

# GEORGIA COLLEGE & STATE UNIVERSITY

## PRIMARY MARKS



## UNIVERSITY SEAL

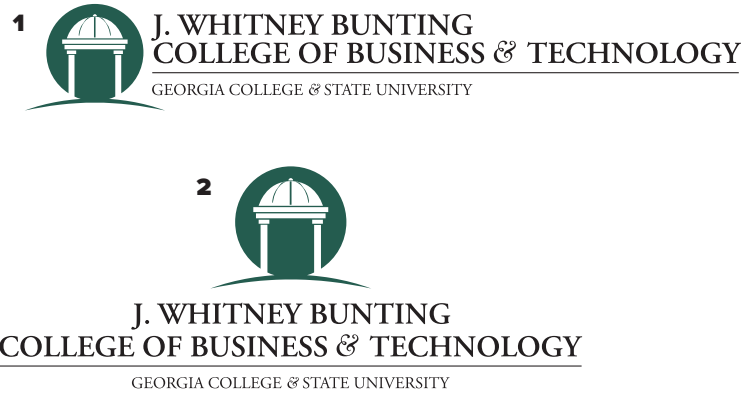


The official seal of Georgia College & State University is not a part of the logo system, and it is not interchangeable with GCSU logos. The seal should be used only by the Office of the President and on formal, official, legal and ceremonial documents or materials representing the institution, such as diplomas, proclamations or commencement and inauguration regalia.

## SECONDARY MARKS



## AFFILIATE MARKS



The name of colleges, departments and other units are placed to the right of the pergola in all caps, with the full wordmark "Georgia College & State University" separated from the logo by a line. Department, office and program logos must be obtained from GCSU Creative Services to ensure that they adhere to graphic identity standards prior to use.

## WORD MARKS



## PRIMARY ATHLETICS MARKS



## SECONDARY ATHLETICS MARKS



## GENERAL INFORMATION

**Established:** 1889  
**Location:** Milledgeville, GA  
**Nickname:** Bobcats  
**Mascot:** Thunder  
**Conference:** Peach Belt

## APPROVED VERBIAGE

Georgia College & State University®  
 Georgia College & State University® Bobcats  
 GCSU™  
 GCSU Bobcats™  
 Sassy Cats™

## APPROVED COLORS

COLORS	PANTONE	CMYK	RGB	HEX
<b>GCSU GREEN</b>	PMS 626C	84/43/67/32	36/92/79	245C4F
<b>GCSU BLUE</b>	PMS 287C	100/87/23/8	31/61/123	1F3D7B
<b>GCSU GOLD</b>	PMS 452C	24/23/56/0	198/183/132	C6B784
<b>BLACK</b>		0/0/0/100	35/31/32	231F20
<b>WHITE</b>		0/0/0/0	255/255/255	FFFFFF

## TYPOGRAPHY

GCSU GARAMOND (Modified Adobe Garamond Pro)  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890 &

### Proxima Nova (all weights)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz

### Micro Extended Bold Italic (Athletics)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz

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