

VISUAL IDENTITY STYLE GUIDE



UNIVERSITY OF
GEORGIA

SECTION ONE



LOGO

The University of Georgia logo is the strongest visible representation of the entire university.

The University of Georgia logo and its basic configurations may be used by any program which has a formal association with the University of Georgia. These logos are to be used for non-profit purposes, unless formally licensed through Fermata Partners, our licensing partner, and in accordance with the guidelines set forth in this publication.

The athletic marks will continue to be used for athletic-related activities. Most higher education institutions have distinct visual identities for their academic and athletic organizations.

UNIVERSITY LOGO

There are six configurations of the University of Georgia's logo to allow for a high degree of flexibility throughout a wide range of potential applications. Logos are available in multiple color combinations, file formats, and media configurations.



FORMAL

UNIVERSITY OF
GEORGIA



UNIVERSITY OF
GEORGIA

VERTICAL



GEORGIA

GEORGIA SHIELD

UNIVERSITY OF
GEORGIA.

WORDMARK

GEORGIA.

GEORGIA ONLY



UNIVERSITY OF
GEORGIA

EXTREME HORIZONTAL

OUTPUT

PRINT (4-COLOR CMYK) ————— (Print-)
 SCREEN (MONITORS, DEVICES) ————— (Screen-)

LOGO CONFIGURATIONS

FORMAL ————— (-FS-)
 VERTICAL ————— (-V-)
 GEORGIA SHIELD ————— (-GS-)
 EXTREME HORIZONTAL ————— (-XH-)
 WORDMARK ————— (-WRD-)
 GEORGIA ONLY ————— (-G-)

COLOR VARIATIONS

FULL COLOR ————— (-FC)
 ONE COLOR BLACK ————— (-1CB)
 ONE COLOR RED ————— (-1CR)
 REVERSED COLOR WHITE ————— (-CW)
 WHITE ————— (-W)

FILE FORMATS

EPS ————— (.eps)
 JPG (300 DPI) ————— (.jpg)
 PNG (300 DPI) ————— (.png)



UNIVERSITY OF
GEORGIA

FULL COLOR (FC)



UNIVERSITY OF
GEORGIA

BLACK (1CB)



UNIVERSITY OF
GEORGIA

RED (1CR)



UNIVERSITY OF
GEORGIA

REVERSE COLOR WHITE (CW)



UNIVERSITY OF
GEORGIA

WHITE (W)

SPECIAL CONFIGURATIONS

Special configurations using the visual identity have been created for unique circumstances. In most cases, the University logos should be used.

Circular configuration embroidered patches may only be used where patches have traditionally been used on uniforms such as lab coats, smocks, and scrubs. Metallic medallions, coins, and lapel pins, where required, may also use circular configurations. All other configurations require permission or licensure from the University of Georgia Office of Trademark Management and Licensing.

The University Seal may not be used as a general logo. The Seal is reserved for use on official university documents such as diplomas, transcripts, official records, legally binding documents, materials issued at the executive level and materials issued by the Office of the President.



LAPEL PIN



CIRCULAR LAPEL PIN



EMBROIDERED PATCH



UNIVERSITY SEAL

Requests should be submitted to TRADEMARKS@UGA.EDU. Special configurations are created only by Marketing & Communications / Creative Services.

PROHIBITIONS

Any modification of our logos confuses their meaning, diminishes their impact, and is prohibited. Precise logo artwork has been created to accommodate any usage need. Never redraw, translate or otherwise alter our logo in any way. The following list of incorrect usages must be avoided to maintain the integrity of our system.



UNIVERSITY OF
GEORGIA

Do not distort.



UNIVERSITY OF
GEORGIA

Do not use unapproved colors.



UNIVERSITY OF
GEORGIA

Do not switch colors.



UNIVERSITY OF
GEORGIA

Do not remove the white container.

◀ The white container is an integral element of the University logo. It is to be kept on all renditions and all color options of the logo. The container allows the shield and arch to be visible on any background.

The arch is white, not transparent.



