CONFIGURATIONS

ALUMNI ASSOCIATION EMPHASIS

CHAPTER EMPHASIS

FORMAL

HORIZONTAL
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.

- Do not distort.
- Do not alter the composition.
- Do not alter typography.
- Do not use unapproved colors.
- Do not rotate.
- Do not skew.
- Do not switch colors.
- Do not use the arch-shield icon alone.
- Do not alter the proportions.
- Do not remove the white container.
- Do not place on visually inaccessible backgrounds.

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.
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.

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.

FORMAL

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

HORIZONTAL

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.
FILE TYPES

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

**EPS**
- Vector file (can be enlarged to any size)
- Larger file size
- Required by most imprinting vendors

**USE FOR:**
- Banners
- Signage
- Large printed materials
- Publications
- Embroidery
- Video

**JPG**
- Raster file (cannot be enlarged)
- Smaller file size, fast upload/download

**USE FOR:**
- Microsoft Office
- Web applications
- Low-resolution previews

**PNG**
- Raster file (cannot be enlarged)
- Transparent background

**USE FOR:**
- Microsoft Office
- Web applications with colored backgrounds
CO-BRANDING

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

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

**PROMOTIONAL GRAPHIC**

**CHICK-FIL-A KICKOFF WEEKEND**

UNIVERSITY OF GEORGIA.

Orlando Chapter

**FOUNDERS WEEK**

UNIVERSITY OF GEORGIA.

Nashville Chapter
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.
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.