



SOUTH GEORGIA STATE COLLEGE

BRAND IDENTITY STYLE GUIDE

FEB. 2020

TABLE OF CONTENTS

Introduction	3	PART IV: ATHLETICS IDENTITY	28
PART I: CORPORATE COMMUNICATIONS	4	Primary Logo, Vertical	29
Color.....	5	Primary Logo, Horizontal	30
Typography.....	6	Wings Up Logo.....	31
Stationery		Hawks Wordmark.....	32
Business Card.....	7	Hawks Wordmark W/ School Name.....	32
Letterhead.....	8	SGSC Ligature.....	33
Envelope & Mailing Label.....	9	SGSC Ligature, Arched	33
Sub-Branded Letterhead.....	10	SGSC With Wings Up, Vertical	34
Sub-Branded Envelope & Mailing Label	11	SGSC With Wings Up, Horizontal	35
Email Signature.....	12	SGSC With Wings Up, Arched	36
Institutional Identifiers.....	13	Interlocking SG.....	37
PART II: ACADEMIC SEAL	14	Athletics Typography	38
Academic Seal	15	Prohibited Use.....	39
PART III: INSTITUTIONAL LOGOS	16	Uniform & Apparel Assets	
Vertical.....	17	Uniform Numbers	40
Stacked.....	18	Hawks Wordmark	41
Horizontal.....	19	SGSC Ligature.....	42
Extended	20	SGSC Ligature, Arched	43
Icon	21	SGSC With Wings Up, Vertical	44
Wordmark, Vertical.....	21	SGSC With Wings Up, Horizontal	45
Wordmark Stacked	22	SGSC With Wings Up, Arched	46
Wordmark Extended	22	Interlocking SG	47
SGSC Ligature, Vertical	23	Uniform Numbers Usage.....	48
SGSC Ligature, Horizontal	24	Hawks Wordmark Usage.....	49
Wordmark, Sgsc Ligature	24	SGSC Ligature Usage	50
Circular	25	SGSC Ligature, Arched Usage	51
Minimum Clear Space.....	26	SGSC With Wings Up, Vertical Usage	52
Prohibited Use.....	27	SGSC With Wings Up, Horizontal Usage	53
		SGSC With Wings Up, Arched Usage	54
		Interlocking SG Usage.....	55
		Asset Usage Instructions	56

INTRODUCTION

Who is South Georgia State College?

The identity of South Georgia State College is not just a logo or a look, although this is an important part of who we are. Our identity is the experience of South Georgia State College that lives in the hearts and minds of everyone who attends, teaches, works, graduates or visits the college. SGSC's identity acts in cadence, allowing everyone to pull in rhythm and in the same direction.

The college follows the core values of the University System of Georgia of which it is a member; integrity, excellence, accountability and respect, and its own values of leadership, engagement, affordability and diversity. Its personality is created from ideals including strength of character, trust, loyalty, honor, commitment, determination and pride, leading to its promise; to be the vital first educational step in launching students into the future. Its brand stands on the pillars of quality, affordability, a culture built on nurturing personal relationships and a transformational higher education experience that might not otherwise be available to its target audience.

Why was a new visual and editorial identity created?

Following the consolidation of South Georgia College and Waycross College into South Georgia State College in 2013, the combined institution created institutional and athletic marks that graphically defined the newly formed institution.

The 2019–2024 *Moving Forward* Strategic Plan outlined the need for a more clearly defined vision and unified voice, providing a blueprint for SGSC's continued growth and viability, raising the institutional profile, expanding advancement opportunities and driving enrollment. The new institutional logo, athletics marks, accompanying graphics, mascot costume and editorial guidelines will better represent the institution as it moves toward accomplishing the following goals:

- **Student Success:** Inspiring student pride, retention and achievement, with an identity more representative of their educational ambitions and aspirations.
- **Enrollment:** Creating a new voice for introducing SGSC to its target audience, improving opportunities for more effective enrollment prospecting.
- **Marketing & PR:** Developing new tools for the more effective marketing of the institution to target audiences and providing a clear visual differentiation from competitor institutions.

- **Advancement:** Creating a new voice for introducing SGSC to current and prospective advancement partners.
- **Community relations:** Providing an improved point of identification, encouraging increased engagement and participation.

What is the purpose of SGSC's new Style Guide?

Visual identity standards represented in SGSC's Style Guide ensure consistency and act as the primary reference for anyone who communicates with and about the institution. This style guide provides the way the SGSC will be represented from both a graphic and language perspective. The purpose of this style guide is to make sure that multiple contributors have a clear visual and editorial way to represent the values of the college, its style and brand consistency in everything from design to writing. Following the graphic and editorial guidelines outlined in this Style Guide will allow all college constituents to deliver clear, consistent messages, differentiate the college from other institutions, speak and write with one voice, as we strive to achieve our mission of creating a diverse, globally-focused and supportive learning environment in which students thrive.

Great effort and resources have been put forth to create a set of standards from which the college will operate in the years to come. This guide is intended to be a resource for internal departments and external vendors who communicate with and about the institution. The following pages represent official policy as it pertains to the use and reproduction of the college's visual identity and editorial presentation. Any use without the written consent of the college is strictly prohibited.

