



### Official Name Usage

When typed, the school name should always be referenced with the Ampersand (&):

**South Carolina Governor's School for Science & Mathematics**

Acceptable alterations when spacing or clarity is an issue:

SC Governor's School for Science & Mathematics

SC Governor's School for Science & Math

In abbreviation, the school should be listed as GSSM or, in some cases, SCGSSM.

### Official Marketing Logo



SOUTH CAROLINA GOVERNOR'S SCHOOL  
**for Science & Mathematics**

### Secondary Options



SOUTH CAROLINA GOVERNOR'S SCHOOL  
**for Science & Mathematics**

*all blue*



SOUTH CAROLINA GOVERNOR'S SCHOOL  
**for Science & Mathematics**

*all black*



SOUTH CAROLINA GOVERNOR'S SCHOOL  
**for Science & Mathematics**

*white text against non-white background*



SOUTH CAROLINA  
GOVERNOR'S SCHOOL  
**for Science  
& Mathematics**

*vertical "stacked" option*

### Common Mistakes

*Stretching, adding to, modifying, or removing any portion of the logo is strictly prohibited.*



SOUTH CAROLINA GOVERNOR'S SCHOOL  
**for Science & Mathematics**

*don't stretch the logo horizontally*



SOUTH CAROLINA GOVERNOR'S SCHOOL  
**for Science & Mathematics**

*don't stretch the logo vertically*

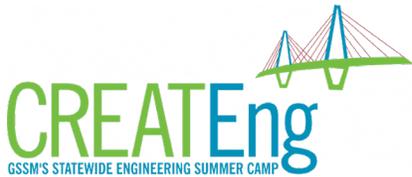


SOUTH CAROLINA GOVERNOR'S SCHOOL  
**for Science & Mathematics**

*don't alter the sizing of individual elements of the logo, especially concerning the keyhole*



## Program Logos



GSSM Journey

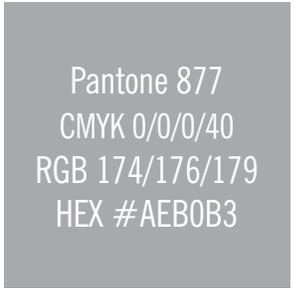


INSIDE GSSM  
imagine inspire innovate

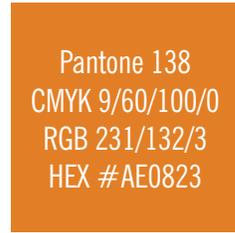


## Colors

### Primary



### Secondary



## Fonts

The only fully approved typeface is News Gothic.

### Body Type

News Gothic Roman

**News Gothic Bold**

News Gothic Demi

*News Gothic Italic*

### Headlines/Special Use

News Gothic Light

News Gothic Condensed

**News Gothic Condensed Bold**

For headlines and special uses, font size should always be at least 150% times that of copy size.

Never use an italic face when using Condensed unless for typical grammatical reasons.

Acceptable typefaces for use when News Gothic is unavailable:

Arial  
Open Sans