

# VISUAL IDENTITY STYLE GUIDE

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MAY 2017



UNIVERSITY OF  
GEORGIA

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SECTION ONE

UNIVERSITY LOGO

**What is a logo?** The dictionary meaning of a logo is a symbol, sign, or emblem. It is an easily recognizable, reproducible design element, often including a name, symbol, specific color or trademark. Logos are designed for easy recognition of an organization. It is a tool to build an identity for an organization which helps to communicate and represent a brand.

A logo is a core identifier of an organization, used on business cards, letterhead, and advertising material. More than a mere visual mark, it is the face of the organization and should be consistent across all mediums.

*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 activites. 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 (FS)



VERTICAL (V)



GEORGIA SHIELD (GA)



GEORGIA TOP SHIELD (GTV)



WORDMARK (WRD)



GEORGIA ONLY (G)



EXTREME HORIZONTAL (XH)



HORIZONTAL WORDMARK (HW)

## OUTPUT

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

## LOGO CONFIGURATIONS

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

## COLOR VARIATIONS

FULL COLOR (FC)  
BLACK (+ WHITE OUTLINE) (2CB)  
RED (+ WHITE OUTLINE) (2CR)  
REVERSED COLOR WHITE (CW)  
WHITE (W)

## FILE FORMATS

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



FULL COLOR (FC)



BLACK (2CB)



RED (2CR)



REVERSE COLOR WHITE (CW)



WHITE (W)

# SPECIAL CONFIGURATIONS

Special configurations using the visual identity have been created for unique circumstances. They may only used for these specific items:

- 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.



LAPEL PIN



CIRCULAR LAPEL PIN



EMBROIDERED PATCH



UNIVERSITY SEAL

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.

Requests should be submitted to [TRADEMARKS@UGA.EDU](mailto:TRADEMARKS@UGA.EDU). Special configurations are created only by Marketing & Communications / Creative Services.

## SECTION TWO

# 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.

# SCHOOL / UNIT LEVEL

School or unit level logos refers the 27 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

FORMAL



UNIVERSITY OF  
GEORGIA

Single Line Name

HORIZONTAL



Single Line Name  
UNIVERSITY OF GEORGIA

EXTREME HORIZONTAL

double line logos only

VERTICAL



UNIVERSITY OF  
GEORGIA

Single Line Name



UNIVERSITY OF  
GEORGIA

Double Line Name  
Double Line Name

DOUBLE LINE



UNIVERSITY OF  
GEORGIA

Double Line Name  
Double Line Name



Double Line Name  
Double Line Name

UNIVERSITY OF GEORGIA



Double Line Name Double Line Name  
UNIVERSITY OF GEORGIA

WEB BANNER

optional



UNIVERSITY OF GEORGIA

Single or Double Line Name

# DEPARTMENT LEVEL

BRAND.UGA.EDU

FORMAL

SINGLE LINE COLLEGE  
SINGLE LINE DEPARTMENT



UNIVERSITY OF  
GEORGIA

College Name Single Line  
Department Name Single Line

SINGLE LINE DEPARTMENT  
SINGLE LINE COLLEGE



UNIVERSITY OF  
GEORGIA

Department Name Single Line  
College Name Single Line

HORIZONTAL

College Name Single Line  
Department Name Single Line  
UNIVERSITY OF GEORGIA

Department Name Single Line  
College Name Single Line  
UNIVERSITY OF GEORGIA

EXTREME HORIZONTAL

SINGLE LINE COLLEGE  
DOUBLE LINE DEPARTMENT



UNIVERSITY OF  
GEORGIA

College Name Single Line  
Department Name Double Line  
Department Name Double Line

DOUBLE LINE DEPARTMENT  
SINGLE LINE COLLEGE



UNIVERSITY OF  
GEORGIA

Department Name Double Line  
Department Name Double Line  
College Name Single Line

College Name Single Line  
Department Name Double Line  
UNIVERSITY OF GEORGIA

Department Name Double Line  
Department Name Double Line  
UNIVERSITY OF GEORGIA

DOUBLE LINE COLLEGE  
SINGLE LINE DEPARTMENT



UNIVERSITY OF  
GEORGIA

College Name Double Line  
College Name Double Line  
Department Name Single Line

SINGLE LINE DEPARTMENT  
DOUBLE LINE COLLEGE



UNIVERSITY OF  
GEORGIA

Department Name Single Line  
College Name Double Line  
College Name Double Line

College Name Double Line  
College Name Double Line  
UNIVERSITY OF GEORGIA

Department Name Single Line  
College Name Double Line  
UNIVERSITY OF GEORGIA

DOUBLE LINE COLLEGE  
DOUBLE LINE DEPARTMENT



UNIVERSITY OF  
GEORGIA

College Name Double Line  
College Name Double Line  
Department Name Double Line  
Department Name Double Line

DOUBLE LINE DEPARTMENT  
DOUBLE LINE COLLEGE



UNIVERSITY OF  
GEORGIA

Department Name Double Line  
Department Name Double Line  
College Name Double Line  
College Name Double Line

College Name Double Line  
College Name Double Line  
UNIVERSITY OF GEORGIA

Department Name Double Line  
Department Name Double Line  
UNIVERSITY OF GEORGIA

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.

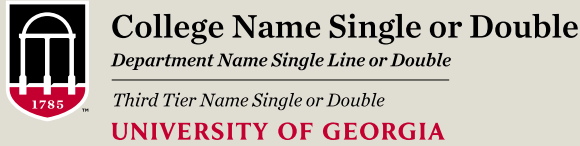
# MULTI-TIER

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

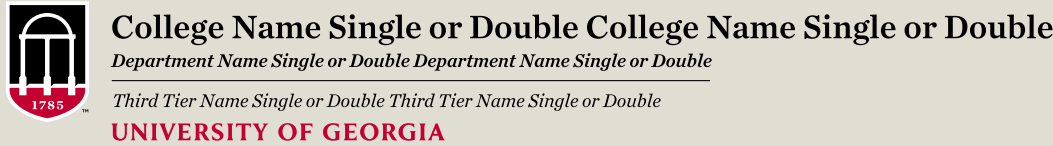
Third-tier information is in a lighter weight than that of the top level or department level. A thin rule separates third-tier information.