Contact:

Office of Marketing and Communications
South Georgia State College
100 West College Park Drive
Douglas, GA 31533
www.sgsc.edu

PART I

CORPORATE COMMUNICATIONS

COLOR SPECIFICATIONS

In all cases, SGSC Blue (PMS 2935) is the primary color for marketing and communications.

SGSC Red (PMS 188) is the “first among equals” among the secondary colors.

All other secondary colors (Orange, Yellow, Light Blue, Gray) may be used for contrast and interest when needed in a design, but they should **never** be used as a primary identifier.

	PRIMARY COLOR	SECONDARY COLORS				
PMS	2935	188	144	115	2915	Cool Gray 4
CMYK	C: 100 M: 68 Y: 4 K: 0	C: 33 M: 92 Y: 73 K: 38	C: 0 M: 54 Y: 100 K: 0	C: 0 M: 12 Y: 93 K: 0	C: 58 M: 14 Y: 0 K: 0	C: 27 M: 21 Y: 22 K: 0
RGB	R: 0 G: 86 B: 184	R: 121 G: 36 B: 47	R: 247 G: 141 B: 30	R: 255 G: 218 B: 35	R: 94 G: 179 B: 228	R: 187 G: 188 B: 187
HEX	#0056b8	#79242f	#f78d1e	#ffda23	#5eb3e4	#bbbcbb

“PMS” = PANTONE® Matching System.

NOTE: Due to the inconsistent nature of computer monitors, the colors depicted within this usage and style guide may not match the actual PANTONE® colors. When specifying colors please refer to the PANTONE® number for accurate color reproduction. PANTONE® is a registered trademark of PANTONE Inc.

TYPOGRAPHY

FOR PRINT & WEB

MONTERRAT

USE FOR: Display text, Headlines, Sub headers, Body copy
Available in 18 weights and styles. Free download from fonts.google.com.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ROBOTO

USE FOR: Body copy
Available in 12 weights and styles. Free download from fonts.google.com.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

GEORGIA

USE FOR: Body copy
Available in 4 weights and styles. Standard on Microsoft and Apple OS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

If Montserrat and Roboto are unavailable, Arial and Arial Black may be substituted.

FOR EMAIL & MICROSOFT OFFICE

ARIAL & ARIAL BLACK

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

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

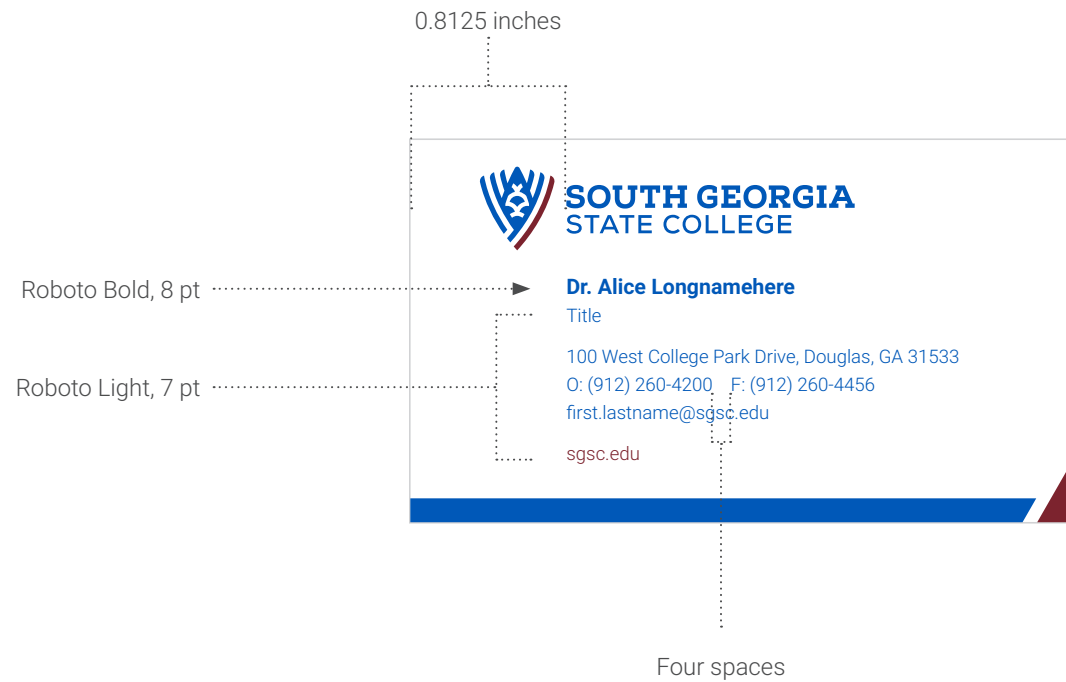
GEORGIA

USE FOR: Body copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

STATIONERY

Business Card



STATIONERY

Letterhead



Stationery is available for all four SGSC campuses:

