SGSC ATHLETICS BRAND IDENTITY QUICK REFERENCE GUIDE

LOGOS
See the full style guide for additional logo variations

Primary, vertical
Primary, horizontal
Wings Up
Wordmark with school name
Wordmark

PROHIBITED LOGO USE
See the full style guide for additional prohibited logo uses.

DO NOT create unapproved color combinations
DO NOT bend or distort
DO NOT outline logo elements
DO NOT create unapproved combinations of elements

TYPOGRAPHY

SGSC SPORT
South Georgia State College
USE FOR: Display text, Headlines

MONTSERRAT
South Georgia State College
USE FOR: Headlines, Sub headers, Body copy

ROBOTO
South Georgia State College
USE FOR: Body copy

COLOR SPECS

<table>
<thead>
<tr>
<th></th>
<th>PMS</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>2935</td>
<td>100 : 68 : 4 : 0</td>
<td>0 : 86 : 184</td>
<td>#0056b8</td>
<td></td>
</tr>
<tr>
<td>188</td>
<td>33 : 92 : 73 : 38</td>
<td>121 : 36 : 47</td>
<td>#79242f</td>
<td></td>
</tr>
</tbody>
</table>

Blue (2935) is the primary color in all applications. Red (188) is the first choice secondary color. No secondary color may ever be used as a primary identifier.

UNIFORM & APPAREL ASSETS
These assets are ONLY for use on uniforms and apparel. DO NOT use them for any other purpose.

Variations are available for use on WHITE, BLUE, GRAY, BLACK, and RED material. See the style guide for usage guidelines.