

# Quick Guide to the Georgia Southern University Brand

The basic Georgia Southern University brand guidelines are listed on this sheet. Additional brand information can be found at [GeorgiaSouthern.edu/marketing](http://GeorgiaSouthern.edu/marketing). Questions should be directed to the Office of Strategic Communications and Marketing at [marketing@georgiasouthern.edu](mailto:marketing@georgiasouthern.edu) or 912-478-6397.

## Trademarks

### UNIVERSITY LOGO

The University logo consists of a circular image of a white eagle head with Georgia Southern Blue (solid color, no gradient) above the head and gold below. The words “Georgia Southern University” are set to the right of the eagle head in the Neutraface 2 font. This is the primary and preferred version of the logo. **Always include the registration mark – ®**



**Logo Use on Dark Background:** This version features white logotype and a white circle behind the Eagle’s head.



**One-Color Logo:** When the logo is printed in only one color, it must be printed in blue or black alone – or reversed to white.



### UNIVERSITY NAME

The terms “Georgia Southern University” and “Georgia Southern” are considered University trademarks and their use should adhere to all standards for trademark use. Use of “GSU” is prohibited.

### UNIVERSITY SEAL (updated in 2018)

The University Seal may be used only for officially authorized purposes as approved by the Office of Strategic Marketing and Communications.



### STRUTTING EAGLE

The Strutting Eagle (“Strutter”) can be adapted for a variety of informal uses with approval from the Office of Marketing and Communications or Office of Licensing and Trademark Administration.



### ATHLETICS LOGO

Georgia Southern University Athletics Program is represented by several different trademarks which are reserved strictly for use by or in support of Eagle teams or events, including the primary mark, the secondary marks, the wordmarks and all other marks subsequently created for individual sports or events within the Georgia Southern Athletics Program.



**Always include the registration mark – ®**

## Protect the Trademarks

The Eagle head should **ALWAYS** be lighter than the circle in which it sits. The head should **NEVER** appear without the circle which defines it.



The Eagle symbol **MAY NOT** be used as an element in a different logo unless authorized by the Office of Marketing and Communications.



The logo contains the words “Georgia Southern University” set in Neutraface type set in a specific weight with carefully spaced lettering. **DO NOT** recreate the logotype.



The UNIVERSITY LOGO and ATHLETICS LOGO must **NEVER** be mixed.



# Quick Guide to the Georgia Southern University Brand *(continued)*

## Colors

### OFFICIAL COLORS

Georgia Southern University's official colors are Georgia Southern Blue and White, with a Gold accent. The Athletics marks may incorporate a Gray accent color as well.

### PROPER FILES

The Office of Strategic Marketing and Communications provides the official versions of the logo for use in all materials. Due to possible color variations, there are two specific sets of files: one set for print use and one set for digital use (including web and video).

### FABRIC COLORS

When selecting fabrics from a limited range of colors, the darker of the blues (navy rather than royal) and the more neutral of the golds ("muted gold" rather than yellow) are the preferred choices.

GEORGIA SOUTHERN BLUE	
PRINT	DIGITAL/WEB

**Pantone Matching System® (PMS):**  
282

**Process Build:**  
C=100, M=70, Y=0, K=75

**RGB Build:**  
R=4 G=28 B=66

**Web Color**  
(hexadecimal):  
#041E42

GOLD	
PRINT	DIGITAL/WEB

**Pantone Matching System® (PMS):**  
872 (metallic) or  
4505 (non-metallic)

**Process Build:**  
C=40, M=43, Y=84, K=8

**RGB Build:**  
R=169 G=146 B=96

**Web Color**  
(hexadecimal):  
#A99260

## Fonts

Neutraface 2 is the preferred font family for Georgia Southern University's official marketing communications. It can be used in both display (heading level) and body copy.

Departments and units without access to Neutraface 2 can alternately use Futura as a display (heading level) font.

Garamond and Times serve as strong complementary body copy fonts for either Neutraface 2 or Futura.

### Special Note

*Board of Regents policy prohibits the use of any Georgia Southern name, trademark or logo in connection with alcoholic beverages; religious services, goods, or artifacts; sexually oriented devices or goods, toilet seats and the like; burial items; and unfavorable references to the race, sex, national origin or handicap. Any use must meet the standards of quality and good taste as determined by the offices of Licensing and Trademark Administration and Strategic Marketing and Communications.*

### Neutraface 2

#### Georgia Southern University

Georgia Southern University is the state's largest and most comprehensive center of higher education south of Atlanta.

#### Futura

*(acceptable if Neutraface 2 is unavailable)*

#### Georgia Southern University

### Complementary Fonts

Georgia Southern University is the state's largest and most comprehensive center of higher education south of Atlanta. (Garamond)

Georgia Southern University is the state's largest and most comprehensive center of higher education south of Atlanta. (Times)