# Middle Georgia State University

**MIDDLE GEORGIA STATE UNIVERSITY** - GRAPHIC STANDARDS, USAGE AND STYLE GUIDE

## TABLE OF CONTENTS:


3. About Middle Georgia State University, About This Guide
4. Color Information

**5. CHAPTER ONE: INSTITUTIONAL LOGOS**
6. Primary Logo: Vertical
7. Primary Logo: Horizontal
8. Primary Logo: Extreme Horizontal
9. MGA Logo: Vertical
10. MGA Logo: Horizontal
11. Area of Isolation
12. Typography: Institutional Identity
13. Corporate Communications, Business Card
14. Corporate Communications, Letterhead
15. Corporate Communications, Envelope/Mailing Label
16. Corporate Communications, Email Signature
17 Corporate Communications, Letterhead with Subranding
18. Corporate Communications, Envelope/Mailing Label with Subranding
10. Subranding Metrics Primary Logo: Vertical
20. Subranding Metrics Primary Logo: Horizontal
21. Subranding Metrics Primary Logo: Extreme Horizontal
22. Subranding Examples
23. Foundation Logo Vertical
24. Foundation Logo Horizontal
25. Foundation Logo Extreme Horizontal
26. Common Misuse

**27. CHAPTER TWO: INSTITUTIONAL SEAL**
28. Institutional Seal
29. Area of Isolation

**30. CHAPTER THREE: ATHLETIC IDENTITY**

31. Primary Logo: Athletics
32. Alternate Primary Logo: Athletics
33. Alternate Primary Logo 2: Athletics
34. Secondary Logos: Athletics
35. Word Marks: Athletics
36. Sport Specific Marks, Full Color
37. Sport Specific Marks, One Color
38. Typography: Athletics
39. Proper Placement
41. Common Misuse

**ABOUT MIDDLE GEORGIA STATE UNIVERSITY**

Middle Georgia State is a focused institution with resources dedicated to the advancement of an 18-county region in the central area of Georgia. The institution was created in January 2013 through the consolidation of two existing colleges, Macon State and Middle Georgia. On March 18, 2015, the University System of Georgia's Board of Regents approved the elevation of the institution to state university and changed its name to Middle Georgia State University, effective July 1, 2015. Middle Georgia State has campuses in Macon, Cochran, Dublin, Eastman, and Warner Robins, and is developing a strong online presence. Additionally, it has four-year athletics teams competing in the NAIA.

**ABOUT THIS GUIDE**

Middle Georgia State University is visually represented by a series of closely related logos including institutional and athletic trademarks. The sum of these marks comprise the Middle Georgia State University brand identity.

This guide is intended as a resource for both internal departments and external vendors who apply any of the university's logos. It was created to ensure consistent use of the institution's logos across a wide variety of applications. The following pages are official policy of Middle Georgia State University as it pertains to the use and reproduction of its brand identity.

All logos depicted within this guide are trademarks of Middle Georgia State University. Any use without consent of the University is strictly prohibited.

For additional information regarding the Middle Georgia State University brand identity or for specific questions regarding its use, please contact:

**Contact**

Office of Marketing and Communications
100 University Parkway
Macon, Georgia 31206
marketing@mga.edu

## COLOR INFORMATION:

**PANTONE 267c**

CMYK:
C: 76
M: 97
Y: 0
K: 0

sRGB
R: 99
G: 51
B: 147

Html:
633393

**PANTONE 2685c**

CMYK:
C: 90
M: 99
Y: 0
K: 8

sRGB
R: 66
G: 51
B: 126

Html:
42337E

**PANTONE 429c**

CMYK:
C: 3
M: 0
Y: 0
K: 32

sRGB
R: 176
G: 183
B: 188

Html:
B0B6BB

**PANTONE 428c**

CMYK:
C: 10
M: 4
Y: 4
K: 14

sRGB
R: 201
G: 206
B: 209

Html:
C9CED1

**Black**

CMYK:
C: 0
M: 0
Y: 0
K: 100

sRGB
R: 0
G: 0
B: 0

Html:
000000

The color standards that apply to the Middle Georgia State University identity are detailed above. The color placement and specifications should never be altered.

NOTE: Due to the inconsistent nature of computer monitors, the colors depicted within this usage and style guide may not match the actual PANTONE® colors. When specifying colors please refer to the PANTONE® number for accurate color reproduction.

PANTONE® is a registered trademark of PANTONE Inc.

