



COLLEGE *of*
COASTAL
GEORGIA
UNIVERSITY SYSTEM OF GEORGIA

Visual Identity Standards

January 2020

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Introduction

The purpose of these standards is to specify the policies and procedures concerning the use of the College name and all official symbols that identify it. These are designed to ensure that the College is promoted in a formalized, professional and uniform manner and protects the marks from infringement.

These apply to all reproductions of College marks, whether in print or electronic form, including the internet.

The College's name, registered marks, logos, and other indicia of the College that are depicted in this document may not be altered, reconfigured, or added to in any manner.

All College publications, videos, web pages, letterhead, envelopes, and business cards must comply with Visual Identity Standards with respect to the use of the wordmark (College of Coastal Georgia), the College seal, and official logos unless the College's Office of Advancement grants an exemption.

College organizations seeking to develop their own identifying logos cannot incorporate the wordmark or the official College logo without the approval of the Office of Advancement. Compliance with standards is an essential part of building the College of Coastal Georgia brand.

College organizations seeking to use official College symbols in a manner not depicted herein may submit proposed applications to the Office of Advancement, which will offer advice on proper utilization. A usage that is deemed not to be in compliance with Visual Identity Standards may be submitted to the Office of Advancement, which can grant an exception to these guidelines.

The College reserves the right to remove, rescind or withdraw any document or publication, including electronic publication, which does not comply with these Visual Identity Standards.

All outside vendors contracted to design and print College publications, or marketing materials should be provided with a copy of these guidelines. Logos are available from the Office of Advancement.

Any questions regarding the use of these elements should be directed to the Office of Advancement at 912-279-5704 or via e-mail at advancement@cgcc.edu

Official College Name and Identifying Marks

The official name of the institution is the **College of Coastal Georgia**. Any documents or publications communicating programs of the College should use this name on the cover in one of the recommended typefaces. Web pages, film, video, or other digital formats should use the official name on the home page, title page, or opening frames as appropriate.

It is not appropriate to use such words or versions as "Coastal College" or "CCGA." A shortened version such as "Coastal Georgia" or "the College" may be used in copy (except in the cases where official campus addresses are listed.) The College does not endorse the use of a monogram. The exception to this shortened version will be the www.ccg.edu web address as well as @ccga.edu faculty, staff, and student e-mail addresses.

The name of the College should never be set in all lowercase type on official College-sponsored publications.

Use of the College Seal

Like other institutional seals, the official College seal is meant to function as a stamp of validation and not as a logo. The complexity and detail contained within the seal make it difficult to commit to memory and, therefore, inadequate as a logo.



The use of the College seal is reserved for certain official documents and publications, including diplomas, honorary degrees, institutional certificates, and special awards. It may be used only on the official documents mentioned or on any correspondence from the Office of the President.

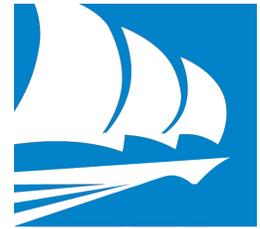
The preferred reproduction of the seal is to be in one color only. Either blue (PMS 3005), gray (PMS 425), metallic (PMS 877) or black. It is also appropriate to blind emboss (raised letters with no ink, similar to an old notary's stamp), engrave or foil stamp the seal in the abovementioned colors or silver only.

Because of the fine detail contained within the College seal, it should be used only in circumstances which ensure clear reproduction of that detail. It should not be reduced to anything less than 1" across.

The College seal and College logo may not be combined or used simultaneously within the same publication.

Visual Identity System

The identity features two variations of a logo. The ship image was designed as an acknowledgement to the maritime heritage of coastal Georgia and as a complement to the College's traditional use of the Mariner as its team mascot.



For purposes of understanding the Visual Identity System, the following terms will be used.



**COLLEGE of
COASTAL
GEORGIA**

The system is made up of the ship image and the descriptor (the words "College of Coastal Georgia"). The logo consists of the descriptor and the ship image together.

Descriptor



The system is designed to be flexible and work in multiple formats, different configurations, small and large sizes and different media.

Ship

The descriptor is derived from Gill Sans, but it has been modified. Do not attempt to recreate it using computer type fonts; it must be used exactly as it is. It may be used in a horizontal format or stacked. The descriptor should not be used in lieu of the complete logo or by itself as a logo. When using the wordmark or name of the College in text, use the same font and size as the rest of the document.

UNIVERSITY SYSTEM OF GEORGIA

System line

The system line consists of the words "University System of Georgia."

The logo with the system line is considered the signature.

The ship image may also be used as a design element, as long as the official logo is present.

The College logo should not be combined with or made part of any other logo. If used together with another logo in the same piece or field of vision, the College logo should always be the dominant element. The other logo(s) should be separate and subordinate.

