

# VISUAL IDENTITY SYSTEM

FOR THE UNIVERSITY OF GEORGIA

ARCH SHIELD ICON



DESCRIPTOR

UNIVERSITY OF  
GEORGIA

LOGO LOCK UP

# INTRODUCTION

SEPT. 2, 2016 | Thank you for your support as we roll out the updated visual identity for the university. After working together this year, we are pleased to share the refreshed university logo that will begin to appear across campus.

## WHY A REFRESH?

As we prepare for the public phase of the comprehensive capital campaign, it is important to have a strong and consistent external presentation so our partners, donors and alumni can easily recognize our institution's full impact and are motivated to strengthen their support. Refreshing the logo and our system will create a unified look and feel for our university that better reflects our status as a top public research institution.

A refreshed look across the institution will provide:

- Better consistency, clarity and brand recognition
- Increased impact and efficiency by working better in digital and social channels
- Visual alignment across academics and athletics
- Cost savings as individual units will not need to invest in designing their own logos

## A STRONG PRESENTATION

Designed with purpose, each element of the updated logo has been thoughtfully crafted to harken back to the history and pride of the 1989 logo and also present an ambitious face for the next era. The shield represents academic excellence, and our iconic symbol, the Arch, signifies strength. These elements combined help the logo work across all digital platforms. Fonts are traditional, in keeping with our rich history, and refreshed for a future-facing aesthetic. The color palette is now consistent across the institution, including Athletics.

## WHAT'S NEXT?

We are working to finalize and deliver your custom logo files throughout the fall, which will involve small-group training sessions. We will also be hosting brown-bag info sessions to answer questions on 10/4, 10/17 and 10/31.

Additionally, we have launched an online toolkit, [brand.uga.edu](http://brand.uga.edu), that will provide essential information regarding color palette, usage guidelines, letterhead, digital templates and much more. This will continue to be populated over the next several months and years and will contain all visual identity guidelines later in the fall.

As good stewards of our funds, it is important that we not waste our existing materials. Please ask your team to roll out your new materials judiciously after the old materials have been used. Digital/social assets can be transitioned quickly at no/low cost; we request all print materials to be used until reordered with the new logo.

For more than 230 years, UGA has grown and evolved, and this refreshed look is another step in this process as we prepare for the comprehensive capital campaign. We look forward to working with you to bring the university community closer together, create stronger alignment and ensure that we get more value out of each and every opportunity to communicate.

If you have any questions, please contact [visualidentity@uga.edu](mailto:visualidentity@uga.edu).

With regards,



Karri Hobson-Pape

Vice President

Division of Marketing & Communications

## DEAR COLLEAGUES,

SEPT. 2, 2016 | As faculty, staff, and students, we show our pride in the University of Georgia by contributing in many ways to its dynamic mission. The symbols, logos, and colors we use to visually represent our university when telling our story is an important way we all support the University of Georgia. When our many communication pieces, from business cards to e-newsletters, are identifiable as coming from one university, the depth and diversity of our university will be even more appreciated.

This guidebook includes the logo catalog, along with guidelines designed to communicate visual continuity across all campus communications. We understand that implementing a system of this scale will take time, however, the enthusiasm and support shown so far is exciting and very much appreciated. We will do our best to keep up with your questions and requests.

We also ask for your help as we work together to create solutions that will leverage the value and the power of the university brand with a visual identity system that, over time, becomes highly recognizable through repetition.

Throughout this process, we will keep you apprised of our ongoing efforts to develop more resources and templates for your use. We will be conducting workshops, offering assistance and opening up more channels for communication and professional development.

Thank you for all you do to help bring new focus and energy to our great institution's communications. We look forward to invigorating our collective efforts to tell the world about our one-of-a-kind institution.



Jan

Jan Gleason  
Executive Director  
Division of Marketing & Communications

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# THE UNIVERSITY LOGO

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## FOR THE UNIVERSITY OF GEORGIA

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

### WHO USES IT

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 LOGOS

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. Each configuration includes five color variants in three formats:

- 📁 PNG (transparent background)
- 📁 JPG (raster format)
- 📁 EPS (vector format)

The Arch shield icon travels with a white holding shape at all times. When applied to white or light backgrounds, this shape fades into the backgrounds. When the logo is used on dark backgrounds, the white holding shape appears so the logo can appear in full color.

The Arch shield is never to be separated from the wordmark.



**VERTICAL**  
GEORGIA-V-FC

📁 PNG | JPG | EPS



**FORMAL**  
GEORGIA-FS-FC

📁 PNG | JPG | EPS



**EXTREME HORIZONTAL**  
GEORGIA-XH-FC

📁 PNG | JPG | EPS

## LOGO CONFIGURATIONS

- FORMAL ----- (-FS-)
- VERTICAL ----- (-V-)
- HORIZONTAL ----- (-H-)
- EXTREME HORIZONTAL - (-XH-)
- WORDMARK ----- (-WRD-)
- GEORGIA SHIELD ----- (-GS-)
- GEORGIA ONLY ----- (-G-)
- SPECIAL USE ----- (-SP-)

## 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)



**i LIMITED USE**

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 Office of Trademark Management and Licensing Office in the Marketing & Communications office. For more information, visit [brand.uga.edu](http://brand.uga.edu)

The University of Georgia wordmarks are uniquely drawn sets of typographic characters that form “Georgia” and “University of Georgia.” Each serves as the foundation to which all other graphic identity elements are added. Treat the signature as artwork, not as typography. It cannot be accurately reproduced with any typeface and should not be modified in any way.

The University logo includes two wordmark versions— “Georgia®” and “University of Georgia®.” The use of these versions is limited and requires the permission and review of usage from the Division of Marketing & Communications.

**THE UNIVERSITY SEAL**



The university executive seal (shown above) 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.

# UNIVERSITY LOGOS

## CONT.

Special configurations are available and will require permission or licensure from the University of Georgia Office of Trademark Management and Licensing. Requests should be submitted to [trademarks@uga.edu](mailto:trademarks@uga.edu).

Special use logos can only be created by Marketing & Communications / Creative Services and generally take two weeks from time of approval to produce.

For questions regarding the use of logos, contact [visualidentity@uga.edu](mailto:visualidentity@uga.edu).

## | SPECIAL CONFIGURATION



# COLOR VARIATIONS



COLORS	PANTONE®	RGB SCREEN / VIDEO	CMYK FOR DIGITAL	CMYK FOR PRINT	HEX WEB	MADEIRA EMBROIDERY	A&E / RA EMBROIDERY
BULLDOG RED	PMS 200	186 / 12 / 47	18/100/87/9	3/100/70/12	#BA0C2F	1147	1842
BLACK	BLACK	0/0/0	75/68/67/90	0/0/0/100	#000000	BLACK	BLACK

CMYK, as a color mode, has a fairly limited gamut. Representing Pantone 200 in CMYK values results in a wider difference of appearance between printed output and digital artwork.