Middle Georgia
State University

**CHAPTER 1** - INSTITUTIONAL IDENTITY

## **PRIMARY LOGO:** VERTICAL

Full color

Full color on dark backgrounds

One color

One color on dark backgrounds

## **PRIMARY LOGO:** HORIZONTAL

Full color

Full color on dark backgrounds

One color

One color on dark backgrounds

## **PRIMARY LOGO:** EXTREME HORIZONTAL

Full color

Full color on dark backgrounds

One color

One color on dark backgrounds

## **MGA LOGO:** VERTICAL

Full color

Full color on dark backgrounds

One color

One color on dark backgrounds

## **MGA LOGO:** HORIZONTAL

Full color

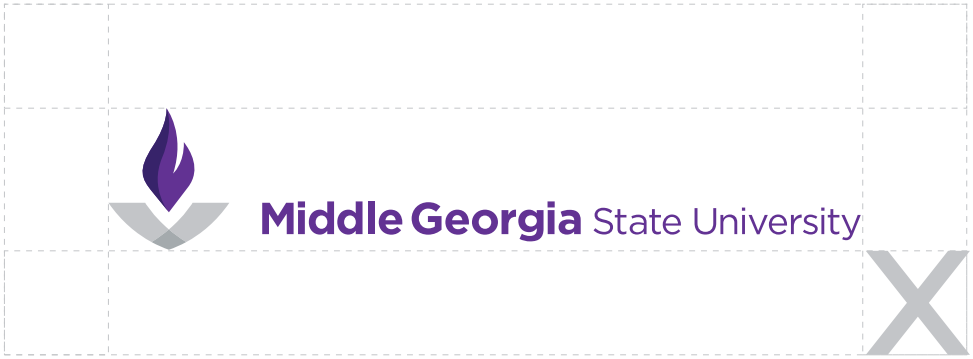
Full color on dark backgrounds

One color

One color on dark backgrounds

## AREA OF ISOLATION:

The area of isolation protects the logo from visual interference with other graphic elements. The area of isolation is equivalent to the height of the flame in all configurations of the primary logo, as illustrated here:



GOTHAM BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789**

GOTHAM BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

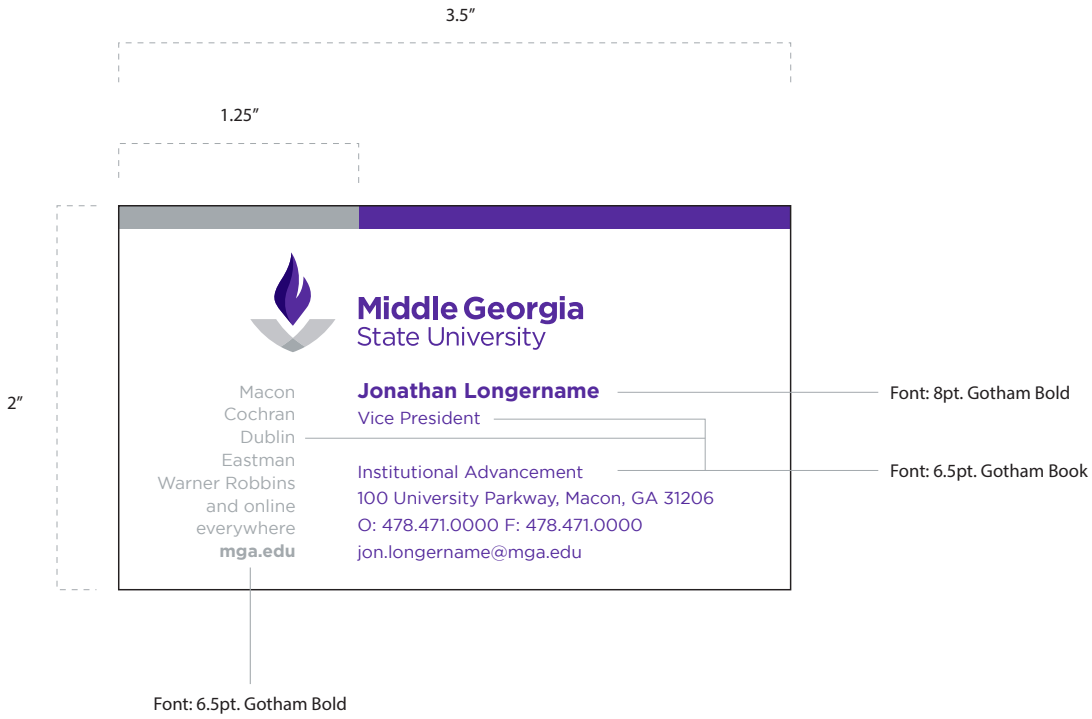
ARIAL REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

