**New Logo FAQs:**

1. How do I get the new logos?
	1. The new version of the logo can be obtained by emailing victoria.fowler@gcsu.edu with your request. Once a request is received, we will work with you to determine the appropriate type and format for your needs and will send you a copy digitally.
2. Are there versions of the logo available with department or program names attached to them?
	1. Yes, department and program extension logos are available by request. To obtain yours, please email jon.scott@gcsu.edu or victoria.fowler@gcsu.edu.
3. I have a stock of promotional products/letterhead/etc. with the column logo and/or 125th anniversary logo on it. Do I have to get rid of it?
	1. Not at all. We are encouraging everyone to order new materials using the new logo from here forward, but if you have items currently in stock, please use them.
4. Why are we getting a new logo?
	1. As we celebrated the 125th anniversary of Georgia College, we introduced a new logo for the celebratory year. Due to the popularity of the logo, we have modified it to be the new mark of the institution as we move forward on our journey as an institution.
5. What color should the new logo be?
	1. For documents, letters, websites, etc. that are in full-color, the preferred (and primary) color combination is black text with a green (PMS 626) pergola. For items that are one-color, a black, all-green (PMS 626) or all-blue (PMS 287) version can be used. For items going on a colored background, an all-white version should be used.
6. I like the old logo better. Can I still use that one?
	1. We wish to present a unified look for the university. Therefore, for all new publications and items produced, we request that you use the new logo and retire the use of any old logos.
7. Why aren’t the new logos available for download on the website?
	1. There are two reasons that the new logos aren’t available for download on the website. The first is to ensure that everyone is using the proper format and quality of logo for their specific needs. The second is to protect our licensed vendors, who pay fees to reproduce items with our logos, to ensure that they have protection on the investment on their part that they have made with GC.
8. When will we begin using the new logos?
	1. You may have already noticed that we are already using the new logos and they are available for immediate use.
9. How do I ensure that the old logos aren’t used when I re-order products for my office?
	1. If you are ordering through the University Print Shop, they will ensure that all logos are up-to-date. Before producing anything that includes a university logo (aside from student papers, course materials and scholarly research), please contact Victoria Fowler at victoria.fowler@gcsu.edu for review and approval. In addition, if you are producing a promotional item, please make sure to use an approved, licensed vendor who is authorized to correctly reproduce the GC logos.
10. Does it matter when I use the horizontal vs. vertical “stacked” version of the new logo?
	1. The horizontal logo is the primary logo and is the preferred logo for use. However, a stacked logo is available for use on promotional items and on various printed materials (nametags, business cards) where space limitations do not accommodate the primary logo.
11. Does the tagline “Georgia’s Public Liberal Arts University” always have to be included with the logo?
	1. The tagline should be included with all uses of the logo if at all possible. If, in the event that the tag line cannot be clearly reproduced due to the nature of a promotional product being too small (for instance, a pen) and an attempt has been made to include the entire logo but could not be accommodated, you can then seek a waiver from including the tagline on your item from University Communications.
12. Where can I find details on proper usage of Georgia College’s logos and marks?
	1. This information will be available on the University Communications page of gcsu.edu.
13. Who do I contact for more information about our logos?
	1. If you need more information about our logos, please contact Victoria Fowler at victoria.fowler@gcsu.edu.