



GEORGIA SOUTHWESTERN
STATE UNIVERSITY

STYLE GUIDE | FALL 2024 | V.6

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PREFACE | USAGE, APPROVAL & TRADEMARKS

Effective October 4, 2018, Georgia Southwestern State University introduced a new logo and comprehensive branding campaign designed to continue to attract top-notch students and teaching talent and tell our brand story with the confidence it deserves. This new branding honors our past, celebrates our present and sets the stage for the exciting stories to come.

Capturing the power of our brand story was no small task. Our journey included wide-ranging research including scores of focus groups, phone interviews and online surveys, capturing the insights and opinions of nearly 1,300 members of the GSW and Americus community. We heard what makes us powerful, inspiring and uniquely attractive to people in our backyard and across the globe.

Our logo and branding, applied correctly and consistently, enable us to project a strong, consistent identity for GSW and prevent confusion among our audiences. Proper use of the University's logos and branding is an important part of the branding process as it enhances and reinforces our image as a quality educational institution.

This Style Guide is designed to assist everyone in proper use of the University's marks. It can also be found online at gsw.edu/StyleGuide.

APPLICATION OF TRADEMARKS & RULES

All Georgia Southwestern State University logos are 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 rules apply to anyone who might use Georgia Southwestern logos or branding: all colleges, divisions, departments, offices, faculty, staff, students, alumni groups, local businesses, nonprofit organizations, fraternities, sororities, printers and all other outside vendors.

APPROVAL OF MATERIALS

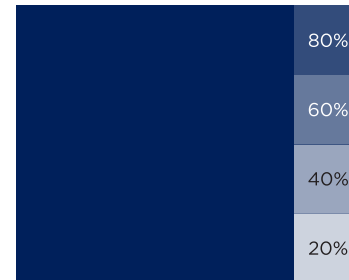
Any usage of the University marks reflects upon the quality of the institution. It is critical that all GSW materials reflect our brand messaging.

All printed materials designed to market or promote the University to outside constituencies (viewbooks, departmental brochures, newsletters, etc.) **must include** an appropriate version of the University logo. **External promotional materials or those using the University logo must be reviewed by the Department of University Relations to ensure consistency of appearance.**

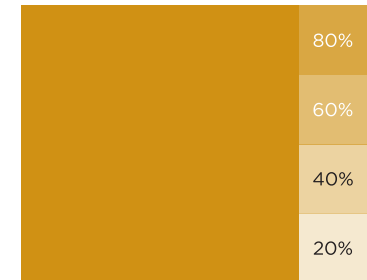
If you have any questions regarding logo or brand usage, contact the Department of University Relations at univrel@gsw.edu. University Relations is charged with monitoring the visual identity of the University (including logo usage) and guiding all campus units in proper implementation. Any questions unaddressed in this guide are subject to review and approval by University Relations.



PRIMARY COLORS



PMS 281C
RGB - 0, 32, 91
HEX - 00205B
CMYK - 100, 85, 5, 36

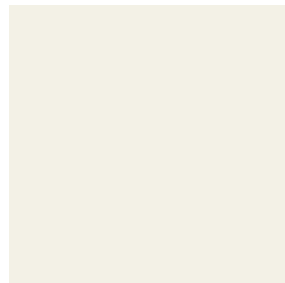


PMS 1245C
RGB - 198, 146, 20
HEX - C69214
CMYK - 6, 35, 99, 18

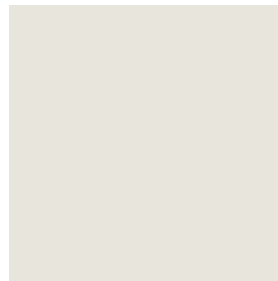
SECONDARY COLORS



COOL GRAY 7 C
RGB - 151, 153, 155
HEX - 97999B
CMYK - 38, 29, 24, 5



RGB - 242, 241, 230
HEX - F4F1E6
CMYK - 0, 0, 5, 5



RGB - 221, 220, 212
HEX - DDDCD4
CMYK - 0, 0, 5, 15

BRANDING NOTE

Secondary colors should be used sparingly. The primary Blue and Gold should always remain the focus. Secondary colors should never be used for body text or headlines.

The logo font **should never be used** outside of official University logos developed by the Department of University Relations.

The inside of the GSW badge is transparent and should match the background color that the logo is placed on.

PRIMARY LOGO



GEORGIA SOUTHWESTERN
STATE UNIVERSITY

BLUE & GOLD
for white background



GEORGIA SOUTHWESTERN
STATE UNIVERSITY

ALL BLUE
for white background



WHITE & GOLD
for blue background



ALL WHITE
for black background



GEORGIA SOUTHWESTERN
STATE UNIVERSITY

ALL BLACK
for white background

BRANDING NOTE

Logos should never appear in boxes. These examples are meant to demonstrate the logo variations to be used on different colored backgrounds.