- Douglas
- Waycross
- Valdosta
- Americus

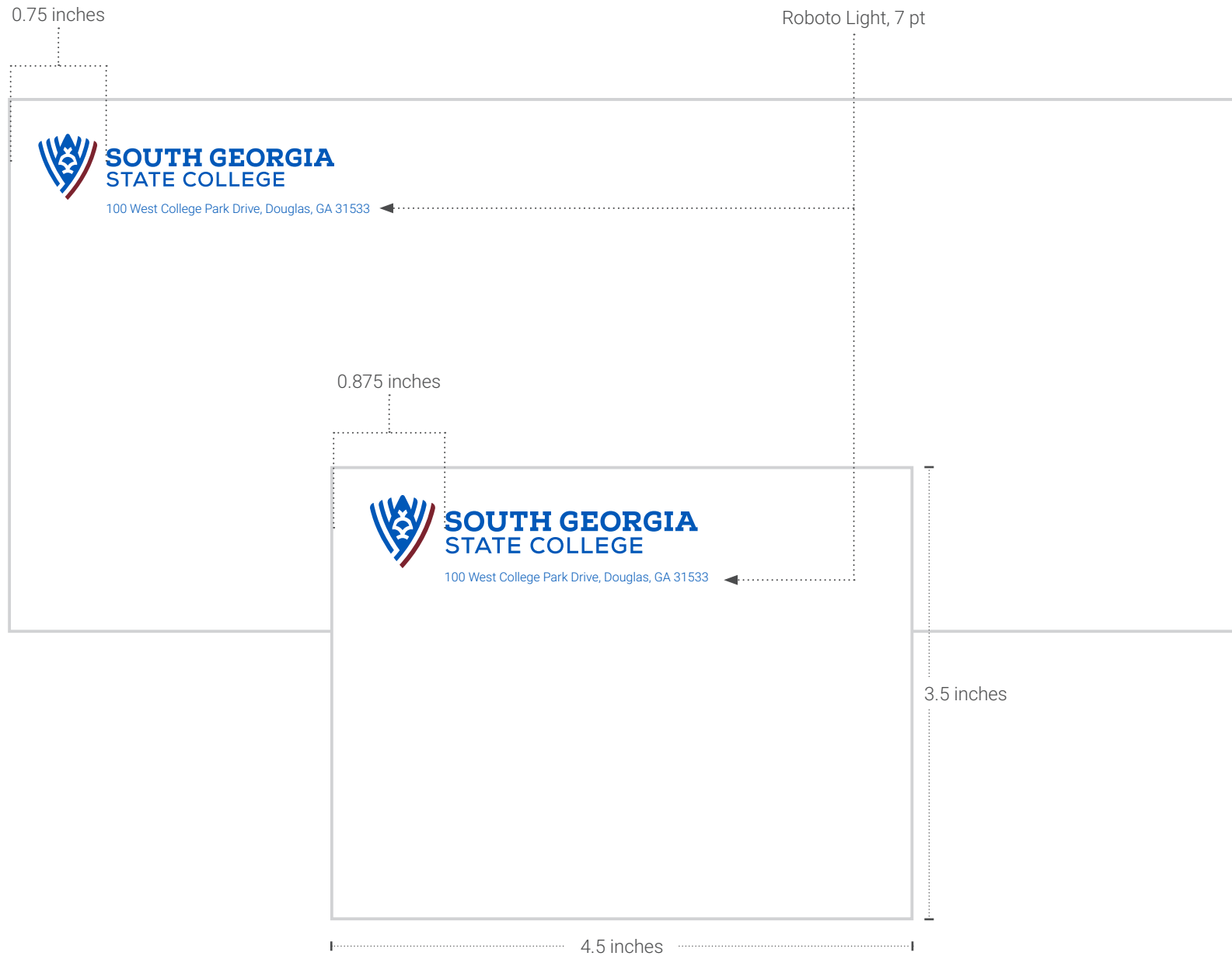
Roboto Light, 8 pt

Roboto Light, 7 pt

100 West College Park Drive • Douglas, Georgia 31533 • (912) 260-4200 • sgsc.edu
A Residential State College of the University System of Georgia • An Equal Opportunity Institution

STATIONERY

Envelope & Mailing Label



STATIONERY

Sub-branded Letterhead

Roboto Regular, 9 pt Office of the President

Roboto Light, 8 pt 100 West College Park Drive • Douglas, Georgia 31533 • (912) 260-4200 • sgsc.edu

Roboto Light, 7 pt A Residential State College of the University System of Georgia • An Equal Opportunity Institution

