



# Georgia

## Identity & Logo Usage Guide

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Tourism Division Co-Op Grant Recipients, Congratulations again on providing programs to promote tourism in the state of Georgia. There are a few things to keep in mind as you plan your materials

- The new Georgia logo must appear on all materials and meet all identity standards. Consistent application of the Georgia logo by all of our partners, should increase rather than decrease the effectiveness of your collateral materials, print ads and outdoor signage for the consumer.
- Please review the brand guidelines carefully when designing your materials. All materials must be reviewed prior to publication. Please submit to [logoapproval@georgia.org](mailto:logoapproval@georgia.org) and allow at least three (3) business days for review each time.
- You must place a link on your web site to [www.exploregeorgia.org](http://www.exploregeorgia.org).
- Substantive changes in your program must be submitted to the Tourism Division. Your Final Report is compared to your application, so this new information needs to be on file.
- Your Final Report is due within thirty (30) days after the end of your program or by May 31, 2010, which ever comes first.
- Please review the Final Report information at the end of the Co-Op Guidelines. We will adhere to the requirements when evaluating your reports for reimbursement.
- Complying with the above will help ensure that you maximize your reimbursement grant.

## The Georgia Logo

A stylized rendering of a peach, the logo is a fresh approach to the state's historic symbol; promising new opportunities for growth and enrichment to both visitors and business leaders. Its modern composition, bright, welcoming colors and friendly typeface come together to paint a confident new portrait of the state — one that inspires the hearts and minds of all audiences and underscores Georgia's spirit and transforming opportunities.

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## Approved Logo Versions

The Georgia logo has been designed to ensure maximum visual impact across a variety of applications. Additional logo versions, shown below, are also available to accommodate special graphic situations. The preferred logo should be used whenever possible; additional options should be used only in circumstances indicated.

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**Preferred** Logo-Full Color Version



**Black Version:** For use in special situations where black only must be used.



**Reversed-Out Version:** knocked-out of solid background or photograph

# Logo Lockups

The Georgia Logo will often need to be displayed with additional information. This includes the Web address of the Georgia Department of Economic Development ([www.georgia.org](http://www.georgia.org)) or a partner logo. Their appropriate usages are shown on this page.



Preferred Logo - Vertical Stack Lockup



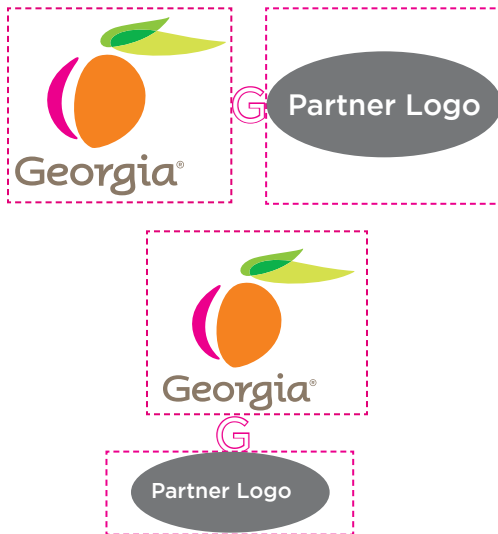
Alternate Logo - Horizontal Lockup (For use only in spaces which will not readily accommodate the vertical lockup)



Vertical Stack Lockup with Web address



Horizontal Stack Lockup with Web address



Vertical Stack Lockup with partner logo. The partner logo should have the same width or height (whichever comes FIRST) of the Georgia logo. In a horizontal design, place the partner logo to the right of the Georgia logo, centered top to bottom with the Georgia logo, with its right edge the relative width of the "G" from the right edge of the Georgia logo. In a vertical design, place the partner logo below the Georgia logo, centered on the word Georgia rather than the peach image, with its top edge the relative height of the "G" from the bottom of the Georgia logo. When possible, the horizontal design is preferred.



Horizontal Stack Lockup with partner logo. The partner logo should have the same width or height (whichever comes FIRST) of the Georgia logo. In a horizontal design, place the partner logo to the right of the Georgia logo, centered top to bottom with the Georgia logo, with its right edge the relative width of the "G" from the right edge of the Georgia logo. In a vertical design, place the partner logo below the Georgia logo, centered on the full image, with its top edge the relative height of the "G" from the bottom of the Georgia logo. When possible, the horizontal design is preferred.

**Logo usage** The following minimum-sized and clear space standards help ensure the Georgia logo maintains clarity, legibility and impact across every application. Please review these standards carefully before you design your campaign.

**Minimum Size**

Minimum printable sizes for the various versions of the Georgia logo.

- On Ads 5.5" x 8.5" (horizontal or vertical) or larger, logo must be 1.25"/1.75" respectively.
- For collateral items smaller than 5"x 7" (i.e. postcard) logo can be no smaller than .8" for vertical and 1.25" for horizontal.