For print use the logos in the PRINT folder. They were created using Pantone's PMS 200 4-color CMYK build: C-3/ M-100/Y-70/K-12 (PANTONE 200 UGA). The black build is C-0/M-0/Y-0/K-100. Note that the PMS is designed for printing inks. Screen-printing inks and textile, paint and plastic colors may not accurately match the university logo colors. Please obtain color samples from licensed vendors prior to production of items when using these materials.

Reds will vary slightly as a result of the type of paper stock used, the color of the paper, the type of press and the type of inks. Always use a visual guide (this cover) or Pantone Book as a reference.

For screens and monitors use the logos in the SCREEN folder. They were created using Pantone's PMS 200 spot RGB build 186/12/47 or #BA0C2F. Note that the CMYK's color build is different. This does not matter for web, video (TV monitors), or Power Points, PDFs, emailers (screens).

## THE RED PLEDGE

If your merchandise order or printed publication requires a BULLDOG RED, please check your files and/or convert the red to process CMYK (C-3; M-100; Y-70; K-12 or 3/100/70/12). Name the swatch either PANTONE 200 UGA (our logo color swatch) or BULLDOG RED in your color palette.

When submitting your order, please talk with your vendor and include these instructions in your spec sheet:

All CMYK builds or conversions should be 3/100/70/12 if labeled PANTONE 200 UGA or BULLDOG RED.

Any red in your file or color palette not labeled PANTONE 200 UGA or BULLDOG RED cannot be guaranteed to be printed in our red unless these stipulations are met.

The colors used in the university wordmark help make it a distinguishable element of Georgia's identity. It is important to be consistent in the use of color.

When one color or full color variations are used on black, red or dark backgrounds, the type and <sup>TM</sup> reverse to white.

Inks, presses, papers and screens vary considerably when it comes to rendering exact colors. For that reason, we highly recommend referring to the Pantone® Matching System (PMS) for consistent and accurate color reproduction.

## FILE NAMES

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

### *i* ONE RED

We have carefully printed the cover of this manual using our Bulldog Red (PMS200). You can use it as a guide or you can order a set of Pantone color matching chips by calling (888) 726-8663 or ordering online at [www.pantone.com](http://www.pantone.com).

# MINIMUM SIZE

When reproducing our logo, be conscious of its size and legibility. Generally, our logo shield with date should never appear less than 1/2" tall in printed materials, and no less than 36px tall in digital applications.

Minimum size is determined by the height of the shield icon and applies to all configurations. The proportions of the type to the shield icon should never be altered. For the wordmark, minimum size is determined by the width of the signature.

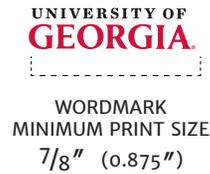
Minimum size requirements apply to full color and one color variants.

If an application requires the logo to appear between 1/2" - 3/8" tall, please remove the date. At this size, the date becomes illegible.

## FOR PRINT



MINIMUM PRINT SIZE IS 1 1/8" (1.125")



## FOR DIGITAL APPLICATIONS



FAVICON  
16PX



<LINK REL="ICON" TYPE="IMAGE/PNG" HREF="HTTP://UGA.EDU/FAVICON.PNG">

FOR EMBROIDERY |



UNIVERSITY OF  
**GEORGIA**

MINIMUM EMBROIDERY WIDTH WITH DATE  
IS 2<sup>3</sup>/<sub>4</sub>" (2.75")



UNIVERSITY OF  
**GEORGIA**

MINIMUM EMBROIDERY WIDTH WITHOUT DATE  
IS 1<sup>1</sup>/<sub>2</sub>" (2.5")

UNIVERSITY OF  
**GEORGIA**

MINIMUM EMBROIDERY WIDTH IS 2<sup>1</sup>/<sub>2</sub>" (2.5")

# CLEAR SPACE

Clear space is the area that is required around the outside of our logo. It must be kept free of other graphic elements such as headlines, text, images and the outside edge of materials.

The minimum required clear space for the logo is defined by the measurement “X” as shown. This measurement is equal to the height of the typography as shown here.

To reinforce the university logo, our visual identity system discourages the use of any additional iconography, marks or artwork in conjunction with the university logo or any supplemental logo. Approved secondary identity elements may be used as supporting art, but they should always be clearly separated from our official marks.



# UNIT LOGOS

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## FOR COLLEGES, SCHOOLS, AND ADMINISTRATIVE UNITS

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.

### WHO USES IT

Units within the university—colleges, schools, and administrative units have logos with the university’s name in either the top or secondary area as shown in the formal and horizontal configurations.

# COLLEGE / SCHOOL / ADMINISTRATIVE UNIT LOGOS

We have created flexibility so all colleges / schools / administrative units can choose the appropriate configuration for various applications and audiences.

Longer college / school / administrative units names may require a two-line solution in the formal and horizontal configurations.

## CONFIGURATIONS

FORMAL ----- (-FS-)  
 HORIZONTAL ----- (-H-)  
 EXTREME HORIZONTAL - (-XH-)  
 WEB BANNER (OPT) --- (-WEB-)

## COLOR VARIATIONS

FULL COLOR ----- (-FS)  
 ONE COLOR BLACK --- (-1CB)  
 ONE COLOR RED ----- (-1CR)  
 REVERSE COLOR WHITE (-CW)  
 WHITE ----- (-W)

## FORMAT VERSIONS

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

## WHICH FILE TO USE

VENDORS ----- EPS  
 DESIGNERS ----- EPS  
 POWER POINT ----- PNG / JPG  
 WORD ----- PNG / JPG  
 EMAIL ----- PNG  
 WEB ----- PNG / JPG  
 BANNERS/SIGNS ----- EPS



**UNIVERSITY OF  
 GEORGIA**  
 Single Line Name



**UNIVERSITY OF  
 GEORGIA**  
 Double Line Name  
 Double Line Name

**FORMAL**  
 COLLEGE-FS-FC  
 University / College

📄 PNG | JPG | EPS



**Single Line**  
**UNIVERSITY OF GEORGIA**



**Double Line**  
**Double Line**  
**UNIVERSITY OF GEORGIA**

**HORIZONTAL**  
 COLLEGE-H-FC  
 College / University

📄 PNG | JPG | EPS



**Full Name of College / School / Administrative Unit**  
**UNIVERSITY OF GEORGIA**

**EXTREME  
 HORIZONTAL**  
 COLLEGE-XH-FC  
 College / University

📄 PNG | JPG | EPS



**UNIVERSITY OF GEORGIA**  
 Full Name of College / School / Administrative Unit

**OPTIONAL  
 WEB BANNER**  
 COLLEGE-WEB-FC  
 University / College

📄 PNG | JPG | EPS

# DEPARTMENT LOGOS

A department name is another tier of information that may be integrated into the various logos. The examples here show how the school / college / administrative unit departments are represented within each logo type.