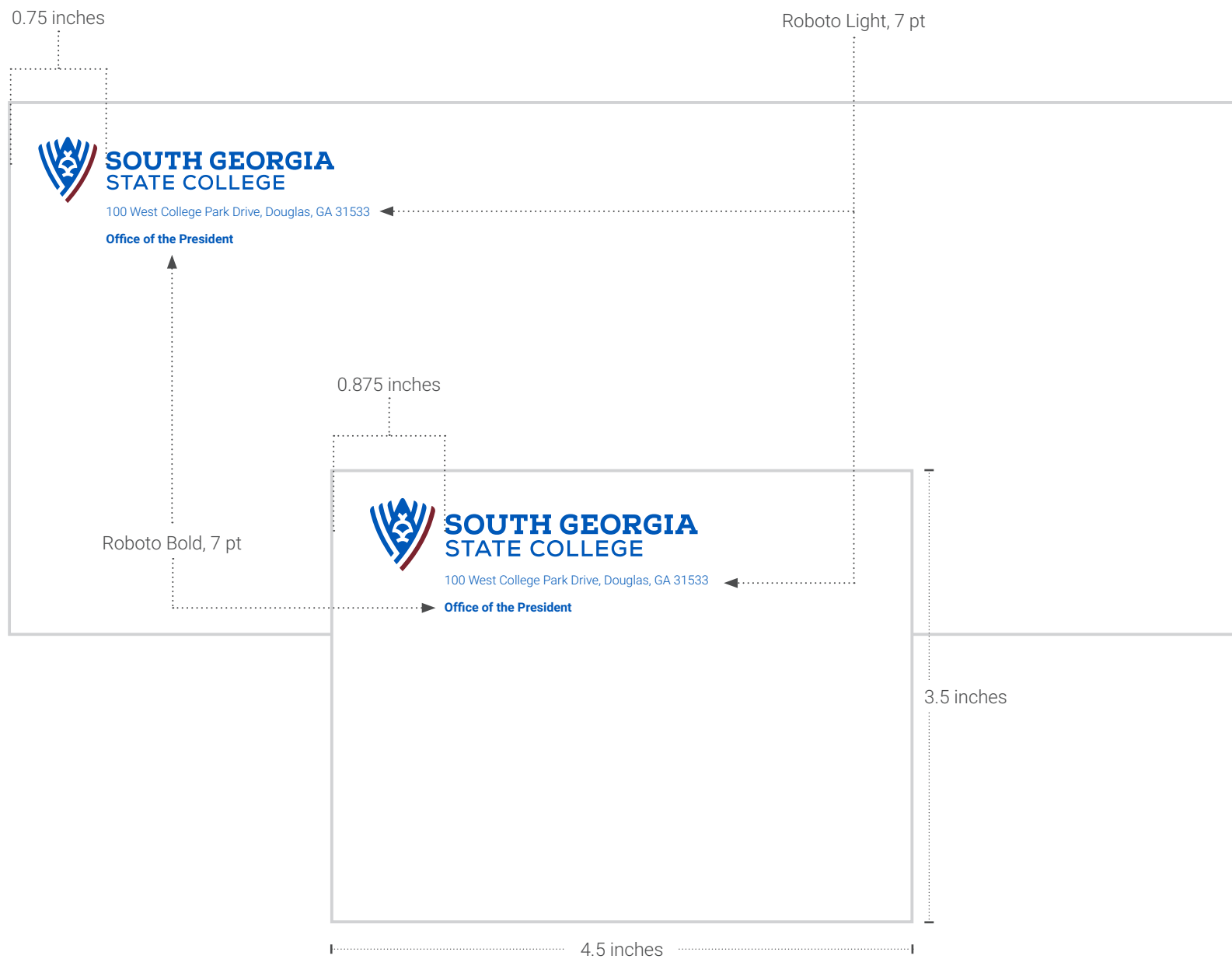
The only departments to use sub-branded stationery are the following:

- The Office of the President
- SGSC Foundation
- James M. Dye Foundation

All other departments, units, and offices are to use regular stationery with no sub-branding identification.