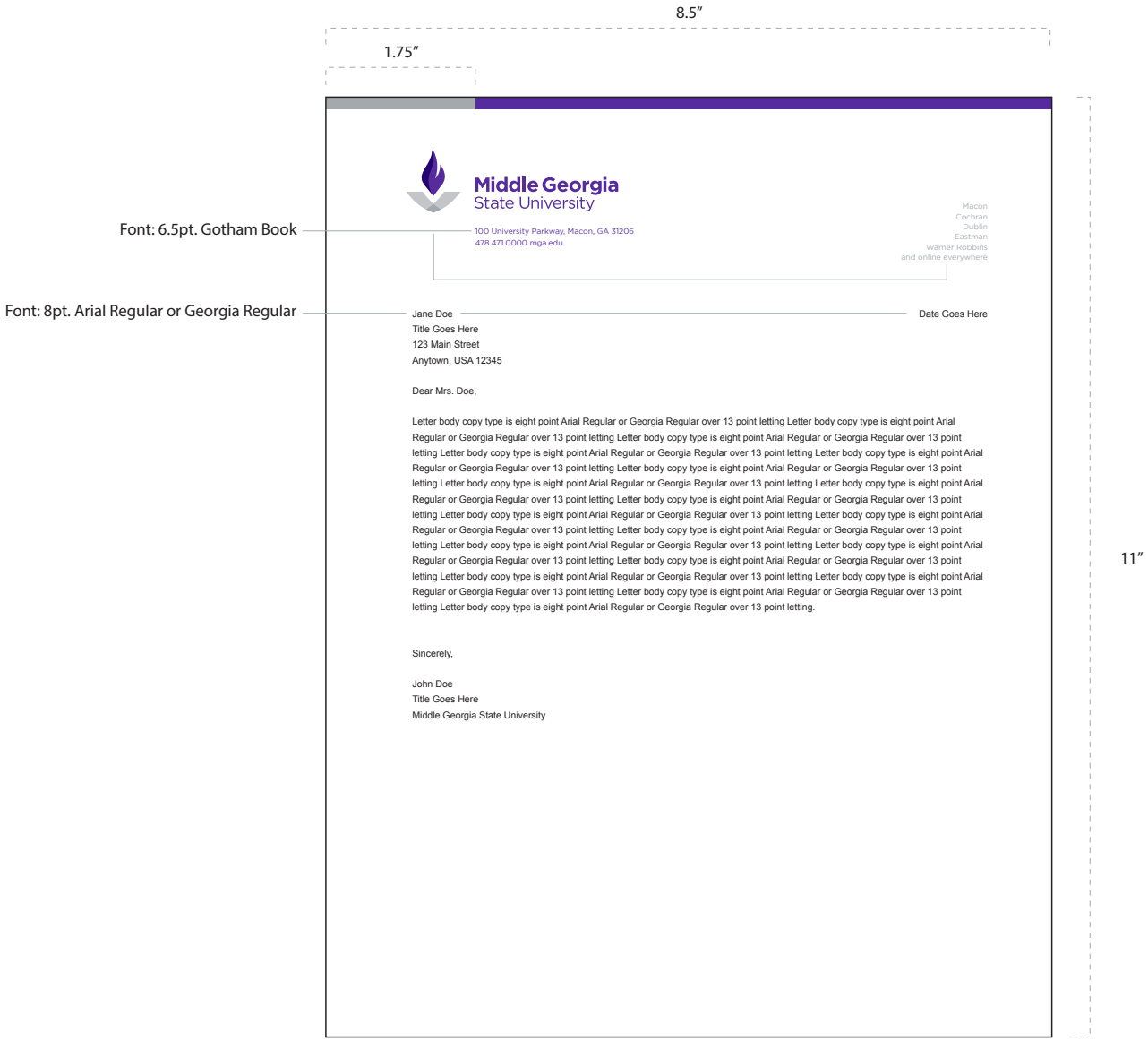
GEORGIA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

