



Visual Identity & Logo Standards Manual

Guidelines for Reproducing and Using
Georgia Southwestern State University Logos

Prepared by Partners Marketing Group, Inc.
1004 Kenmill Drive Marietta, GA 30060
and
Georgia Southwestern State University
Division of University Relations

First Edition
February 2005

Preface

Effective February 16, 2005, Georgia Southwestern State University introduced an updated visual identity program designed to carry the institution into a second century of educational service. A distinctive visual identity program is critical for Georgia Southwestern State University to maintain a clear, consistent image before its various constituencies.

Careful consideration was invested in the creation of these new logos, with input from a variety of campus community members and collaboration with a professional marketing and design firm. This Visual Identity & Logo Standards Manual is designed to assist everyone in proper use of the institution's identity 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 schools, divisions, offices, faculty, staff, students, alumni groups, local businesses, nonprofit organizations, fraternities, sororities, printers, and all other outside vendors.

If you have any questions regarding logo usage, contact the Division of University Relations' Office of Public Relations at (229) 931-2038 for assistance (Wes Sumner, wsumner@canes.gsw.edu). The Office of Public Relations is charged with monitoring visual identity issues (including logo usage) and guiding all campus units in proper implementation. Any questions of usage or style unaddressed by this Visual Identity & Logo Standards Manual are subject to review and approval by the Office of Public Relations.

Thank you for your assistance.

Basics of Name Use

Consistency is critical to proper identity promotion. When preparing printed materials such as correspondence, it should be remembered that **Georgia Southwestern State University** is the official name of the institution. Use **Georgia Southwestern** or **GSW** on second reference.

Do not use any of the following alternative abbreviations:

- Georgia Southwestern University
- Ga. Southwestern
- Georgia SouthWestern
- Georgia S.W.
- Ga. S.W.
- G.S.W.
- G.S.S.U.
- GSSU

Official Colors

The official colors of Georgia Southwestern State University are blue (PMS 281) and gold (PMS 1245). Except for black and reversed-out white, these are the only two colors in which the logos may be produced (see examples and additional explanation later in this manual).

If you propose to use some other color, if you intend to reproduce the logo on colored paper or a colored background, or if you would like to explore some design not covered in this manual, contact the Office of Public Relations at (229) 931-2038 for consultation and approval.

Campus Publications

Every University publication reflects upon the quality of the institution. It is critical that all GSW publications present the same “family” appearance. An appropriate version of the University logo should appear on every University publication.

All printed materials designed to market or promote the University to outside constituencies (viewbooks, departmental brochures, newsletters, etc.) must be reviewed by the Office of Public Relations to insure consistency of appearance.

Logo Guidelines At A Glance



RETIRED: The former University "wordmark" is no longer used under any circumstances.



RESERVED: The University's formal seal is used only under special circumstances (diplomas, certain honors) and/or for limited, high quality merchandise. If you have questions, contact University Relations for clarification or usage approval.



STANDARD USE: The University's primary logo is intended for a range of general purpose uses, including letterhead, business cards, print advertising, etc. Essentially, it replaces the former "wordmark" in broad use.



MODIFIED STANDARD USE: The centennial logo is specially designed for a range of general purpose uses during promotion of the institution's centennial year, 2006. If you have questions, contact University Relations for clarification or usage approval.



SPECIAL USE: The University's casual logo is intended for informal purposes and products, including Bookstore merchandise like folders, t-shirts, key chains, etc. Some Student Affairs uses may also be appropriate. Contact University Relations for clarification or usage approval.

Georgia Southwestern State University Logo Standards

Introduction

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

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

The Georgia Southwestern State University logo:



Georgia Southwestern State University 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 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 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 wordmark) 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 size:



Avoid reproducing the logo smaller than one inch wide.

Georgia Southwestern State University Logo Standards

Logo Colors

The Georgia Southwestern State University 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 other color values are acceptable:

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

Color Logo Values:

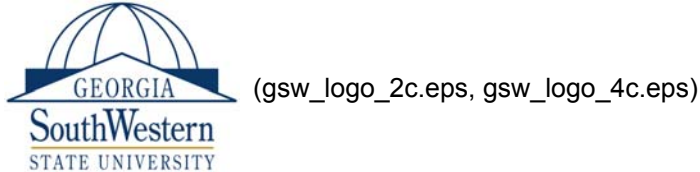


Pantone	PMS 281	PMS 1245
CMYK	C=100 M=72 Y=0 K=32	C=0 M=28 Y=100 K=18
RGB	R=28 G=63 B=123	R=198 G=158 B=41
Hexidecimal	1C3F7B	C69E29

Georgia Southwestern State University Logo Standards

Logo Color Versions

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



This version of the logo may only appear on a GSW Blue (PMS 281) background.



This version of the logo may only appear on a GSW Blue (PMS 281) or black background in one-color applications.



This version of the logo may only appear in one-color (PMS 281 blue) applications.



