

#### UNDERSTANDING OUR NEW CAMPAIGN

ADAPTABLE

UNIFIED

CONSISTENT

#### CAMPAIGN EXAMPLES

WE ARE GRAYSON.
WE ARE GRAYSON.
WE ARE GRAYSON.
WE ARE ACTIVE.







### USING LOGOS

ACADEMIC VS. ATHLETIC LOGOS
ACCEPTABLE VARIATIONS
VIKING LOGO
VICTOR VIKING MASCOT
LOOKING AHEAD



#### BEING A BRAND AMBASSADOR

**TRAINING** 

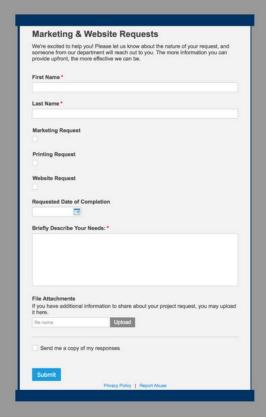
GAINING ACCESS TO RESOURCES

RECEIVING SUPPORT

SPECIAL RECOGNITION

## SUBMITTING A REQUEST

EMPLOYEE RESOURCES>MARKETING RESOURCES



#### EMAIL FORMATTING

Dr. Jeremy P. McMillen

or

Jeremy P. McMillen, Ed.D.

President Grayson College 6101 Grayson Drive I Denison, TX 75020 903.463.8700

Correspondence may be subject to public or media review under the Freedom of Information Act.



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