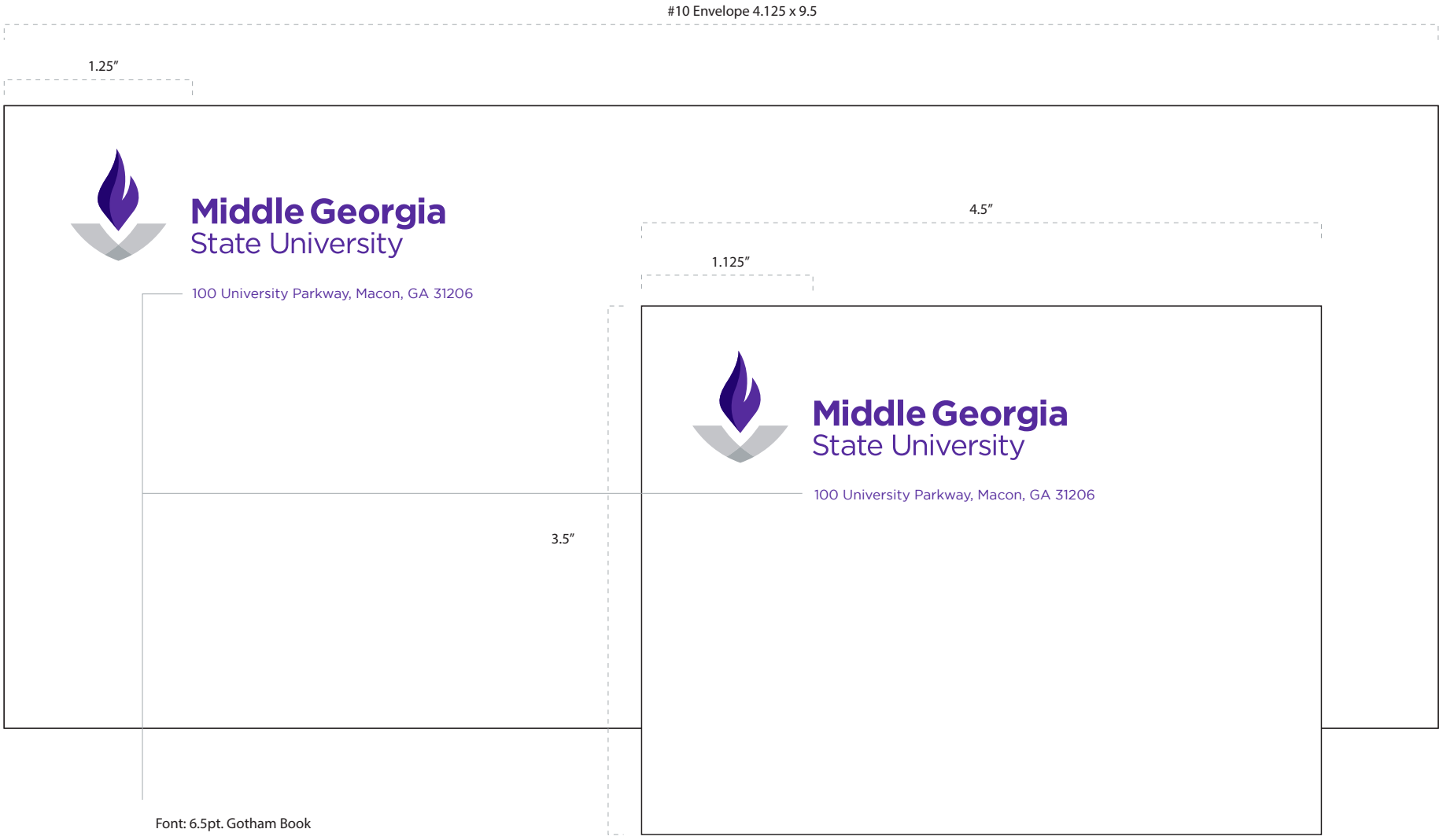
# **INSTITUTIONAL COMMUNICATIONS:** BUSINESS CARD



# INSTITUTIONAL COMMUNICATIONS: LETTERHEAD



# INSTITUTIONAL COMMUNICATIONS: ENVELOPE/MAILING LABEL



# **INSTITUTIONAL COMMUNICATIONS:** EMAIL SIGNATURE

**Jon Longername**
To: John Doe
RE: Business Collateral E-mail Signature

Hello John,