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



Georgia Southwestern State University Logo Standards

Improper Use

The Georgia Southwestern State University 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.
- F) Do not separate the type from the icon in anyway.



Georgia Southwestern State University Logo Standards

Letterhead, Envelopes and Business Cards

Official Georgia Southwestern State University letterhead, envelopes and business cards follow the specifications outlined on the following pages. Letterhead and envelopes are printed in specified blue and gold, on Classic Linen Avon Brilliant White paper stock. Business cards are also printed on Classic Linen Avon Brilliant White paper, with raised lettering. Layout or design variations are not permitted.

All official letterhead, envelopes and business cards should be ordered through the University Purchasing Department (229) 931-2627.

Georgia Southwestern State University Logo Standards

Logo & Control Area

To achieve maximum readability and visual impact, the logo must be surrounded by an appropriate amount of blank space, or control area. No graphics or copy are permitted in this area.

The control area should be a minimum of the x-height on all sides.

The exact dimension of the control area will vary depending upon the size of the logo you are using. You may use a larger control area than specified, but never smaller.

Determining Control Area



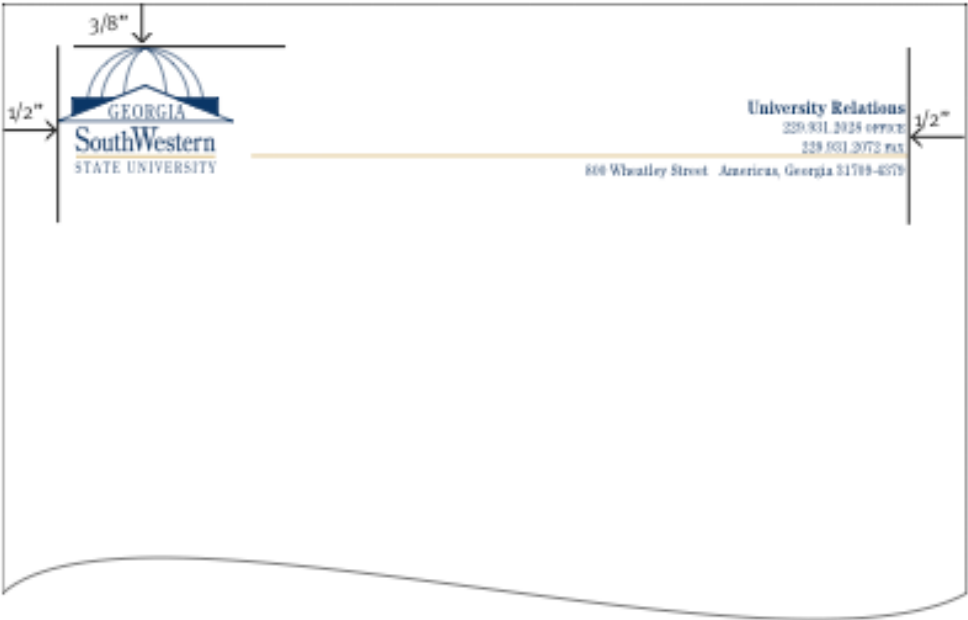
Applying Control Area



Georgia Southwestern State University Logo Standards

Letterhead

Follow these guidelines when printing letterhead.