UNIVERSITY OF
GEORGIA

Do not alter the composition.



UNIVERSITY OF
GEORGIA

Do not rotate.



Do not use the arch-shield icon alone.



Do not place on visually inaccessible backgrounds.



UNIVERSITY OF
GEORGIA

Do not alter typography.



UNIVERSITY OF
GEORGIA

Do not skew.



UNIVERSITY OF
GEORGIA

Do not alter the proportions.

SECTION TWO



DESIGN BASICS

Color and scaling are perhaps the most intriguing topics when producing elements of a visual identity system. Ideally, every product produced with the University's logos would be identical in color and perfectly legible. As ambassadors of the University brand, our goal is to strive for these ideals in as many individual instances as possible. Over time, efforts toward this goal lead to easier recognition of our University, better understanding of its mission, and superior community engagement to partner with us in that mission.

COLOR

The University of Georgia is identified by two main colors: Arch Black and Bulldog Red. In order to create and maintain a recognizable brand across the University campus, as well as throughout local and international communities, no substitute colors should be used.

This chart designates the production specifications for Arch Black and Bulldog Red for various media.



ARCH BLACK



BULLDOG RED

PANTONE® spot color printing	BLACK	PANTONE 200 C
RGB screen	0 / 0 / 0	186 / 12 / 47
CMYK 4-color printing	0 / 0 / 0 / 100	3 / 100 / 70 / 12
HEX web	#000000	#BA0C2F
MADEIRA embroidery	BLACK	1147
A&E / RA embroidery	BLACK	1842

For printed media, Arch Black and Bulldog Red should be specified as SPOT colors, whenever spot inks are available and using them is economically efficient. When process printing is required, these CMYK values are recommended as starting points for the printing vendor.

In all productions, please seek a visual match to PANTONE® 200 C in the PANTONE PLUS SERIES – Coated swatch book.

SIZING CONSTRAINTS

MINIMUM SIZE – PRINT MEDIA

When reproducing the University's logo, be conscious of its size and legibility. For printed media, the minimum height of the arch-shield icon is 0.375 (3/8)". When its height is under one-half inch, the date inside the shield should be removed. The logo should be sized proportionally at all times.



MINIMUM SIZE – DIGITAL MEDIA

For digital applications, the minimum height of the arch-shield icon is 27 pixels. When producing at under 36 pixels, the date should be removed.

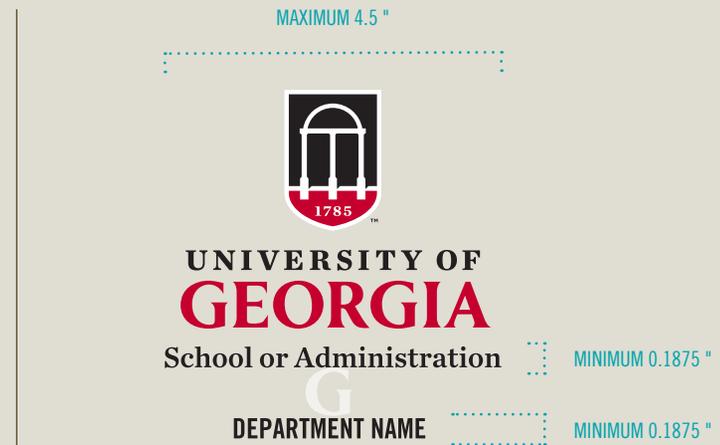
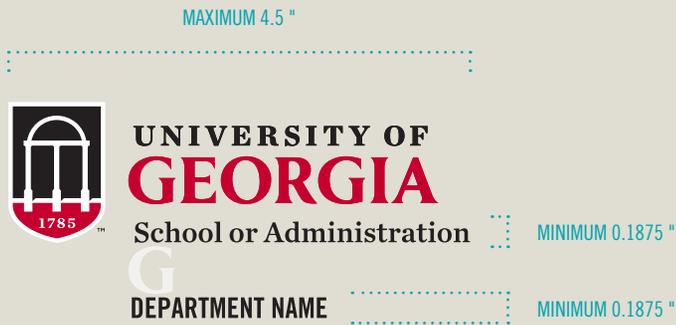