HORIZONTAL LOGO



GEORGIA
SOUTHWESTERN
STATE UNIVERSITY

BLUE & GOLD
for white background



GEORGIA
SOUTHWESTERN
STATE UNIVERSITY

ALL BLUE
for white background



GEORGIA
SOUTHWESTERN
STATE UNIVERSITY

WHITE & GOLD
for blue background



GEORGIA
SOUTHWESTERN
STATE UNIVERSITY

ALL WHITE
for black background



GEORGIA
SOUTHWESTERN
STATE UNIVERSITY

ALL BLACK
for white background

HORIZONTAL INITIALS LOGO



BLUE & GOLD
for white background



ALL BLUE
for white background



ALL BLACK
for white background



WHITE & GOLD
for blue background



ALL WHITE
for black background

BRANDING NOTE

Logos should never appear in boxes. These examples are meant to demonstrate the logo variations to be used on different colored backgrounds.

INITIALS + BADGE ONLY LOGO



ALL BLUE
for white background



ALL GOLD
for white background



ALL BLACK
for white background



ALL WHITE
for blue background



ALL GOLD
for blue background



ALL WHITE
for black background

INITIALS ONLY LOGO

The letters 'GSW' in a bold, sans-serif font, colored all blue.

ALL BLUE
for white background

The letters 'GSW' in a bold, sans-serif font, colored all gold.

ALL GOLD
for white background

The letters 'GSW' in a bold, sans-serif font, colored all black.

ALL BLACK
for white background



ALL WHITE
for blue background



ALL GOLD
for blue background



ALL WHITE
for black background

BADGE ONLY LOGO



ALL BLUE
for white background



ALL GOLD
for white background



ALL BLACK
for white background



ALL WHITE
for blue background



ALL GOLD
for blue background



ALL WHITE
for black background

LONGER DEPARTMENTAL NAMES



SHORTER DEPARTMENTAL NAMES



BRANDING NOTE

Custom departmental and office logos must be created and approved by the Department of University Relations. Layout variations allow some flexibility for longer or shorter departmental names.

DEPARTMENTAL STACKED LOGO



GEORGIA SOUTHWESTERN
DEPARTMENT OF
UNIVERSITY RELATIONS

BLUE & GOLD
for white background



GEORGIA SOUTHWESTERN
DEPARTMENT OF
UNIVERSITY RELATIONS

ALL BLUE
for white background



WHITE & GOLD
for blue background



ALL WHITE
for black background



GEORGIA SOUTHWESTERN
DEPARTMENT OF
UNIVERSITY RELATIONS

ALL BLACK
for white background

DEPARTMENTAL HORIZONTAL LOGO



GEORGIA SOUTHWESTERN
DEPARTMENT OF
UNIVERSITY RELATIONS

BLUE & GOLD
for white background



GEORGIA SOUTHWESTERN
DEPARTMENT OF
UNIVERSITY RELATIONS

ALL BLUE
for white background



GEORGIA SOUTHWESTERN
DEPARTMENT OF
UNIVERSITY RELATIONS

WHITE & GOLD
for blue background



GEORGIA SOUTHWESTERN
DEPARTMENT OF
UNIVERSITY RELATIONS

ALL WHITE
for black background



GEORGIA SOUTHWESTERN
DEPARTMENT OF
UNIVERSITY RELATIONS

ALL BLACK
for white background

CLEAR SPACE



MINIMUM SIZE



IMPROPER USAGE EXAMPLES





BRANDING NOTE

For partnerships where GSW is the lead institution or the main advertiser, the GSW logo should be placed first in the lockup.

Clear space between the logos and separating line should be equal to the standard GSW logo clear space.

The separating line between the logos should be GSW gold if possible. Black or white is also acceptable depending on the background color to be used.

*As a reminder, do not use the GSW name or marks in any advertising without the explicit approval of the Department of University Relations. Email univrel@gsw.edu for approval.



FORMAL SEAL

Reserved for special uses such as diplomas, honors and limited, high-quality merchandise.



NAME USE

Georgia Southwestern State University is the official name of the institution. Use **Georgia Southwestern** or **GSW** on second reference.

IMPROPER NAME USE

Georgia Southwestern University

Georgia SouthWestern

Ga. Southwestern

Southwestern

Georgia South Western

Georgia S.W.

Ga. S.W.

G.S.W.

G.S.S.U.

GSSU

GSWSU

BRANDING NOTE

Any other iterations of the logo, including any past logos or marks, are not acceptable unless listed in this Style Guide.

