

GEORGIA

HUMANITIES

COUNCIL

STYLE GUIDE

LOGO

The Georgia Humanities Council logo uses the font Goudy Old Style and should always be used in whole and printed in one color. The words may not be used in any other format or order, nor may any element of the logo be used in a different color from the other elements.

When produced on a white background, the Georgia Humanities Council logo may be produced in black or one of the primary or secondary colors. When produced on a solid color background, the Georgia Humanities Council logo may only be printed in white.

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EXAMPLES OF LOGO USAGE

CORRECT:

GEORGIA
HUMANITIES
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GEORGIA
HUMANITIES
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GEORGIA
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INCORRECT:

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COLOR PALETTE

The color palette is to be adhered to for all collateral material and presentations.

Primary Colors

These colors are to be the dominant colors in all collateral materials.



Pantone 295
C-100 M-57 Y-0 K-40



Pantone 471
C-0 M-59 Y-100 K-18

Secondary Colors

These colors are complementary to the primary color and are to be used for various graphic elements in collateral pieces and presentations, i.e. rules, background accent colors, illustrations, etc.



Pantone 457
C-0 M-15 Y-100 K-28



Pantone 575
C-48 M-0 Y-100 K-53

TYPOGRAPHY

Typography is an essential element to the Georgia Humanities Council identity.

Primary Font

Goudy Old Style is the primary font to use for Georgia Humanities Council collateral.

Goudy Old Style
Goudy Old Style Bold
Goudy Old Style Italic

Secondary Font

The Stone Sans family is the secondary font to use for the Georgia Humanities Council identity. It complements the Goudy Old Style font and should be used for emphasis when needed, i.e. headlines, subheads, pullouts, etc.

Stone Sans
Stone Sans Italic
Stone Sans SemiBold
Stone Sans SemiBoldItalic
Stone Sans Bold
Stone Sans BoldItalic