

# SGSC BRAND IDENTITY QUICK REFERENCE GUIDE

## LOGO VARIATIONS



vertical



horizontal



stacked



extended

See the full style guide for additional logo variations

## COLOR VARIATIONS



One-color blue



SOUTH GEORGIA  
STATE COLLEGE

One-color black

For use on dark backgrounds:



Color with  
white wordmark



One-color white

## PROHIBITED LOGO USE



**DO NOT** use decorative elements, such as drop shadows



**DO NOT** squish or skew the logo



**DO NOT** create new logo variations

See the full style guide for additional prohibited logo uses.

## LOGO MINIMUM CLEAR SPACE



The Minimum Clear Space is equivalent to the height of the "A" in "GEORGIA" in all variations.

## COLOR SPECS

PMS	CMYK	RGB	HEX
2935	100 : 68 : 4 : 0	0 : 86 : 184	#0056b8
188	33 : 92 : 73 : 38	121 : 36 : 47	#79242f
144	0 : 54 : 100 : 0	247 : 141 : 30	#f78d1e
115	0 : 12 : 93 : 0	255 : 218 : 35	#ffda23
2915	58 : 14 : 0 : 0	94 : 179 : 228	#5eb3e4
COOL GRAY 4	27 : 21 : 22 : 0	187 : 188 : 187	#bbcbcb

Blue (2935) is the primary color in all applications.  
Red (188) is the first choice secondary color.  
No secondary color may ever be used as a primary identifier.

## TYPOGRAPHY

FOR PRINT AND WEB:

**MONTERRAT** South Georgia State College

USE FOR: Display text, Headlines, Sub headers, Body copy

**ROBOTO** South Georgia State College

USE FOR: Body copy

**GEORGIA** South Georgia State College

USE FOR: Body copy

FOR EMAIL AND MICROSOFT OFFICE:

**ARIAL & ARIAL BLACK** South Georgia State College

USE FOR: Display text, Headlines, Sub headers, Body copy

**GEORGIA** South Georgia State College

USE FOR: Body copy