PRIMARY DOME LOGO

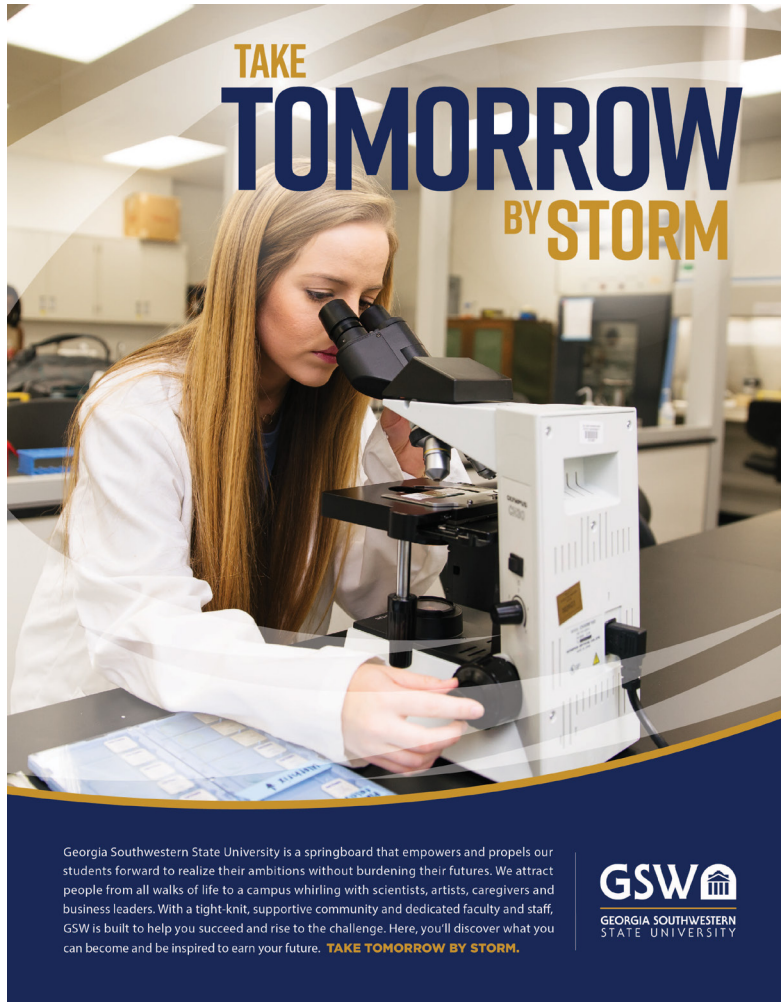
This logo has been **retired** and should not be used under any circumstances.



CASUAL DOME LOGO

This logo has been **retired** and should not be used under any circumstances.





STACKED & CENTERED



WITH SWIRL



WITHOUT SWIRL

HORIZONTAL & STAGGERED



WITH SWIRL



WITHOUT SWIRL

BRANDING NOTE

The Take Tomorrow By Storm (TTBS) layout used depends on the space available. Stacked graphics may be used in larger spaces, while horizontal graphics may fit better in narrower spaces.

If you have questions about TTBS phrases or marketing, email univrel@gsw.edu.

RIFT BOLD

WHITE BLUR

A white circle with a radial gradient feather effect is used to separate Rift Bold text from the background as needed.



HURRICANE SWIRL

The hurricane graphic should frame the creative to highlight one main image. This should always be a white fill set 50% opacity.

