# Table of Contents

**Introduction** ............................................. 3

**PART I: CORPORATE COMMUNICATIONS** ................................. 4
- Color .................................................. 5
- Typography ........................................... 6

Stationery
- Business Card ........................................ 7
- Letterhead .............................................. 8
- Envelope & Mailing Label .......................... 9
- Sub-Branded Letterhead ......................... 10
  - Sub-Branded Envelope & Mailing Label .... 11
- Email Signature .................................... 12
- Institutional Identifiers .......................... 13

**PART II: ACADEMIC SEAL** .................................................. 14
- Academic Seal ....................................... 15

**PART III: INSTITUTIONAL LOGOS** ........................................ 16
- Vertical .............................................. 17
- Stacked ............................................... 18
- Horizontal .......................................... 19
- Extended ............................................ 20
- Icon .................................................. 21
- Wordmark, Vertical ................................ 21
- Wordmark Stacked ................................ 22
- Wordmark Extended ............................. 22
- SGSC Ligature, Vertical ......................... 23
- SGSC Ligature, Horizontal ..................... 24
- Wordmark, Sgsc Ligature .................... 24
- Circular ........................................... 25
- Minimum Clear Space ........................... 26
- Prohibited Use .................................... 27

**PART IV: ATHLETICS IDENTITY** ........................................... 28
- Primary Logo, Vertical ......................... 29
- Primary Logo, Horizontal ..................... 30
- Wings Up Logo ................................... 31
- Hawks Wordmark ................................. 32
- Hawks Wordmark W/ School Name .......... 32
- SGSC Ligature ..................................... 33
- SGSC Ligature, Arched ......................... 33
- SGSC With Wings Up, Vertical ............... 34
- SGSC With Wings Up, Horizontal .......... 35
- SGSC With Wings Up, Arched ............... 36
- Interlocking SG .................................. 37
- Athletics Typography ......................... 38
- Prohibited Use .................................... 39

Uniform & Apparel Assets
- Uniform Numbers ............................... 40
- Hawks Wordmark ................................. 41
- SGSC Ligature ..................................... 42
- SGSC Ligature, Arched ......................... 43
- SGSC With Wings Up, Vertical ............... 44
- SGSC With Wings Up, Horizontal .......... 45
- SGSC With Wings Up, Arched ............... 46
- Interlocking SG .................................. 47
- Uniform Numbers Usage ..................... 48
- Hawks Wordmark Usage ....................... 49
- SGSC Ligature Usage ............................ 50
- SGSC Ligature, Arched Usage ............... 51
- SGSC With Wings Up, Vertical Usage ...... 52
- SGSC With Wings Up, Horizontal Usage ... 53
- SGSC With Wings Up, Arched Usage ....... 54
- Interlocking SG Usage .......................... 55
- Asset Usage Instructions ..................... 56
INTRODUCTION

Who is South Georgia State College?
The identity of South Georgia State College is not just a logo or a look, although this is an important part of who we are. Our identity is the experience of South Georgia State College that lives in the hearts and minds of everyone who attends, teaches, works, graduates or visits the college. SGSC’s identity acts in cadence, allowing everyone to pull in rhythm and in the same direction.

The college follows the core values of the University System of Georgia of which it is a member; integrity, excellence, accountability and respect, and its own values of leadership, engagement, affordability and diversity. Its personality is created from ideals including strength of character, trust, loyalty, honor, commitment, determination and pride, leading to its promise; to be the vital first educational step in launching students into the future. Its brand stands on the pillars of quality, affordability, a culture built on nurturing personal relationships and a transformational higher education experience that might not otherwise be available to its target audience.

Why was a new visual and editorial identity created?
Following the consolidation of South Georgia College and Waycross College into South Georgia State College in 2013, the combined institution created institutional and athletic marks that graphically defined the newly formed institution.

The 2019–2024 Moving Forward Strategic Plan outlined the need for a more clearly defined vision and unified voice, providing a blueprint for SGSC’s continued growth and viability, raising the institutional profile, expanding advancement opportunities and driving enrollment. The new institutional logo, athletics marks, accompanying graphics, mascot costume and editorial guidelines will better represent the institution as it moves toward accomplishing the following goals:

• **Advancement**: Creating a new voice for introducing SGSC to current and prospective advancement partners.
• **Community relations**: Providing an improved point of identification, encouraging increased engagement and participation.

What is the purpose of SGSC’s new Style Guide?
Visual identity standards represented in SGSC’s Style Guide ensure consistency and act as the primary reference for anyone who communicates with and about the institution. This style guide provides the way the SGSC will be represented from both a graphic and language perspective. The purpose of this style guide is to make sure that multiple contributors have a clear visual and editorial way to represent the values of the college, its style and brand consistency in everything from design to writing. Following the graphic and editorial guidelines outlined in this Style Guide will allow all college constituents to deliver clear, consistent messages, differentiate the college from other institutions, speak and write with one voice, as we strive to achieve our mission of creating a diverse, globally-focused and supportive learning environment in which students thrive.