STATIONERY

Sub-branded Envelope & Mailing Label



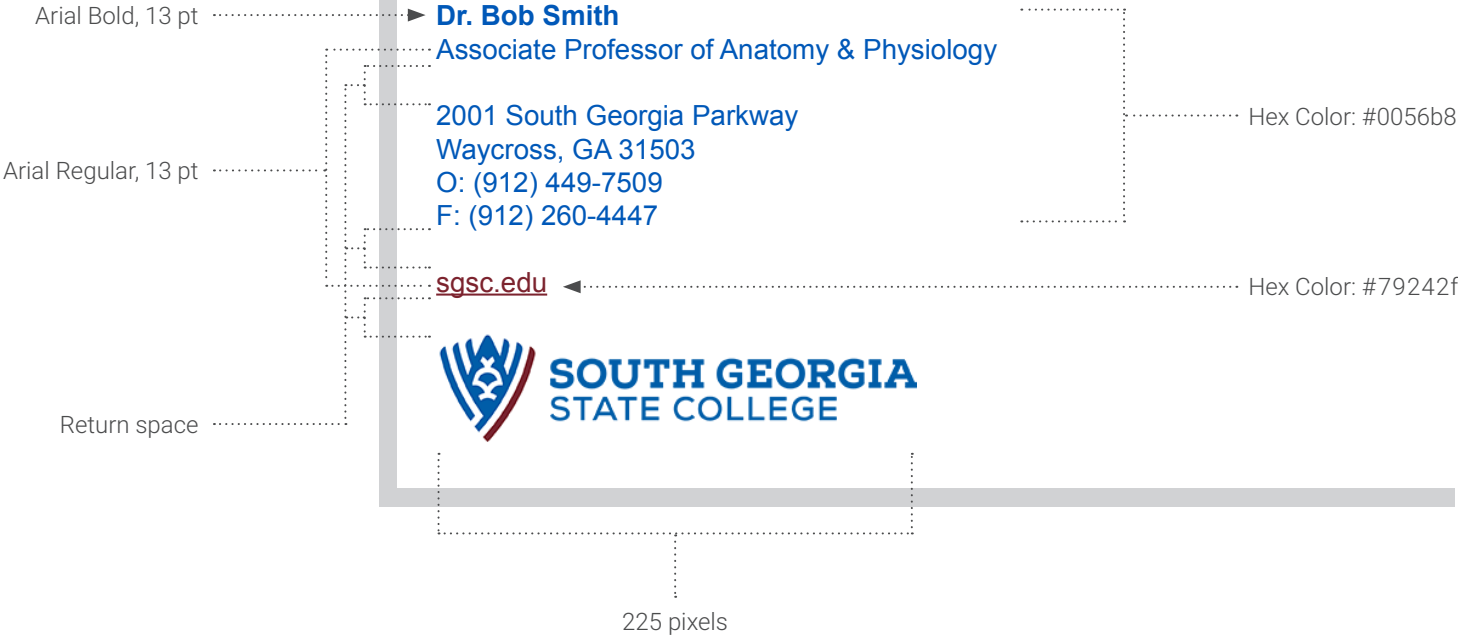
EMAIL SIGNATURE

To: Alice Longnamehere
Subject: RE: New registration procedures
From: Dr. Bob Smith (bob.smith@sgsc.edu)

Hello Alice,

Itate pedit arumquas alis ad unt aliquas plam re net fugitat ioratio
nectio elecus aliquam imillest et et aspel et, que num re nobit
faccatem ilit quia cusanis quo cone lautassi aut ut aut dolo mi, et
apitatque ni quo tem comnimus, offictem quat et aut inimus aut aut
aut estis namusda quam quuntur?

Best,
Dr. Smith



INSTITUTIONAL IDENTIFIERS

UNIVERSITY SEAL

The official imprimatur of the institution, used for all official academic purposes, such as diplomas, transcripts, and legally binding documents. It is reserved for use by the Office of the President. It is NOT to be used as a marketing asset.



INSTITUTIONAL LOGO

The primary identifier of the institution, used for official marketing and communication purposes. It is the face of the school, representing its character and reputation.



ATHLETICS LOGO

Used for intercollegiate athletics, promoting university sports and school spirit.



PART II
ACADEMIC SEAL

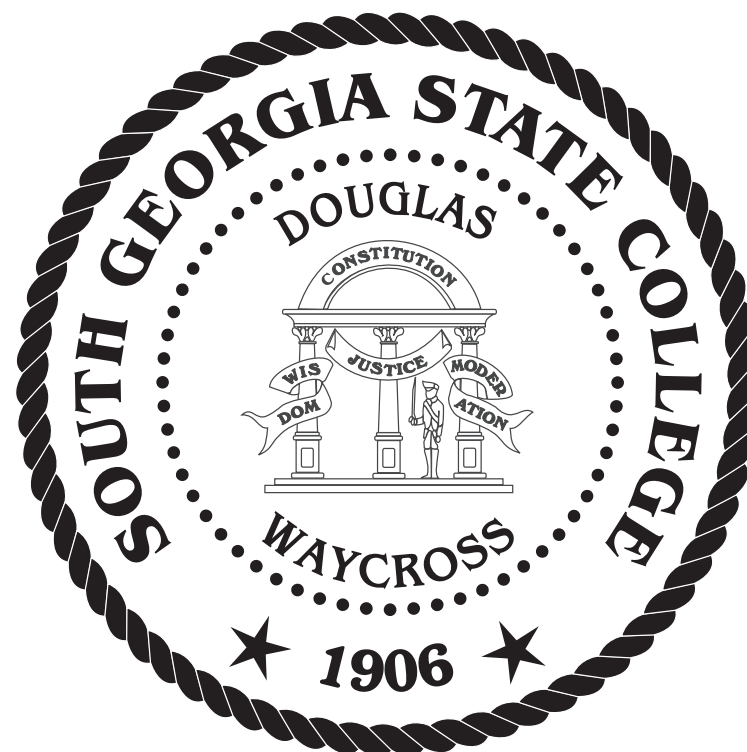


ACADEMIC SEAL

Institution, Stacked

The Academic Seal is to only be used by the Office of the President. In no circumstance is it to function as a marketing asset.

For more information, please contact the Marketing Director.



