

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



Interlocking SG



SGSC ligature



SGSC ligature, arched



SGSC w Wings Up, vertical



SGSC w Wings Up, horizontal



SGSC w Wings Up, arched

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

MONTERRAT South Georgia State College

USE FOR: Headlines, Sub headers, Body copy

ROBOTO South Georgia State College

USE FOR: Body copy

COLOR SPECS

PMS	CMYK	RGB	HEX
2935	100 : 68 : 4 : 0	0 : 86 : 184	#0056b8
188	33 : 92 : 73 : 38	121 : 36 : 47	#79242f
COOL GRAY 4	27 : 21 : 22 : 0	187 : 188 : 187	#bbbcb

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.