FORMAL



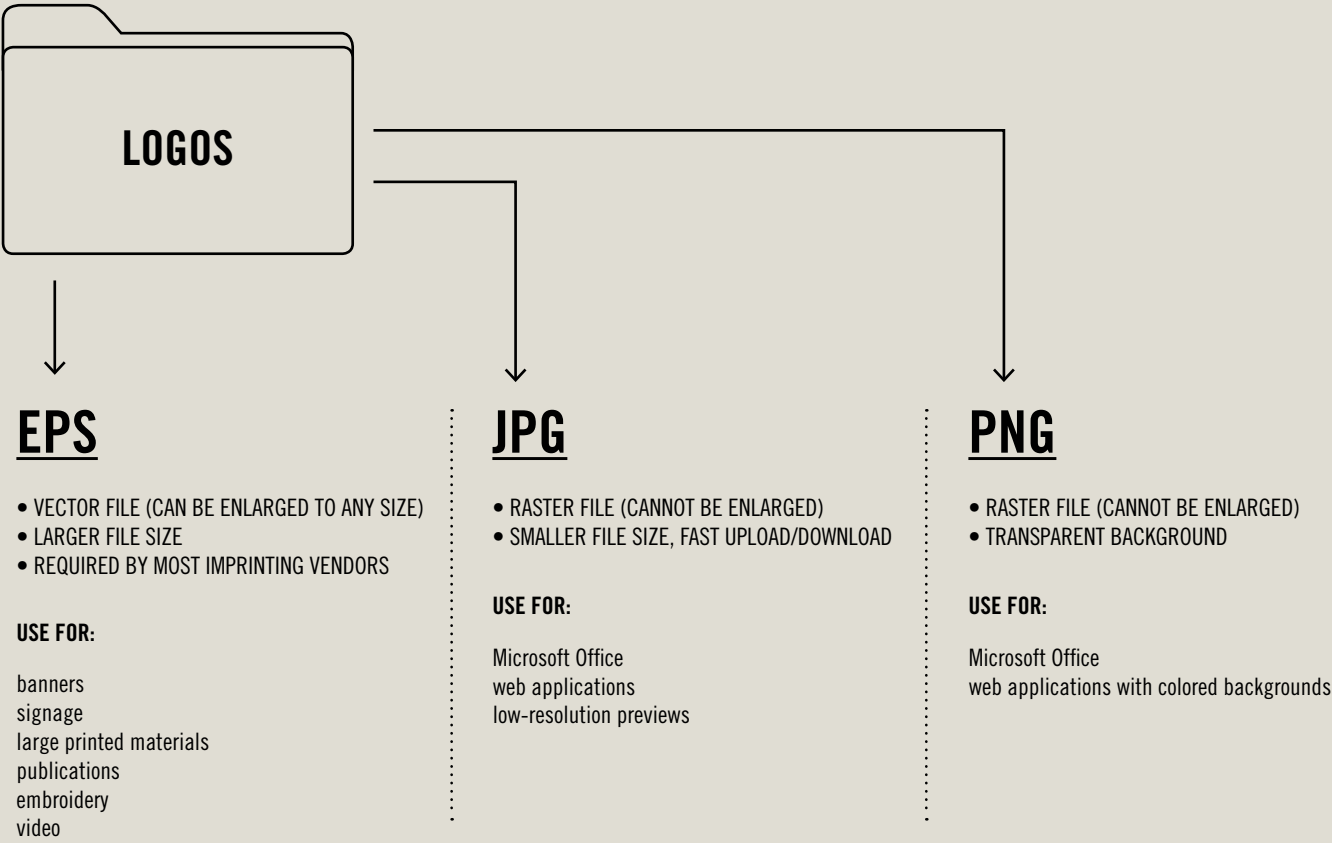
HORIZONTAL



EXTREME HORIZONTAL

# FILE TYPES

Logos are available in EPS, JPG, and PNG formats. Each file format has unique characteristics that make it ideal for certain applications.



SECTION THREE



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.

# EXTERNAL 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](https://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 TWO

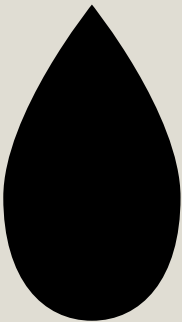
# DESIGN BASICS

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 prining

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

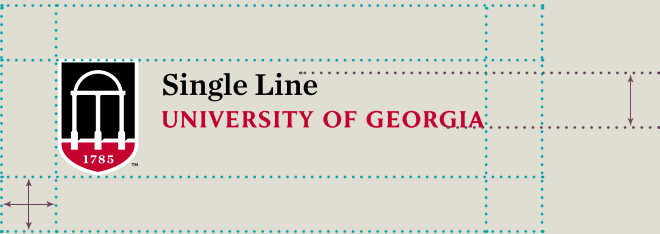
BLACK

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. ***Vendors can make adjustments in their CMYK mix to achieve a visual match to PANTONE® 200 C in the PANTONE PLUS SERIES — Coated swatch book.***

# CLEAR SPACE

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

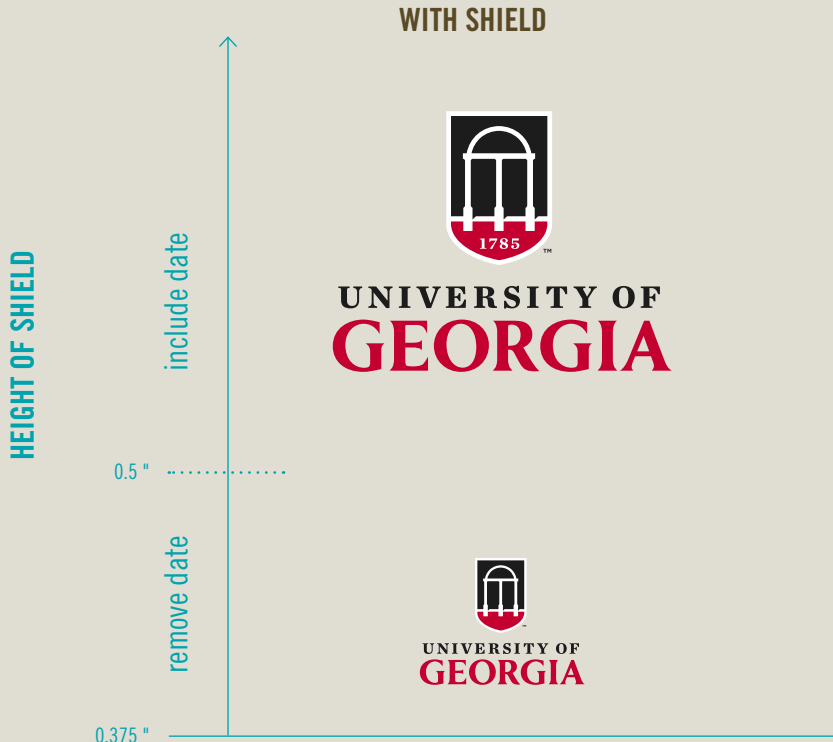


Clearance space for horizontal and extreme horizontal department-level logos is defined as the combined height of the University of Georgia wordmark and the line directly above it.