Great effort and resources have been put forth to create a set of standards from which the college will operate in the years to come. This guide is intended to be a resource for internal departments and external vendors who communicate with and about the institution. The following pages represent official policy as it pertains to the use and reproduction of the college’s visual identity and editorial presentation. Any use without the written consent of the college is strictly prohibited.

Contact:
Office of Marketing and Communications
South Georgia State College
100 West College Park Drive
Douglas, GA 31533
www.sgsc.edu
PART I

CORPORATE COMMUNICATIONS
COLOR SPECIFICATIONS

In all cases, SGSC Blue (PMS 2935) is the primary color for marketing and communications.

SGSC Red (PMS 188) is the “first among equals” among the secondary colors.

All other secondary colors (Orange, Yellow, Light Blue, Gray) may be used for contrast and interest when needed in a design, but they should **never** be used as a primary identifier.

<table>
<thead>
<tr>
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<th>SECONDARY COLORS</th>
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<td><strong>CMYK</strong></td>
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</tr>
<tr>
<td></td>
<td>#bbccbb</td>
</tr>
</tbody>
</table>

*“PMS” = PANTONE® Matching System.*

**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.
TYPOGRAPHY

FOR PRINT & WEB

MONTSE SERRAT
USE FOR: Display text, Headlines, Sub headers, Body copy
Available in 18 weights and styles. Free download from fonts.google.com.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ROBOTO
USE FOR: Body copy
Available in 12 weights and styles. Free download from fonts.google.com.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

GEORGIA
USE FOR: Body copy
Available in 4 weights and styles. Standard on Microsoft and Apple OS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

FOR EMAIL & MICROSOFT OFFICE

ARIAL & ARIAL BLACK
USE FOR: Display text, Headlines, Sub headers, Body copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

GEORGIA
USE FOR: Body copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

If Montserrat and Roboto are unavailable, Arial and Arial Black may be substituted.
Dr. Alice Longnamehere
Title
100 West College Park Drive, Douglas, GA 31533
O: (912) 260-4200  F: (912) 260-4456
first.lastname@sgsc.edu
sgsc.edu

Roboto Bold, 8 pt

Roboto Light, 7 pt

Four spaces

0.8125 inches
Stationery is available for all four SGSC campuses:

- Douglas
- Waycross
- Valdosta
- Americus
STATIONERY
Envelope & Mailing Label

100 West College Park Drive, Douglas, GA 31533

Roboto Light, 7 pt

0.75 inches

0.875 inches

3.5 inches

4.5 inches
The only departments to use sub-branded stationery are the following:

- The Office of the President
- SGSC Foundation
- James M. Dye Foundation

All other departments, units, and offices are to use regular stationery with no sub-branding identification.
To: Alice Longnamehere  
Subject: RE: New registration procedures  
From: Dr. Bob Smith (bob.smith@sgsc.edu)  

Hello Alice,

Itate pedit arumquas alis ad unt aliquas plam re net fugitat ioratio nectio elecus aliquam imillest et et aspel et, que num re nobit faccatem iit quia cusannis quo cone lautassi aut ut aut dolo mi, et apitatque ni quo tem comninus, officem quat et aut inimus aut aut aut estis namusda quam quuntur?

Best,
Dr. Smith
INSTITUTIONAL IDENTIFIERS

UNIVERSITY SEAL
The official imprimatur of the institution, used for all official academic purposes, such as diplomas, transcripts, and legally binding documents. It is reserved for use by the Office of the President. It is NOT to be used as a marketing asset.

INSTITUTIONAL LOGO
The primary identifier of the institution, used for official marketing and communication purposes. It is the face of the school, representing its character and reputation.

ATHLETICS LOGO
Used for intercollegiate athletics, promoting university sports and school spirit.
PART II
ACADEMIC SEAL
The Academic Seal is to only be used by the Office of the President. In no circumstance is it to function as a marketing asset.

For more information, please contact the Marketing Director.
PART III

INSTITUTIONAL LOGOS
INSTITUTIONAL LOGO

Stacked
INSTITUTIONAL LOGO

Icon

Wordmark, Vertical

SOUTH GEORGIA STATE COLLEGE

SOUTH GEORGIA STATE COLLEGE
INSTITUTIONAL LOGO
SGSC Ligature, Vertical
INSTITUTIONAL LOGO
Circular
INSTITUTIONAL LOGO
Minimum Clear Space

The Minimum Clear Space protects the logo from interference with other graphic elements.

