelines**

Chomp is a student-engagement asset —not a general advertising spokesperson. The mascot should be used selectively to enhance student connection, school spirit, and campus life while preserving HGTC’s credibility as a serious, collegiate institution.



### **Approved Uses:**

Chomp may appear in advertising and promotional materials only when the primary audience is students or prospective students, and when the content directly supports student engagement.

#### *Approved uses include:*

- Student engagement campaigns and promotions
- Campus events, welcome weeks, and student life activities
- Student organizations, clubs, and athletics-adjacent activities
- Orientation, open houses, and campus tours
- Recruitment materials aimed at traditional and non-traditional students
- Social media content focused on campus life, student experiences, or school spirit
- Student-focused merchandise and giveaways
- Wayfinding or environmental graphics in student-centered spaces (e.g., game rooms, student lounges)

*In these contexts, Chomp should appear as welcoming, energetic, and inclusive, reinforcing a sense of belonging at HGTC.*

## 06.

# MASCOT



### **Restricted or Prohibited Uses**

To protect brand integrity, Chomp may not be used in the following circumstances:

- Academic program marketing that requires a formal or instructional tone
- Workforce development, employer-facing, or industry partnership advertising
- Foundation, fundraising, donor, or advancement communications
- Institutional policy, compliance, or administrative messaging
- Executive communications or Board-level materials
- Crisis communications or sensitive institutional topics
- Paid advertising where the mascot could undermine HGTC's professional credibility
- Commercial endorsements or sponsorships without explicit approval

***Chomp should never replace or overshadow the HGTC institutional brand in formal communications.***

## 06.

# MASCOT



### Visual Hierarchy & Brand Relationship

- The HGTC logo and brand message must always take priority.
- Chomp is a secondary visual element, used to add warmth and approachability.
- Chomp should not be used as a standalone brand mark or primary identifier.
- All mascot imagery must follow approved visual standards and remain on-model.

### Approval Requirement

All advertising or promotional use of Chomp must be:

- Reviewed and approved by Marketing & Brand Strategy
- Submitted through the standard brand or creative review process
- Evaluated for audience, context, tone, and alignment with brand standards

## 06. GATOR GAMING

**Gator Gaming** is HGTC's e-sports and gaming community that welcomes students who want to play for leisure or competitive participation in a growing entertainment scene.

At HGTC, Gator Gaming includes both competition team and casual play elements, and all are welcome. It is promoted through Student Engagement and meets regularly on campus.