**Preferred**



**Optional orientation**



**Clear Space**

To preserve clarity, no other graphic element should intrude upon the Georgia logo. A clear area equal to or greater than the relative width of the peach must surround the logo. When the logo is displayed with the tag line or URL, the same rule applies. Simply buffer the entire area of the logo lockup (including the tag line or URL) with a space equal to or greater than the relative width of the peach



**Centering**

When the logo is centered, it should be centered on the word Georgia, rather than the peach image. It should be centered between the O and the R. This may require you to move the whole box over to the right



# Logo Usage | Mistakes to Avoid

To ensure brand consistency across all applications, the Georgia logo should be used only as indicated on pages 4-5. The examples shown below represent the most common misuses of the logo, and should be avoided.



**Do Not** stretch the logo in any way. Always size it up or down proportionally.



**Do Not** alter any component of the Georgia logo, type or otherwise.



**Do Not** place the full color, 3-color, or 2-color Georgia logo on a colored background. Use the reversed-out logo in this instance.



**Do Not** place the logo on a busy photograph. The logo may be reversed out of a photo, but it must be one with large areas of quiet, relatively solid colors.



**Do Not** place any version of the logo on a busy or complex background.



**Do Not** place a graphic element too close to the Georgia logo. Refer to the clear space usage rules.



**Do Not** reconfigure any of the elements of the Georgia logo. Use only the logo versions provided in this manual.



**Do Not** reproduce the 4-color version of the Georgia logo in black & white or grayscale. There are black and knock-out (white) versions that should be used when creating materials that require black/white reproduction.



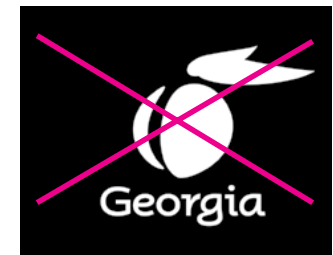
**Do Not** assign different colors to the Georgia logo—including colors from the Georgia color palette. Use only the versions provided in this manual: Full Color, Color, Color, Black and Reversed-Out.



**Do Not** create a drop shadow or any other effect to the Georgia logo.



**Do Not** apply any artistic effect to the Georgia logo.



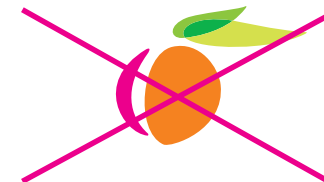
**Do Not** take the full color art of the logo and change it to white or black for one-color applications. Custom art has been created for these instances.



**Do Not** move the peach to replace the "o" on Georgia. Do not reconfigure any other elements of the Georgia logo.



**Do Not** assign different colors to any component of the logo. Use only logo art from page in this manual.



**Do Not** use the peach independent from the Georgia component of the logo

## Logo Usage | Print Advertisement

When using the logo in print advertisements, the logo is to be placed on the bottom right of the ad and adhere to minimum-size and clear-space requirements. On collateral material it may be placed on left, centered, or right at bottom of page.

# HEADLINE

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Left



Center



Right

**Marketplace advertising logo usage** This requirement is for ads that are a part of multiple partner Market Place ads. In ads 1/6 page or smaller, the logo is not required as long as the Georgia website and/or the phone number are shown (Typically in marketplace ads where Georgia tourism purchases the top outside ad). All ads 1/2 page or larger must use the logo in the bottom right of ad, as illustrated on page 8. This logo must be no smaller than 1.25”.