Ideally, the signature should be used in its complete form (the descriptor and ship image along with the System line). These should be verified with the Office of Advancement.

In certain circumstances, due to space limitations or certain applications such as premium items, the ship image may be used without the descriptor. Several approved formats appear on the following pages.

Variations of the College Logo

The primary College logo is the ship version. Ideally, it should appear in the vertical format.



However, there will be times when the size or shape of the document requires a different format, for instance a horizontal version. Under certain circumstances, the elements of the logo may be separated from one another, but should be kept in the same perspective or relative size as when they appear together. These variances must be approved by the Office of Institutional Advancement.



The ship logo may be used in a monochromatic form (all black, all blue, all gray) or in a 2-color form (blue image, gray typography).



The College logo should appear in its official colors. See page 10.

Do not distort or move the elements of the logo around arbitrarily.

Unauthorized versions may not be used under any circumstances without the expressed written permission of the Office of Advancement.

The Brand Hierarchy

Level Two for Divisions and Major Departments

A brand hierarchy has been established to accommodate divisions and major departments (referred to here as Units) of the College. The official College logo/signature is Level One. The major Unit logo is Level Two.



Level Three for Departments, Programs, and other Non-Academic Departments

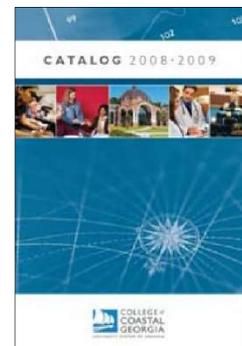
Logo identification for programs or the departments within divisions is Level Three.



Logo Usage in Official Publications

The Visual Identity Standards have been developed to promote consistency and protect the College's brand identity. They were not intended to create a template or be a complete set of rules for every conceivable application. Good judgment and good taste must be exercised by anyone creating communications materials.

Use the official College logo/signature for official publications such as a catalog or viewbook, and in most other situations.



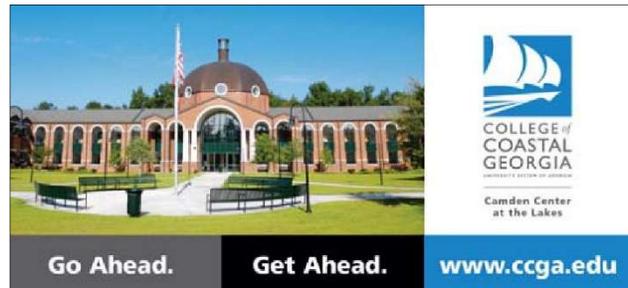
The logo should float in a clear area, separated from other text or visuals other than the background color or background photo. The separation must be at least 50% of the logo's size at its widest point and from the edge of the page.



Logo Usage in Other Applications

If the amount of space or shape precludes using the official logo or signature, choose the horizontal logo or one of the other approved variations.

For publications other than official publications such as newsletters, newspaper, and so forth, the ship image can be used as a design element to coordinate with a cover or masthead. The official logo must appear somewhere in the publication.



The logo should float in a clear area, separated from other text or visuals other than the background color or background photo. The separation must be at least 50% of the size of the logo at its widest point.



The logo should be at least 50% of the logo at its widest point from the edge of the page.

The logo and visual identity can be also used on merchandise, signage, architectural elements and the like.



Recommended Typefaces

The College of Coastal Georgia logos are based on the Gill Sans type font, although they have been modified somewhat. Use complementary type fonts for headlines, titles, and body copy. Most graphic artists and printers have access to a wide variety of type fonts. Others can be purchased from sources like Adobe.

For official publications with heavy text, use Times Roman for body copy. Use Gill Sans for headlines and titles.

For advertising, use Gill Sans for headlines and the Gill Sans family.

For web pages and e-mails, use Office 2007/2008 generation of Microsoft web fonts Calibri or Cambria or traditional Arial or Verdana, which are similar to the Gill Sans sans serif family, for headlines and Times Roman for body copy.

For computer-generated publications, the alternate fonts recommended are the Arial and Verdana family if Gill Sans is not available. However, do not distort the official logo by substituting these fonts or trying to create a logo from these fonts.

For correspondence on the College letterhead, use Times Roman. In Microsoft Word, under the Format dropdown menu, set the Font to Times Roman, regular and 12 point. Set the Paragraph Line Spacing to Exactly 17 points or Single space.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Gill Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Verdana

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Times Roman

Official College Colors

The official school colors are a bright blue and a gray.

The Primary Color Palette will consist of the bright blue (PMS 3005) and the gray (PMS 425), and a metallic (PMS 877), as well as black and white. The gray can be created with a 50% screen of black, if necessary.

