Athletic Logo Standards Manual

Guidelines for Reproducing and Using the Georgia Southwestern State University Hurricane Logos

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and
Georgia Southwestern State University Athletics Department

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Preface

Effective Fall 2005, Georgia Southwestern State University has introduced an updated athletic visual identity program designed to standardize and more uniformly represent and promote all Hurricane athletic programs. A distinctive yet consistent athletic branding program is critical in helping the University represent its broad spectrum of athletic efforts to diverse constituencies.

Careful consideration was invested in the creation of these new logos, with input from athletic staff and collaboration with a professional marketing and design firm. This Athletic Logo Standards Manual is designed to assist everyone in proper use of the institution’s athletic marks.

All Georgia Southwestern State University identity marks are the property of the University System of Georgia. Federal trademark law requires that the use of any trademark be monitored in order to maintain legal claim to that mark. Board of Regents policy requires that individual institutions such as GSW assume oversight of their own marks. The rules outlined in this publication are necessary to protect and oversee those identity marks.

These visual identity rules apply to anyone who might use a Georgia Southwestern identity mark: all teams, schools, divisions, offices, faculty, staff, students, alumni groups, local businesses, nonprofit organizations, fraternities, sororities, printers, and any outside vendors.

If you have questions regarding athletic logo usage, contact Debra Sloan in the Athletic Department at (229) 931-2222 or by e-mail: dds@canes.gsw.edu.

The Office of Public Relations is charged by the President with monitoring all institutional visual identity issues (including logo usage) and guiding campus units in proper implementation. For consultation, contact Wes Sumner at (229) 931-2038 or by e-mail: wdsumner@canes.gsw.edu. Any questions of usage or style unaddressed by this Logo Standards Manual are subject to review and approval by the Office of Public Relations.

Thank you for your assistance.
Athletic Logo Guidelines At A Glance

RETIRE:

STANDARD USE:
Team Uniforms

Consistency is critical to proper identity promotion. The Hurricane logos, long version and/or shortened version, are required to appear consistently across all team uniforms for all sports. While the placement, and possibly coloring, may vary from sport to sport (see page 8 for acceptable color reproduction), the overarching mandate is for all Hurricane athletic uniforms to consistently reflect the University's visual identity.

NOTE: Phase-in of these new athletic marks will begin immediately, and be complete by Fall 2006.

Official Colors

The official colors of Georgia Southwestern State University are Hurricane Blue (PMS 281) and Hurricane Gold (PMS 1245). These are the first choice colors in which the athletic logos may be produced (see examples and additional explanation later in this manual).

Printed Materials

Athletic logos, while appropriate for some printed purposes (scoreboards, giveaway items, sports flyers, athletic event programs, event forms, Hurricane Club printed pieces, Bookstore merchandise, etc.), shall not replace the primary University logo on departmental letterhead, envelopes or other official institutional correspondence/communications:

Georgia Southwestern State University Hurricane Logo Standards

Introduction

This manual was developed with the assistance of Partners Marketing Group to create and maintain a solid, recognizable identity using the Georgia Southwestern State University Hurricane logo. Use this manual as a guideline when using and reproducing The Georgia Southwestern State University Hurricane logo to assure consistency and adherence to standards.

Careful use of the logo will maximize the brand equity this logo and related designs.

The Georgia Southwestern State University Hurricane long logo:

Shortened version:
Georgia Southwestern State University Hurricane Logo Standards

Logo Elements, Appearance & Usage

Although appearing simple, careful consideration has been given to the letter spacing and type weights of The Georgia Southwestern State University Hurricane logo. Only the supplied graphic may be used and the logo may not be re-typeset.

Please use discretion in resizing The Georgia Southwestern State University Hurricane logo. It must always remain legible and should never be stretched or condensed. If the logo is reproduced too small in size, it becomes illegible. To maintain its identity, the logo must be reproduced at sizes where all the elements in the unit remain clear—the smallest suggested size is one inch wide.