Note that two options exist for academic departments in the horizontal configuration.

Do not manually type the department name into logos. Always use the artwork files that are provided. Department logos should adhere to the same minimum size and clear space requirements defined on pages 12-14.

Longer college / school / administrative units names may require a two-line solution in the formal and horizontal configurations.

**FORMAL**  
COLLEGE-DEPT-FS-FC)  
College / Department / University

PNG | JPG | EPS



**UNIVERSITY OF  
GEORGIA**  
Single Line College Name  
*Single Line Department Name*



**UNIVERSITY OF  
GEORGIA**  
Double Line Department Name  
Double Line Department Name  
*Double Line College Name*  
*Double Line College Name*

**HORIZONTAL**  
COLLEGE-DEPT-H-FC  
College / Department / University

**EXTREME HORIZONTAL\***  
COLLEGE-DEPT-XH-FC  
College / Department / University

PNG | JPG | EPS



**Single Line College**  
*Single Line Department Name*  
**UNIVERSITY OF GEORGIA**



**Double Line College**  
**Double Line College**  
*Double Line Department Name*  
*Double Line Department Name*  
**UNIVERSITY OF GEORGIA**

**HORIZONTAL**  
DEPT-COLLEGE-H-FC  
Department / College / University

PNG | JPG | EPS



**Single Line Department**  
*Single Line College Name*  
**UNIVERSITY OF GEORGIA**



**Double Line Department**  
**Double Line Department**  
*Double Line College Name*  
*Double Line College Name*  
**UNIVERSITY OF GEORGIA**

**EXTREME HORIZONTAL**  
DEPT-COLLEGE-XH-FC  
Department / College / University

PNG | JPG | EPS



**Department Name Department Name Department Name**  
*School / College Name School / College Name School / College Name*  
**UNIVERSITY OF GEORGIA**

# MULTI-TIERED LOGOS

There is an option for a fourth-level of information when it's important to communicate that a group is part of a larger entity.

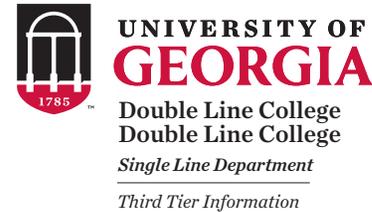
The multi-tiered configuration adds a third, light-faced line to the logo and introduces a regular weight font as a unit identifier.

## WHO USES IT

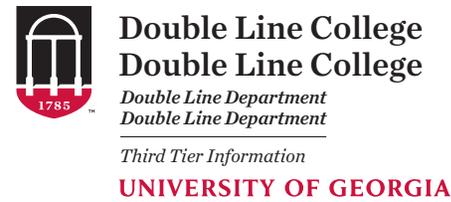
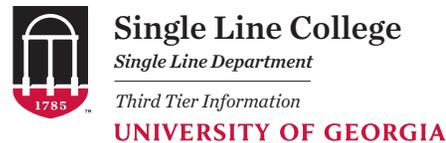
Centers, institutes, research laboratories, and programs within departments.

## CONFIGURATIONS

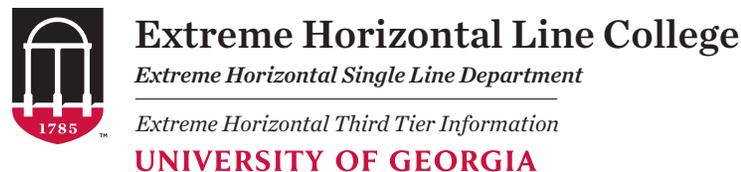
Like the college / school / administrative unit logos, the multi-tiered logos are configured in a formal, horizontal and extreme horizontal format with single and double line solutions.



**FORMAL**  
(COLLEGE-DEPT-CTR-FS-FC)  
University / College /  
Department / Center  
PNG | JPG | EPS



**HORIZONTAL**  
COLLEGE-DEPT-CTR-H-FC  
College / Department /  
Center / University  
PNG | JPG | EPS



**EXTREME HORIZONTAL**  
DEPT-COLLEGE-XH-FC  
Department / College /  
Center / University  
PNG | JPG | EPS

# PROGRAM LOGOS

The program-level configuration provides a solution for programs with extensive promotional objectives and interdisciplinary programs and units.

## WHO USES IT

Units with extensive promotional objectives; interdisciplinary programs such as centers and institutes associated with more than one college / school / administrative unit; official governance groups.

## CONFIGURATIONS

Like the school and unit logos, program logos are configured in a formal, horizontal and extreme horizontal format each with top program level and subunit level tiers. The unit identifiers are typeset in italics. Double line versions will be created for longer program and subunit names.

<p><b>FORMAL</b> PROG-FS-FC PROG-CENTER-FS-FC University / Program / Center</p> <p>PNG   JPG   EPS</p>	 <p><b>UNIVERSITY OF GEORGIA</b> <i>Single Line Program Name</i></p>	 <p><b>UNIVERSITY OF GEORGIA</b> <i>Single Line Program Name</i> Single Line Center Name</p>
<p><b>HORIZONTAL</b> PROG-H-FC PROG-CENTER-H-FC Program / Center / University</p> <p>PNG   JPG   EPS</p>	 <p><i>Single Line Program</i> <b>UNIVERSITY OF GEORGIA</b></p>	 <p><i>Single Line Program</i> Single Line Center Name <b>UNIVERSITY OF GEORGIA</b></p>
<p><b>EXTREME HORIZONTAL</b> PROG-XH-FC PROG-CENTER-XH-FC</p> <p>PNG   JPG   EPS</p>	 <p><i>Single Line Program Single Line Program Single Line Program</i> <b>UNIVERSITY OF GEORGIA</b></p>	 <p><i>Single Line Program Single Line Program Single Line Program</i> Single Line Center Name Single Line Center Name Single Line Center Name <b>UNIVERSITY OF GEORGIA</b></p>

## TAGLINES

A unique tagline can be displayed in combination with college / school / administrative unit logos. In order for the logo and tagline to be effective, they must be maintained within a clear space into which no other elements may intrude.