EMBROIDERY

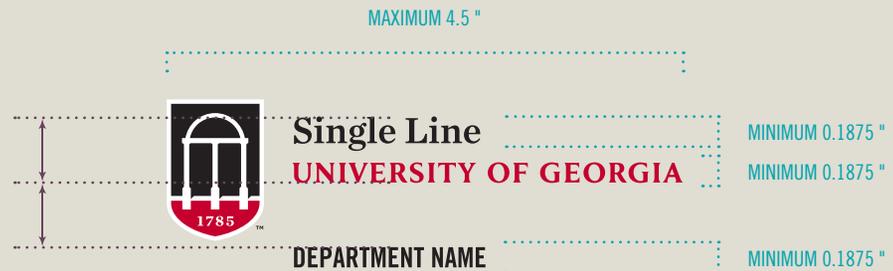
Embroidery is a unique medium that requires special attention to sizing. Very small lettering can be difficult to read when embroidered. Follow these constants when embroidering the University logo.



Department-level logos can be difficult to embroider due to the small lettering involved. Please ask the embroidery vendor for a sample stitch whenever possible. If the department name is illegible due to its size, use the affiliated top-level logo. Embroider the department name separately in Trade Gothic Bold No.20 or a similar sans serif font. Please include enough clearance space between the name and the logo. Proportional scaling is required at all times.

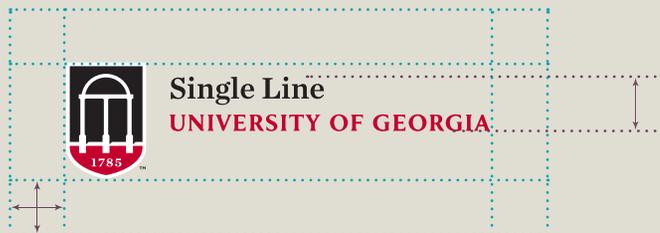


For embroidering purposes, clearance space for horizontal and extreme horizontal logos is defined as the combined height of the University of Georgia wordmark and the line directly above it.



CLEARANCE SPACE

Clearance space should surround the University's logos at all times. Appropriate spacing helps maintain the logos' integrity.



▲
Clearance space for horizontal and extreme horizontal department-level logos is defined as the combined height of the University of Georgia wordmark and the line directly above it.

SECTION THREE



UNIT LOGOS

The University of Georgia is a powerful public institution with impact around the world. The breadth of the organization enables the great impact and diversity, yet also presents an organizational complexity. In an effort to simplify the structure and make it more easily understood, an organized system is used to distinguish schools, centers, institutes and other entities—without sacrificing the brand unity that gives our collective communication impact and resonance. Stronger alignment will create a unified look and feel for our university that better reflects our status as a top public research institution.

TOP-LEVEL

“Top-level” refers to one of the twenty-nine major colleges or administrative divisions within the University, as well as several multidisciplinary or highly independent units that have formal relationships with the University of Georgia.

	SINGLE LINE	DOUBLE LINE
FORMAL	 UNIVERSITY OF GEORGIA Single Line Name	 UNIVERSITY OF GEORGIA Double Line Name Double Line Name
HORIZONTAL	 Single Line Name UNIVERSITY OF GEORGIA	 Double Line Name Double Line Name UNIVERSITY OF GEORGIA
EXTREME HORIZONTAL double line logos only		 Double Line Name Double Line Name UNIVERSITY OF GEORGIA
VERTICAL	 UNIVERSITY OF GEORGIA Single Line Name	 UNIVERSITY OF GEORGIA Double Line Name Double Line Name
WEB BANNER optional	 UNIVERSITY OF GEORGIA Single or Double Line Name	

