



# Brand Guidelines



**THE TEACHING COMPANY** is a corporation whose brand is The Great Courses.  
It is shown on all **corporate** communication

**THE GREAT COURSES** produces college level video courses in physical, download, and streaming formats.  
Its sub-brands are The Great Courses Plus, The Great Courses Signature Collection,  
The Great Courses Library Collection and The Great Courses Daily.

**THE GREAT COURSES PLUS**

A subscription product that streams  
The Great Courses.

**THE GREAT COURSES  
SIGNATURE COLLECTION**

A limited extension of The Great  
Courses available with a third party  
subscription.

**THE GREAT COURSES  
LIBRARY COLLECTION**

A limited extension of The Great  
Courses available through library  
distribution partners.

**THE GREAT COURSES DAILY**

A website that provides free content  
from The Great Courses, professors,  
and partners.

## Logo Options

All Great Courses brand logos come in the following color combinations in either a horizontal or stacked version. The orange flame logos should be the primary option; black and white versions should only be used when orange would not be legible.

### Horizontal

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Orange and Blue



Orange and White



Black



White



### Stacked

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Orange and Blue



Orange and White



Black



White



### Flame

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Orange



Black



White



## Sub-Brand Logos (orange and blue version)

### Horizontal

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The Great Courses Plus



The Great Courses Signature Collection



The Great Courses Library Collection



The Great Courses Daily



### Stacked

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The Great Courses Plus



The Great Courses Signature Collection



The Great Courses Library Collection

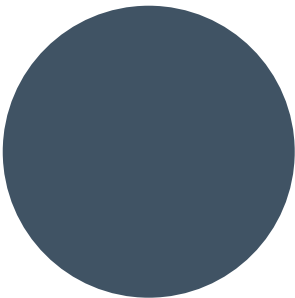


The Great Courses Daily

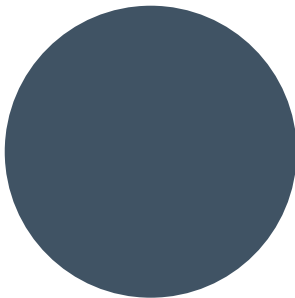


Brand and Logo colors

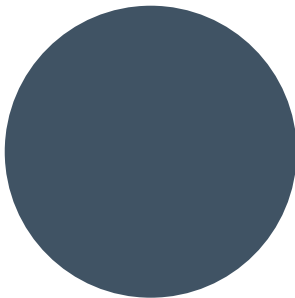
Blue



SPOT  
Pantone 7545C

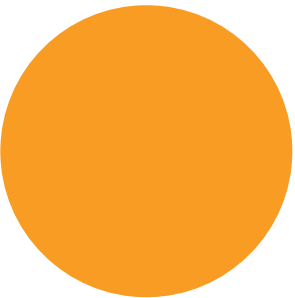


CMYK  
C78 M60 Y44 K25

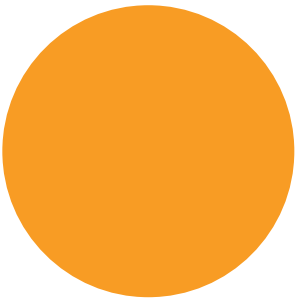


RGB  
R65 G83 B100

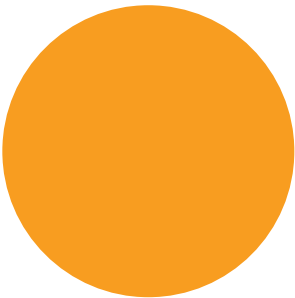
Orange



SPOT  
Pantone 1375C



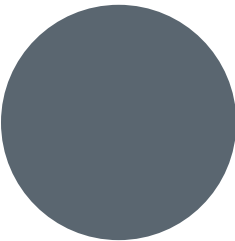
CMYK  
C0 M45 Y96 K0



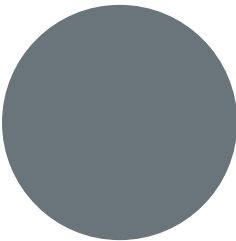
RGB  
R255 G158 B24

Secondary color

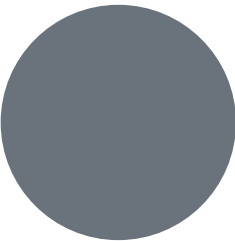
TTC Gray (Legacy)



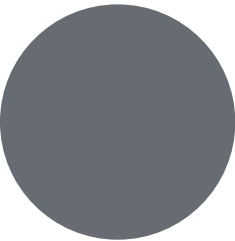
SPOT  
Pantone 431C



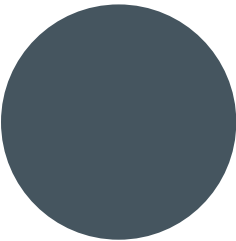
CMYK  
C11 M1 Y0 K64



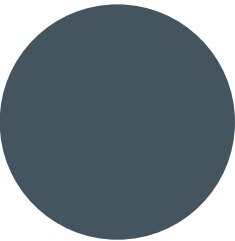
RGB  
R106 G115 B123



SPOT  
Pantone 432U



CMYK  
C23 M2 Y0 K77



RGB  
R69 G85 B95

## Logo Fonts

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ADOBE GARAMOND REGULAR SC

PROXIMA NOVA

*The word "plus" is a rendition of the font Freescript*

## Brand Fonts

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**Adobe Garamond**

(this is the only iteration of the Garamond font that should be used)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

**Proxima Nova**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

**FreightText Pro (web font)**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890