PART III
INSTITUTIONAL LOGOS



INSTITUTIONAL LOGO

Vertical



inst_vert_C



inst_vert_C_wtwdmk



inst_vert_blue



inst_vert_blk



inst_vert_W

INSTITUTIONAL LOGO

Stacked



inst_stacked_C



inst_stacked_C_wtwdmk



inst_stacked_blue



inst_stacked_blk



inst_stacked_W

INSTITUTIONAL LOGO

Horizontal



inst_horiz_C



inst_horiz_C_wtwdmk



inst_horiz_blue



inst_horiz_blk



inst_horiz_W

INSTITUTIONAL LOGO

Extended



inst_ext_C



inst_ext_C_wtwdmk



inst_ext_blue



inst_ext_blk



inst_ext_W

INSTITUTIONAL LOGO

Icon

Wordmark, Vertical



inst_icon_C



inst_icon_blue



inst_icon_blk



inst_icon_W

SOUTH GEORGIA
STATE COLLEGE

inst_wdmk_vert_blue

SOUTH GEORGIA
STATE COLLEGE

inst_wdmk_vert_blk

SOUTH GEORGIA
STATE COLLEGE

inst_wdmk_vert_W

INSTITUTIONAL LOGO

Wordmark, Stacked

Wordmark, Extended



**SOUTH
GEORGIA**
STATE COLLEGE

inst_wdmk_stack_blue



**SOUTH
GEORGIA**
STATE COLLEGE

inst_wdmk_stack_blk



**SOUTH
GEORGIA**
STATE COLLEGE

inst_wdmk_stack_W

SOUTH GEORGIA STATE COLLEGE

inst_wdmk_ext_blue

SOUTH GEORGIA STATE COLLEGE

inst_wdmk_ext_blk

SOUTH GEORGIA STATE COLLEGE

inst_wdmk_ext_W

INSTITUTIONAL LOGO

SGSC Ligature, Vertical



inst_sgsc_vert_C



inst_sgsc_vert_C_wtwdmk



inst_sgsc_vert_blue



inst_sgsc_vert_blk



inst_sgsc_vert_W

INSTITUTIONAL LOGO

SGSC Ligature, Horizontal

Wordmark, SGSC Ligature



inst_sgsc_horiz_C



inst_sgsc_horiz_C_wtdmk



inst_sgsc_horiz_blue



inst_sgsc_horiz_blk



inst_sgsc_horiz_W

SGSC

inst_wdmk_sgsc_blue

SGSC

inst_wdmk_sgsc_blk

SGSC

inst_wdmk_sgsc_W

INSTITUTIONAL LOGO

Circular



inst_crcl_C



inst_crcl_blue



inst_crcl_blk



inst_crcl_W

INSTITUTIONAL LOGO

Minimum Clear Space

The Minimum Clear Space protects the logo from interference with other graphic elements.

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



INSTITUTIONAL LOGO

Prohibited Use



DO NOT change color placement



DO NOT change size relationships



DO NOT create new logo variations



DO NOT change the font



DO NOT swap positions of logo elements



DO NOT use unapproved colors



DO NOT squish or skew the logo



DO NOT use decorative elements, such as drop shadows



DO NOT rotate the logo



DO NOT use on busy or distracting backgrounds

PART IV
ATHLETICS IDENTITY



ATHLETIC IDENTITY

Primary logo, Vertical



ath_primary_vt_C



ath_primary_vt_C_wtwdmk



ath_primary_vt_blue



ath_primary_vt_blk



ath_primary_vt_W

ATHLETIC IDENTITY

Primary logo, Horizontal



ath_primary_hz_C



ath_primary_hz_C_wtwdmk



ath_primary_hz_blue



ath_primary_hz_blk



ath_primary_hz_W

ATHLETIC IDENTITY

Wings Up logo



ath_wingsup_C



ath_wingsup_blue



ath_wingsup_blk



ath_wingsup_W

ATHLETIC IDENTITY

Hawks Wordmark

Hawks Wordmark with School Name

The word "HAWKS" is rendered in a bold, blue, sans-serif font. The letter 'H' is stylized with a horizontal bar extending to the left.

ath_hawks wdmk_blue

The word "HAWKS" is rendered in a bold, black, sans-serif font. The letter 'H' is stylized with a horizontal bar extending to the left.

ath_hawks wdmk_blk

The word "HAWKS" is rendered in a bold, white, sans-serif font, centered within a solid grey rectangular background. The letter 'H' is stylized with a horizontal bar extending to the left.

ath_hawks wdmk_W

The text "SOUTH GEORGIA STATE COLLEGE" is in a smaller, blue, sans-serif font above the word "HAWKS" in a larger, bold, blue, sans-serif font. The letter 'H' is stylized with a horizontal bar extending to the left.

ath_hawks wdmk_school_blue

The text "SOUTH GEORGIA STATE COLLEGE" is in a smaller, black, sans-serif font above the word "HAWKS" in a larger, bold, black, sans-serif font. The letter 'H' is stylized with a horizontal bar extending to the left.

ath_hawks wdmk_school_blk

The text "SOUTH GEORGIA STATE COLLEGE" is in a smaller, white, sans-serif font above the word "HAWKS" in a larger, bold, white, sans-serif font, all centered within a solid grey rectangular background. The letter 'H' is stylized with a horizontal bar extending to the left.

