Brand Strategy Guide

Contents

3

Vision

A future where connections to China strengthen and enrich the international community.

Mission

We are a non-profit, non-partisan student organization dedicated to providing the future leaders of China and the international community with a platform for mutual engagement.

Our Network

The GCC Network comprises of over 40 chapters at top universities worldwide. Each chapter is a recognized organization on campus, maintaining its own management, adhering to GCC standards, and actively fulfilling our mission. Together, these chapters form the GCC network.

GCC chapters exist not only at such prestigious institutions as Harvard, Columbia, Yale, McGill, and Oxford, but also across a wide spectrum of colleges and universities around the world. Now spanning five countries, the network continues to grow in 2010 to an expected 50 chapters across eight countries.

Network activities are supported and directed by GCC-Central, the management body of Global China Connection. GCC-Central is comprised of leaders across the chapter network who manage the organization, direct strategy, and facilitate many activities of the larger organization.

4
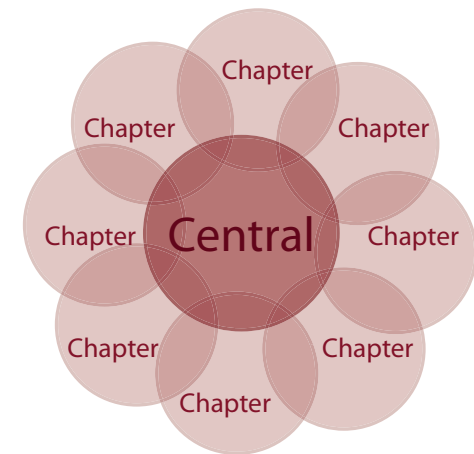
Core Values

At GCC, we…

Build relationships

GCC creates opportunities for members across the international community to come together and establish connections, forming the foundation for meaningful cooperation and mutual understanding.

Become leaders

We joined GCC because we are passionate about making a difference in the world. The GCC network exists to facilitate this process. Members work directly with their chapter and contribute to the larger projects of GCC, providing each member with opportunities to take active roles in fulfilling our mission.

Respect culture

We believe that informed cultural understanding is a prerequisite to building meaningful cross-cultural relationships. Therefore, GCC regards all people with understanding and acceptance.

Reach our potential

The next generation of leaders must not only recognize the significance of globalization, but also realize that adaptation and participation are critical to success in the new international community. Our generation is more capable than any before in executing these endeavors. Knowing our potential, we focus all GCC ventures towards this end.

Give students a voice

We believe that the learning process is reciprocal. Therefore, GCC endeavors not only to educate, but also empower our members to share their knowledge, experiences, and opinions with each other as well as the rest of the world.

Brand Characteristics

- Collaborative
- Supportive
- Professional

- Entrepreneurial
- Knowledgeable
- Passionate

- Driven
- International
- Diverse

5

Brand Distinctions

Is GCC for students or professionals?
Although our network does and will continue to extend beyond the realm of students, being a student-run organization is an aspect of our identity that defines what we do and how we do it.

Is GCC a political organization?
GCC is an entirely non-partisan organization. We do not advocate for one government or political group over another. Rather, we cultivate relationships and seek understanding beyond political issues.
Moreover, we are not working towards a homogenous "global" culture. We are proud of our differences, and we respect them.

What do we do? Education, student diplomacy, or professional networking?
GCC encompasses all of them simultaneously. Different people may categorize us as one type of organization or another, which puts GCC in danger of being misunderstood. Thus, we work hard to understand exactly where we're needed and make sure we fill that need incredibly well. If you're still confused, you can get a more detailed description at www.gccglobal.com/aboutus.

But isn't GCC all about connections? If I sign up, will you find a great job for me?
We provide forums to cultivate relationships; we are the platform for our members to build their own connections. We are not the connections. Members do not simply sign up and start receiving job offers and other opportunities. However, members who actively contribute to GCC will have increasing opportunities to work, study, and travel abroad through our programs.