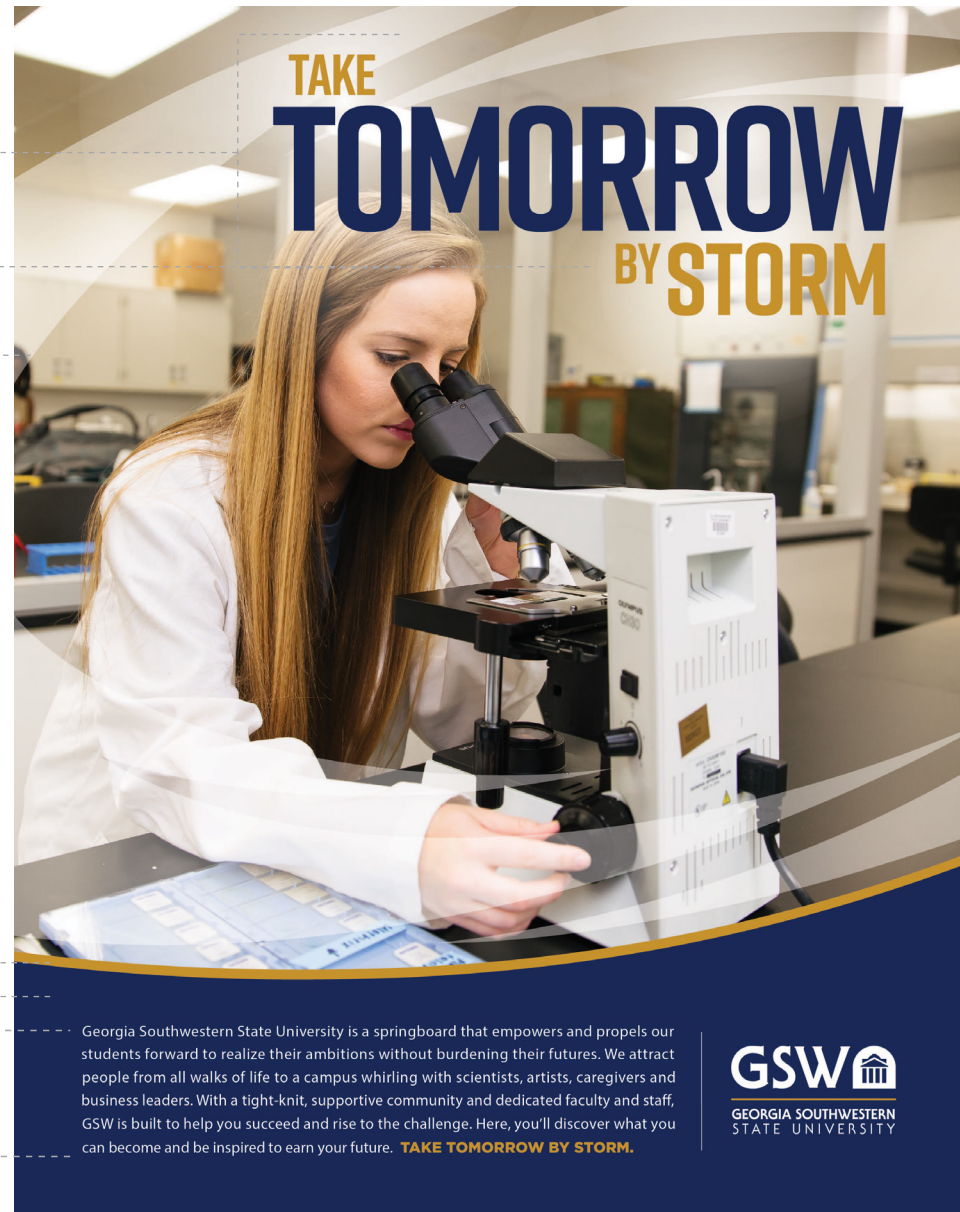
GOLD CURVE

A thin gold curve may be used to add interest behind the main blue curve element.

BLUE CURVE

The blue curve is used to separate the body copy and/or logo from the main image. It follows the curve of the hurricane graphic.

GOTHAM BOOK /BOLD



Georgia Southwestern State University is a springboard that empowers and propels our students forward to realize their ambitions without burdening their futures. We attract people from all walks of life to a campus whirling with scientists, artists, caregivers and business leaders. With a tight-knit, supportive community and dedicated faculty and staff, GSW is built to help you succeed and rise to the challenge. Here, you'll discover what you can become and be inspired to earn your future. **TAKE TOMORROW BY STORM.**



EXAMPLES



HASHTAGS

Our branded hashtag, #TakeTomorrowByStorm, should be included on social media posts when applicable.

It is best practice to capitalize each word in the hashtag for clarity.

#PartOfTheStorm may still be used when applicable, but #TakeTomorrowByStorm is our primary hashtag.

HASHTAG USE

Any variations of the hashtag, such as #TakeEducationByStorm, should **always** be followed by #TakeTomorrowByStorm.

IMPROPER HASHTAG USE

#TakingTomorrowByStorm -----
#Take👉Tomorrow👉By👉Storm -----
#TTBS -----
Emojis cannot be used in hashtags, meaning this tag would show up as only #Take.

EXAMPLE HASHTAG VARIATIONS

#TakeEducationByStorm	#TakePreviewDayByStorm
#TakeYourCareerByStorm	#TakeCommunityServiceByStorm
#TakeGivingByStorm	#TakeBusinessByStorm
#TakeScienceByStorm	#TakeNursingByStorm

#TAKETOMORROWBYSTORM

RIFT BOLD

TOMORROW
should always appear in
a contrasting color

#TAKETOMORROWBYSTORM

TAKING VS TAKE

When using variations of Take Tomorrow By Storm in hashtags, **always** use “Take.”

“Taking” should only be used in body copy. For example, an appropriate caption for a social post would be:
“Our students are taking nursing by storm!
#TakeNursingByStorm #TakeTomorrowByStorm”

BRANDING NOTE

TTBS phrases should always reflect an action. Please keep this in mind when creating your own hashtags.

If you have questions about TTBS phrases or marketing, email univrel@gsw.edu.

logo 3.7 in. wide

GSW | GEORGIA SOUTHWESTERN STATE UNIVERSITY

SECONDARY HORIZONTAL LOGO
in blue and gold

GOTHAM BOLD 11pt. | GOTHAM BOOK 9pt.