The clear space defined for taglines is the x-height of the Georgia wordmark and is separated by the expanding column divider. Art for the divider is in each logo set folder.

Taglines should be set in Merriweather Italic. It should be set at approximately 75% of the single line college name.

Do not add taglines to the university's logo.



UNIVERSITY OF  
**GEORGIA**

Single Line College Name

*Tagline set in Merriweather Italic*



Single Line

**UNIVERSITY OF GEORGIA**

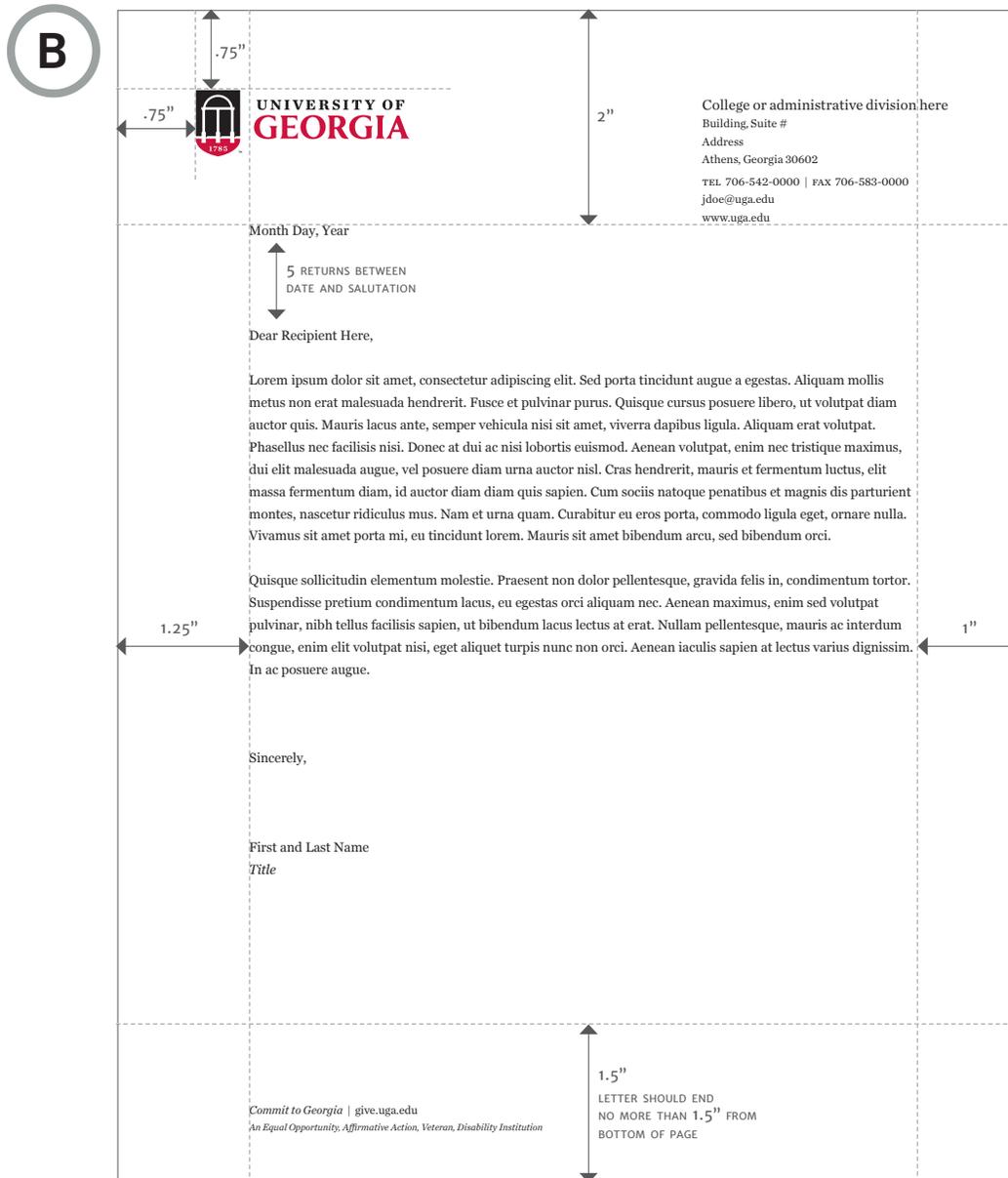
*Tagline set in Merriweather Italic*

# **BUSINESS SYSTEM**

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## **STATIONERY AND BUSINESS CARD**





Stationery can be ordered from [Bulldog Print + Design](#) and Tate Print & Copy center at the following links to ensure individuals receive the correct layout and paper stock.