Do I have to speak Chinese (or be Chinese) to be involved?
GCC has always been a very diverse group with associates coming from a wide range of racial, economic, and educational backgrounds.
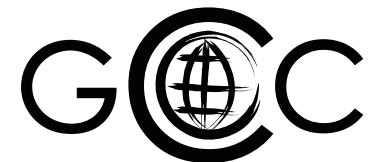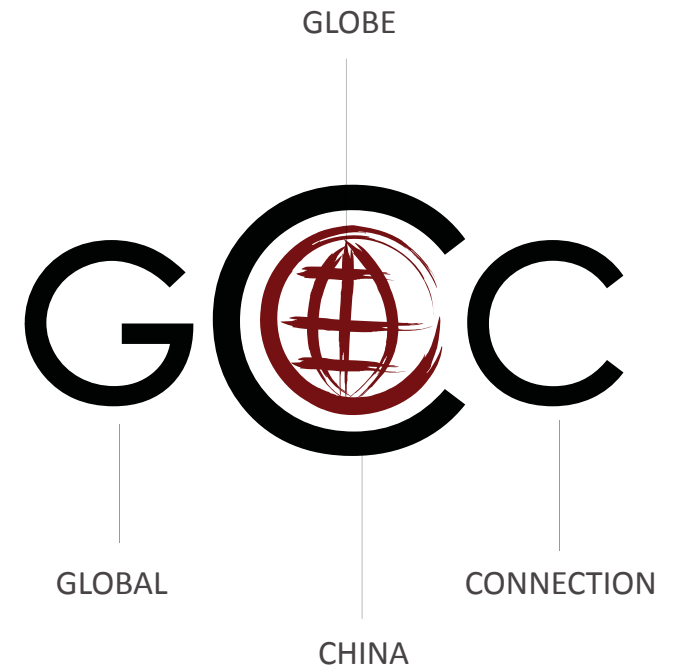
Our visual identity

Contents

3

The logo

Our logo is the core element of our visual identity. It consists of the letters "GCC" incasing a Chinese calligraphy-style globe. The objective is to give GCC visual personality that reflects our vision and mission. Below are some illustrations defining how to properly use our logo on different color backgrounds:

GLOBE

GLOBAL

CHINA

CONNECTION

4

Color Palette

This section deals with the color theme of our visual identity.

The color theme red represents the passionate spirit of our organization. It will be used on our logo design, and document layout design.

The color theme gray represents the professionalism of our organization. It will be used in most of our text writing.

The color themes of yellow, purple, and blue create an interesting contrast to our base palette. They will be used in our document layout design.

#400101	#730217	#7A4E4E
#394BA0	#7E81BE	#E0F0FA
#01A9A5	#87C4C4	#D5E7E7
#E2CB5A	#B4A132	#E2CB5A
#000000	#8C8C8C	#C4C4C4

5

Logo application

These are examples of the logo used in different formats:

Our social media icon

Our letterhead logo

GLOBAL CHINA CONNECTION
Building relationships that will change the world

Our banner logo

GLOBAL CHINA CONNECTION
Building relationships that will change the world

6

Chapter logos

This section presents the format for our chapters to aid them in creating their own logos. Typeface like Times New Roman will be used for our chapters name. Below is the exmaple on how one of our chapters name, COLUMBIA , is being used:

The width of COLUMBIA should be the same length of our logo. The chapter name should be placed right underneath the logo. Chapter logos are only to be used in this format. Do not use chapter logos that combine with other logo formats.

7

Secondary typefaces

Consistency in the use of typography plays an important role in reinforcing our brand.

Calibri and Myriad Pro are our official typefaces because of their sleek and modern style. Calibri is used for short documents, and Myriad Pro for posters and other stylized publications. Times New Roman is our Serif typeface for longer text publications.