Department of University Relations
ADDRESS 800 Georgia Southwestern State University Drive | Americus, Georgia 31709
PHONE (229) 123-4567 | FAX (229) 123-4567 | LOCATION Newman Alumni Center | EMAIL univrel@gsw.edu

BRANDING NOTE
Letterhead must be ordered through the **Office of Purchasing** and printed on Classic Linen Avon Brilliant White paper stock.
Layout or design variations are not permitted.
Departmental or office logos should never appear on letterhead.
Digital letterhead is for electronic use only and may be requested from the Department of University Relations.
Vertical bars (|) with two spaces on either side should separate each item.

Department of University Relations
ADDRESS 800 Georgia Southwestern State University Drive | Americus, Georgia 31709
PHONE (229) 123-4567 | FAX (229) 123-4567 | LOCATION Newman Alumni Center | EMAIL univrel@gsw.edu



GEORGIA SOUTHWESTERN
STATE UNIVERSITY

Department of University Relations (114)

800 Georgia Southwestern State University Drive

Americus, Georgia 31709-4376

PRIMARY LOGO
in full color

GOTHAM BOLD 10pt.

GOTHAM BOOK 8pt.



Department of Athletics (###)

800 Georgia Southwestern State University Drive

Americus, Georgia 31709-4376

BRANDING NOTE

This is the standard envelope formatting that should be used for all letter envelopes and may be used for note card envelopes.

Envelopes must be ordered through the **Office of Purchasing** and printed on Classic Linen Avon Brilliant White paper stock.

Layout or design variations are not permitted.

Departmental or office logos should never appear on envelopes.



HORIZONTAL LOGO
in full color

GOTHAM BOLD 8t.
GOTHAM BOOK 6pt.

BRANDING NOTE

This is a secondary envelope format that may be used for note card envelopes or special event envelopes. This option should never be used for standard letter envelopes.

Envelopes must be ordered through the **Office of Purchasing** and printed on Classic Linen Avon Brilliant White paper stock.

Layout or design variations are not permitted.

Departmental or office logos should never appear on envelopes.



BRANDING NOTE


5.5" x 4.5" note cards must be ordered through the **Office of Purchasing** and printed on Classic Linen Avon Brilliant White card stock. Note cards may include either the University or departmental logo on the front.

Layout or design variations are not permitted.

Matching 5.75" x 4.375" envelopes should be ordered to use with note cards. Envelopes should follow the guidelines listed on page 18 and be printed on Classic Linen Avon Brilliant White paper stock.

PRINTED MATERIALS | LETTERHEAD

logo 3 in. wide



GRIFFIN BELL HORIZONTAL LOGO
in full color

GOTHAM BOLD 11pt. in PMS 281 C GOTHAM BOOK 9pt. in PMS 281 C

**Griffin Bell Golf and Conference Center
at Georgia Southwestern State University**

ADDRESS 800 Georgia Southwestern State University Drive | Americus, Georgia 31709
PHONE (229) 924-2914 | FAX (229) 988-2236 | LOCATION 1800 South Lee Street | EMAIL griffinbellgolf@gsw.edu

**Griffin Bell Golf and Conference Center
at Georgia Southwestern State University**

ADDRESS 800 Georgia Southwestern State University Drive | Americus, Georgia 31709
PHONE (229) 924-2914 | FAX (229) 988-2236 | LOCATION 1800 South Lee Street | EMAIL griffinbellgolf@gsw.edu

BRANDING NOTE

Letterhead must be ordered through the **Office of Purchasing** and printed on Classic Linen Avon Brilliant White paper stock.

Layout or design variations are not permitted.

Departmental or office logos should never appear on letterhead.

Digital letterhead is for electronic use only and may be requested from the Department of University Relations.

Vertical bars (|) with two spaces on either side should separate each item.



GRIFFIN BELL LOGO
in full color

GOTHAM BOLD 10pt. in PMS 281 C

GOTHAM BOOK 8pt. in PMS 281 C

BRANDING NOTE

Envelopes must be ordered through the **Office of Purchasing** and printed on Classic Linen Avon Brilliant White paper stock.

Layout or design variations are not permitted.

Departmental or office logos should never appear on envelopes.

PRIMARY



GOTHAM BOLD 10pt. all caps
 GOTHAM BOOK ITALIC 8pt.
 GOTHAM BOLD 8pt.

GOTHAM BOOK 8pt.
 GOTHAM BOOK ITALIC 8pt.
 GOTHAM BOLD 8pt.