DEPARTMENT LEVEL

FORMAL

HORIZONTAL

EXTREME HORIZONTAL

SINGLE LINE COLLEGE
SINGLE LINE DEPARTMENT



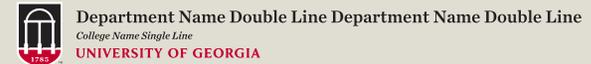
SINGLE LINE DEPARTMENT
SINGLE LINE COLLEGE



SINGLE LINE COLLEGE
DOUBLE LINE DEPARTMENT



DOUBLE LINE DEPARTMENT
SINGLE LINE COLLEGE



DOUBLE LINE COLLEGE
SINGLE LINE DEPARTMENT



SINGLE LINE DEPARTMENT
DOUBLE LINE COLLEGE



DOUBLE LINE COLLEGE
DOUBLE LINE DEPARTMENT



DOUBLE LINE DEPARTMENT
DOUBLE LINE COLLEGE



Each logo is available as an EPS, JPG, or PNG file configured for digital or print media. Five color variations exist for each logo. See page 3 for variations.

MULTI-TIER

There is an option for a third level of information when it's important to communicate that a sub-department, lab, or other group is part of a larger entity.

Third-tier information is in a lighter weight than that of the top level or department level. A thin rule separates third-tier information.



**UNIVERSITY OF
GEORGIA**

College Name Single or Double

Department Name Single or Double

Third Tier Name Single or Double

FORMAL



College Name Single or Double

Department Name Single Line or Double

Third Tier Name Single or Double

UNIVERSITY OF GEORGIA

HORIZONTAL



College Name Single or Double College Name Single or Double

Department Name Single or Double Department Name Single or Double

Third Tier Name Single or Double Third Tier Name Single or Double

UNIVERSITY OF GEORGIA

EXTREME HORIZONTAL

SECTION FOUR

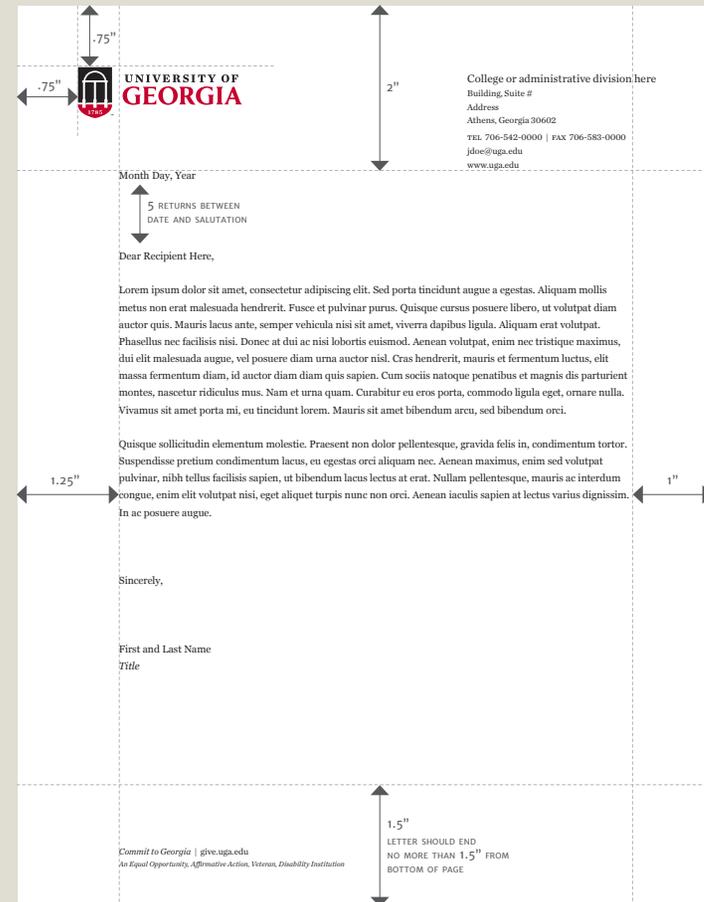
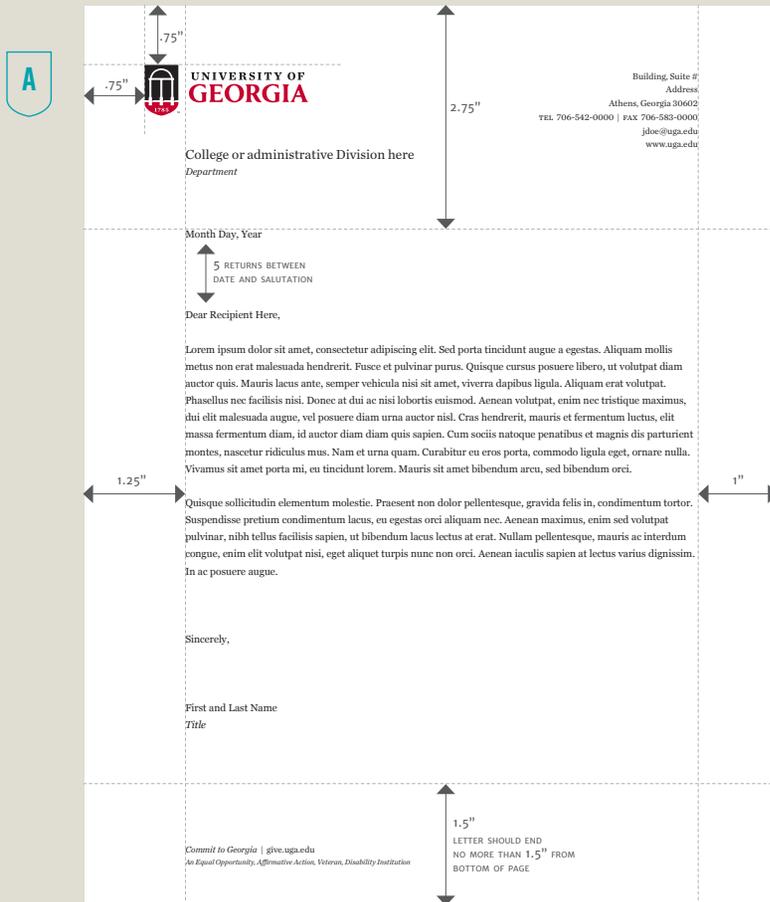


