

VISUAL IDENTITY STYLE GUIDE

ALUMNI ASSOCIATION CHAPTERS



UNIVERSITY OF
GEORGIA

CONFIGURATIONS

ALUMNI ASSOCIATION EMPHASIS



**UNIVERSITY OF
GEORGIA**
Alumni Association
Alumni Chapter Name

CHAPTER EMPHASIS



**UNIVERSITY OF
GEORGIA**
Alumni Chapter Name
Alumni Association

FORMAL

ALUMNI ASSOCIATION EMPHASIS



Alumni Association
Alumni Chapter Name
UNIVERSITY OF GEORGIA

CHAPTER EMPHASIS



Alumni Chapter Name
Alumni Association
UNIVERSITY OF GEORGIA

HORIZONTAL

COLORS

FOR LIGHT BACKGROUNDS



Alumni Association

Alumni Chapter Name

UNIVERSITY OF GEORGIA



Alumni Association

Alumni Chapter Name

UNIVERSITY OF GEORGIA



Alumni Association

Alumni Chapter Name

UNIVERSITY OF GEORGIA

FOR DARK BACKGROUNDS



Alumni Association

Alumni Chapter Name

UNIVERSITY OF GEORGIA



Alumni Association

Alumni Chapter Name

UNIVERSITY OF GEORGIA

PROHIBITIONS

Any modification of our logos confuses their meaning, diminishes their impact, and is prohibited. Precise logo artwork has been created to accommodate any usage need. Never redraw, translate or otherwise alter our logo in any way. The following list of incorrect usages must be avoided to maintain the integrity of our system.



UNIVERSITY OF
GEORGIA

Do not distort.



UNIVERSITY OF
GEORGIA

Do not use unapproved colors.



UNIVERSITY OF
GEORGIA

Do not switch colors.



UNIVERSITY OF
GEORGIA

Do not remove the white container.

◀ The white container is an integral element of the University logo. It is to be kept on all renditions and all color options of the logo. The container allows the shield and arch to be visible on any background.

The arch is white, not transparent.



UNIVERSITY OF
GEORGIA

Do not alter the composition.



Do not rotate.



Do not use the arch-shield icon alone.



Do not place on visually inaccessible backgrounds.



UNIVERSITY OF
GEORGIA

Do not alter typography.



UNIVERSITY OF
GEORGIA

Do not skew.



UNIVERSITY OF
GEORGIA

Do not alter the proportions.

EMBROIDERY

When embroidering a logo on a small space, such as on the chest of a shirt, the italicized type can become illegible. In this case, use the configurations found in the “embroidery” folder.

MAXIMUM 4.5 "



UNIVERSITY OF

GEORGIA

Alumni Association

ALUMNI CHAPTER NAME

MINIMUM 0.1875 "

MINIMUM 0.1875 "

MAXIMUM 4.5 "



GEORGIA

ALUMNI CHAPTER NAME

MINIMUM 0.1875 "

MAXIMUM 4.5 "



UNIVERSITY OF

GEORGIA

Alumni Association

ALUMNI CHAPTER NAME

MINIMUM 0.1875 "

MINIMUM 0.1875 "

MAXIMUM 4.5 "



Alumni Association

UNIVERSITY OF GEORGIA

ALUMNI CHAPTER NAME

MINIMUM 0.1875 "

MINIMUM 0.1875 "

MINIMUM 0.1875 "

For embroidering purposes, clearance space for horizontal and extreme horizontal logos is defined as the combined height of the University of Georgia wordmark and the line directly above it.

CLEARANCE SPACE

Clearance space should surround the University's logos at all times. Appropriate spacing helps maintain the logos' integrity.



◀ Clearance space for formal and vertical logos is defined as the width or height of the "G" in "GEORGIA".