The Minimum Clear Space is equivalent to the height of the ‘A’ in “GEORGIA” in all variations.
INSTITUTIONAL LOGO

Prohibited Use

DO NOT change color placement

DO NOT change size relationships

DO NOT create new logo variations

DO NOT change the font

DO NOT swap positions of logo elements

DO NOT use unapproved colors

DO NOT squish or skew the logo

DO NOT use decorative elements, such as drop shadows

DO NOT rotate the logo

DO NOT use on busy or distracting backgrounds
PART IV

ATHLETICS IDENTITY
ATHLETIC IDENTITY

Primary logo, Vertical

[Images of the South Georgia State College Hawks logo in different color variations: primary logo in C, C with watermark, blue, black, and white.]
ATHLETIC IDENTITY
Primary logo, Horizontal
ATHLETIC IDENTITY
Wings Up logo
ATHLETIC IDENTITY
Hawks Wordmark
Hawks Wordmark with School Name

ATH_hawks wdmk_blue
ATH_hawks wdmk_blk
ATH_hawks wdmk_W

ATH_hawks wdmk_school_blue
ATH_hawks wdmk_school_blk
ATH_hawks wdmk_school_W
ATHLETIC IDENTITY
SGSC Ligature
SGSC Ligature, Arched
ATHLETIC IDENTITY
SGSC with Wings Up, Vertical
ATHLETIC IDENTITY

SGSC with Wings Up, Arched
ATHLETIC IDENTITY
Interlocking SG

ath_intlk_sg_blue
ath_intlk_sg_blk
ath_intlk_sg_W
South Georgia State College uses a custom typeface for athletics applications, SGSC Sport. This typeface is reserved for use by the Athletics department only.

SGSC Sport is a display typeface. Lowercase glyphs are not available.
DO NOT create unapproved color combinations

DO NOT outline logo elements

DO NOT squish the logo

DO NOT change the font

DO NOT swap positions of logo elements

DO NOT use unapproved colors

DO NOT skew

DO NOT create unapproved combinations of elements

DO NOT add extraneous graphic elements

DO NOT use decorative elements, such as drop shadows

DO NOT rotate the logo

DO NOT use on busy or distracting backgrounds

DO NOT bend or distort
UNIFORM & APPAREL ASSETS

Uniform Numbers

1 2 3 4 5
6 7 8 9 0

uni_numbers_blue
uni_numbers_blue-red
uni_numbers_blue-wht
uni_numbers_black-wht

uni_numbers_white-blue
uni_numbers_white
UNIFORM & APPAREL ASSETS

SGSC Ligature

uni_sgsc_blue
uni_sgsc_blue-red
uni_sgsc_blue-wht
uni_sgsc_black-wht
uni_sgsc_white-blue
uni_sgsc_white
UNIFORM & APPAREL ASSETS
SGSC Ligature, Arched
UNIFORM & APPAREL ASSETS
SGSC with Wings Up, Vertical

uni_sgsc_wingsup_vt_blue
uni_sgsc_wingsup_vt_blue-wht
uni_sgsc_wingsup_vt_white
UNIFORM & APPAREL ASSETS
SGSC with Wings Up, Horizontal
UNIFORM & APPAREL ASSETS

SGSC with Wings Up, Arched
UNIFORM & APPAREL ASSETS

Interlocking SG
## UNIFORM & APPAREL ASSETS

### Uniform Numbers Usage

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<th>BLUE-RED</th>
<th>BLACK-WHT</th>
<th>WHITE-BLUE</th>
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<tr>
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<td>WHITE</td>
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**SGSC Ligature Usage**

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## UNIFORM & APPAREL ASSETS

SGSC Ligature, Arched Usage

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### UNIFORM & APPAREL ASSETS

**SGSC with Wings Up, Vertical Usage**

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# UNIFORM & APPAREL ASSETS

SGSC with Wings Up, Horizontal Usage

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## UNIFORM & APPAREL ASSETS
SGSC with Wings Up, Arched Usage

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## UNIFORM & APPAREL ASSETS

Interlocking SG Usage

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<th>BLUE-WHT</th>
<th>BLACK-WHT</th>
<th>WHITE-BLUE</th>
<th>WHITE</th>
<th>BLUE-WHT-RED</th>
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UNIFORM & APPAREL ASSETS
Asset Usage Instructions

Uniform asset files are ONLY for use in uniform and apparel applications. They are NOT to be used for any other purpose.

Provide your vendor with the uniform asset .EPS files (Hawks wordmark, numbers, or SGSC ligature) you want to use for your particular uniform application.

Uniform numbers ARE NOT live typography and CANNOT be typed out as part of a font.
• Uniform numbers ARE NOT part of the SGSC Sport custom font.
• DO NOT use the numbers in the SGSC Sport font for uniform applications.