ATHLETICS PRIMARY



GRIFFIN BELL GOLF PRIMARY



PRIMARY BACK



SECONDARY BACK



PRINTED MATERIALS | BUSINESS CARDS

ATHLETICS BACK 1



ATHLETICS BACK 2

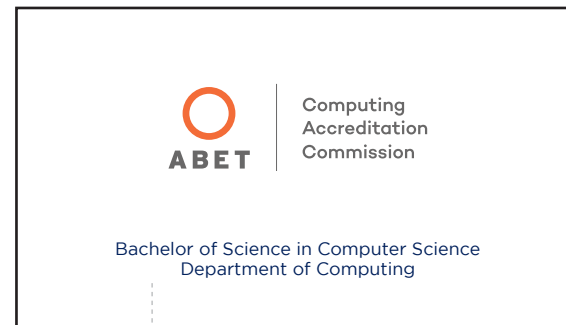


GRIFFIN BELL BACK



GOTHAM BOOK 8pt.

ACCREDITATION BACK




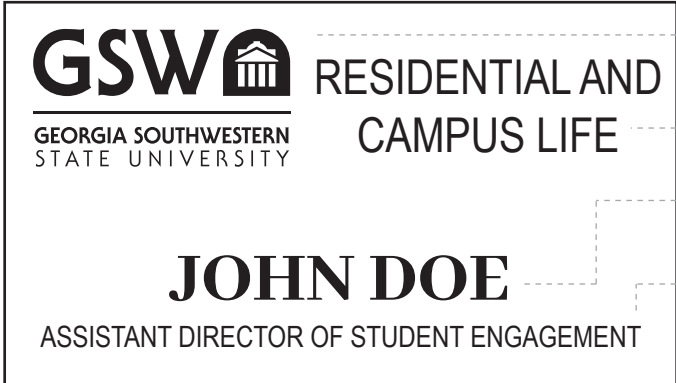
GOTHAM BOOK 8pt.

BRANDING NOTE

Business cards must be ordered through the **Office of Purchasing** and printed on 110# uncoated card stock with embossed gloss lettering.

Aside from the designs in this Style Guide, layout or design variations are not permitted. Departmental or office logos should never appear on business cards.

Only your one or two most significant GSW titles should be listed on business cards. Non-GSW titles and nicknames should never appear on University business cards. The Office, Cell and Fax fields are optional.

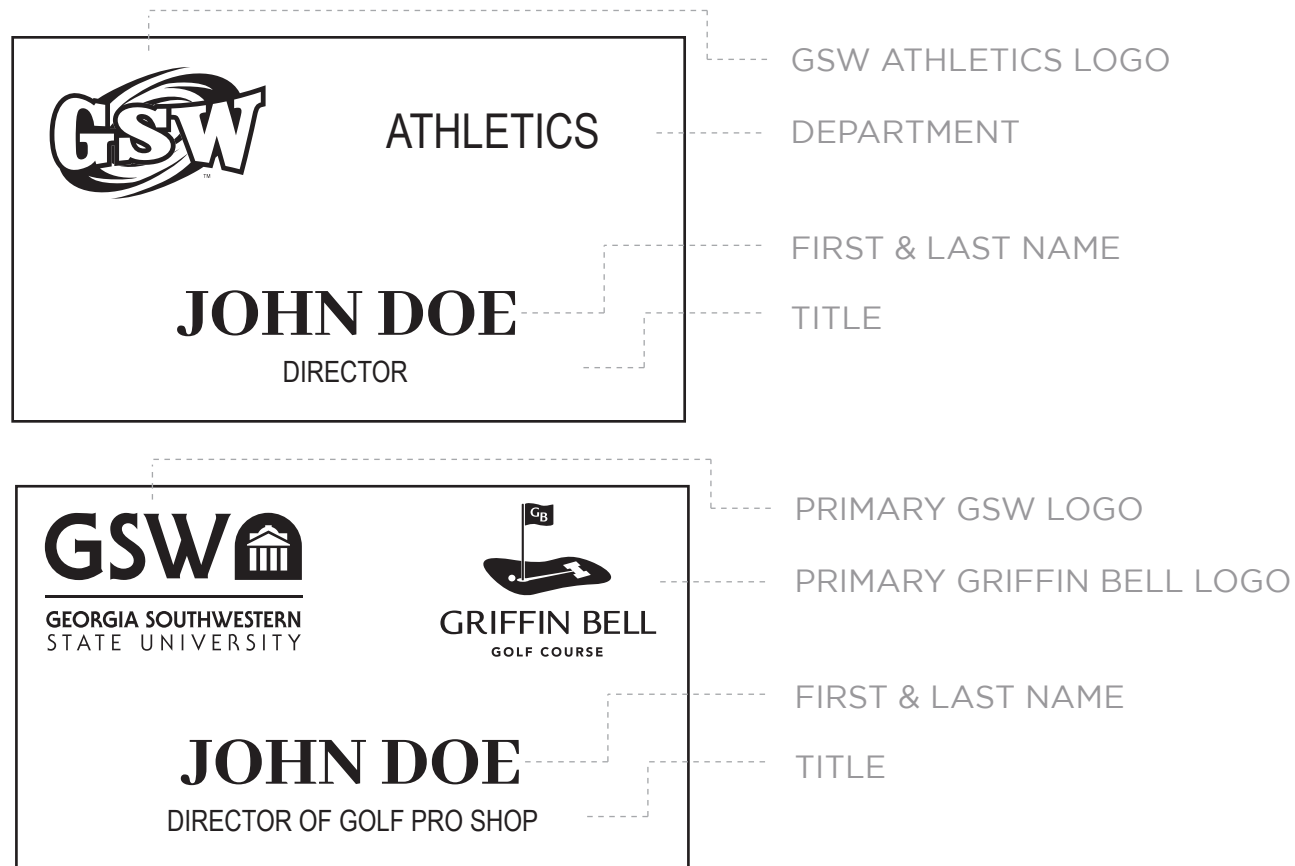
	<p>PRIMARY GSW LOGO</p> <p>DEPARTMENT OR OFFICE NAME</p> <p>FIRST & LAST NAME</p> <p>TITLE (may include office here if not mentioned above)</p>
	<p>PRIMARY GSW LOGO</p> <p>DEPARTMENT OR OFFICE NAME</p> <p>FIRST & LAST NAME</p> <p>TITLE (may include office here if not mentioned above)</p>