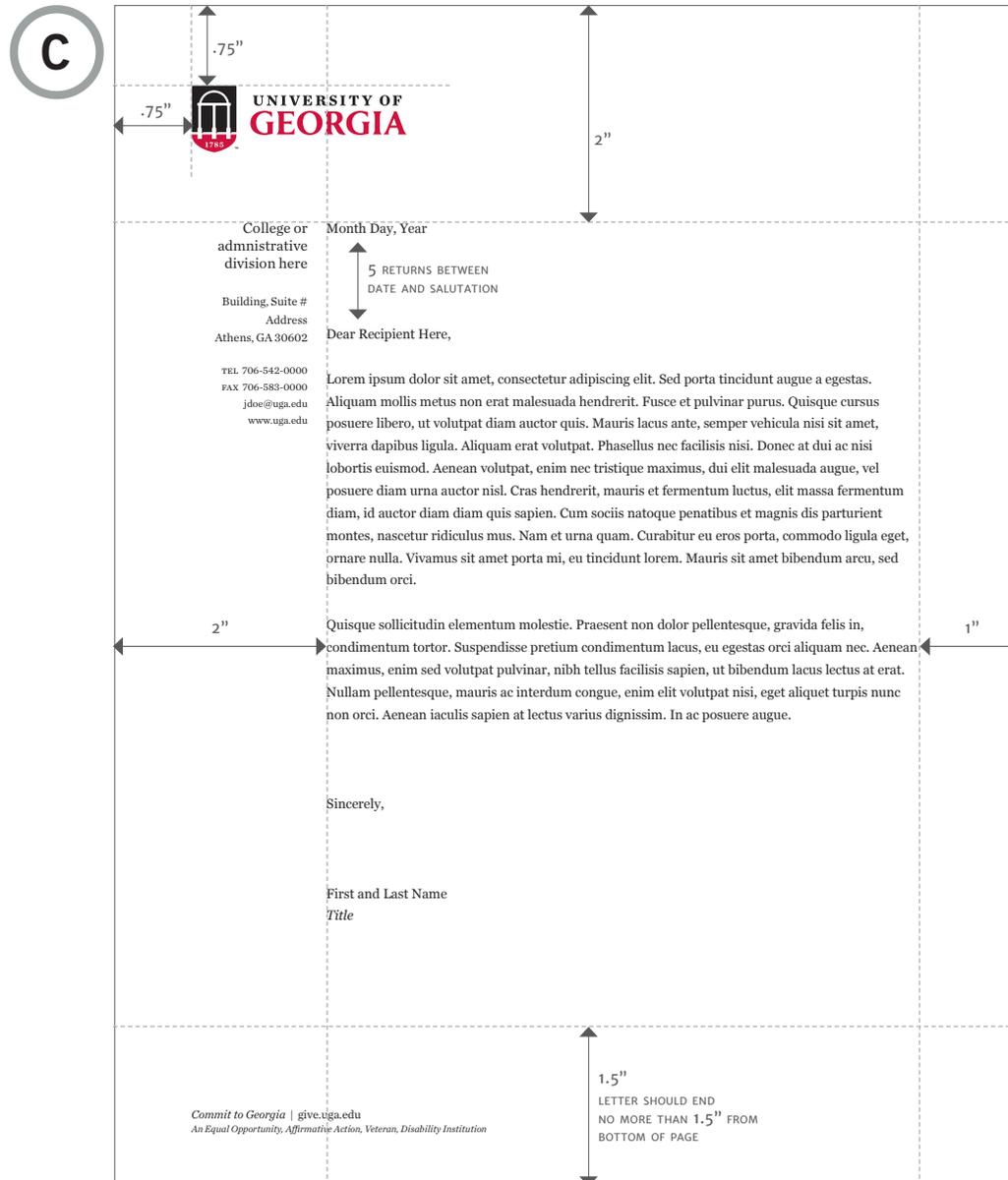
<http://printing.uga.edu/order.html>  
[http://tate.uga.edu/print\\_content\\_page/home](http://tate.uga.edu/print_content_page/home)

# LETTERHEAD

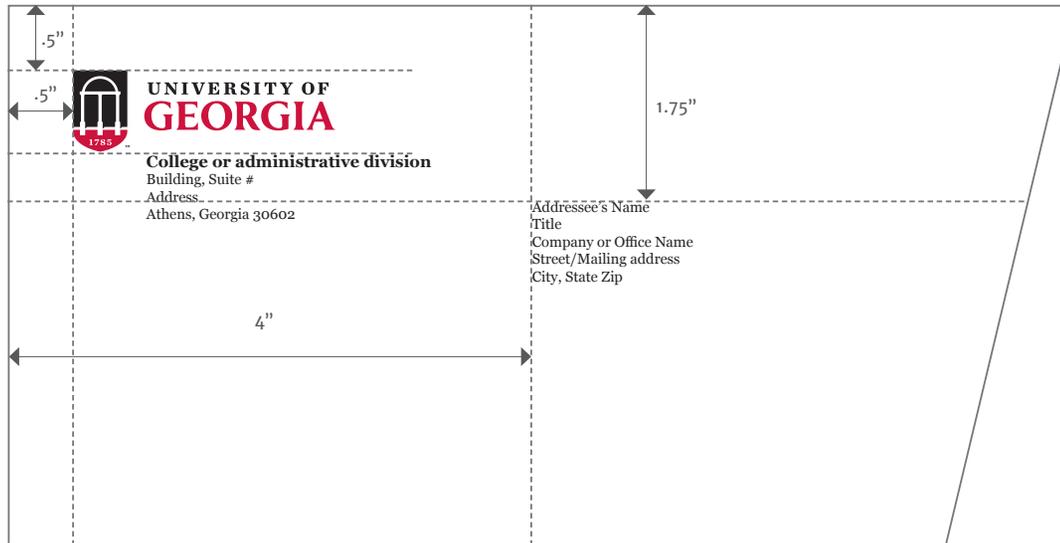
## CONT.

Digital letterhead is available for download from the Brand Guideline website [brand.uga.edu](http://brand.uga.edu). Digital letterhead follows the same guidelines as printed letterhead and is used for electronic correspondence.

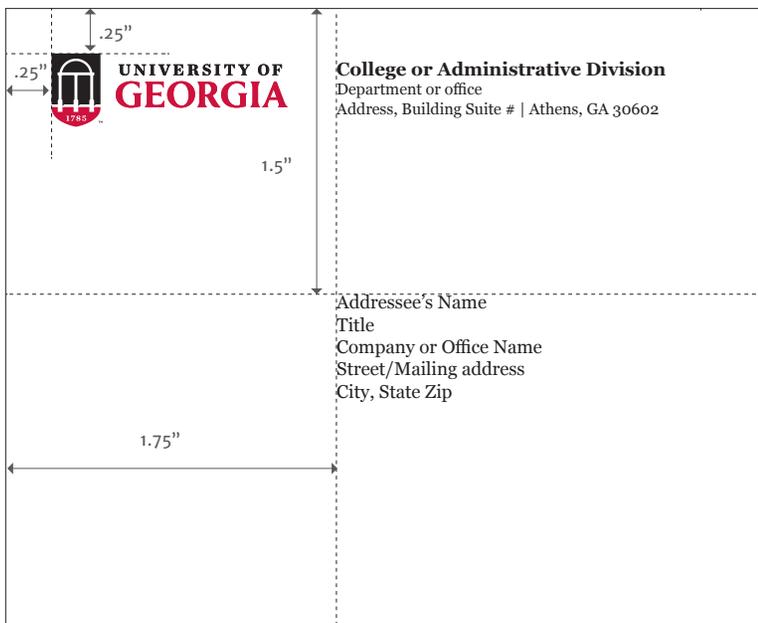
Digital letterhead templates may be printed on office printers if needed.



# #10 ENVELOPES



Envelopes and mailing labels will be available in a one-color option as well.



Envelopes can be ordered from Bulldog Print + Design and Tate Print & Copy center at the following links to ensure individuals receive the correct layout and paper stock.

<http://printing.uga.edu/order.html>  
[http://tate.uga.edu/print\\_content\\_page/home](http://tate.uga.edu/print_content_page/home)

Envelopes are available in all common sizes and the following standard paper stocks:

- Neenah 24lb. Classic Crest, Eggshell, Avon Brilliant White
- Neenah 24lb. Classic Crest, Smooth, Avon Brilliant White
- Neenah Environment 24lb, PC 100 white

## MAILING LABELS

Mailing labels are printed on 'crack and peel' label stock, white. Mailing labels are available in two sizes, 5" x 4" and 4" x 3.25" (shown at left).

