Georgia Humanities

Sharing stories that move us and make us

Brand Guidelines

Georgia Humanities 2015

LOGO SIGNATURE

The logo signature is the structured relationship between the type, mark, and tagline. The complete signature should be used where possible, or the signature may sometimes be split to use only the mark, or the type and mark without the tagline.

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Minimum Clear Space

Always feature Georgia Humanities logo signature prominently with an appropriate amount of surrounding clear space. Do not crowd any text or artwork closer than the height of the "u" in the logo signature in any direction.

Minimum Size

Below is an example of the minimum recommended size for reproducing the logo signature, as a smaller reproduction may affect legibility. Even at this approved size, the minimum size logo signature may become illegible if it is printed using a low resolution printer. In that instance, use a larger logo signature to ensure that the output is legible.

Accepted Color Uses

Under most circumstances, the logo signature will appear in Pantone 1795 C and Pantone 640 C with tagline in 90% black on a white background, or in white on a dark background.

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On a dark background, the logo signature must be set reversed-out in white.

Unapproved Uses of Logo Signature

Shown below are several examples of unapproved treatments of Georgia Humanities logo signature.

Using the logo signature in a manner different from the intended use compromises the visual identity and brand integrity.

On a white background, do not set the logo signature in anything other than designated Pantone colors.

On a dark background, do not set the logo signature in anything other than reversed-out white.

Do not stretch, skew, or otherwise distort the logo signature.

Do not attempt to re-create the logo signature.

Do not place the logo signature on any background other than a solid color from the color palette.

Do not add any filters or effects to the logo signature.

COLOR PALETTE

Georgia Humanities color palette was chosen for its simplicity, versatility, and ease of use. To maintain color accuracy, always specify the appropriate PANTONE numbers. These colors are based on the official PANTONE swatches. Always request samples from the printer to ensure the builds are matched correctly.

The two main colors for Georgia Humanities materials are red and blue. Yellow, light blue, green and warm grey are to be used sparingly as supplemental colors on materials.

red
PANTONE 711C
CMYK 0, 97, 75, 0
RGB 203, 44, 48
HTML #CB2C30

blue
PANTONE 640C
CMYK 100, 10, 3, 16
RGB 0, 130, 186
HTML #0082BA

Yellow
PANTONE 7408C
CMYK 0, 29, 100, 0
RGB 246, 190, 0
HTML #F6BE00

light blue
PANTONE 543C
CMYK 37, 9, 0, 1
RGB 164, 200, 225
HTML #A4C8E1

green
PANTONE 376C
CMYK 54, 0, 100, 0
RGB 132, 189, 0
HTML #84BD00

warm grey
PANTONE 413C
CMYK 9, 5, 12, 14
RGB 186, 187, 177
HTML #BABBB1

FONT PALETTE

Shown below are recommended fonts for use on all Georgia Humanities marketing and communication materials.

Frutiger 47 Light Condensed
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Frutiger 57 Condensed
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Frutiger 67 Bold Condensed
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Garamond Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Garamond Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Garamond Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