

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.

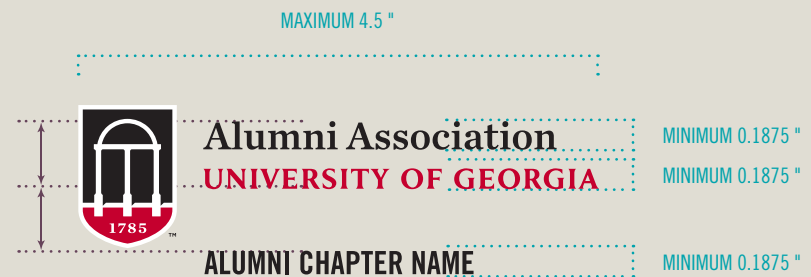
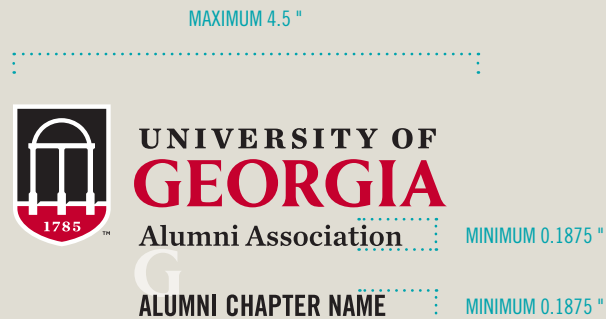
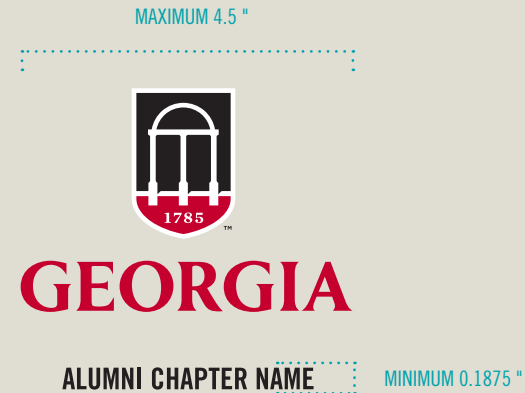
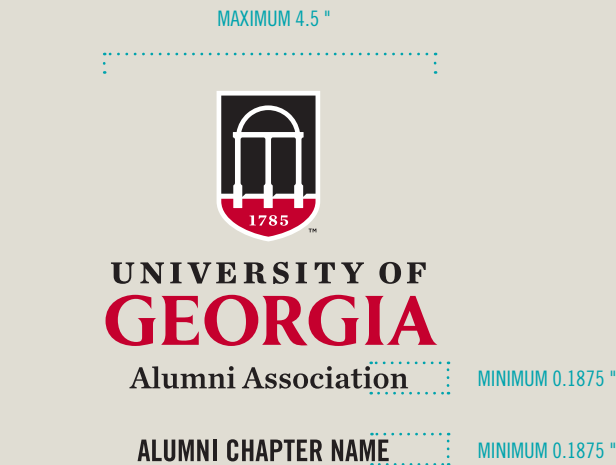


UNIVERSITY OF
GEORGIA

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.