BRANDING NOTE

To order a name tag, email the Office of Purchasing to obtain an authorization code. The code may then be taken directly to Southwest Trophy & Gifts by phone at 229.928.0660 or by email at orders@southwesttrophyandgifts.com.

All University name tags must use the primary logo. Departmental or office logos should never appear on name tags.

Please email univrel@gsw.edu with any name tag questions.



BRANDING NOTE

To order a name tag, email the Office of Purchasing to obtain an authorization code. The code may then be taken directly to Southwest Trophy & Gifts by phone at 229.928.0660 or by email at orders@southwesttrophyandgifts.com.

All Athletics name tags must use the Athletics logo, and all Griffin Bell name tags must use both the GSW and Griffin Bell logos.

Please email univrel@gsw.edu with any name tag questions.

DIGITAL MATERIALS | GSW EMAIL SIGNATURES

SIMPLIFIED

JANE DOE ----- CALBRI BOLD 12pt.
Director of Marketing and Communications ----- CALBRI ITALIC 11pt.
Department of University Relations ----- CALBRI 11pt.
jane.doe@gsw.edu | gsw.edu
  ----- HORIZONTAL LOGO
in full color



FULL

JANE DOE
Director of Marketing and Communications
Department of University Relations, Newman Alumni Center



800 GSW State University Dr. | Americus, GA 31709
(o) 229.xxx.xxxx | (m) 229.xxx.xxxx | (f) 229.xxx.xxxx
jane.doe@gsw.edu | gsw.edu
 

FULL WITH SOCIAL LINKS

JANE DOE
Director of Marketing and Communications
Department of University Relations, Newman Alumni Center

800 GSW State University Dr. | Americus, GA 31709
(o) 229.xxx.xxxx | (m) 229.xxx.xxxx | (f) 229.xxx.xxxx
jane.doe@gsw.edu | gsw.edu
 
[Facebook](#) | [Twitter](#) | [Instagram](#)

FULL WITH ACCREDITATION

JANE DOE, PhD, RN, PNP ----- CALBRI BOLD 12pt.
Dean, College of Business and Computing ----- CALBRI ITALIC 11pt.
An AACSB-Accredited School ----- CALBRI 11pt.
800 GSW State University Dr. | Americus, GA 31709 ----- CALBRI BOLD 10pt.
229.xxx.xxxx | jane.doe@gsw.edu | gsw.edu ----- CALBRI 11pt.
  ----- HORIZONTAL LOGO
in full color

BRANDING NOTE

Names should be in all caps and GSW blue (RGB 0, 32, 91).
Titles, such as Director and Manager, should be in italics.

The | (vertical line) used to separate information should be
GSW gold (RGB 198, 146, 20).

Departmental, office or accreditation logos should never
appear in email signatures.

The GSW logo should be hyperlinked to www.gsw.edu.

Refrain from using any inspirational quotes, philosophical
statements, or additional graphics. The only exception is a
confidentiality notice and CliftonStrengths.

DIGITAL MATERIALS | GSW EMAIL SIGNATURES

FULL WITH CLIFTONSTRENGTHS

JANE DOE

Director of Marketing and Communications

Department of University Relations, Newman Alumni Center

800 GSW State University Dr. | Americus, GA 31709

(o) 229.xxx.xxxx | (m) 229.xxx.xxxx | (f) 229.xxx.xxxx

jane.doe@gsw.edu | gsw.edu

CliftonStrengths: Empathy, Futuristic, Developer, Consistency, Relator



CALBRI ITALIC 11pt.