BUSINESS SYSTEM

One of the primary ways we communicate is through our business stationery. Official University documents such as admissions packages, alumni correspondence, and monetary materials use the business system.

Because of its formal nature, it is especially important that we adopt a university-wide visual style for our stationery. A consistent style throughout all of our correspondence helps us maintain a professional reputation, and incorporating the new visual identity system is essential in heightening our recognizability.

LETTERHEAD



PAPER

NEENAH 24 LB. CLASSIC CREST / EGGSHELL / AVON BRILLIANT WHITE
NEENAH 24 LB., 70 LB. CLASSIC CREST / SMOOTH / AVON BRILLIANT WHITE
NEENAH ENVIRONMENT 24 LB., 70 LB. / PC100 WHITE

STYLE

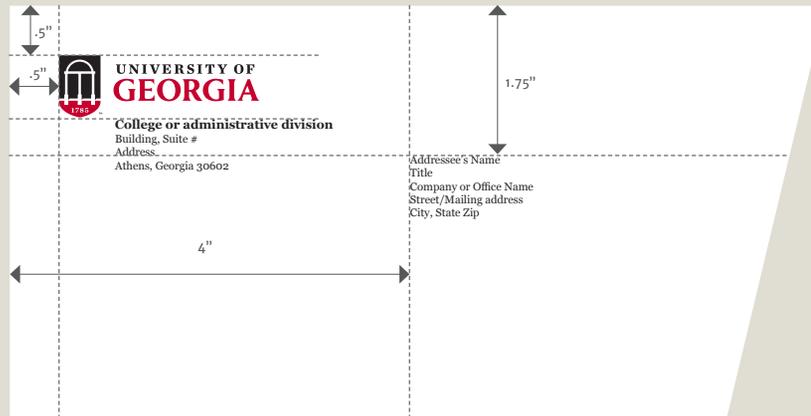
BODY TEXT IS 9 PT. GEORGIA REGULAR
LINE SPACING IS "EXACTLY 14 PT."
BODY TEXT SHOULD NOT EXTEND BEYOND MARGINS