ath_hawks wdmk_school_W

ATHLETIC IDENTITY

SGSC Ligature

SGSC Ligature, Arched

The letters 'SGSC' are rendered in a bold, blocky, blue font. The letters are closely spaced, with the 'S' and 'G' overlapping slightly.

ath_SGSC_blue

The letters 'SGSC' are rendered in a bold, blocky, black font. The letters are closely spaced, with the 'S' and 'G' overlapping slightly.

ath_SGSC_blk

The letters 'SGSC' are rendered in a bold, blocky, white font, set against a solid grey rectangular background. The letters are closely spaced, with the 'S' and 'G' overlapping slightly.

ath_SGSC_W

The letters 'SGSC' are rendered in a bold, blocky, blue font. The letters are arched upwards and have a slight slant. The letters are closely spaced, with the 'S' and 'G' overlapping slightly.

ath_SGSC_arch_blue

The letters 'SGSC' are rendered in a bold, blocky, black font. The letters are arched upwards and have a slight slant. The letters are closely spaced, with the 'S' and 'G' overlapping slightly.

ath_SGSC_arch_blk

The letters 'SGSC' are rendered in a bold, blocky, white font, set against a solid grey rectangular background. The letters are arched upwards and have a slight slant. The letters are closely spaced, with the 'S' and 'G' overlapping slightly.

ath_SGSC_arch_W

ATHLETIC IDENTITY

SGSC with Wings Up, Vertical



ath_SGSC_wingsup_vt_C



ath_SGSC_wingsup_vt_wtwdmk



ath_SGSC_wingsup_vt_blue



ath_SGSC_wingsup_vt_blk



ath_SGSC_wingsup_vt_W

ATHLETIC IDENTITY

SGSC with Wings Up, Horizontal



ath_SGSC_wingsup_hz_C



ath_SGSC_wingsup_hz_wtwdmk



ath_SGSC_wingsup_hz_blue



ath_SGSC_wingsup_hz_blk



ath_SGSC_wingsup_hz_W

ATHLETIC IDENTITY

SGSC with Wings Up, Arched



ath_SGSC_arch_wingsup_C



ath_SGSC_arch_wingsup_wtwdmk



ath_SGSC_arch_wingsup_blue



ath_SGSC_arch_wingsup_blk



ath_SGSC_arch_wingsup_W

ATHLETIC IDENTITY

Interlocking SG



ath_intlk sg_blue



ath_intlk sg_blk



ath_intlk sg_W

ATHLETICS TYPOGRAPHY

South Georgia State College uses a custom typeface for athletics applications, **SGSC Sport**. This typeface is reserved for use by the Athletics department only.

SGSC Sport is a display typeface. Lowercase glyphs are not available.

SGSC SPORT

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0
! " # \$ % / ? @ Á É Ñ Ö

ATHLETICS LOGO

Prohibited Use



DO NOT create unapproved color combinations



DO NOT outline logo elements



DO NOT squish the logo



DO NOT change the font



DO NOT swap positions of logo elements



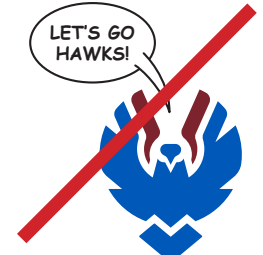
DO NOT use unapproved colors



DO NOT skew



DO NOT create unapproved combinations of elements



DO NOT add extraneous graphic elements



DO NOT use decorative elements, such as drop shadows



DO NOT rotate the logo



DO NOT use on busy or distracting backgrounds



DO NOT bend or distort

UNIFORM & APPAREL ASSETS

Uniform Numbers

1 2 3 4 5
6 7 8 9 0

uni_numbers_blue

1 2 3 4 5
6 7 8 9 0

uni_numbers_blue-red

1 2 3 4 5
6 7 8 9 0

uni_numbers_blue-wht

1 2 3 4 5
6 7 8 9 0

uni_numbers_black-wht

1 2 3 4 5
6 7 8 9 0

uni_numbers_white-blue

1 2 3 4 5
6 7 8 9 0

uni_numbers_white

UNIFORM & APPAREL ASSETS

Hawks Wordmark



uni_hawks_blue



uni_hawks_blue-red



uni_hawks_blue-wht



uni_hawks_black-wht



uni_hawks_white-blue



uni_hawks_white

UNIFORM & APPAREL ASSETS

SGSC Ligature

The logo consists of the letters 'S', 'G', 'S', and 'C' in a bold, blocky, sans-serif font. All letters are filled with a solid blue color.

uni_sgsc_blue

The logo consists of the letters 'S', 'G', 'S', and 'C' in a bold, blocky, sans-serif font. Each letter has a blue fill and a thin red outline.

uni_sgsc_blue-red

The logo consists of the letters 'S', 'G', 'S', and 'C' in a bold, blocky, sans-serif font. The letters are white with a thick blue outline.

uni_sgsc_blue-wht

The logo consists of the letters 'S', 'G', 'S', and 'C' in a bold, blocky, sans-serif font. The letters are black with a thick white outline.

uni_sgsc_black-wht

The logo consists of the letters 'S', 'G', 'S', and 'C' in a bold, blocky, sans-serif font. The letters are white with a thick blue outline.