FULL WITH CONFIDENTIALITY STATEMENT

JANE DOE

Director of Marketing and Communications

Department of University Relations, Newman Alumni Center

800 GSW State University Dr. | Americus, GA 31709

(o) 229.xxx.xxxx | jane.doe@gsw.edu | gsw.edu



Confidentiality Notice: *This email and any attachments are for the sole use of the intended recipient(s) and may contain legally privileged and/or confidential information. If you are not the intended recipient, you are hereby notified that any dissemination, distribution or copying of this email is strictly prohibited.*

CALBRI ITALIC 10pt.

BRANDING NOTE

Names should be in all caps and GSW blue (RGB 0, 32, 91). Titles, such as Director and Manager, should be in italics.

The | (vertical line) used to separate information should be GSW gold (RGB 198, 146, 20).

Departmental, office or accreditation logos should never appear in email signatures.

The GSW logo should be hyperlinked to www.gsw.edu.

Refrain from using any inspirational quotes, philosophical statements, or additional graphics. The only exception is a confidentiality notice and CliftonStrengths.

Any included CliftonStrengths should always appear on their own line directly above the GSW logo.

Secondary signatures may be used on replies, but one of the full signature options should be used in initial emails.

SECONDARY OPTIONS

Jane

Jane | jane.doe@gsw.edu | 229.xxx.xxxx

JANE | 229.xxx.xxxx

JANE DOE

jane.doe@gsw.edu

229.xxx.xxxx

DIGITAL MATERIALS | ATHLETICS EMAIL SIGNATURES

SIMPLIFIED

JANE DOE

Head Softball Coach

Assistant Director of Athletics for Community Engagement

Department of Athletics

Georgia Southwestern State University

jane.doe@gsw.edu | gsw.edu



FULL

JANE DOE

Head Softball Coach

Assistant Director of Athletics for Community Engagement

Department of Athletics

Georgia Southwestern State University

800 GSW State University Dr. | Americus, GA 31709

(o) 229.xxx.xxxx | (m) 229.xxx.xxxx | (f) 229.xxx.xxxx

jane.doe@gsw.edu | gswcanes.com



FULL WITH SOCIAL LINKS

JANE DOE

Head Softball Coach

Assistant Director of Athletics for Community Engagement

Department of Athletics

Georgia Southwestern State University

(o) 229.xxx.xxxx | (m) 229.xxx.xxxx | (f) 229.xxx.xxxx

jane.doe@gsw.edu | gswcanes.com



[Facebook](#) | [Twitter](#) | [Instagram](#)

SECONDARY OPTIONS

See secondary options on pg. 29.

BRANDING NOTE

Names should be in all caps and GSW Athletics blue (RGB 12, 35, 64). Titles should be in italics.

The | (vertical line) used to separate information should be GSW Athletics gold (RGB 255, 184, 28).

The Athletic logo should be hyperlinked to www.gswcanes.com.

Refrain from using any inspirational quotes, philosophical statements, or additional graphics. The only exception is a confidentiality notice.

Secondary signatures may be used on replies, but one of the full signature options should be used in initial emails.

DIGITAL MATERIALS | GRIFFIN BELL EMAIL SIGNATURES

SIMPLIFIED

JOHN DOE

Director of Golf Pro Shop
Griffin Bell Golf and Conference Center

Georgia Southwestern State University

john.doe@gsw.edu | gsw.edu



FULL

JOHN DOE

Director of Golf Pro Shop
Griffin Bell Golf and Conference Center

Georgia Southwestern State University

800 GSW State University Dr. | Americus, GA 31709
(o) 229.xxx.xxxx | (m) 229.xxx.xxxx | (f) 229.xxx.xxxx
john.doe@gsw.edu | gsw.edu



SECONDARY OPTIONS

See secondary options on pg. 29.

BRANDING NOTE

Names should be in all caps and GSW blue (RGB 0, 32, 91). Titles, such as Director and Manager, should be in italics.

The | (vertical line) used to separate information should be GSW gold (RGB 198, 146, 20).

The Griffin Bell logo should be hyperlinked to griffinbellgolf.com.

Refrain from using any inspirational quotes, philosophical statements, or additional graphics. The only exception is a confidentiality notice.

Secondary signatures may be used on replies, but one of the full signature options should be used in initial emails.



BRANDING NOTE

This branded PowerPoint template uses the brand fonts Gotham Book, Gotham Bold and Rift Bold that have been embedded into the template. You do not need to download or install anything in order for the fonts to display. Please do not change the template fonts or colors.

Templates are available for download at gsw.edu/brandresources.