Email body copy email body copy email body copy email body body copy email body copy email body copy email body copy

Respectfully,
Johnathan

Font: 7pt. Gotham Bold

**Jonathan Longername**
Vice President

Font: 6.5pt. Gotham Book

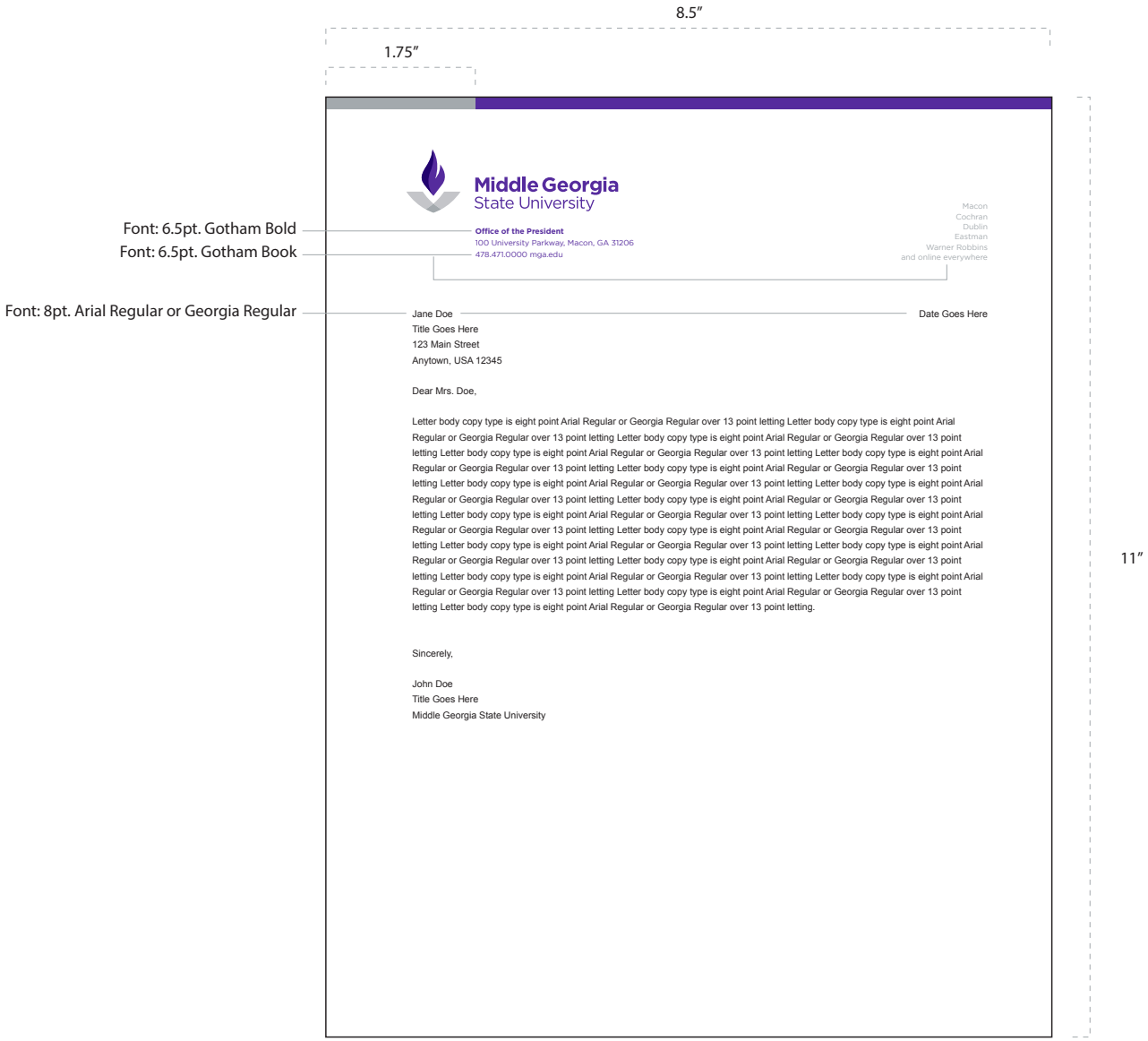
Institutional Advancement
100 University Parkway, Macon, GA 31206
O: 478.471.0000 F: 478.471.0000
jon.longername@mga.edu