uni_sgsc_white-blue

The logo consists of the letters 'S', 'G', 'S', and 'C' in a bold, blocky, sans-serif font. All letters are filled with a solid white color.

uni_sgsc_white

UNIFORM & APPAREL ASSETS

SGSC Ligature, Arched



uni_sgsc_arch_blue



uni_sgsc_arch_blue-red



uni_sgsc_arch_blue-wht



uni_sgsc_arch_black-wht



uni_sgsc_arch_white-blue



uni_sgsc_arch_white

UNIFORM & APPAREL ASSETS

SGSC with Wings Up, Vertical



uni_sgsc_wingsup_vt_blue



uni_sgsc_wingsup_vt_blue-wht



uni_sgsc_wingsup_vt_white

UNIFORM & APPAREL ASSETS

SGSC with Wings Up, Horizontal



uni_SGSC_wingsup_hz_blue



uni_sgsc_wingsup_hz_blue-wht



uni_SGSC_wingsup_hz_white

UNIFORM & APPAREL ASSETS

SGSC with Wings Up, Arched



uni_sgsc_arch_wingsup_blue



uni_sgsc_arch_wingsup_blue-wht



uni_sgsc_arch_wingsup_white

UNIFORM & APPAREL ASSETS

Interlocking SG



uni_intlk_sg_blue



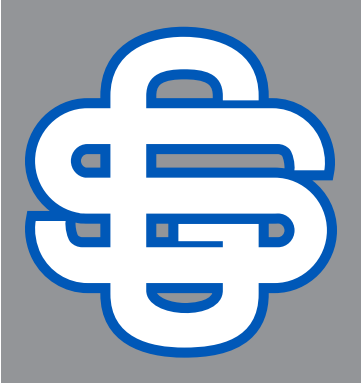
uni_intlk_sg_blue-wht-red



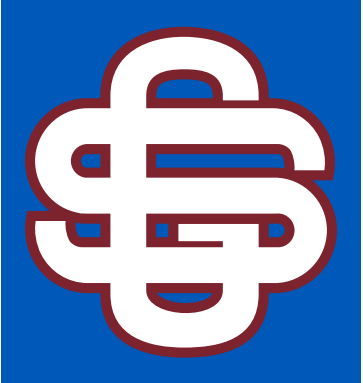
uni_intlk_sg_blue-wht



uni_intlk_sg_black-wht



uni_intlk_sg_white-blue



uni_intlk_sg_white-red



uni_intlk_sg_white

UNIFORM & APPAREL ASSETS

Uniform Numbers Usage

	BLUE	BLUE-WHT	BLUE-RED	BLACK-WHT	WHITE-BLUE	WHITE
WHITE						
BLUE						
GRAY						
BLACK						
RED						

UNIFORM & APPAREL ASSETS

Hawks Wordmark Usage

	BLUE	BLUE-WHT	BLUE-RED	BLACK-WHT	WHITE-BLUE	WHITE
WHITE						
BLUE						
GRAY						
BLACK						
RED						

UNIFORM & APPAREL ASSETS

SGSC Ligature Usage

	BLUE	BLUE-WHT	BLUE-RED	BLACK-WHT	WHITE-BLUE	WHITE
WHITE						
BLUE						
GRAY						
BLACK						
RED						

UNIFORM & APPAREL ASSETS

SGSC Ligature, Arched Usage

	BLUE	BLUE-WHT	BLUE-RED	BLACK-WHT	WHITE-BLUE	WHITE
WHITE						
BLUE						
GRAY						
BLACK						
RED						

UNIFORM & APPAREL ASSETS

SGSC with Wings Up, Vertical Usage

	BLUE	BLUE-WHT	WHITE
WHITE			
BLUE			
GRAY			
BLACK			
RED			

UNIFORM & APPAREL ASSETS

SGSC with Wings Up, Horizontal Usage

	BLUE	BLUE-WHT	WHITE
WHITE			
BLUE			
GRAY			
BLACK			
RED			

UNIFORM & APPAREL ASSETS

SGSC with Wings Up, Arched Usage

	BLUE	BLUE-WHT	WHITE
WHITE			
BLUE			
GRAY			
BLACK			
RED			

UNIFORM & APPAREL ASSETS

Interlocking SG Usage

	BLUE	BLUE-WHT	BLACK-WHT	WHITE-BLUE	WHITE	BLUE-WHT-RED	WHITE-RED
WHITE							
BLUE							
GRAY							
BLACK							
RED							

UNIFORM & APPAREL ASSETS

Asset Usage Instructions

Uniform asset files are ONLY for use in uniform and apparel applications. They are NOT to be used for any other purpose.

Provide your vendor with the uniform asset .EPS files (Hawks wordmark, numbers, or SGSC ligature) you want to use for your particular uniform application.

Uniform numbers ARE NOT live typography and CANNOT be typed out as part of a font.

- Uniform numbers ARE NOT part of the SGSC Sport custom font.
- DO NOT use the numbers in the SGSC Sport font for uniform applications.