In order for Georgia to properly maintain our nonprofit mailing indicia approval from the United States Postal Service, we must have a consistent return address style applied campus-wide. All return addresses for Georgia direct mail pieces must be set up using the following format.

The address copy may be any serif font. Georgia is the font used in the example shown to the left.

### RETURN ADDRESS SETUP

The distance between the logo and unit name should be equal to the X-height of the wordmark and the top of the first line of the return address.

# BUSINESS CARDS

There are four layouts for business cards. The university logo is used on business cards.

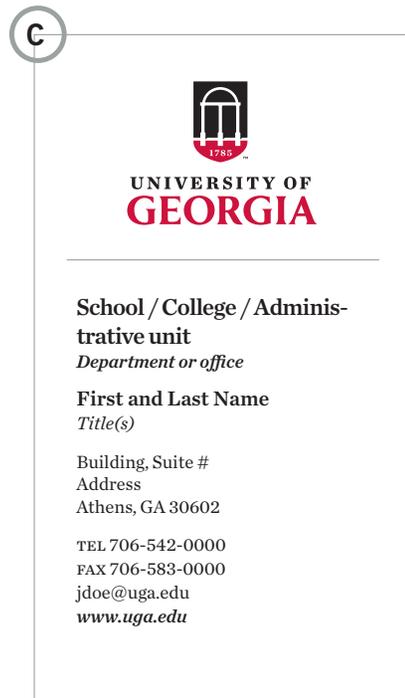
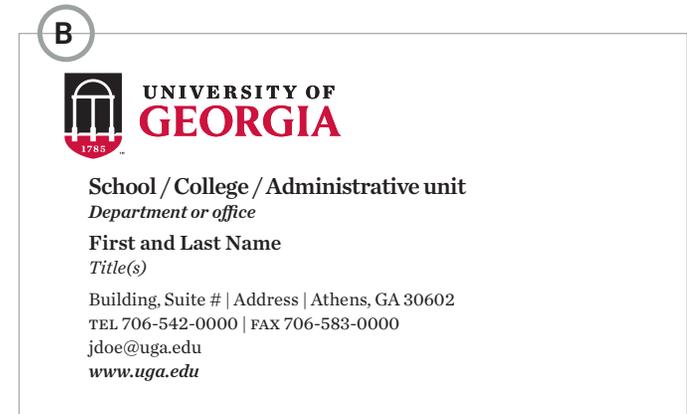
The three standard paper stocks for business cards are:

- Neenah 100lb. Cover Classic Crest, Eggshell, Avon Brilliant White
- Neenah 100lb. Cover Classic Crest, Smooth, Avon Brilliant White
- Neenah Environment 100lb, Cover PC 100 white

Business cards can be ordered from [Bulldog Print + Design](http://bulldogprint.com) and [Tate Print & Copy center](http://tateprint.com) at the following links to ensure individuals receive the correct layout and paper stock.

<http://printing.uga.edu/order.html>

[http://tate.uga.edu/print\\_content\\_page/home](http://tate.uga.edu/print_content_page/home)



# SOCIAL MEDIA

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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

What you use for your avatar, icon, or cover image on your official social media is largely up to you. You may choose to use any photo from across campus, but may only use elements of the university logo as shown here.

You are encouraged to use your official icon. Though it is not required, this version is the only option if you wish to include the university logo elements in your social media icon.

These icons may only be used as social media profile images, icons, or avatars. They may not be used in any other electronic medium, in print, or on merchandise.

The colors and designs of official social media icons may not be altered, nor may designs or objects, such as Twibbons, be placed on top of official icons.

The social media tile downloads include three Photoshop files—square, round, and ghost—each with a white background, a Bulldog Red background and a black background with a layer for type that allows you to customize a profile image for your unit.

We recommend you use the university's typeface Merriweather Serif or Merriweather Sans.



SQUARE

GEORGIA-SM-SQUARE-1L



CIRCLE

GEORGIA-SM-CIRCLE-1L



SNAP

GEORGIA-SM-SNAP-1L

CONT.

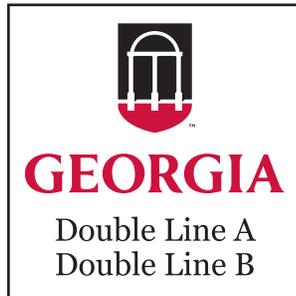
UGA's social media guidelines are for UGA employees who are participating in social media personally, professionally, and when participating in an official university communications capacity. UGA employees working in communications or marketing functions are representing the university and should strive to follow standards and best practices when using social media.

Visit [brand.uga.edu](http://brand.uga.edu) to find out more about the university's social media resources, including:

- Policies and Guidelines
- Platform Best Practices
- Getting Started
- Social Media Directory
- Publishing and Listening Tools
- Glossary

## **i** INSTRUCTIONS

Instructions for creating your profile images along with copies of the Merriweather fonts are inside the download folder.



### SQUARE

GEORGIA-SM-SQUARE-2L



### CIRCLE

GEORGIA-SM-CIRCLE-2L



### SNAP

GEORGIA-SM-SNAP-2L



# CO-BRANDING

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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.

## EQUAL PARTNERSHIP / SPONSORSHIP

Use the university logo and list all sponsors in alphabetical order if there are multiple university sponsors equal in sponsorship. SHOWN BELOW: Horizontal solution (A) and vertical solution (B)

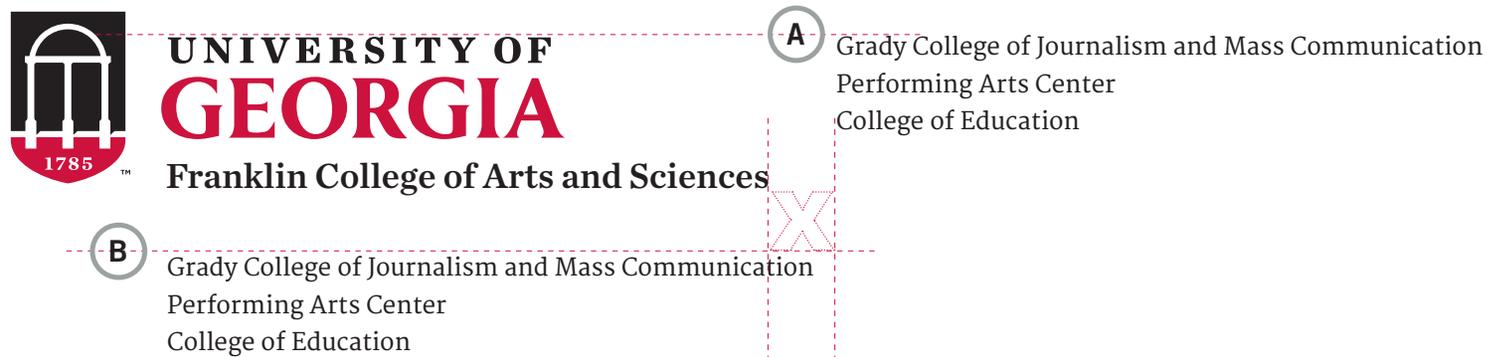


Treatments for internal departments that partner on a program or initiative, as well as sponsorships (co-branding) have been created to prominently display their association with Georgia.

