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

Secondary Options

- **all blue**
- **all black**
- **white text against non-white background**

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

don’t stretch the logo horizontally
don’t stretch the logo vertically
don’t alter the sizing of individual elements of the logo, especially concerning the keyhole
**Colors**

**Primary**

- Pantone 648
  - CMYK 100/86/33/22
  - RGB 0/52/100
  - HEX #003464

- Pantone 877
  - CMYK 0/0/0/40
  - RGB 174/176/179
  - HEX #AEB0B3

**Secondary**

- Pantone 313
  - CMYK 100/25/10/0
  - RGB 3/151/200
  - HEX #0399C2

- Pantone 368
  - CMYK 58/0/100/0
  - RGB 121/201/51
  - HEX #79C933

- Pantone 1807
  - CMYK 23/100/100/20
  - RGB 174/8/35
  - HEX #AE0823

- Pantone 138
  - CMYK 9/60/100/0
  - RGB 231/132/3
  - HEX #AE0823

- Pantone 109
  - CMYK 0/15/100/0
  - RGB 248/210/72
  - HEX #F8D248

- Pantone 392
  - CMYK 48/40/100/16
  - RGB 140/135/28
  - HEX #8C871C

**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