# 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.

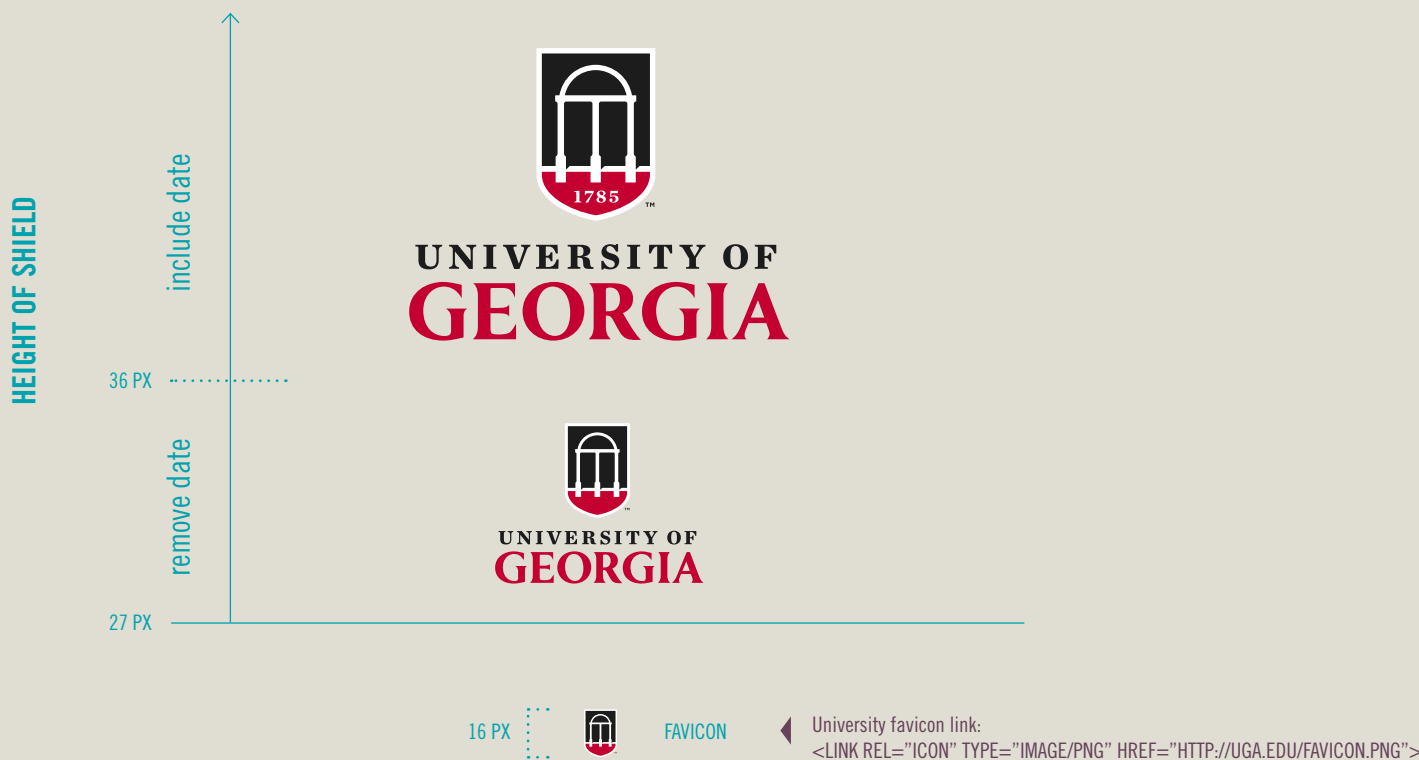


### WITHOUT SHIELD



## 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.



# PLEASE DON'T

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 <b>GEORGIA</b> Do not distort.	 UNIVERSITY OF <b>GEORGIA</b> Do not use unapproved colors.	 UNIVERSITY OF <b>GEORGIA</b> Do not switch colors.	 UNIVERSITY OF <b>GEORGIA</b> Do not invert the white arch and white holding shape.
 UNIVERSITY OF <b>GEORGIA</b> Do not alter the composition.	 UNIVERSITY OF <b>GEORGIA</b> Do not rotate.	 Do not use the arch-shield icon alone.	 Do not place on visually inaccessible backgrounds.
 UNIVERSITY OF <b>GEORGIA</b> Do not alter typography.	 UNIVERSITY OF <b>GEORGIA</b> Do not skew.	 UNIVERSITY OF <b>GEORGIA</b> Do not alter the proportions.	 UNIVERSITY OF <b>GEORGIA</b> Avoid placing on colors representative of rival schools.



Do use white logo (-W)  
or color screens



Do not print without  
the white containing shield.

# 1-COLOR LOGO

Project parameters may require a 1-color logo. On medium to dark backgrounds (40% black or darker), the -W (white) version of the logo should be used. On especially light backgrounds, the white holding shape may be removed from the -2CB (black) or -2CR (red) versions.

BACKGROUND COLOR  
**MEDIUM TO DARK**

LOGO COLOR VARIATION  
**WHITE (-W)**



BACKGROUND COLOR  
**LIGHT**

LOGO COLOR VARIATION  
**BLACK (1CB), RED (1CR)**  
WHITE REMOVED



The white holding shape may only be removed when project parameters require a one-color logo on a light background. In all other cases, the white holding shape should be retained.