A secondary color palette has been created to allow design flexibility and coordinate with the blue and gray. It consists of a gold (PMS 110), a green (PMS 583) and a darker blue (PMS 302). Conversions to CMYK and RGB are shown below.

Designers are encouraged to use white or light backgrounds like silver and dark type like blue or gray. When a dark background or a photograph is used as the background, white or light-colored type reversed out is best.

The school colors in the Primary Color Palette can be used by themselves or tastefully combined with the Secondary Palette to create bold effects and pleasing color combinations for many applications.

Primary Color palette

 PMS 3005 Blue	 C= 78.13 M= 32.03 Y= 0 K= 0	 R= 26 G= 143 B= 206
 PMS 425 Gray or 877 metallic	 C= 0 M= 0 Y= 0 K= 77	 R= 95 G= 96 B= 98

Secondary Color palette

 PMS 110 Gold	 C= 0 M= 12 Y= 100 K= 7	 R= 240 G= 202 B= 0
 PMS 302 Blue	 C= 100 M= 25 Y= 0 K= 50	 R= 0 G= 84 B= 128
 PMS 583 Green	 C= 23 M= 0 Y= 100 K= 17	 R= 175 G= 188 B= 34

Official College Stationery

Letterhead

The stationery package has been developed to maintain lower costs, higher readability, quicker visual identity of the institution, and simplicity of address information. All College divisions, departments, and units or programs of these entities must use the standard letterhead for official correspondence.



The official letterhead is printed either in two colors – blue (PMS 3005) for the logo and gray (PMS 425) for the address information, division, department, or unit name – or a single color, either blue or grey. The left margin should be set even with the right edge of the ship; the right margin should be positioned equidistant.

No College letterhead may contain the name of individuals. College stationery is to be used only for official college business.

The position of the logo and address must appear in the locations shown in the example shown here. No other symbols or devices should appear on the letterhead.

The name of the division or the department may be printed below the College descriptor in gray. Information at the bottom of the letterhead is limited to the unit's name, the street address of the College, city, state, zip plus four, and telephone number with area code. (TDD is acceptable, where applicable). Other phone numbers such as fax and 800 may be included.

Letterhead and envelopes are permitted only for officially recognized offices, departments, divisions, academic faculties, and recognized College organizations and used for official College business purposes only.

Logos from recognized accrediting agencies or Georgia state sanctioning bodies can be inserted in the lower right corner of official College stationery. The College or department is responsible for securing prior written permission of the accrediting agency. The secondary agency logo

cannot be reproduced in a second color although a screened version of PMS 425 gray is acceptable. Only one accrediting agency logo is permissible on stationery.

Logos of a decorative nature are not permitted on College stationery. Logos of partners, affiliates, and other institutions are generally not permitted on College stationery.

Official documents including transcripts, academic records, and diplomas may use the College seal.

Requests for exemptions to any of the above restrictions must be submitted in writing to the Office of Advancement, which will review all requests within two weeks and provide a written response.

Templates are available from the Office of Advancement.

Envelopes

All College divisions, departments and units or programs of these entities must use standard envelopes for official correspondence. The logo will appear in blue (PMS 3005) and gray (PMS 425), and the return address in gray (PMS 425). The division, department, or unit name may appear below the College descriptor in blue.



If envelopes are not converted and can only be imprinted on one side, a monochromatic blue or black may be used, following the same design. To adhere to U.S. postal regulations, no other symbols or devices should appear on the envelope.

Templates are available from the Office of Advancement.

Mailing Labels

A mailing label is available.



Business Cards

The official business card is printed in two colors: blue (PMS 3005) for the logo or signature and gray (PMS 425) for the type.

The layout is able to handle telephone numbers, fax, TDD, Internet address, web page addresses, etc.

Only one accrediting agency logo is permissible on each card.

Logos of a decorative nature are not permitted on College business cards.



All College divisions, departments, and units or programs of these units must use standard business card format.

Templates are available from the Office of Advancement.

Requests for exemptions to any of the above restrictions must be submitted in writing to the Office of Advancement, which will review all requests within two weeks and provide a written response.

Formal Social Note Cards

There is one style of social note card available for formal invitations, College-wide. It comes in an A-6 size (with a 4 3/4" X 6 1/2" envelope). These note cards are appropriate for formal events, printed or engraved in italic font, and for handwritten correspondence.

Any formal events hosted by the president should be coordinated with the President's Office and printed with a blind embossed logo. It is recommended other departments and units hosting formal events use a bright white social note card with a printed logo in the approved blue (PMS 3005) or gray (PMS 425).

For other, less formal events, various departments may wish to create more colorful invitations or announcements in keeping with a marketing strategy (if any) for the event. While a College mark is not required on the front cover of such invitations or announcements, it should at least appear on the back or inside and on the accompanying envelope.

