The University Logo

An approved university logo should appear prominently on all publications, films, videos, websites, in a size appropriate to the overall size of the document.

There are two parts of the logo — the mark (flame) and logotype.

The space all around the logo and your lock-up should be equal to half of the flame.

Think of your lock-up as a rectangle.

Choosing a logo color:
The university prefers that we use the tri-color logo on printed media whenever possible.

However, it is important that every piece of the tri-color logo is visible. If any part of the logo is not visible, you will have to choose another version.

The white logo with the red underline works best placed on a dark background.

Doesn't that look so much better?

The blue logo with the red underline works best with a lighter background.

The single color logos, white or blue, are only to be used for a single color print process, such as a blue cup with white text.

The single color print process is used most often on promotional items such as t-shirts, pens, hats, giveaways, etc.

The black and white logo is only used for newsprint.

The Logo Colors

The logo is made up of three PMS colors. PMS stands for Pantone Matching System, a popular color matching system used by the printing industry to print spot colors. The Georgia State’s PMS colors are:

- PANTONE 404 U
- PANTONE 286 U
- PANTONE 186 U
What not to do:
In order to meet the minimal branding guidelines, every piece of printed media must use an approved departmental logo.

It should be sized relative to the piece, not too big or too small. Keep in mind the priority of your message versus other important information, including the logo.

Always use an EPS file for print. The JPG files are only for viewing. A JPG file will look messy as if the ink is smudged.

The logo should be placed on a visually calm background or solid color. The background should not interfere with the visibility of the logo.

The logo cannot be modified in any way. This includes glows, drop shadows, bevels, and any other effect or manipulation.

Remember to think of the logo as a rectangle leaving half the flame space on all four sides. This area should be free of additional text or imagery.

Do not warp the logo. This can happen during re-sizing.

What is printed media?
Printed media includes flyers, posters, newsletters, brochures, and giveaways like t-shirts, flashdrives, and cups. Different versions of the logos should be used for different media types. Always consider this when choosing a logo.

Flyers, Posters, Newsletters, & Brochures:
Use only one logo per page or one logo per side. For example, if you are printing a brochure, the logo should be represented equally on the front and the back side of the brochure.

Can I use my own logo?
No academic or administrative unit, department, center, institute or program may have its own logo. Secondary images dilute the university’s brand, prohibiting the university from maximizing the impact of a single graphic identity.

University Style Guide:
Information about the logo and university branding is located in the university’s Writer’s Style Guide. All information can also be found digitally on the university Identity Guide on Georgia State University’s official website, commkit.gsu.edu.

Division Policy:
All print work must be pre-approved via email (gcannon@gsu.edu) to ensure it meets university minimum branding guidelines prior to printing.

Tip:
Hold the shift key and drag along the diagonal to re-size the logo proportionally.

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