For partnerships and co-branding the clear space can be the x-height of the word GEORGIA.

## PARTNERSHIP / SPONSORSHIPS WITH A MAJOR SPONSOR

When two or more units who use a college / school / administrative unit logo as their main identifier sponsor events, the university logo should not be repeated. The logo of the main college / school / administrative unit is used. All other sponsors are listed alphabetically and set in Merriweather with a smaller font size. SHOWN BELOW: Horizontal solution (A) and vertical solution (B)



# INTERNAL CO-BRANDING



UNIVERSITY OF  
**GEORGIA**

Grady College of Journalism  
and Mass Communication



PEABODY



UNIVERSITY OF  
**GEORGIA**

Student Affairs  
*International Student Life*



*Language Partner*  
PROGRAM



*Libraries*

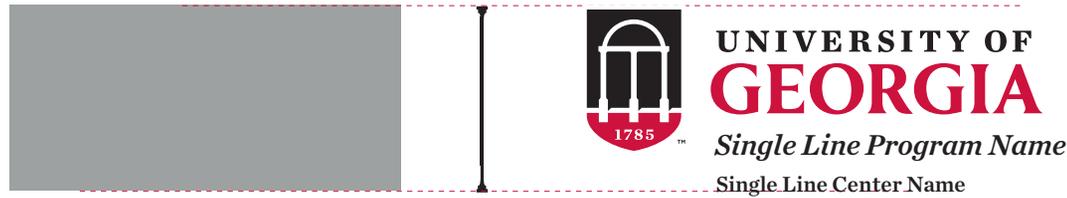
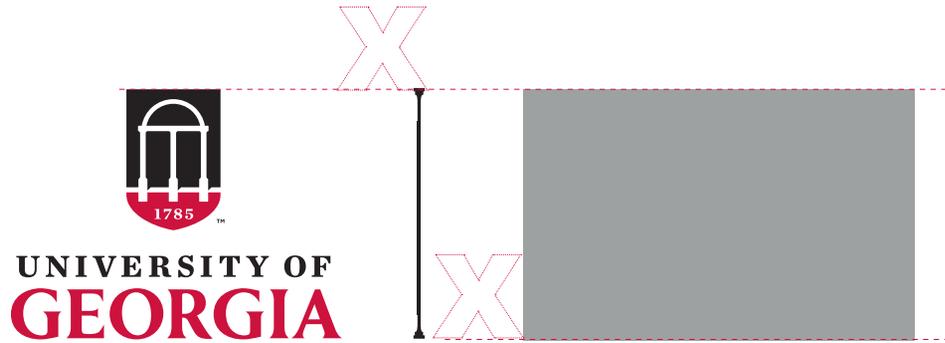
Richard B. Russell Building Special  
Special Collections Libraries

UNIVERSITY OF GEORGIA

Richard B. Russell

Library for Political Research and Studies

# EXTERNAL CO-BRANDING



As the number of partnerships with outside companies, organizations, and academic institutions increase, there is a need to build structure around how to best represent Georgia in these partnerships.

The co-branded entity's logo and the University of Georgia logo should be the same size and proportional to one another. The entity's logo can be smaller, but must never be larger.

The entity's logo and the University of Georgia logo should be separated by the X height of the Georgia wordmark. Ideally, the wordmark and entity logo will appear on opposite sides of the page on documents, displays, etc., being utilized by the co-branded entity. When that's not possible, separate the two entities with the Georgia I-bar.



# PROMOTIONAL GRAPHICS

A strong visual identity contributes to the University of Georgia reputation, increases our ability to recruit outstanding students, staff and faculty, and allows us to engage alumni, donors and friends. Using consistent visual elements when representing Georgia builds recognition. Just as a simple glance identifies a Starbucks coffee cup, friends and colleagues of Georgia should be able to tell at a glance that a T-shirt, sign, poster or other item is from the University of Georgia.

By consistently applying all the elements of the University of Georgia's visual identity across all touchpoints, we create and maintain a strong "brand" that reinforces who we are, how we define our personality and the value we provide to our key audiences.

For that reason, we have defined a special logo system that can be used for:

- INITIATIVES
- CAMPAIGNS
- CONFERENCES
- EVENTS
- OPEN HOUSES

## **i** BUILDING CAMPAIGNS

Visit [brand.uga.edu](http://brand.uga.edu) for a comprehensive communications guide to building a successful campaign.



**CHICK-FIL-A KICKOFF WEEKEND**

**UNIVERSITY OF GEORGIA.**

*Office of the President*



**THE CAMPUS KITCHEN**

**UNIVERSITY OF GEORGIA.**

*Auxiliary Services / Dining Services*



**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*

An existing logo can be adapted as a promotional logo with approval from Marketing & Communications.

Alternatively, to request information on how you can have a new promotional logo designed, please contact Creative Services / Marketing & Communications.

You may continue to use existing materials, collateral, displays, etc. When they are ready to be replaced or reprinted, use your new promotional logo.



**THE CHARTER LECTURES**  
**UNIVERSITY OF GEORGIA.**  
*Office of the Provost & Academic Affairs*



**TERRY THIRD THURSDAY**  
**UNIVERSITY OF GEORGIA.**  
*Terry College of Business*



### DOWNLOAD TEMPLATES

Visit [brand.uga.edu](http://brand.uga.edu) for your set of logo templates. Then email your proposed promotional logo to Marketing & Communications at [visualidentity@uga.edu](mailto:visualidentity@uga.edu) for approval.