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

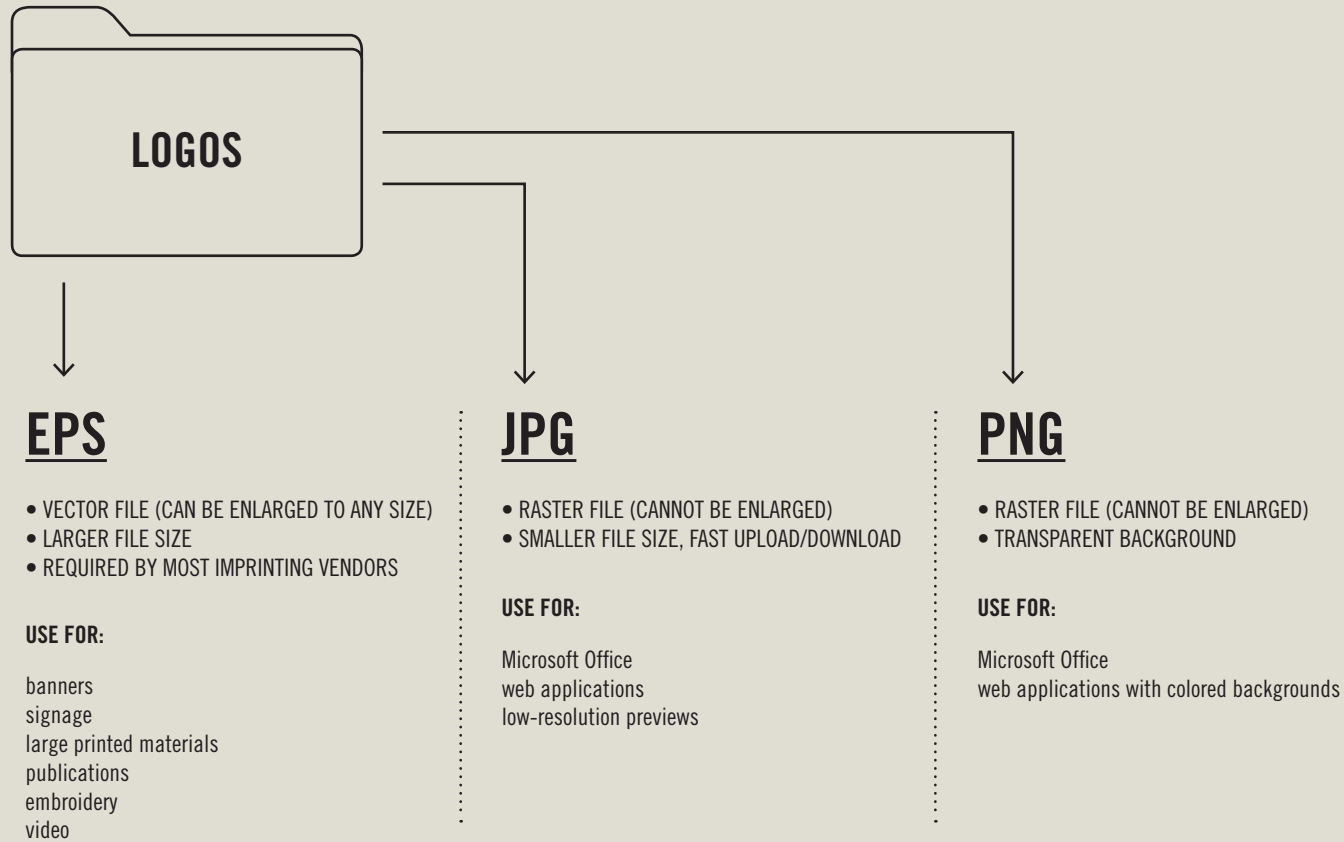


◀ Clearance space for horizontal and extreme horizontal logos is defined as the combined height of the University of Georgia wordmark and the line directly above it.

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.



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.

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



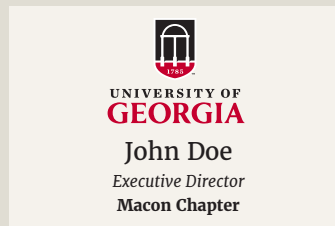
FOUNDERS WEEK

UNIVERSITY OF GEORGIA®

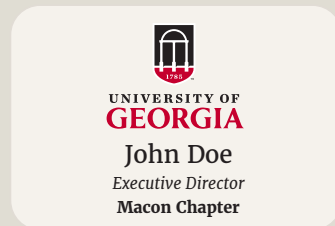
Nashville Chapter

NAME TAG

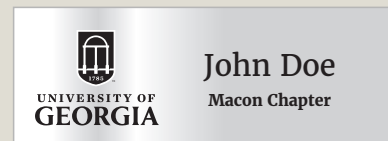
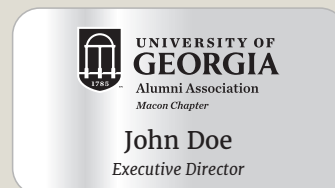
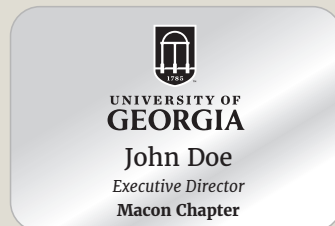
There are three common name tag styles that are recommended for utility and durability. Different methods are used to produce each style. Plastic name tags usually have specific dimensions.



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



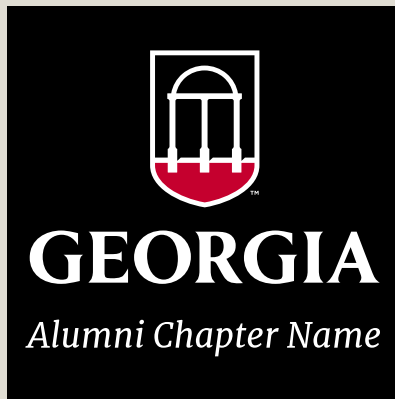
UNISUB®
ANY SIZE
BURNED LOGO



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



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