SECTION FOUR

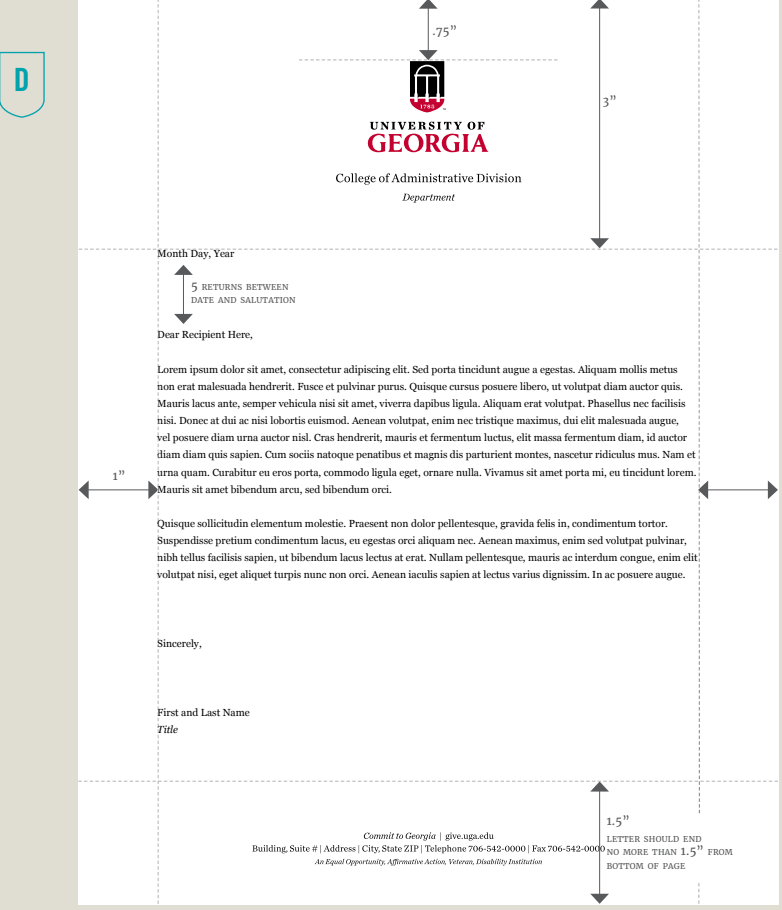
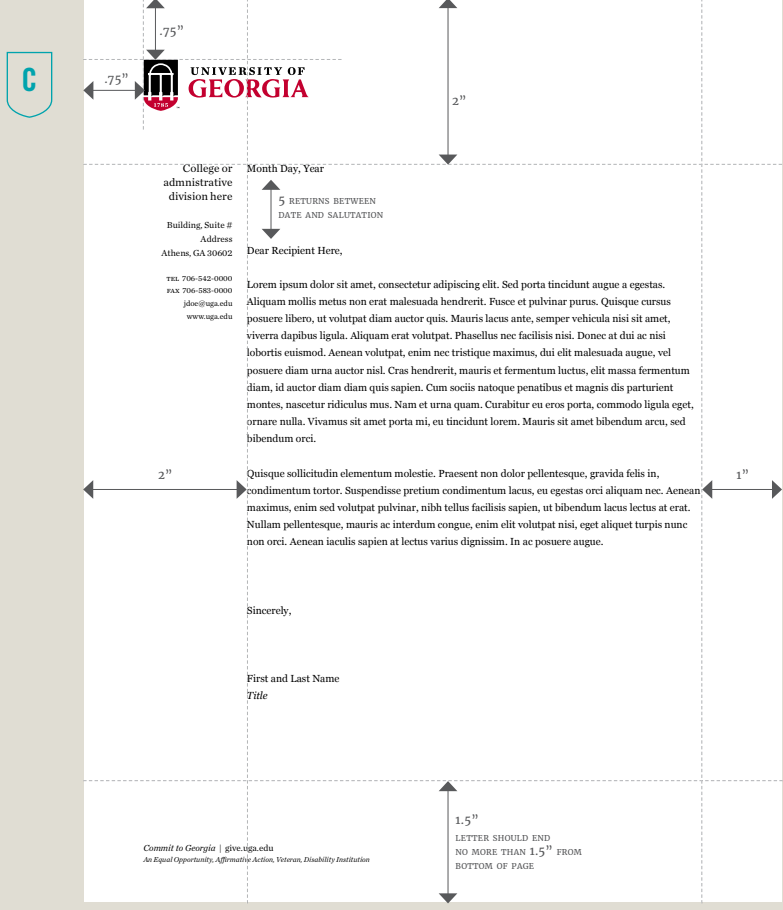
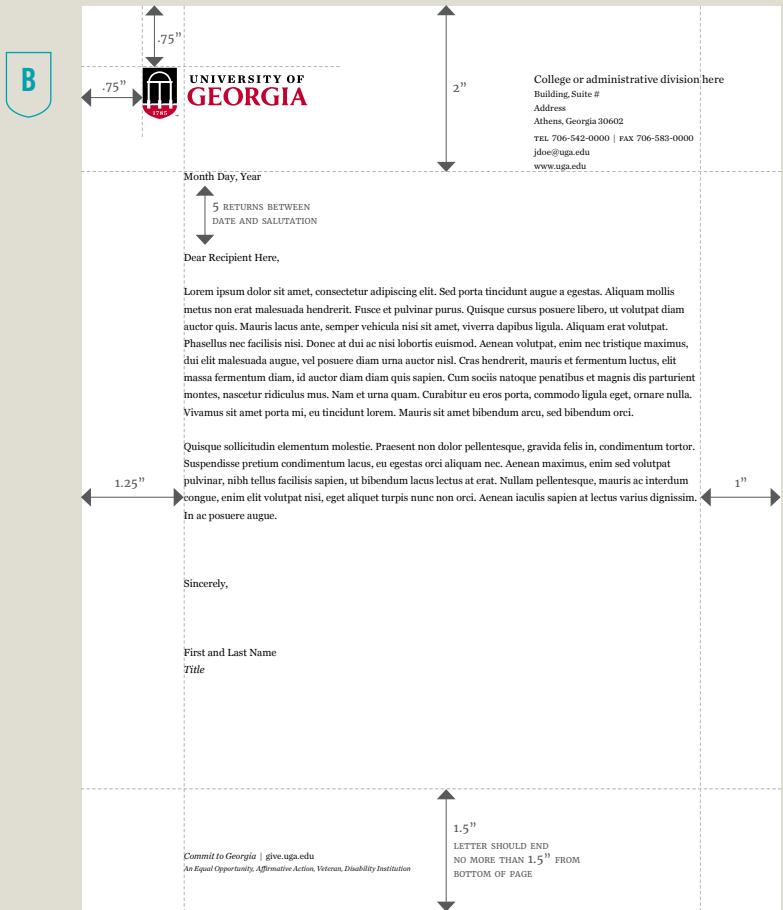
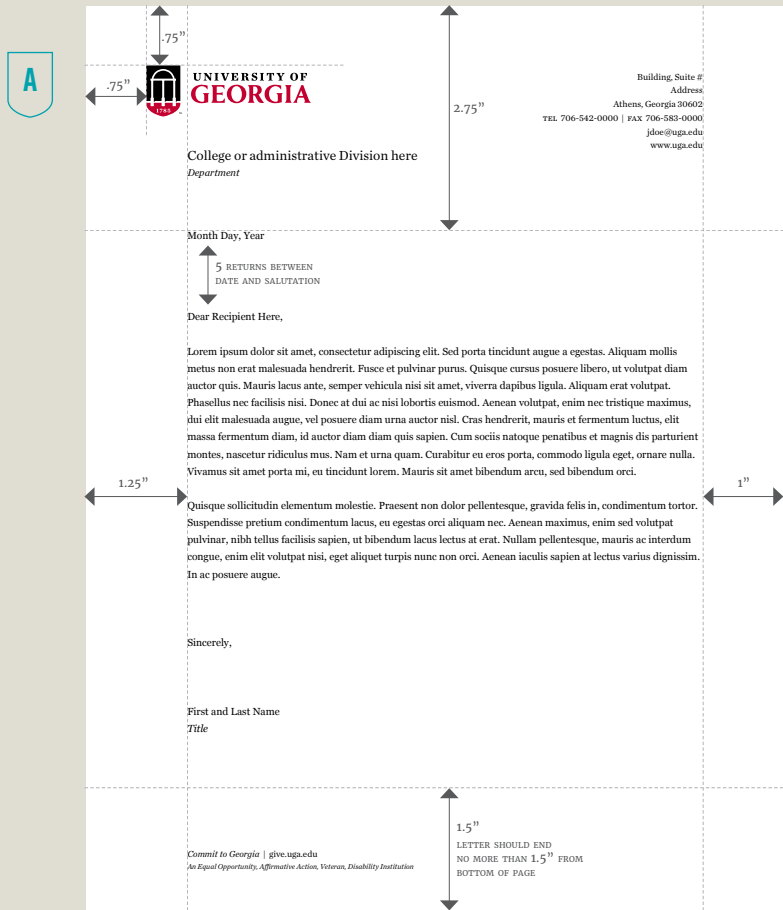


