

# GEORGIA COLLEGE & STATE UNIVERSITY LOGO GUIDELINES

*Quick reference guide*

Our logos and trademarks serve as a strong visual identity, establishing standards for consistency and ensuring the integrity of Georgia College & State University's graphic identity. Likewise, the words which we use to refer to our institution help to define who we are for ourselves and our constituencies. We therefore have set up institutional standards for both our visual identification and for our language about the college.

These standards apply to any individual or group acting as an official unit or representative of GCSU, publicizing the college in any way. This particularly applies to any use of a GCSU logo or mark for any purpose. These are registered trademarks of Georgia College & State University and may only be used with the university's consent. The Identity Standards apply to all areas of the university, including, but not limited to, students, faculty, staff, departments, divisions, community members, businesses, nonprofit organizations, athletics, booster clubs, alumni groups, clubs and organizations, sororities and fraternities, outside printers, vendors and manufacturers. The university has the right and responsibility to monitor every use in order to protect its graphic and verbal identity (under federal trademark law and Board of Regents policy).

If you have any questions about the Graphic Identity Program, please contact University Communications at 478-445-8677.



# PRIMARY GUIDELINES FOR USE OF THE UNIVERSITY LOGO

## PRIMARY LOGOS



1. The primary university logo must always include the Pergola to the left of the words, "Georgia College & State University." A secondary mark, known as the stacked version of the logo, is available for applications (such as apparel and promotional items) where the primary mark does not reproduce true to scale.
2. The preferred logo is printed in black with the Pergola printed in green (PMS 626). Alternatively, the logo may appear in all black or entirely in Georgia College's official blue and green (Blue: PMS 287 (#003399, web); Green: PMS 626 (#245c4e, web)), or in white against a black, gray or official blue or green background.
3. A version of the official logo must appear on the front of all materials (publications, websites, etc.) and in the address block if included. For larger publications, the logo must appear on the cover, title page and back cover.
4. The Graphic Identity Program applies to all visual representations of the university – printed materials, signs, video productions, exhibit materials, web pages, athletic uniforms, email and other electronic newsletters, vehicles, apparel, merchandising, promotional items, etc.
5. The symbols of the logo system cannot be modified or altered in any way, and they cannot be combined with other logos or images. In those instances where Georgia College is a co-sponsor or co-participant in a program or activity, the logos may be used jointly with logos of other sponsoring organizations with the approval of University Communications. Logos should always be reproduced from high-resolution camera-ready copies or digital files in order to maintain a high level of quality.
6. The logo may never have any graphic, text, photo or other image obscure or run over any portion of the logo (use as a watermark is the one exception to this rule). The logo may never be cropped or altered.
7. All academic, administrative, athletic and support units of the university are required to use the approved letterhead style on all stationery, envelopes and business cards.
8. Independent logos for individual departments, offices and programs are not allowed, as they may create confusion and may conflict with the overall university brand. 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 Georgia College Creative Services to ensure that they adhere to graphic identity standards prior to use.
9. The official seal of Georgia College & State University is not a part of the logo system, and it is not interchangeable with Georgia College 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.
10. Exceptions to these standards must be approved in advance by the Office of University Communications.

## SECONDARY LOGOS



## PROHIBITED USE



DO NOT DISTORT



DO NOT ROTATE



DO NOT CROP



DO NOT ALTER COLORS

## AFFILIATE LOGOS



J. WHITNEY BUNTING  
COLLEGE OF BUSINESS & TECHNOLOGY

GEORGIA COLLEGE & STATE UNIVERSITY

### CORRECT

Georgia College & State University (written/preferred)

Georgia College (in conversation)

GCSU (when using the acronym)

### INCORRECT

Georgia College and State University, GC&SU, GC & SU, G.C.S.U., Ga. College, Georgia College & State, Ga. College and St. Univ.

\*These are the most commonly used guidelines regarding our logos.

All brand resources can be found at [www.gcsu.edu/about/brand/resources](http://www.gcsu.edu/about/brand/resources).