ORDER/DOWNLOAD

PRINT: PRINTING.UGA.EDU/ORDER.HTML
PRINT: TATE.UGA.EDU/PRINT_CONTENT_PAGE/HOME
DIGITAL: BRAND.UGA.EDU/DOWNLOADS

MAIL

ENVELOPE



ENVELOPE STOCK

NEENAH 24 LB. CLASSIC CREST / EGGSHELL / AVON BRILLIANT WHITE
NEENAH 24 LB., 70 LB. CLASSIC CREST / SMOOTH / AVON BRILLIANT WHITE
NEENAH ENVIRONMENT 24 LB., 70 LB. / PC100 WHITE

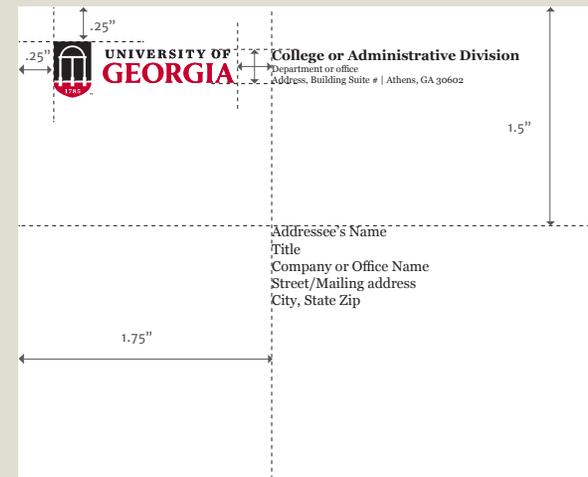
ORDER

PRINTING.UGA.EDU/ORDER.HTML
TATE.UGA.EDU/PRINT_CONTENT_PAGE/HOME

LABEL

In order to maintain the University's nonprofit mailing indicia from the United States Postal Service, a consistent return address style must be used.

The distance between the logo and the return address is equal to the height of the logo's wordmark. Any serif font may be used.



LABEL STOCK

'CRACK AND PEEL' LABEL STOCK / WHITE
5" X 4" OR 4" X 3.25"

BUSINESS CARD

A




UNIVERSITY OF
GEORGIA

School / College / Administrative unit
Department or office
First and Last Name
Title(s)
Building, Suite #
Address | Athens, GA 30602
TEL 706-542-0000 | FAX 706-583-0000
jdoe@uga.edu
www.uga.edu

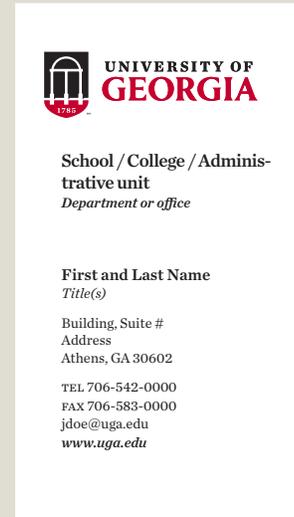
C




UNIVERSITY OF
GEORGIA

School / College / Administrative unit
Department or office
First and Last Name
Title(s)
Building, Suite #
Address
Athens, GA 30602
TEL 706-542-0000
FAX 706-583-0000
jdoe@uga.edu
www.uga.edu

D



 UNIVERSITY OF
GEORGIA

School / College / Administrative unit
Department or office
First and Last Name
Title(s)
Building, Suite #
Address
Athens, GA 30602
TEL 706-542-0000
FAX 706-583-0000
jdoe@uga.edu
www.uga.edu

B




UNIVERSITY OF
GEORGIA

School / College / Administrative unit
Department or office
First and Last Name
Title(s)
Building, Suite # | Address | Athens, GA 30602
TEL 706-542-0000 | FAX 706-583-0000
jdoe@uga.edu
www.uga.edu

PAPER

NEENAH 100 LB. COVER CLASSIC CREST / EGG SHELL / AVON BRILLIANT WHITE
NEENAH 100 LB. COVER CLASSIC CREST / SMOOTH / AVON BRILLIANT WHITE
NEENAH ENVIRONMENT 100 LB. COVER / PC100 WHITE

ORDER

PRINTING.UGA.EDU/ORDER.HTML
TATE.UGA.EDU/PRINT_CONTENT_PAGE/HOME

The University-level logo is used on all stationery materials. Departments and units should be inserted in the designated areas for each option.