BUSINESS SYSTEM

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

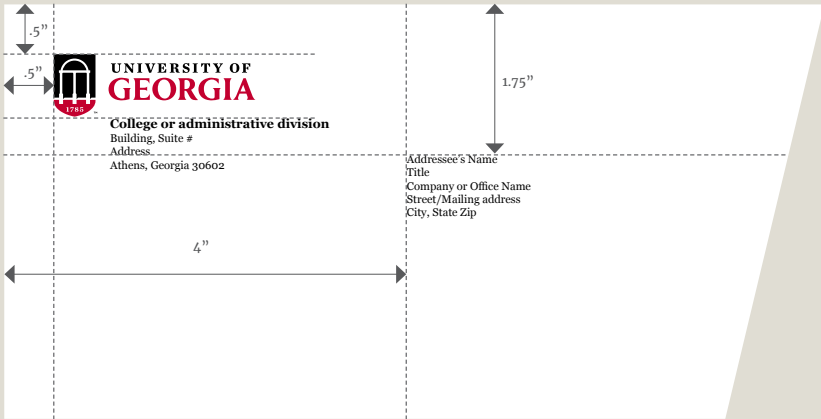
BODY TEXT IS 9 PT. GEORGIA REGULAR  
LINE SPACING IS "EXACTLY 14 PT."  
BODY TEXT SHOULD NOT EXTEND BEYOND MARGINS

## ORDER/DOWNLOAD

PRINT: PRINTING.UGA.EDU/ORDER.HTML  
PRINT: TATE.UGA.EDU/PRINT\_CONTENT\_PAGE/HOME  
DIGITAL: BRAND.UGA.EDU/DOWNLOADS

The university-level logo is used on letterheads, envelopes, mailing labels, and business cards. Departments and units should be inserted in the designated areas for each option. *Name tags, as well as small note cards and note pads intended for personalized, hand-written correspondence, may use top-level or department-level logos.*

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

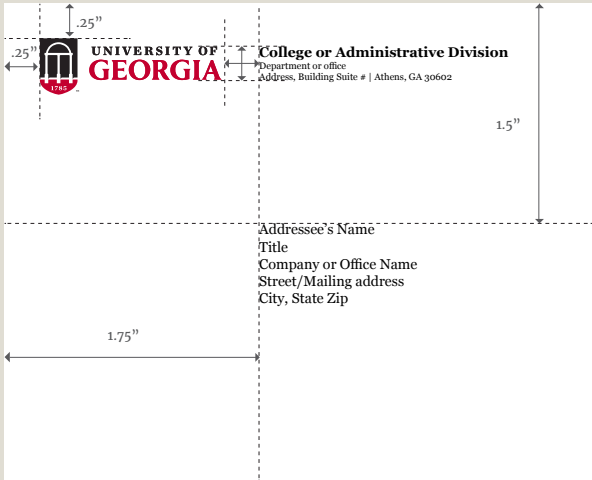
ORDER

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.



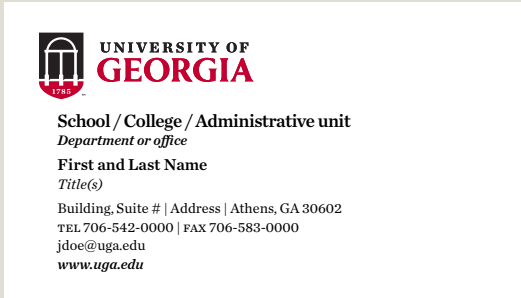
LABEL STOCK

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

A



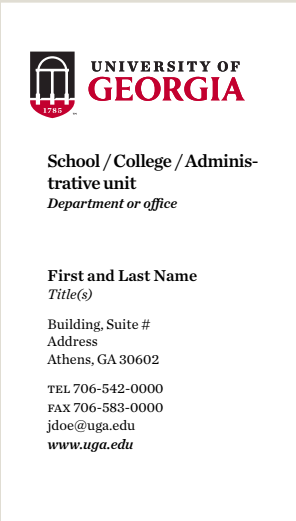
B



C



D



PAPER

NEENAH 100 LB. COVER CLASSIC CREST / EGGSHELL / 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 letterheads, envelopes, mailing labels, and business cards. Departments and units should be inserted in the designated areas for each option. *Name tags, as well as small note cards and note pads intended for personalized, hand-written correspondence, may use top-level or department-level logos.*

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

## DOUBLE LINE



GEORGIA-SM-SQUARE-2L



GEORGIA-SM-CIRCLE-2L



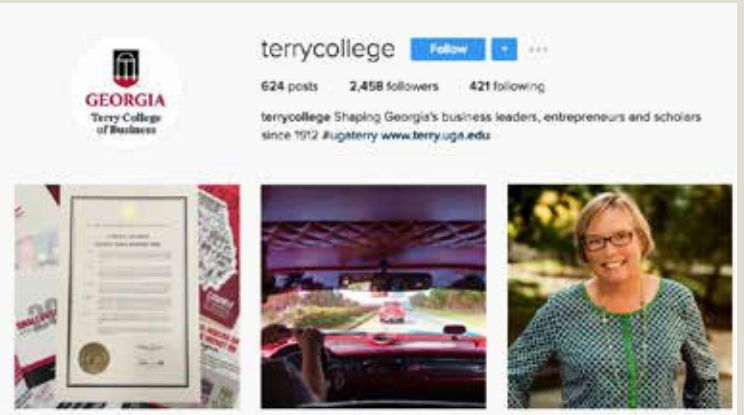
GEORGIA-SM-SNAP-2L

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.

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

# SOCIAL MEDIA

We strongly encourage all schools, divisions, departments and programs that launch official social media presences to feature identifiable University of Georgia branding, including the current logo. In order to leverage the full strength of the University's name, fame and reputation we recommend that your social media presence be consistent and complimentary to the Georgia brand. Here are a few examples of best practices.



