VISUAL ID QUICK GUIDE

PRIMARY LOGO

COLLEGE of COASTAL GEORGIA
UNIVERSITY SYSTEM OF GEORGIA

PRIMARY COLOR PALETTE

PANTONE: 3005
CMYK: 78-32-0-0
RGB: 26-143-206
HEX: 1a8fce

PANTONE: 302
CMYK: 100-25-0-50
RGB: 0-84-128
HEX: 005581

PANTONE: 425
CMYK: 0-0-77
RGB: 95-96-98
HEX: 5f6062

PRIMARY TYPOGRAPHY

For use with headlines, titles and as an accent font.
GILL SANS (if not available use Verdana as alternate)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

For use with body text in correspondences and text-heavy publications.
GARAMOND (if not available use Times New Roman as alternate)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

For additional logos, branding, and visual identification information, contact Christy Lynn Wilson: 912-279-4587 or cwilson@ccga.edu.
DO

• Contact the Advancement Office for:
  • Access to official logos, fonts, and brand colors.
  • Questions regarding logos, fonts, and brand colors.
  • Assistance with refining any logos currently in use.
• Use the College’s logo and colors in a consistent manner.
• Use the College’s logo on all publications.
• Remember that the *Dreams in Action* tag line has been phased out and all new collateral should contain the College logo without that tag line.

DO NOT

• Do not create your own logo.
• Do not use the Athletics’ logos or the sail logo for non-athletic purposes.
• Do not change or modify any element of the College’s official logos; this includes the Athletics’ logos, logo colors, fonts, and proportions.
• Do not use the College’s seal as a logo.

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