The elements of the logo (icon and word mark) must maintain relative relationship to one another: one element cannot be enlarged, for example, independent of the other while being used as a unit.

Smallest acceptable sizes

Avoid reproducing the long logo smaller than 1 1/2 inches wide.

Avoid reproducing the short smaller than one inch wide.
Georgia Southwestern State University Hurricane
Logo Standards

Logo Colors

The Georgia Southwestern State University Hurricane logo consists of two match
colors chosen using the Pantone Matching System®. The PMS numbers are provided
below. DO NOT match colors to the pages in this manual. Use a current Pantone®
swatch book to ensure exact color matching. The PMS version of the logo is preferred. It
is the most widely accepted and used. In some cases, however, like in print advertising,
it would be too costly to reproduce the logo using match colors, so these other versions
of the logo were created as well:

• CMYK (for four-color printing use)
• RGB (for electronic media only)
• Hexidecimal (for web use).

Color Logo Values

<table>
<thead>
<tr>
<th>Pantone</th>
<th>PMS 281</th>
<th>PMS 1245</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMYK</td>
<td>C=100 M=72 Y=0 K=32</td>
<td>C=0 M=28 Y=100 K=18</td>
</tr>
<tr>
<td>RGB</td>
<td>R=28 G=63 B=123</td>
<td>R=198 G=158 B=41</td>
</tr>
<tr>
<td>Hexidecimal</td>
<td>1C3F7B</td>
<td>C69E29</td>
</tr>
</tbody>
</table>
Georgia Southwestern State University Hurricane Logo Standards

Logo Color Versions

The full-color logo should appear on a white background. This is the preferred version for most applications:

hurricanes_long_2c.eps or jpg  hurricanes_short_2c.eps or jpg

This version of the logo may be used in one-color applications on a Hurricane Blue (PMS 281) background:

hurricanes_long_wht.eps or jpg  hurricanes_short_wht.eps or jpg

This version of the logo may only appear in one-color (black) applications:

hurricanes_long_1c.eps or jpg  hurricanes_short_1c.eps or jpg
Georgia Southwestern State University Hurricane Logo Standards

Improper Use — Long logo

The Georgia Southwestern State University Hurricane Logo must not be altered in any way.

A) Do not place the logo in a containing graphic shape that floats on a page or that floats within a plain area.

B) Do not place the logo in a background color with insufficient contrast.

C) Do not place the logo in a background with a coarse texture or background that may obscure the logo.

D) Do not stretch or condense the logo.

E) Do not change the color. (Note: all-gold is not an approved usage).

F) Do not separate the type from the icon in anyway.
Georgia Southwestern State University Hurricane Logo Standards

Improper Use — Short logo

The Georgia Southwestern State University Hurricane Logo must not be altered in any way.

A) Do not place the logo in a containing graphic shape that floats on a page or that floats within a plain area.

B) Do not place the logo in a background color with insufficient contrast.

C) Do not place the logo in a background with a coarse texture or background that may obscure the logo.

D) Do not stretch or condense the logo.

E) Do not change the color (Note: all-gold is not an approved usage).

F) Do not separate the type from the icon in anyway.
Georgia Southwestern State University Hurricane Logo Standards

Sports Versions

The logo can be tailored to each sport by adding the sport name (Basketball, Golf, etc.) in Clarendon BT Black.
Georgia Southwestern State University Hurricane Logo Standards

Explanation of Logo Formats

EPS files are vector-based graphics (as opposed to bitmap) — the mathematical formulas that define the curves are communicated to the printer independent of resolution. If you are going to output the graphics to a printer, you should be using EPS files. They will appear crisp and clear, as opposed to JPG files, which will print pixilated or blurry. While you cannot open or edit these files without special software, you can insert EPS files into a Word document and they will print out at the highest quality your printer can deliver.

JPG files are compressed bitmap files, optimized at 72 pixels per inch (ppi) for screen viewing. They cannot be reduced or enlarged without loss of image quality. What appears clear onscreen will appear blurry when printed.