# SAMPLE DISPLAYS



# MERCHANDISE

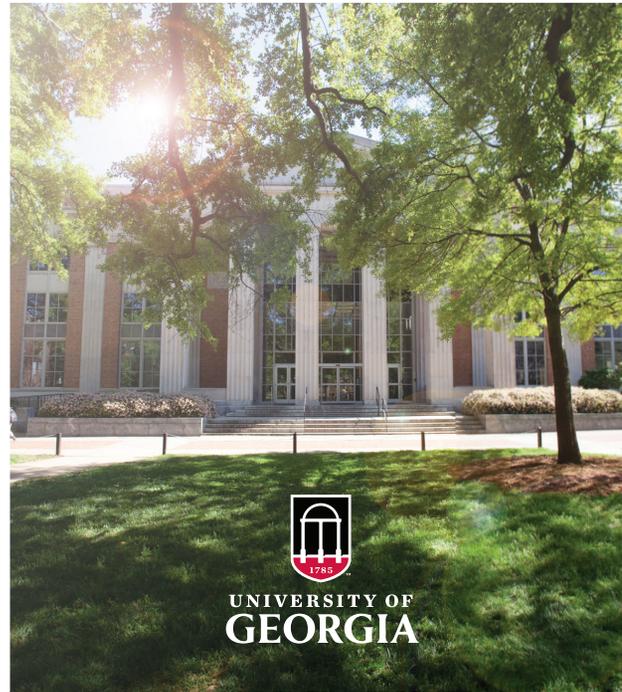


# DO'S

The logos must always appear on backgrounds that allow for a high degree of legibility. When applying the logo over photography take care to ensure that the background image does not compromise the legibility of the logo.

When choosing whether to use the light background version or the dark background version, consider the tonal value of the image and choose the logo that maximizes the available contrast.

Do not place the full-color logo on a photographic or colored background. Use the holding container or reversed single color logo.



## AND DON'TS

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.



Do not distort the logo



Do not use unapproved colors



Do not alter color placement



Do not rotate the logo



Do not alter the composition of the logo



Do not use the shield icon alone



Do not alter the typography



Do not skew the logo



Do not alter proportions



# ADDITIONAL GUIDELINES

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## FOR THE VISUAL IDENTITY SYSTEM

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.

### WHY IT IS IMPORTANT

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.

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 : ONE RED

The colors used in the university signature help make it a distinguishable element of Georgia's identity. It is important to be consistent in the use of color.

Our logos are created in a SPOT RGB version of PMS 200 which we label "PANTONE 200 UGA" with a CMYK value (CMYK: 18/100/87/9) different from the one listed on the branding guide and the licensing sheet (CMYK: 3/100/70/12).

Why did we do this?

If you send a lot of work to printers, read on. If you don't, skip to COLOR VARIATIONS on the following page.

## THE PARABLE OF THE REDS:

When we convert PANTONE colors to CMYK in Adobe software, the results do not match the values in the PANTONE COLOR BRIDGE guide.

Why is this?

The PANTONE COLOR BRIDGE digital libraries convert CMYK values one way; Adobe Creative Suite converts it another. Since most of us work in Adobe, it's best to leave the reds to the printers. They know their printers, their ink mixes, their paper and our red. Since CYMK renders differently between screens and software, make sure the printer understands that PANTONE 200 UGA is our BULLDOG RED and Pantone's PMS 200.

Bulldog Print + Design has carefully spot printed the cover of this manual using our Bulldog Red (PMS200). You can use it as a guide when you proof your printed job. You can also order a set of Pantone color matching chips by calling (888) 726- 8663 or ordering online at [www.pantone.com](http://www.pantone.com).

We will include more information about color and preflighting your document for print on [brand.uga.edu](http://brand.uga.edu). In the meantime, we recommend two great insider training classes from Lynda.com: Printing to PDF and Indesign: Preflight and Printing. Both offer great tips and explanations.

## COLOR VARIATIONS:

Each logo includes five color variations:

- Full color (-FC): black, Pantone 200 UGA (Bulldog Red), and white
- One color black (-1CB)
- One color Bulldog Red PMS 200 (-1CR)
- Reverse color white (-CW): full color Arch shield, white workmark
- White (-W)

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

- Black or backgrounds darker than 40%
- Reverse color white (-CW)
- White mark (-W)

- White background
- Full color (-FC)
- One color black (-1CB)
- One color Bulldog Red PMS 200 (-1CR)

**AVOID:** Red over black. It is difficult to read and there are accessibility issues to consider.

**BRAND.UGA.EDU**

## 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 Arch is still a registered trademark of the University of Georgia and cannot be used as a logo element.



### 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.

## 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:

To ensure proper use and application of the trademarks that are associated with the University of Georgia.

To strengthen the visual brand by building relationships with retailers, licensees, campus departments, student organizations, alumni and fans.

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 of Georgia”, “Georgia” or “University”). 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](http://brand.uga.edu)

# CONTACT INFORMATION

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## MARKETING & COMMUNICATION

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:

Karri Hobson-Pape

Vice President, Marketing & Communications

404.558.0562

Karri@uga.edu

Jan Gleason

Executive Director

Strategic Marketing

706-542-1024

jgleason@uga.edu

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

# YOUR LOGO SYSTEM

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The University of Georgia's logos are the cornerstone of the Georgia brand. Their use represents our excellence in academics, research, and outreach to audiences worldwide. These logos are distributed by both the Division of Marketing & Communications, which manages the use of the logo by campus communities and external consultants providing professional services to the university and the University of Georgia, which manages the use of Georgia marks for retail sales and by entities in contractual partnerships with the University of Georgia

Visit our downloads page on [brand.uga.edu](http://brand.uga.edu) to see all available resources. If you are an external consultant, vendor, or any entity not directly affiliated with the University of Georgia, please contact us or the Trademark Management and Licensing Office to inquire about obtaining permission to use the Georgia logo. Students and student groups not registered with the Division of Student Affairs are not permitted to use the Georgia logo.

All campus units and external consultants are required to comply with the logo usage guidelines provided on this site. Review and approval by the Division of Marketing & Communications is also required for all advertising and reputation-defining collateral materials developed that use the Georgia logo. Please review these two links carefully before beginning development of advertising and collateral materials.

Your logo downloads will be made available on [brand.uga.edu/visualidentity](http://brand.uga.edu/visualidentity). If you have a special need for a logo modified for use with an electronic communication, please contact Marketing & Communications for assistance.

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

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

# BULLDOG PRINT + DESIGN

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DESIGN SERVICES, DIGITAL  
PUBLISHING, LARGE FORMAT  
PRINTING, DIGITAL/OFFSET  
PRINTING, PROMOTIONAL PRODUCTS  
**AND MUCH MORE**



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the campus partner for printing your branded identity items.  
Visit our website for more information [www.printing.uga.edu](http://www.printing.uga.edu)