SECTION FIVE



SOCIAL MEDIA

Social media has become an integral part of communications across the university constituencies—students, alumni, faculty, and staff. It is an important way to tell the Georgia story, promote our academic and research achievements, show the economic impact we are making in Georgia and around the world, as well as build connections to the university.

SOCIAL MEDIA

SINGLE LINE



GEORGIA-SM-SQUARE-1L



GEORGIA-SM-CIRCLE-1L



GEORGIA-SM-SNAP-1L

Social media icons are the only application medium for which the logo proportions are altered. Do not change the color, proportions, or arrangement of any element in these configurations.

DOUBLE LINE



GEORGIA-SM-SQUARE-2L



GEORGIA-SM-CIRCLE-2L



GEORGIA-SM-SNAP-2L

Social media icons are offered as Photoshop files. Each file includes a text layer in which the name of the unit can be inserted.

SECTION SIX



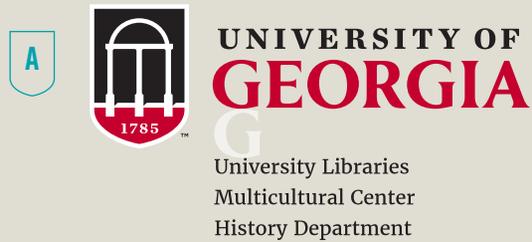
CO-BRANDING

Our identity is a powerful asset. The University of Georgia has a strong history of teaching, research and service centers, institutes and partnerships with university and professional entities that reflect our strength as a leading national research university.

Co-branding can strengthen the identity of these centers, institutes and partnerships. By consistently applying all the elements of the visual identity we create and maintain a strong “brand” that reinforces who we are, how we define our personality and the value we provide to our state and our world.

INTERNAL PARTNERSHIP

Treatments for internal departments that partner on a program or initiative, or share sponsorship of an event.



EQUAL PARTNERSHIP | When several entities share affiliation equally, list them alphabetically either A) underneath the University logo or B) on its right side.



MAJOR SPONSOR | When one top-level department or college is the major sponsor, use its logo instead of the University logo. List all other affiliated entities.

CO-BRANDING

When the University of Georgia works with affiliated yet independent entities or with outside partners, multiple logos may need to be displayed.



The EXPANDING COLUMN, or I-BAR, is a graphic element of the University's brand. It can be used to separate major sections of information. Download at BRAND.UGA.EDU/DOWNLOADS.

PROMOTIONAL GRAPHIC

When a University entity sponsors a separately branded event, the arrangement below should be used.



CHICK-FIL-A KICKOFF WEEKEND

UNIVERSITY OF GEORGIA.
Office of the President



FOOD PRODUCT CONTEST

UNIVERSITY OF GEORGIA.
College of Agricultural and Environmental Sciences



Spotlight on the Arts
OPEN HOUSE AT THE DODD

UNIVERSITY OF GEORGIA.
Lamar Dodd School of Art



TERRY THIRD THURSDAY

UNIVERSITY OF GEORGIA.
Terry College of Business

SECTION SEVEN



APPLICATION

Our visual identity system was designed to be especially conscious of context. The University logo's multiple configurations, color combinations, and file formats allows our mark to be applied in almost any medium, in any visual context. To achieve the most effective results, each project should take into consideration the specific medium and limitations of that medium.

SIGNAGE

For signs that are installed on clear, translucent, or opaque backgrounds (such as glass doors and windows), the white (-W) or reverse color white (-CW) logos should be used.