SECTION SIX

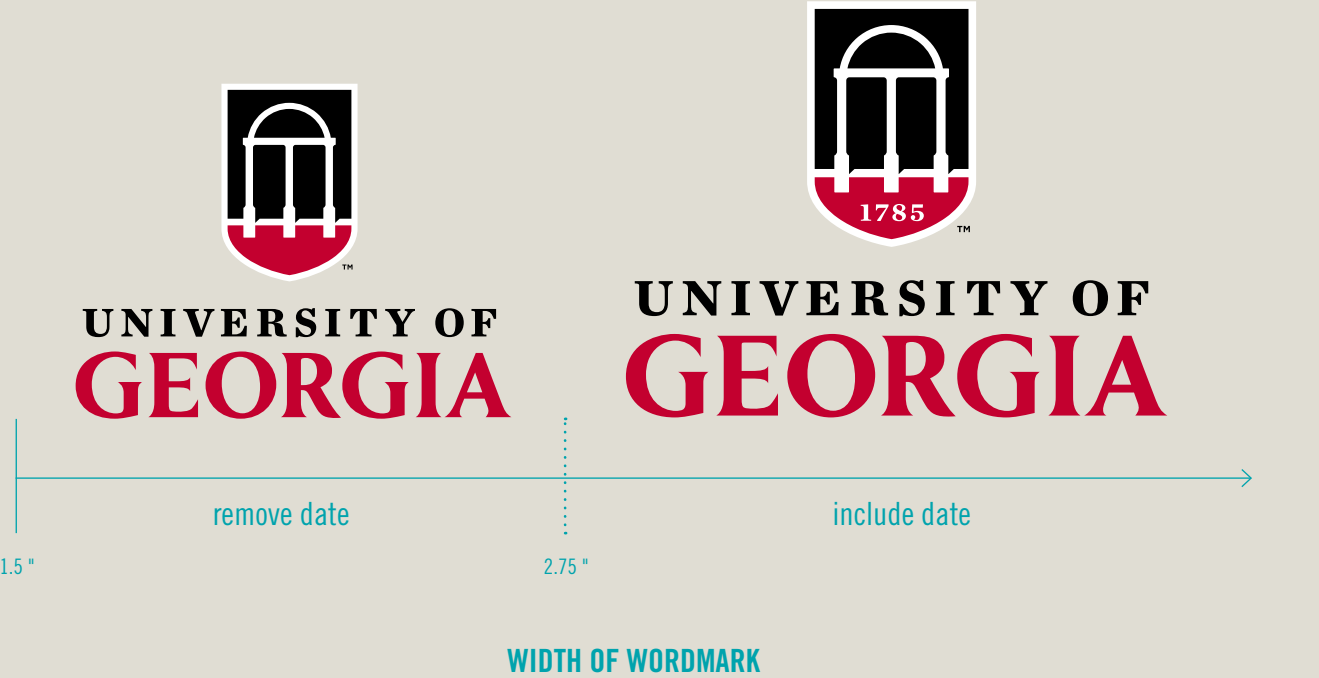


# APPLICATIONS

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.

# EMBROIDERY

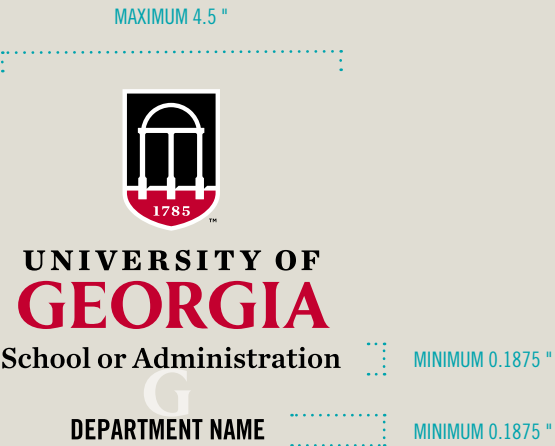
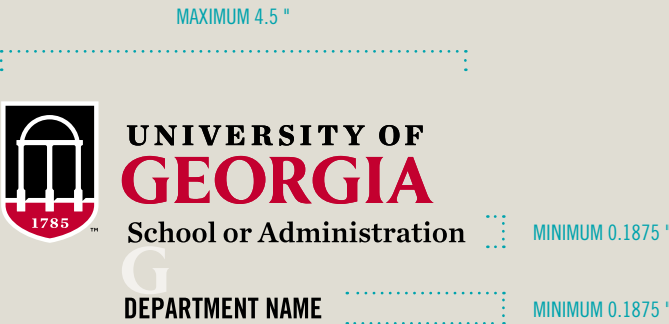
Embroidery is a unique medium that requires special attention to sizing. Very small lettering can be difficult to read when emroidered. Follow these constaints when embroidering the University logo.



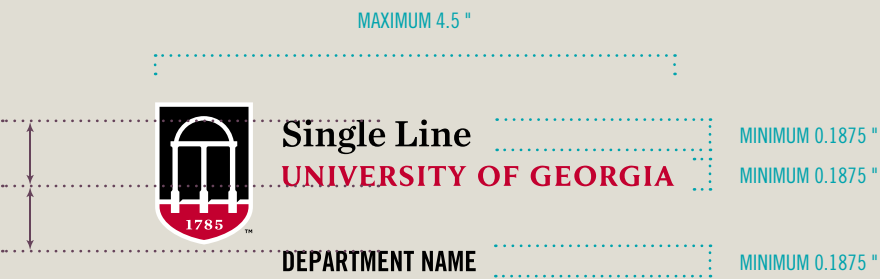
UNIVERSITY OF  
GEORGIA®

MINIMUM WITHOUT ARCH SHIELD ICON 2.5 "

Department-level logos can be difficult to embroider due to the small lettering involved. Please ask the embroidery vendor for a sample stich 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.

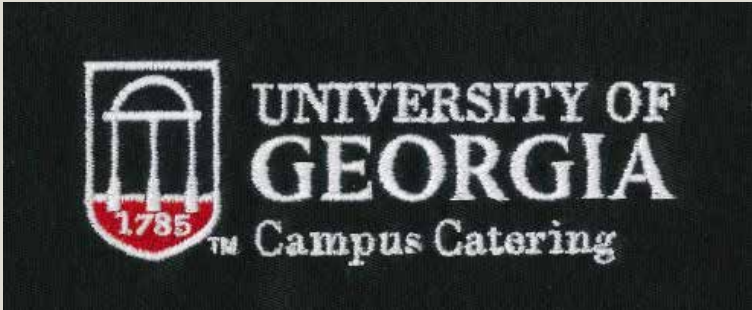


For embroidering purposes, clearance space for horizontal and extreme horizontal logos is defined as the combined height of the University of Georgia wordmark and the line directly above it.





# EMBROIDERY



Please contact [TRADEMARKS@UGA.EDU](mailto:TRADEMARKS@UGA.EDU) for a list of approved embroidery vendors.

# EXHIBITS



# NAME TAGS

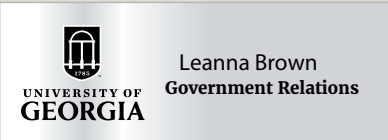
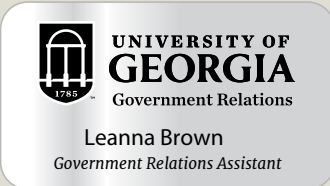
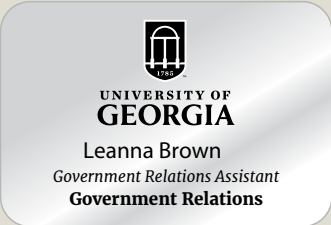
There are three common name tag styles that are recommended for utility and durability. Different methods are used to produce each style. Plastic name tags usually have specific dimensions.