FORMAL

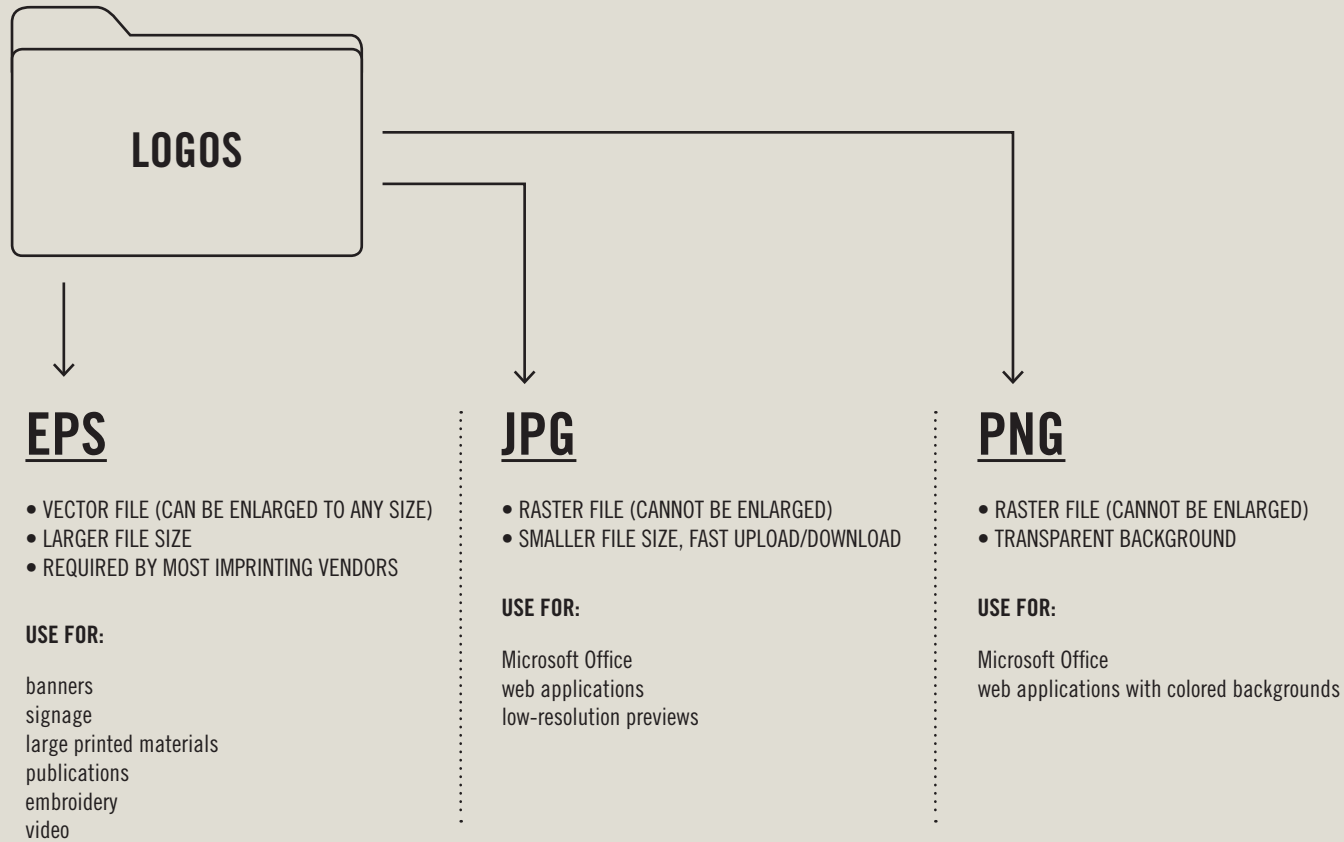


◀ Clearance space for horizontal and extreme horizontal logos is defined as the combined height of the University of Georgia wordmark and the line directly above it.

HORIZONTAL

FILE TYPES

Logos are available in EPS, JPG, and PNG formats. Each file format has unique characteristics that make it ideal for certain applications.

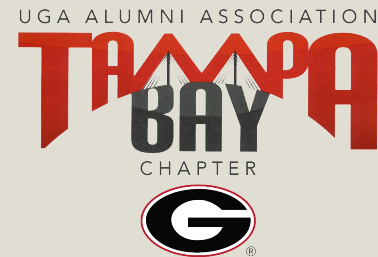


CO-BRANDING

When the University of Georgia works with affiliated yet independent entities or with outside partners, multiple logos may need to be displayed.



UNIVERSITY OF
GEORGIA
Alumni Association



UNIVERSITY OF
GEORGIA

**PARTNER
LOGO**



UNIVERSITY OF
GEORGIA

**PARTNER
LOGO**



The EXPANDING COLUMN, or I-BAR, is a graphic element of the University's brand. It can be used to separate major sections of information.
Download at BRAND.UGA.EDU/DOWNLOADS.

CHAPTER-SPECIFIC GRAPHICS

When creating unique, secondary graphics to represent a specific chapter of the Alumni Association, follow these guidelines to ensure alignment with the university's visual identity system and avoid brand confusion.



Do not use any configuration of the university logo to represent a specific chapter.



Do not use the G logo as part of a word.



Protect the integrity of the G logo — no elements should intrude the red outline.



Representations of the arch should be artistic renderings, not copies or alterations of the current or retired marks.

TRADEMARK POLICY

DISCONTINUED TREATMENTS

Please discontinue all use of the previous logos below. Materials bearing them should be replaced with the refreshed logo as soon as inventories expire. The retired Arch is still a registered trademark of the University of Georgia and cannot be used as a logo element.



