The East Georgia State College Brand

Graphic Standards

Purpose
The purpose of the standards is to identify acceptable college word marks, logos and seal and clarify appropriate and accurate usage of the trademark images on college letterhead, business cards, internal publications, apparel and promotional items. The goal of the standards is to ensure coordinated, consistent use of the trademark images so as to portray a uniform and distinct visual brand for East Georgia State College in all applications. This guide is designed to maintain and strengthen East Georgia State College's visual identity program, further promote the college's excellent reputation, and creative positive public awareness and support.

Monitoring of Trademark Images
The East Georgia State College trademarks are the property of the Board of Regents of the University System of Georgia and 4 logos are registered in the United States Patent and Trademark Office. The Board of Regents guidelines govern how the trademarks can be used and East Georgia State College is responsible for monitoring and controlling the use of the marks. The East Georgia State College Marketing Department monitors and approves the logos for on and off-campus individuals, departments and organizations promoting the college in print publications and electronic media, including the World Wide Web. All individuals, departments and organizations desiring to use the EGSC name, logo and/ or trademark, must obtain prior approval from the Marketing Department.

The Trademarks
East Georgia State College is represented by several different trademarks:

1) The College Name Wordmark (Registered): The approved college name word mark is the two lined EAST GEORGIA STATE COLLEGE images shown below. To strengthen the college's identity, the abbreviation "EGSC" should not be used in publications, ads, websites or other media, or apparel, unless the words "East Georgia State College" appears in close proximity.
(3) **EGSC Logo (Registered):** Used alone or in combination with the name of the college.

(4) **EGSC Seal:** Reserved for official documents (diplomas, proclamations, etc.,) and publications such as President's letterhead, stationery and invitations. Permission to use the seal in any other application must be approved by the Marketing Office or the President’s office.

(5) **EGSC Athletic Logos**
The East Georgia State College athletic logos are represented by several different marks which are reserved strictly for use by and in support of Bobcat teams and events, including the primary mark, the secondary marks, and the word marks. The athletic logos should not be used in place of the official college logo to promote college academic programs.
(a) Bobcat with head only -PRIMARY MARK. (Registered)

![Bobcat Head](image)

(b) Bobcat with Banner -PRIMARY MARK. (Registered)

![Bobcat Banner](image)

c) Bobcat paw prints (use only with primary athletic mark)

![Bobcat Paw Prints](image)

**Secondary Images:** These are images used in conjunction with the College logo. Only those college departments and programs which have a significant public service mission or public visibility may seek approval to develop an individual secondary image that must be used in conjunction with the college logo. All requests for authorization to
develop and use a secondary image must be submitted in writing, along with a copy of the proposed secondary image, to the Director of Marketing. The request will be reviewed and a decision rendered. Secondary images do not replace the college logo as the primary means of individual identification and must be used in tandem with the college logo on all unit publications, ads and other printed and electronic communication.

General Rules for Use of Trademarks:
(1) The logos and marks must only be used exactly as provided in the camera ready or digital art with no change in position. The logo should not be cut apart and reassembled, supplemented with other elements, and logotype should not be altered. Text or other designs must not appear behind, over or through the official logos.
(2) Use only camera ready or digital art provided by the Marketing Department. Do not reproduce images from publications.
(3) East Georgia State College athletics trademarks are reserved strictly for the use of the athletics department and its entities. These marks may be used by other departments, organizations or individuals only to demonstrate support for East Georgia State College’s athletic programs and student events.
(4) The "TM" (trademark) or SM (service mark) will be used with all unregistered college or athletic trademarks.
(5) The registration mark ® is included on registered College trademarks.
(6) Any use must meet the standards of quality and good taste as determined by the Marketing Department.
Guidelines for Campus Use

**Letterheads, Envelopes and Business Cards:** These identify faculty, staff, departments and programs as official representatives of East Georgia State College. All letterheads, business cards, envelopes, memo pads, routing slips, fax cover sheets, large envelopes, brochures, invitations, mailing and address labels and signage are standardized to ensure that East Georgia State College's official image is always presented in a consistent manner. No homemade letterhead or business cards may be produced or distributed by photocopying. In cases where the length or title of a department or other factors create spacing problems, contact the Marketing Department for assistance in making adjustments for the official layout. Secondary images may be incorporated into the official letterhead design with the assistance of the Marketing Department. All signage must be ordered through Facilities.

**Students and student groups** may not use official college stationery or business cards; Alternate designs are available for those with an approved need for items bearing college or athletic marks. Authorization must be obtained from the Marketing Department for each use.

**Campus Use of Marks for Other Purposes**
College departments and official student organizations may create and purchase items bearing the trademarks for internal use. Design approval must be granted by the Marketing Department prior to production and/or purchase. In most cases, the group will not be required to obtain a license agreement. However, if the college marked items are for resale to a general audience, a license agreement and royalty payment will be required.

Items purchased for use by group members only, items purchased or produced to be given away (so long as they are purchased from a licensed supplier) and items produced as part of a class project do not require a license agreement.

**Web Use:** All standards for printing the college and athletic marks also apply to their use on the World Wide Web.

**Board of Regents Policy**
Board of Regents Policy prohibits the use of any East Georgia State College name, trademark, or logo in connection with alcoholic beverages; religious services, goods or artifacts; sexually-oriented devices or goods; toilet seats and the like; burial items; and unfavorable references to race, sex, national origin, or handicap of any person. Any use must meet the standards of good quality and taste as outlined by the East Georgia State College Marketing Department.
OFFICIAL COLORS
East Georgia State College's official colors are gold and green. The Pantone Matching System (PMS) colors are:

GOLD
(PANTONE 872)
PROCESS
C:40  M:43  Y:84  K:8

GREEN
(PANTONE 357 PC)
PROCESS
C:83  M:19  Y:73  K:58

OFFICIAL FONT
Georgia