Middle Georgia
State University

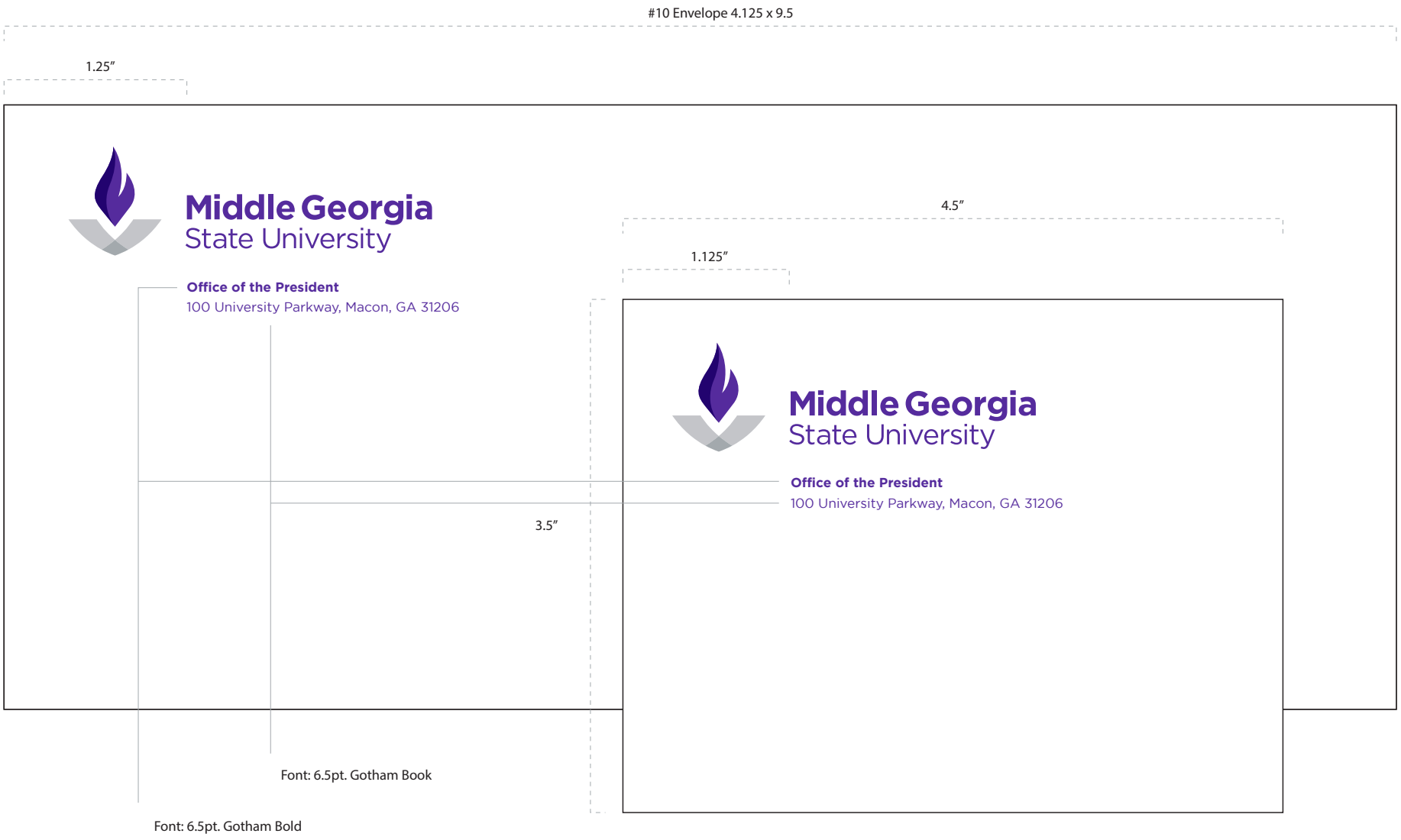
Font: 6.5pt. Gotham Book

Macon Cochran Dublin Eastman Warner Robbins and online everywhere

# **INSTITUTIONAL COMMUNICATIONS:** LETTERHEAD WITH SUBRANDING



# **INSTITUTIONAL COMMUNICATIONS:** ENVELOPE/MAILING LABEL WITH SUBRANDING



## **SUBRANDING METRICS:** VERTICAL

It is acceptable to customize the Primary logo for Academic and Institutional departments only. Sub-branded marks may appear in full color or one color.

Metrics for sub-brands are detailed here. Individual departments are discouraged from creating their own customized logo files. Requests for customized art files should be made to the Office of Marketing and Communications.

## **SUBRANDING METRICS:** HORIZONTAL

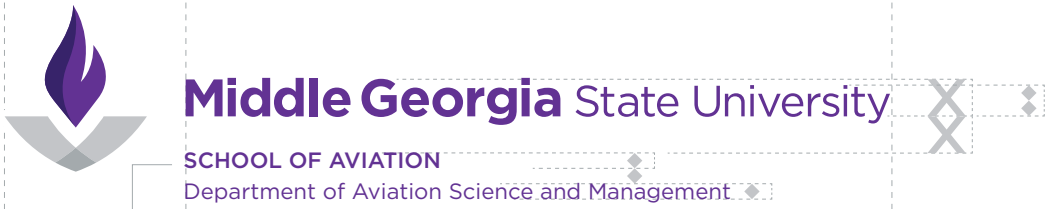
It is acceptable to customize the Primary logo for Academic and Institutional departments only. Sub-branded marks may appear in full color or one color.

Metrics for sub-brands are detailed here. Individual departments are discouraged from creating their own customized logo files. Requests for customized art files should be made to the Office of Marketing and Communications.

## **SUBRANDING METRICS:** EXTREME HORIZONTAL

It is acceptable to customize the Primary logo for Academic and Institutional departments only. Sub-branded marks may appear in full color or one color.

Metrics for sub-brands are detailed here. Individual departments are discouraged from creating their own customized logo files. Requests for customized art files should be made to the Office of Marketing and Communications.




Font: Gotham Medium
Font: Gotham Book

Justified left, aligned with the M in Middle and one half the cap height of the U in State University. May appear with or without the department designation.