Example of typefaces:
Calibri
Calibri bold

Myriad Pro Regular
Myriad Pro Semi bold

Times New Roman Regular
Times New Roman Bold

8

Positioning

This section presents how the logo is positioned in our suite of stationery.
Logo size and position

A5
Logo 48mm
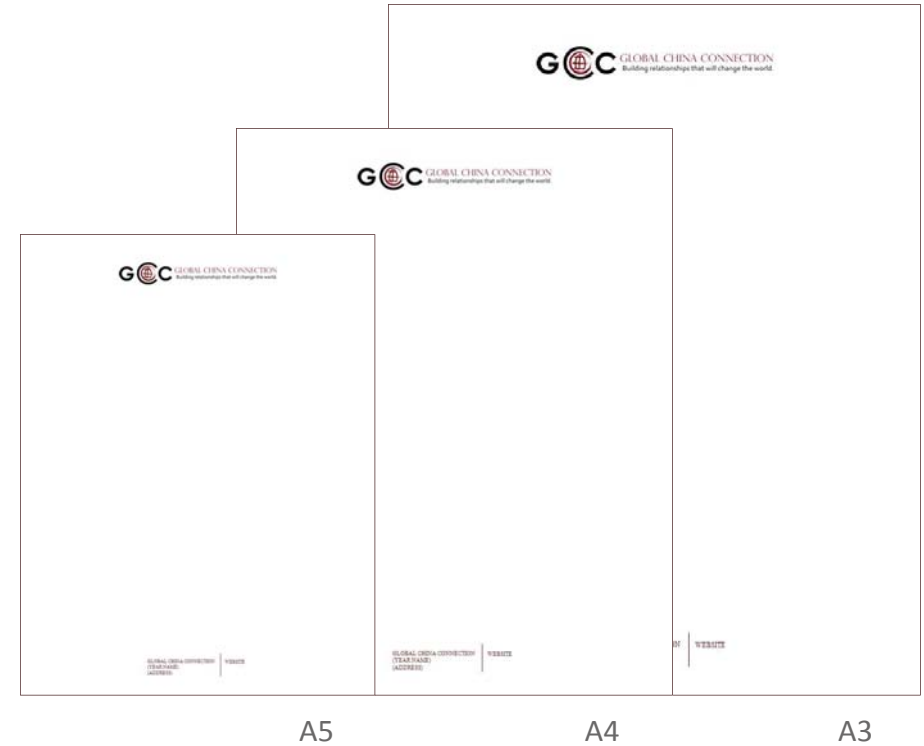left margin 8mm
top margin 9mm
A4
Logo 65mm
left margin 12mm
top margin 14mm
A3
Logo 92mm
left margin 17mm
top margin 20mm

A5   A4   A3

9

Divisional logos

The divisional names work along the logo as shown opposite. This relationship is designed for stationery applications only.

The font sizes for one, two and three line departmental names are as follows:

one line: 14 point type
two lines: 12 point type
three lines: 8 point type

The font type option is:

TIMES NEW ROMAN

48mm

Version one

Version two, for names that appear on two lines

Version three, this is designed for very long divisional names that appear on three lines of text or more

10

The design grids

The use of innovative and well-targeted printed material such as letterhead, memo, newsletter, publication and poster allows Global China Connection to promote its strengths and values, and showcase the professionalism our organization exhibits. We have created a complete range of stationery which offers a consistent look of the organization.

Letterhead page 1

Letterhead page 2
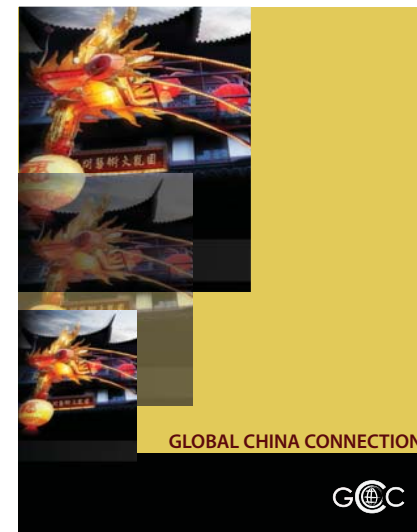

Memo

Invoice

Layout sample

Publication sample 1

Publication sample 2

Publication sample 3

Publication sample 4

Sample Layouts

These are some examples of the document cover layouts by using the versatility of our color theme.

Templates have been created to provide a range of options using our color theme. Different color combinations of the horizontal panels can be seen in these examples.

The grid can also be used to create an effect by overlaying an image with different tints in each or a combination of panels.

Please note that titles, and department names can be ranged left or ranged right.