TRADEMARK POLICY

Since 1996, the University of Georgia has managed the licensing, usage and protection of the institutional and athletic trademarks registered to the university by the Board of Regents of the University System of Georgia via trademark compliance and coordination review. The mission is three-fold:

1. To ensure proper use and application of the trademarks that are associated with the University of Georgia.
2. To strengthen the visual brand by building relationships with retailers, licensees, campus departments, student organizations, alumni and fans.
3. To generate revenue to enhance private funding for academic support.

Protection of university intellectual property pertaining to university trademarks, as well as their promotional use with and in brand messaging and merchandising, is of particular importance to the University of Georgia (hereafter identified as “University”). Improper usage of university trademarks diminishes our overall brand as well as those associated with the university. All faculty, staff, students, partners and retailers who are formally associated with the university are asked to be vigilant advocates

for the protection of university marks and urged to comply with any and all aspects of this policy.

WHAT’S IN THE POLICY?

- General Use and Regulation Requirements for University Marks
 - Board of Regents (BOR) requirements
 - University requirements
 - University seal requirements
 - Process
- Internal Institutional usage by on-campus Departments, Units and affiliates
 - University, Colleges, Schools, Departments, Divisions, Units, System Campuses and Programs
 - Individuals – Faculty, Staff, Students
 - Student Organizations
 - Internal Affiliated Organizations (i.e., Foundation, Alumni Association)
- External / Commercial Usage
 - Traditional retail merchandise
 - Non-University of Georgia (i.e. alumni clubs, booster clubs, etc.)
 - Individuals – Non-university affiliated
- University Identity Program

The complete trademark policy can be read online at brand.uga.edu.

PROMOTIONAL GRAPHIC

When a University entity sponsors a separately branded event, the arrangements below may be used.



CHICK-FIL-A KICKOFF WEEKEND

UNIVERSITY OF GEORGIA®

Orlando Chapter



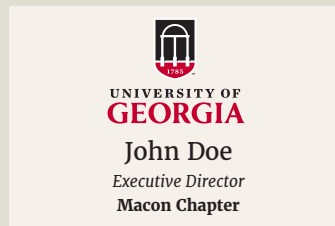
FOUNDERS WEEK

UNIVERSITY OF GEORGIA®

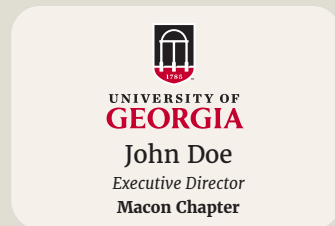
Nashville Chapter

NAME TAG

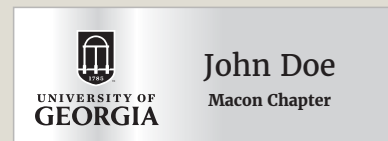
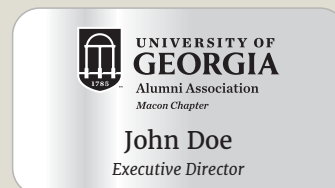
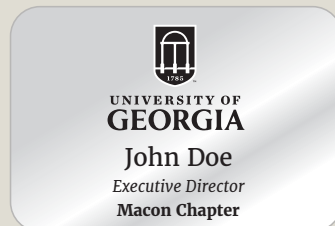
There are three common name tag styles that are recommended for utility and durability. Different methods are used to produce each style. Plastic name tags usually have specific dimensions.



PLASTIC
3" X 2" or 3.5" X 1.25"
PRINTED LOGO



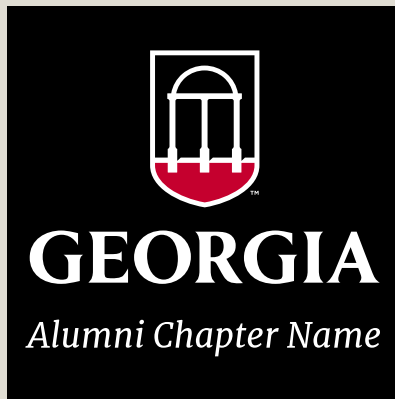
UNISUB®
ANY SIZE
BURNED LOGO



BRUSHED METALLIC
ANY SIZE
LASER-CUT LOGO

SOCIAL MEDIA ICONS

Social media icons have been created for each alumni chapter. Because of unique sizing constraints, the proportions of the university logo have been slightly altered. Social media icons should not be used in any other application of the university visual identity.



ALUMNI-CHAPTER-SM-CB



ALUMNI-CHAPTER-SM-FC



ALUMNI-CHAPTER-SM-CR



UNIVERSITY OF
GEORGIA