**Color Choices**



Black









White



Pantone 376

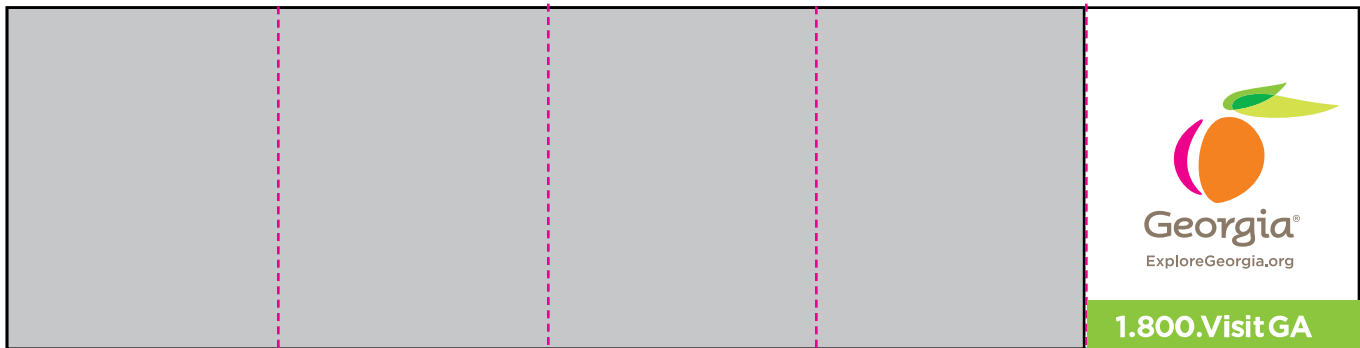
**Market Place Ads**

		
<p>Partner Live Area</p> 		

<p>1/6 page ad or smaller <b>georgia.org</b> or <b>1800VISITGA</b></p>		<p>4.25"</p> <p>1/4 page</p> <p>5.5"</p> <p>1"</p> 
<p><b>1.800.Visit GA</b></p>		<p>1/6 page ad or smaller <b>georgia.org</b> <b>2.25 x 4</b></p> <p>1.800.Visit GA</p>
<p>1/6 page ad or smaller <b>georgia.org</b> or <b>1800VISITGA</b></p>		<p>4.25"</p> <p>1/4 page</p> <p>5.5"</p> <p>1"</p> 
<p><b>1.800.Visit GA</b></p>	<p>1/6 page ad or smaller <b>georgia.org</b> or <b>1800VISITGA</b></p>	<p><b>1.800.Visit GA</b></p>
<p>1/6 page ad or smaller <b>georgia.org</b> or <b>1800VISITGA</b></p>		<p><b>1.800.Visit GA</b></p>
<p><b>1.800.Visit GA</b></p>		

**Outdoor advertising logo usage** When utilizing the logo on an outdoor board, the logo should always be sized for optimum legibility. Never use the logo in a manner other than that specified in the Logo Standards Manual. The logo should be placed on the right or bottom of the outdoor board. NO OTHER images, logos or copy may appear within the space allotted for the Georgia logo.

**Horizontal**



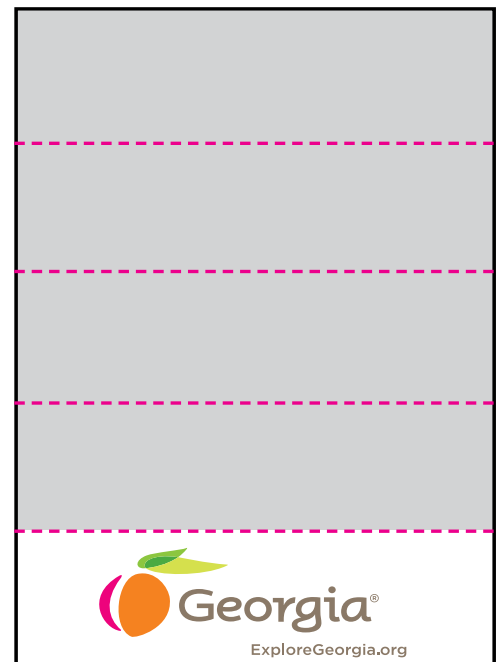
**BULLETIN (usually 12' or 14' x 48')**  
(usually vinyl or painted and seen from interstate) Logo + bar should be no smaller than 1/5 the width or height

**Horizontal**



**SMALL BULLETIN (usually 10' x 20')**  
Logo + white bar should be no smaller than 1/6 of the height

**Vertical**



**Broadcast Logo Usage** When using the logo for a broadcast application the logo should always be sized for optimum legibility. Never use the logo in a manner other than that specified in the Logo Standards Manual. The logo should be placed in the middle of the screen on a black background. NO OTHER images, logos or copy may appear within the space allotted for the Georgia logo.

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- Logo must appear for 3 seconds for 30sec TV Commercial
- Color on black background only
- Centered between the O and the R



	Pantone	Process	RGB	Web Safe
PMS 165		C: 0 M: 60 Y: 100 K: 0	R: 245 G: 102 B: 0	f58426
PMS Rubine Red		C: 0 M: 100 Y: 15 K: 0	R: 207 G: 3 B: 92	e20177
PMS 362		C: 70 M: 0 Y: 100 K: 9	R: 41 G: 153 B: 38	48a942
PMS 376		C: 50 M: 0 Y: 100 K: 0	R: 125 G: 186 B: 0	8cc63e
PMS 389		C: 20 M: 0 Y: 85 K: 0	R: 212 G: 224 B: 76	d4e04c
PMS 587		C: 5 M: 0 Y: 40 K: 0	R: 227 G: 232 B: 153	cce98c
PMS Warm Gray 10 [preferred text color]		C: 0 M: 14 Y: 28 K: 55	R: 125 G: 112 B: 97	72634e
PMS Warm Gray 2		C: 2 M: 5 Y: 9 K: 0	R: 219 G: 217 B: 209	f0ebe7
<b>Accent Colors   To be used sparingly</b>				
PMS 109		C: 0 M: 10 Y: 100 K: 0	R: 247 G: 212 B: 23	eed000
PMS 137		C: 0 M: 35 Y: 90 K: 0	R: 247 G: 163 B: 10	fea740
PMS 299		C: 85 M: 19 Y: 0 K: 0	R: 0 G: 163 B: 224	567eb9
PMS 300		C: 100 M: 44 Y: 0 K: 0	R: 0 G: 110 B: 199	0b2972
PMS 248		C: 40 M: 100 Y: 0 K: 2	R: 161 G: 0 B: 130	b3003c
PMS 259		C: 55 M: 100 Y: 0 K: 15	R: 112 G: 18 B: 107	6a1686