## **SUBRANDING:** EXAMPLES

**Middle Georgia**
State University

COLLEGE OF ARTS & SCIENCES
Department of English

**Middle Georgia**
State University

SCHOOL OF HEALTH SCIENCES
Department of Nursing

**Middle Georgia**
State University

SCHOOL OF AVIATION
Department of Flight

**Middle Georgia**
State University

OFFICE OF MARKETING & COMMUNICATIONS

**Middle Georgia**
State University

COLLEGE OF ARTS & SCIENCES
Department of History & Political Science

**Middle Georgia**
State University

COLLEGE OF HEALTH SCIENCES
Department of Nursing

**Middle Georgia**
State University

SCHOOL OF AVIATION
Department of Aviation Science & Management

**Middle Georgia**
State University

OFFICE OF MARKETING & COMMUNICATIONS

**Middle Georgia** State University

SCHOOL OF AVIATION
Department of Aviation Maintenance Science and Management

**Middle Georgia** State University

OFFICE OF MARKETING & COMMUNICATIONS

## **FOUNDATION LOGO:** VERTICAL

Full color

**Middle Georgia**
State University
Foundation

Full color on dark backgrounds

**Middle Georgia**
State University
Foundation

One color

**Middle Georgia**
State University
Foundation

One color on dark backgrounds

**Middle Georgia**
State University
Foundation

## **FOUNDATION LOGO:** HORIZONTAL

Full color

Full color on dark backgrounds

One color

One color on dark backgrounds

## **FOUNDATION LOGO:** EXTREME HORIZONTAL

Full color

Full color on dark backgrounds

One color

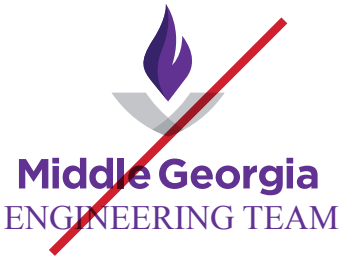
One color on dark backgrounds

## COMMON MISUSE:

Never alter color placement

Never alter spacial relationship

Never alter proportions




Never alter the typography

Never alter the icon placement

Never use unapproved colors

Never skew the logo

Never add graphic devices

Never add graphic embellishment, i.e. drop shadow

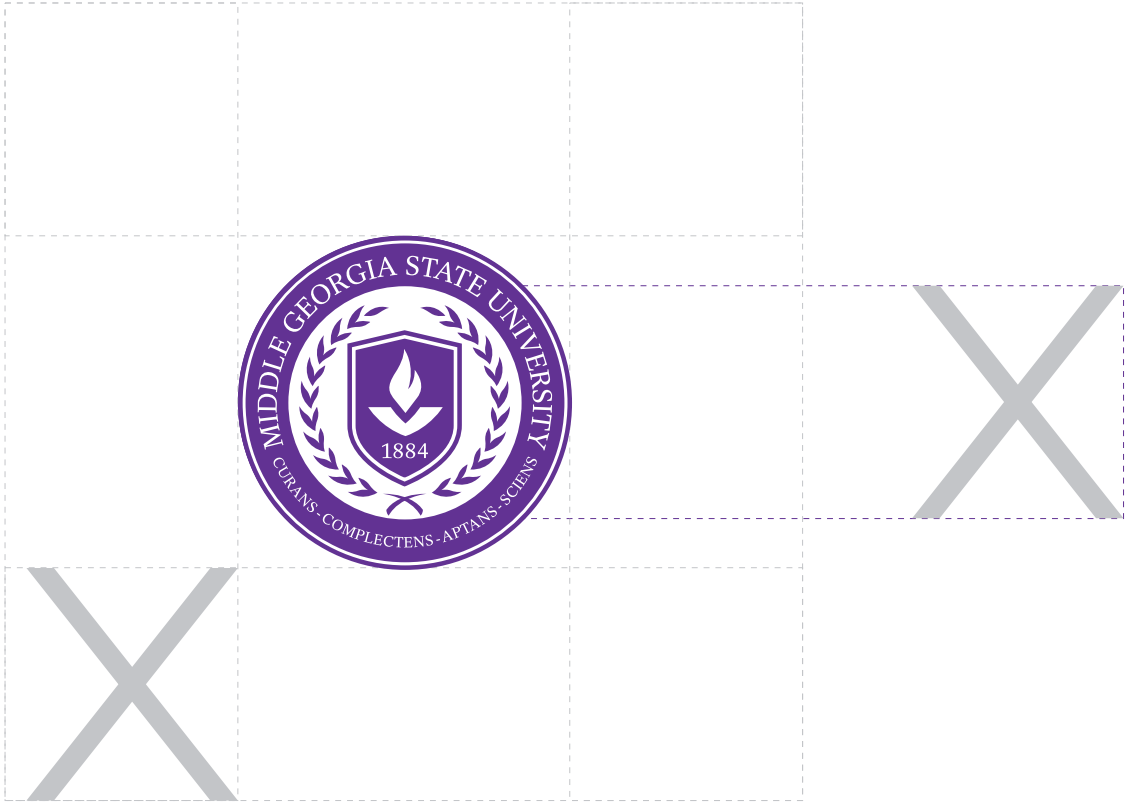
# CHAPTER 2 - INSTITUTIONAL SEAL

## INSTITUTIONAL SEAL:

Use of the Institutional Seal is reserved for formal communications, restrictions apply. For more information regarding acceptable applications, please contact the Office of Marketing and Communications.

## AREA OF ISOLATION:

The area of isolation protects the seal from visual interference with other graphic elements. The Area of isolation is equivalent to the height of the inner circle in all configurations of the seal, as illustrated here:



## **CHAPTER 2** - ATHLETIC IDENTITY

# PRIMARY LOGO: ATHLETICS

Full color on white or light backgrounds

Full color on purple backgrounds

Full color on dark or patterned backgrounds

Full color on gray backgrounds

NOTE: Outline disappears into the background, TM changes to black

One color on white or light backgrounds

May appear in any color in the approved palette, see page 7 for color details

One color on dark or patterned backgrounds

NOTE: TM reverses to white

May appear in any color in the approved palette, see page 7 for color details

# ALTERNATE PRIMARY LOGO: ATHLETICS

Full color on white or light backgrounds

Full color on purple backgrounds

Full color on dark or patterned backgrounds

Full color on gray backgrounds

NOTE: Outline disappears into the background, TM changes to black

One color on white or light backgrounds

May appear in any color in the approved palette, see page 7 for color details

One color on dark or patterned backgrounds

NOTE: TM reverses to white

May appear in any color in the approved palette, see page 7 for color details

# ALTERNATE PRIMARY LOGO 2: ATHLETICS

Full color on white or light backgrounds

Full color on purple backgrounds

Full color on dark or patterned backgrounds

Full color on gray backgrounds

NOTE: Outline disappears into the background, TM changes to black

One color on white or light backgrounds

May appear in any color in the approved palette, see page 7 for color details

One color on dark or patterned backgrounds

NOTE: TM reverses to white

May appear in any color in the approved palette, see page 7 for color details

# SECONDARY LOGOS: ATHLETICS

Full color on white or light backgrounds

Full color on purple backgrounds

Full color on dark or patterned backgrounds

Full color on gray backgrounds

NOTE: Outline disappears into the background, TM changes to black

One color on white or light backgrounds

May appear in any color in the approved palette, see page 7 for color details

One color on dark or patterned backgrounds

NOTE: TM reverses to white

May appear in any color in the approved palette, see page 7 for color details

# WORD MARKS: ATHLETICS

Full color on white or light backgrounds

Full color on purple backgrounds

Full color on dark or patterned backgrounds

Full color on gray backgrounds

NOTE: Outline disappears into the background, TM changes to black

One color on white or light backgrounds

May appear in any color in the approved palette, see page 7 for color details

One color on dark or patterned backgrounds

NOTE: TM reverses to white

May appear in any color in the approved palette, see page 7 for color details

# SPORT SPECIFIC MARKS:

Full color on white or light backgrounds

Full color on purple backgrounds

Full color on dark or patterned backgrounds

Full color on gray backgrounds

NOTE: Outline disappears into the background, TM changes to black

# SPORT SPECIFIC MARKS:

One color on white or light backgrounds

may appear in any color in the approved palette, see page 7 for color details

One color on dark or patterned backgrounds

NOTE: TM reverses to white - may appear in any color in the approved palette, see page 7 for color details

# TYPOGRAPHY: ATHLETICS

The Middle Georgia Knights identity employs a commercially available font for use in support and collateral materials.
The MGA type in the primary logo and KNIGHTS type in the wordmark is custom created and not available as a font.

## OUTAGE CUT

To reflect the "Knights" type used in the primary logo and sport names used in the sport specific marks, use the lowercase glyphs.

Uppercase Glyphs

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Lowercase Glyphs

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

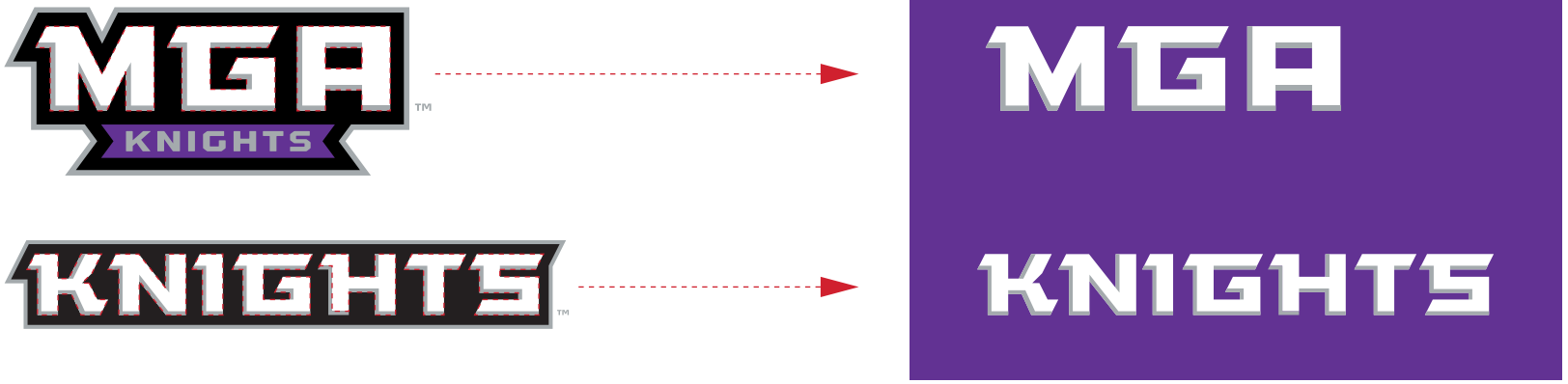
# PROPER PLACEMENT:

To ensure proper placement of the primary logo and horse and rider secondary logo, use the point of the shield as the center mark:

All other logos in the identity mathematically center:

# UNIFORM APPLICATIONS:

In Uniform applications, it is acceptable to remove the MGA and KNIGHTS type from it's black containing shape. It is not acceptable to use stand alone MGA and KNIGHTS in any other application other than uniforms



## COMMON MISUSE:

Never use unapproved colors

Never alter color placement

Never distort or alter proportions

Never flip the logo

Never alter the typography

Never rotate the logo

Never add graphic devices - i.e. drop shadow

Never combine or overlap logos

Never re-size components of the logo

Never distort the font

Never skew the logo

In one color applications only use approved colors