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



UNISUB®  
ANY SIZE  
BURNED LOGO



BRUSHED METALLIC  
ANY SIZE  
LASER-CUT LOGO

# WINDOW 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)

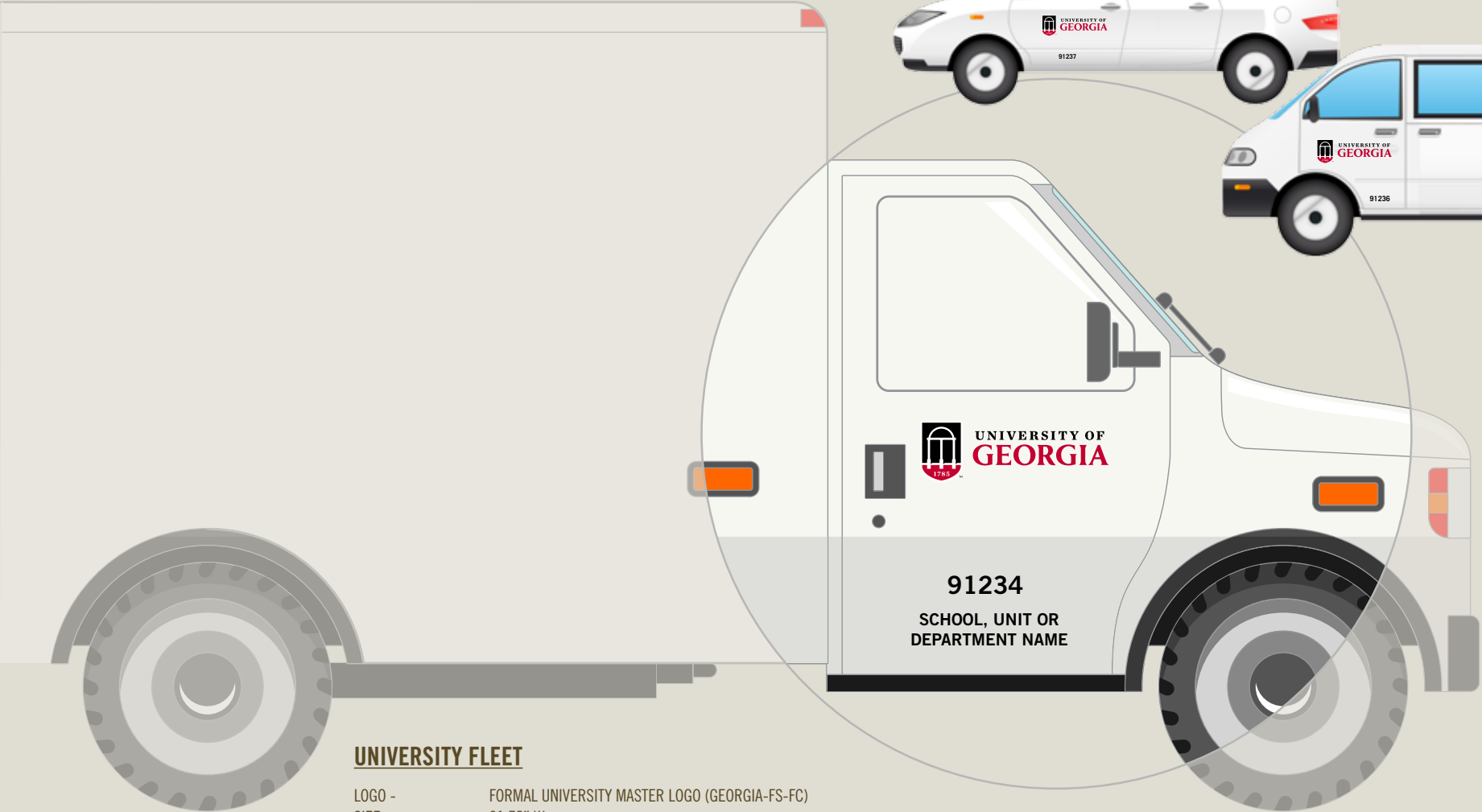
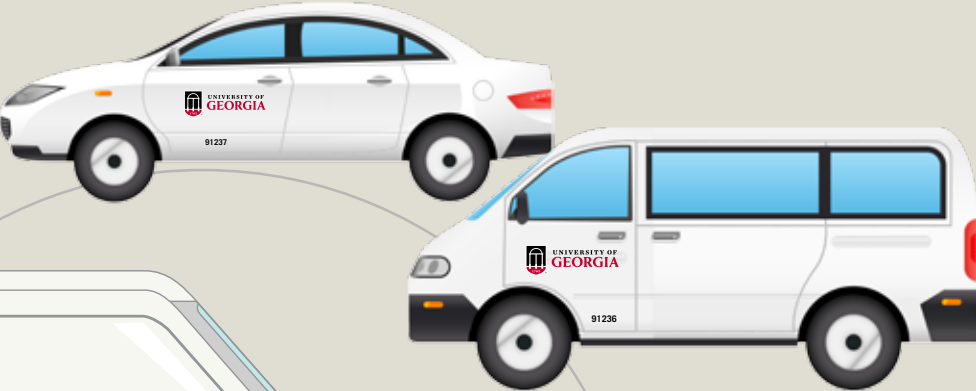


Student Success and Advising Center  
*College of Family and Consumer Sciences*  
UNIVERSITY OF GEORGIA

ACADEMIC ADVISING

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

# VEHICLE SIGNAGE



## UNIVERSITY FLEET

LOGO - FORMAL UNIVERSITY MASTER LOGO (GEORGIA-FS-FC)  
SIZE - 21.75" W  
PLACEMENT - CENTER IN TOP DOOR PANEL AREA ABOVE SIDE MOLDING  
LOCATION - DRIVER AND PASSENGER SIDE

VEHICLE ID - TRADE GOTHIC BOLD NO. 2; LETTER HEIGHT 2.5"  
ID PLACEMENT - CENTER IN BOTTOM DOOR PANEL AREA BELOW SIDE MOLDING  
DEPARTMENT NAME - TRADE GOTHIC BOLD NO. 2; UPPERCASE; LETTER HEIGHT 1" – 2";  
KERN < -25 (FOR FIT) / DOUBLE LINE STACK (FOR FIT)  
DEPARTMENT NAME PLACEMENT - BEST IF CENTERED UNDER VEHICLE ID NUMBER

## LOGOS FOR NON-WHITE VEHICLES (GEORGIA-FS-CW)

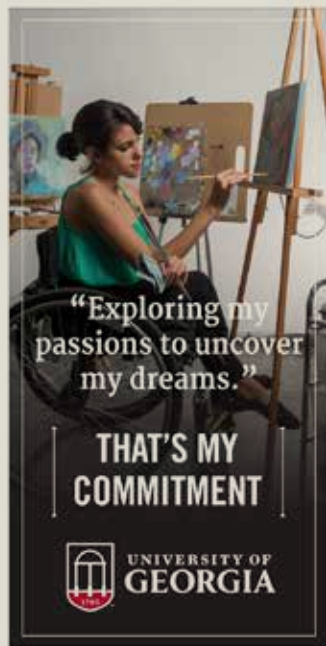


SECTION SEVEN



# GALLERY





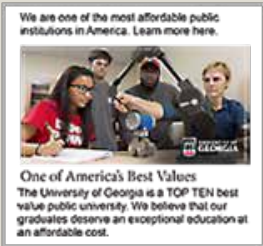
COFFEE CUPS



LAPEL PINS



ADVERTISEMENTS



DISPLAY ADS



PLAQUES





# APPENDIX

Our visual identity system offers numerous benefits to the University of Georgia: It reflects institutional cohesion, creates organizational efficiency, differentiates us from other institutions, facilitates reputational understanding, maintains visual consistency and is a source of unity and pride for those associated with the University of Georgia.

