The University Logo

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

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

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

Think of the logo as a square.

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 PMS colors are:

- PANTONE 404 U
- PANTONE 286 U
- PANTONE 186 U

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, another version must be used.

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

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 black and white logo is only used for newsprint.

The single color print process is used most often on promotional items such as t-shirts, pens, hats, giveaways, etc.
**What Not to Do**

In order to meet the minimal branding guidelines, every piece of printed media must use the approved university 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 logo's visibility.

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 square, leaving half the flame space on all four sides. This area should be free of additional text or imagery.

Any text under the logo must be at least two full returns below the division line.

Do not warp the logo. This can happen during resizing.

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**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 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 singular 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 Identity and Communication Toolkit at [commkit.gsu.edu](http://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.

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**Tip:**

Hold the shift key and drag along the diagonal to resize the logo proportionally.

Don't touch the sides! Corners only please.

Remember to hold down the shift key.