The university’s brand is more than the logo.

• It’s the perception that exists in minds and hearts of our community and our external audiences.

• Who we say we are builds understanding.

• We want to shape the perception of the university and the college.
Creating Consistency

Consistent communication that is distinctive and authentic

• builds understanding,
• establishes common themes, and
• creates identity.

• It is a lens through which we communicate.
• The more the we reinforce these themes, the greater impact they have.
Identity

POSITIONING STATEMENT

Georgia State, an urban public research university and national model for student success, provides students and faculty with unsurpassed access to opportunities in Atlanta, the cultural and economic center of the Southeast.

OUR DISTINCTIVE STRENGTHS

- Leading the Commitment to Diversity
- Guiding Students to Success
- Connecting to Atlanta and Cities Around the World
- Embracing Discovery and Creativity That Improve Our World
- Fostering an Enterprising Culture
Visual Identity

Master Brand

Georgia State University

Degree-granting Colleges and Schools / University-level Centers

(Brand Extensions)
The flame graphic mark and underline is appropriate for limited uses, such as on certain kinds of merchandise.
The primary stacked logo should be used whenever possible. The horizontal and circle logos are rarely used and only on items that will not accommodate the primary logo.

Remember, do not modify the logo to fit a design idea — modify the idea to fit the logo.
Logo Guidelines

- Don’t warp it
- Don’t add visual effects
- Don’t blur it
- Don’t rotate it
- Don’t alter its proportions
- Don’t cover it up
- Don’t change its colors
- Don’t add items to it (including words)

- DO give it space – at least half the height of the flame around it
- DO make sure the color version you choose is legible
Unit Recognition

On print materials, the unit name has flexibility.
• It doesn’t “lock-up” with the college logo.
• The name can be the prominent.
• Use the college logo as an endorsement.

Please work with your college communication team when your unit is a sponsor of an event.

Stationery must be produced by PawPrints/University Printing.
Promotional Materials
• The logos are registered trademarks protected by federal law.
• Products that include trademarks of the university must be produced by a vendor licensed by Affinity.
• Work with your college communication team to make sure that products meet guidelines before submitting.
• Vendors who want to get licensed: https://affinitylicensing.com/licensing
• Will Smith – Athletics; Ellen Powell – PR & MarComm