Georgia’s Identity Standards and Guidelines can be consistently applied to all communications including advertising, print, collateral, stationery, signage and digital media. This document includes standards and guidelines for the use of institutional logos, including the university’s primary logo system, the university seal (note: the use of the seal is restricted and requires special permission), the school, college and administration unit logos including campus, academic, administrative division/department, program/initiative/ event, and program logos. It also includes information about our colors and typography.

# ADDITIONAL GUIDELINES

While comprehensiveness was a goal in developing the University of Georgia’s Visual Identity Styleguide, questions will arise. We will work to answer them in this section and will keep you informed of all our updates as often as necessary. These guidelines are also available online, where any updates between print editions will also be included. The web address is: [brand.uga.edu](http://brand.uga.edu).

Please call Marketing & Communications or the Trademark Management and Licensing Office. Contact information is in the final pages of this manual. Those offices can provide approvals, resources, and answers to any questions not specifically outlined in the guidelines.

## ▶ WHAT IS A TRADEMARK?

A trademark (or mark) is any logo, image, symbol, name, nickname, letter(s), word, slogan, or derivative used by an organization, company, or institution to identify its goods/services and distinguish the institution from other entities or competitors. It is “owned” by the organization and cannot be legally used outside of the organization without permission. The names “University of Georgia” and “Georgia,” for example, are trademarks, and can be used on promotional materials or merchandise only with permission; the shield, the Power-G, and numerous other symbols and icons are also protected trademarks. When a product makes reference to the University of Georgia (as the university), such reference requires approval. Georgia is a federally registered trademark.

### UNOFFICIAL OR NEW SECONDARY MARKS

If a mark/logo is being designed by an outside agency, approval from Marketing & Communications must be obtained prior to design. Marks/logos created prior to the development of these guidelines will be evaluated on a case-by-case basis.

### COLOR VARIATIONS:

Each logo includes five color variations:

**FULL COLOR (-FC)**  
*black, white, Pantone 200 C*

**BLACK (-2CB)**  
*black, white*

**RED (-2CR)**  
*white, Pantone 200 C*

**REVERSE COLOR WHITE (-CW)**  
*Arch-shield icon: black, white, Pantone 200 C*  
*wordmark: white*

**WHITE (-W)**  
*white*

To establish and maintain recognition of the University of Georgia identity, please follow these recommendations:

**Black or backgrounds darker than 40% black:**  
**(-CW)**  
**(-W)**

**White background:**  
**(-FC)**  
**(-2CB)**  
**(-2CR)**

*Avoid placing red lettering over black backgrounds and black lettering over red backgrounds. Red and black are similar in tonal value, and words produced in these conditions may be illegible.*

## ▶ ADVERTISING SPECIALTIES

Advertising specialty items are seen in many different applications and have a wide distribution. Maintaining a consistent, high-quality look for the various promotional items ensures that the university is represented appropriately. The diverse sizes and shapes of the various items call for some design flexibility.

Keep in mind that the University of Georgia’s name and the word “Georgia” are registered through the state of Georgia and are legally owned trademarks. Any intended use of the University of Georgia® name or logo on merchandise, whether it is to be sold or given away, must be approved by the Marketing & Communications office.

Approval artwork may be e-mailed, faxed or personally delivered to:  
Trademark Management and Licensing Office /  
Marketing & Communications: [trademarks@uga.edu](mailto:trademarks@uga.edu)  
or call 706-542-9877

All items for sale and imprinted with a University of Georgia logo must feature a trademark emblem (™) below and slightly to the right of the logo. Contact Marketing & Communications for more information regarding trademark symbol placement. More details can be found in the university’s Trademark and Licensing Policy, found here: [brand.uga.edu](http://brand.uga.edu)

## ▶ WHEN TO USE THE TM OR ® MARK

Until September 30, 2017, we are asking that you always use a trademark (TM) or registration mark (®).

## ▶ DISCONTINUED TREATMENTS

Please discontinue all use of the previous logos below. Materials bearing them should be replaced with the refreshed logo as soon as inventories expire. The retired Arch is still a registered trademark of the University of Georgia and cannot be used as a logo element.



## ▶ TRADEMARK POLICY

Since 1996, the University of Georgia has managed the licensing, usage and protection of the institutional and athletic trademarks registered to the university by the Board of Regents of the University System of Georgia via trademark compliance and coordination review. The mission is three-fold:

1. *To ensure proper use and application of the trademarks that are associated with the University of Georgia.*
2. *To strengthen the visual brand by building relationships with retailers, licensees, campus departments, student organizations, alumni and fans.*
3. *To generate revenue to enhance private funding for academic support.*

Protection of university intellectual property pertaining to university trademarks, as well as their promotional use with and in brand messaging and merchandising, is of particular importance to the University of Georgia (hereafter identified as “University

# ADDITIONAL GUIDELINES

Improper usage of university trademarks diminishes our overall brand as well as those associated with the university. All faculty, staff, students, partners and retailers who are formally associated with the university are asked to be vigilant advocates for the protection of university marks and urged to comply with any and all aspects of this policy.

## WHAT’S IN THE POLICY?

- General Use and Regulation Requirements for University Marks
  - Board of Regents (BOR) requirements
  - University requirements
  - University seal requirements
  - Process
- Internal Institutional usage by on-campus Departments, Units and affiliates
  - University, Colleges, Schools, Departments, Divisions, Units, System Campuses and Programs
  - Individuals – Faculty, Staff, Students
  - Student Organizations
  - Internal Affiliated Organizations (i.e., Foundation, Alumni Association)
- External / Commercial Usage
  - Traditional retail merchandise
  - Non-University of Georgia (i.e. alumni clubs, booster clubs, etc.)
  - Individuals – Non-university affiliated
- University Identity Program

The complete trademark policy can be read online at [brand.uga.edu](#).

## FEEDBACK

- ▶ We hope these guidelines demonstrate how the visual identity elements can work together, in fresh and interesting ways, to create materials that reflect the university brand. Your feedback on how useful these guidelines have been would be most welcome.

Please email your comments to [visualidentity@uga.edu](mailto:visualidentity@uga.edu) and your logo requests to [trademarks@uga.edu](mailto:trademarks@uga.edu) or give us a call at 706-542-8083.

## CONTACT

- ▶ The Division of Marketing & Communications is responsible for managing the University of Georgia visual identity system.

Please contact us if you have any questions or feedback:

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**Trademark Management:**  
[trademarks@uga.edu](mailto:trademarks@uga.edu) or call 706-542-9877

**Visual Identity / Creative Services:**  
[visualidentity@uga.edu](mailto:visualidentity@uga.edu) or call 706-207-9471