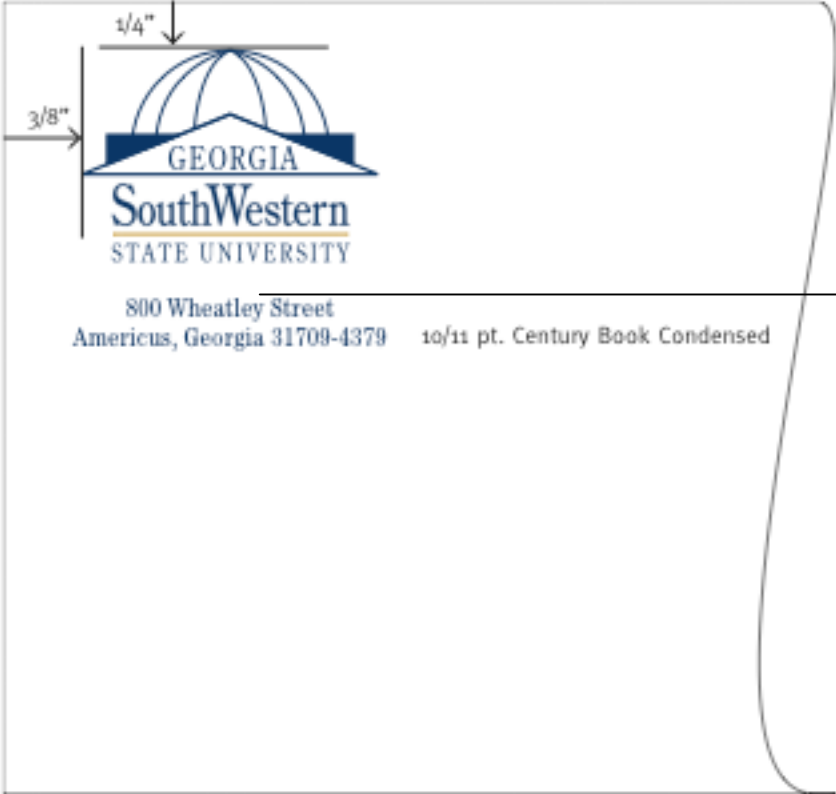


University Relations 12 pt. Century Bold Condensed
 10/12 pt. Century Book Condensed → 229.931.2028 OFFICE 8/12 pt. Century Book Condensed all caps
 229.931.2072 FAX
 800 Wheatley Street Americus, Georgia 31709-4379 10/15 pt. Century Book Condensed

Georgia Southwestern State University Logo Standards

Envelope

Follow these guidelines when printing Number 10 envelopes.



Department or Division name may be inserted here with mail code designation, using 10/11 pt. Century Book Condensed

Georgia Southwestern State University Logo Standards

Business Cards

Follow these guidelines when printing business cards.

Phone numbers: 9 pt. Century Book Condensed

5/16"

1/8"

Cathy L. Rozmus,
R.N., D.S.N., F.A.C.C.E.
Vice President for Academic Affairs
and Dean of Faculty

229.931.2028 OFFICE
229.931.2072 FAX
wdsommer@csaes.gsw.edu EMAIL

800 Wheatley Street • Americus, Georgia 31709-4379 • www.gsw.edu

Name: 12 pt. Century Bold Condensed
9 pt. Century Bold Condensed
Title: 9 pt. Century Book Condensed
8 pt. Century Book Condensed all caps
email: 8 pt. Century Book Condensed
address: 8.5 pt. Century Book Condensed

Georgia Southwestern State University Casual Logo Standards

Introduction

Usage guidelines for the casual logo were developed collaboratively with Partners Marketing Group to create and maintain a solid, recognizable identity. Adhere to these guidelines when using and reproducing the Georgia Southwestern State University casual logo to assure consistency and compliance with standards.

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

The Georgia Southwestern State University casual logo:



Georgia Southwestern State University

Casual 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 casual 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 casual 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 $\frac{3}{4}$ inch wide.

The elements of the logo (icon and wordmark) 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 size:



Avoid reproducing the logo smaller than $\frac{3}{4}$ inch wide.

Georgia Southwestern State University Casual Logo Standards

Logo Colors

The Georgia Southwestern State University casual 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 other color values are acceptable:

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

Color Logo Values:



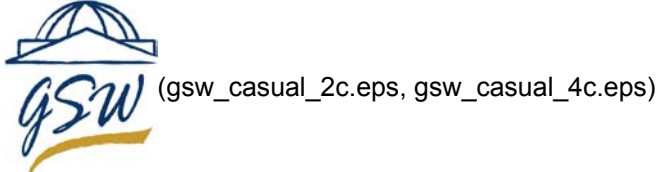
Pantone	PMS 281	PMS 1245
CMYK	C=100 M=72 Y=0 K=32	C=0 M=28 Y=100 K=18
RGB	R=28 G=63 B=123	R=198 G=158 B=41
Hexidecimal	1C3F7B	C69E29

Georgia Southwestern State University

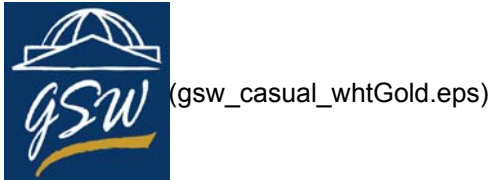
Casual Logo Standards

Logo Color Versions

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



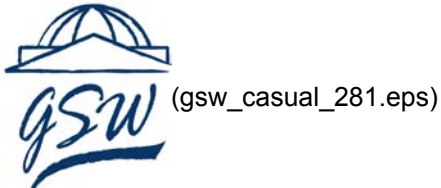
This version of the logo may only appear on a GSW Blue (PMS 281) background.



This version of the logo may only appear on a GSW Blue (PMS 281) or black background in one-color applications.



This version of the logo may only appear in one-color (PMS 281 blue) applications.



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



Georgia Southwestern State University Centennial Logo Standards



The colors are same as the standard logo:



Pantone	PMS 281	PMS 1245
CMYK	C=100 M=72 Y=0 K=32	C=0 M=28 Y=100 K=18
RGB	R=28 G=63 B=123	R=198 G=158 B=41
Hexidecimal	1C3F7B	C69E29

The font for the tagline is Century Bold Condensed Italic.

Georgia Southwestern State University

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.

Questions? Contact the Georgia Southwestern State University Division of University Relations, Office of Public Relations, 800 Wheatley Street, Americus, Georgia, 31709, (229) 931-2038.