

GOOD SAMARITAN COLLEGE OF NURSING AND HEALTH SCIENCE  
CINCINNATI, OHIO

**POLICY TITLE: GSC MARKETING AND BRANDING IMAGE**

Since the beginning in 2001 as Good Samaritan College of Nursing and Health Science, the college has moved, grown, evolved, and adapted. In short, GSC has been a college of change. In 2001 with the formation of the college, the Board of Trustees adopted the official seal to represent the college.



A very visible change took place in 2005 with the rollout of GSC's branding logo. The goals of this branding logo are to:

- Use initials to stand for the college name
- Reflect a forward-looking organization, up-to-date, contemporary
- Connect with college heritage/past
- Connect with TriHealth/GSH family identity
- Reflect professionalism and high quality of educational institution
- Create something that students would be proud to wear on clothing, etc.
- Protect the trademark identity of the college seal
- Build long-term brand image and consistency in marketing/advertising

The official college seal image is used only on official documents, honoraria and memorabilia (such as diplomas).that are approved by the President.

The GSC logo is designed in primary, secondary and specialty images for use when logos or graphics are called for to project the GSC "brand" in marketing/advertising devices such as catalog and view books, business cards, letterhead, clothing, etc.

The GSC logo is designed in a classic look that reflects the over 110-year history of the school with letters, fonts and colors that are consistent with the TriHealth/GSH family and the blue and white school colors. The "blue streak" in the shape of a "swoosh" also reflects the heritage of the school, tying in to the "Blue Stripe" worn on the nurse's cap of prior generations and the name of the alumni newsletter. This swoosh is contemporary by exhibiting movement and progression of a changing college.

### Graphic Structure

The College logo incorporates two graphic elements, the GSC initials and the blue “swoosh”. The two elements combined reinforce the brand character of the icon. The College logo must appear prominently – generally, the front cover – on all materials published by the college in print or electronic format. Note that the initials “GSC” are a graphic element, inseparable from the blue swoosh as they intersect in the image. The initials or words may not be recreated with any font, nor resized, nor rearranged for any reason.

The GSC logo is available on the college Infonet at:

F:\INFONET\College Information & Forms\College Operations\GSC LOGOS\Logo Version 8

### Primary Image



### Secondary Image



### Special Image (example)



Approved By: \_\_\_\_\_ Date: 1/17/2008

Effective Date: December 1, 2007

Review/Revision Dates: \_\_\_\_\_

Responsible Committee: College Administration, Board of Trustees