WHITE (-W)



WHITE ETCHED



REVERSE COLOR WHITE (-CW)

For signage inquiries, please contact CAROL VANSANT at the Grounds Department Sign Shop: (706) 542 - 7549

NAME TAG

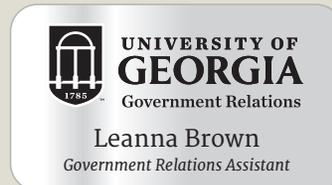
There are three common name tag styles that are recommended for utility and durability. Different methods are used to produce each style. Plastic name tags usually have specific dimensions.



PLASTIC
3" X 2" or 3.5" X 1.25"
PRINTED LOGO



UNISUB®
ANY SIZE
BURNED LOGO

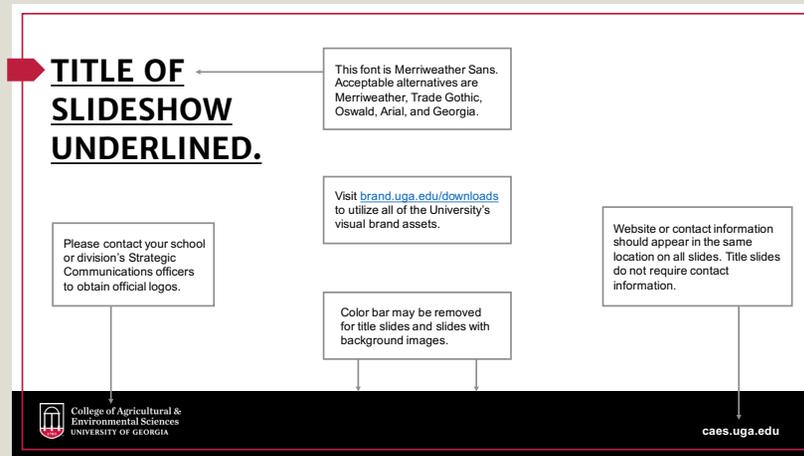


BRUSHED METALLIC
ANY SIZE
LASER-CUT LOGO

PRESENTATION

POWERPOINT

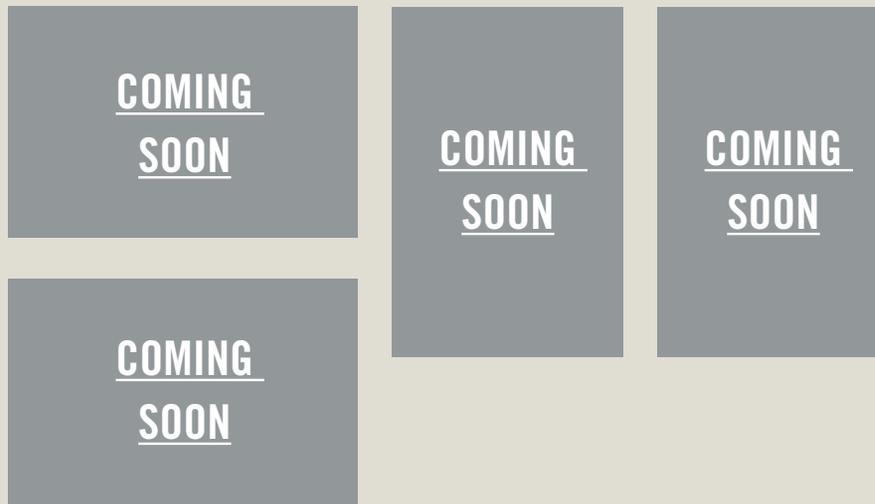
Presentations given by University entities, especially to external audiences, should reflect the brand of the University in a visually consistent way. These templates should be used whenever practical.



RESEARCH POSTER

Research presentations aim to present large amounts of information quickly and effectively. Poster templates can be used to easily arrange data.

Research is often presented to an audience that is unfamiliar with the University. It is important to associate the research with the University of Georgia using a consistent visual style.



Download presentation templates and other brand assets at BRAND.UGA.EDU.



UNIVERSITY OF
GEORGIA