## VISUAL IDENTITY GUIDELINES

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A STRATEGIC VISION AND PLAN

G. P. “Bud” Peterson
President,
Georgia Institute of Technology
Message from the President

Colleagues,

We are in a time of great momentum at Georgia Tech. Building on almost 130 years of excellence, the Georgia Tech name is recognized in many parts of the world. Today, the Institute’s global reputation is growing rapidly through the caliber our teaching and research, our work with business and industry, our much sought after expertise in dozens of areas, and most recently our leadership in MOOCs and other distance learning programs.

We are a diverse academic community involved in hundreds of programs of study and research, but we are one Georgia Tech. It is paramount that we work together to tell the Georgia Tech story for maximum impact and protect the Georgia Tech brand. Our brand symbolizes our reputation, our value, and all of the unique and exemplary characteristics for which Georgia Tech is known.

A clear and consistent identity builds and maintains the Georgia Institute of Technology’s reputation while conveying and reinforcing the strengths of our institution. Georgia Tech’s visual identity represents and reflects Tech’s unique services and mission and visually distinguishes us from our peers.

The Institute has developed a flexible visual identity system that effectively links our colleges, schools, other academic units, and administrative offices with the name Georgia Tech. Visual identity is a tool to help us communicate with consistency, quality, and brand integrity. By identifying and adhering to these brand standards, we will be able to more effectively showcase our distinctiveness to our many stakeholders. A consistent visual identity is also integral to recruiting exceptional faculty, students, and staff, as well as attracting financial support.

The power of a strong visual identity is realized through disciplined application over time. We must remain committed to protecting and strengthening this cohesive identity by applying it throughout all university communications, including print, broadcast, and electronic formats, especially the web, which has the potential to reach very large global audiences very quickly.

Thank you in advance for your leadership in protecting and expanding Georgia Tech’s global reputation. Should you have questions or need guidance, please contact Institute Communications.

Sincerely,

G. P. “Bud” Peterson
President
FREQUENTLY ASKED QUESTIONS

If you do not find what you are looking for in this manual, please do not hesitate to contact Georgia Tech Institute Communications with your questions.

What does the brand initiative aim to accomplish?
The goal of the brand initiative is to develop cohesive messages and a consistent visual identity for Georgia Tech. Defining our brand provides a road map for the Institute that will be a resource for the many units that make up Georgia Tech. Having a defined brand will improve each unit’s ability to communicate the brand to the appropriate target audience at the appropriate time.

Why does having an integrated brand image matter?
To achieve brand recognition, Georgia Tech must provide a distinct, consistent, and memorable experience that is articulated through compelling messaging and a consistent visual identity. Integrating the brand ensures that target audiences will have a consistent experience with the Institute, no matter where in the Institute that individual or group engages. An integrated brand also ensures that appropriate and timely messages are communicated and reinforced. Over time, this will translate into increased brand loyalty and understanding from all key audiences.

How will this affect my unit?
This will affect individual units differently depending on how far along a unit is in understanding and communicating its specific brand experience. Adopting consistent messaging and strong visual identity standards will align your unit more effectively with the Georgia Tech core brand, making your unit’s extension of the brand richer, stronger, more relevant, and more recognizable.

Will individual units that have created their own logos be able to keep them?
Individual units who created their own logos, or who have had individual logos created for them, may not use such marks to represent their unit or Georgia Tech. Secondary marks are strictly prohibited and violate the Institute’s brand architecture. Secondary marks weaken the overall Georgia Tech brand and create confusion among stakeholders. Research indicates that the Georgia Tech brand is our most recognizable and powerful asset. When units directly align with the Georgia Tech brand, the associated prestige accrues to those units as well.

Is there ever a time when my unit can develop symbols, icons, images, type treatments, marks, or logos?
The objective of the brand guidelines is to create a consistent and cohesive look throughout all media and materials. The creation of new unit logos or marks are not allowed. However, there are times when individual units will want to create a theme for a special event, tour, season, or anniversary celebration. The creation of themed text configurations requires collaboration and approval from Institute Communications.
How can I differentiate my unit?
The way any enterprise distinguishes itself is in the way it lives up to the brand promise. First, just being a unit of the Georgia Institute of Technology distinguishes your unit from both your academic and research peers. To further differentiate your unit from your peers is a matter of what your unit provides to its key stakeholders in the way of benefits. Your unit should conduct market research that informs leadership about what your stakeholders need from you and whether your unit delivers on that promise. No logos or even the most compelling messaging can overcome consistently unfavorable brand experiences or the perception that your unit does not live up to performance expectations.

Who is going to pay for my unit to implement Georgia Tech’s visual identity guidelines?
Individual units have been implementing changes coinciding with normal schedules of updating, revising, and redesigning communication materials. This eliminates extra costs associated with being in alignment with the brand initiative. In our digital environment, many of these changes are made quickly with no extra expense.

My unit has special circumstances that warrant additional consideration. Whom should I contact?
It is impossible for a single set of guidelines to cover all circumstances. If you have questions or wish to discuss any special circumstances your unit may encounter, please see page 7 for our contact list.
GEORGIA TECH INSTITUTE COMMUNICATIONS

Georgia Tech Institute Communications is the Institute’s full-service, in-house communications resource. Our purpose is to promote the Georgia Institute of Technology’s brand identity and to provide strategic professional communications support to the Georgia Tech campus.

We have a passion for increasing awareness about the Institute and preserving the long-standing integrity of its brand image. One of our primary goals is to ensure consistent messages across all forms of communication. Our responsibilities include Institute-level communications and the management of Georgia Tech’s visual identity. Our wide range of capabilities enables us to effectively tell the Georgia Tech story to many different internal and external audiences.

We offer strategic professional communications expertise in the fields of media and public relations, marketing and branding, market research, photography and videography, writing and editing, graphic design, and online communications. Our understanding of Georgia Tech’s overall positioning and key stakeholders and our years of experience collaborating with other campus units ensure that your messages align with those of the Institute and produce the best possible results for both individual units and the Institute.

Georgia Tech Institute Communications has helped increase enrollment and funding, improved program visibility, and helped attract more attendees to conferences and trade shows. Please contact us to learn more. Our contact information is listed to the right.

Georgia Tech Institute Communications Mission
To position Georgia Tech as the defining technological research university of the twenty-first century and to strengthen its brand identity within the Institute, the state of Georgia, the United States, and around the world.

Georgia Tech Institute Communications Vision
To set the standard for excellence, innovation, and results in higher education communications and marketing.
CONTACTS

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GEORGIA TECH VISUAL IDENTITY

Logos will be provided free of charge to each unit by Institute Communications upon request.

Georgia Tech’s visual identity system was introduced just prior to the 1996 Summer Olympics, when Tech served as the Athletic Village for all athletes and was center stage to many Olympic events. Almost all visual identity systems need refreshing over time, and as a part of the brand initiative, a thorough review and analysis of the Georgia Tech visual identity system was undertaken. Many options were considered, market research was conducted, and feedback was sought. Upon conclusion, it was decided that Georgia Tech would maintain the visual identity system in place since 1996 but make some needed revisions to make it more flexible and user-friendly.

A consistent and comprehensive visual identity provides clarity, recognition, and a seamless visual experience for any interaction with Georgia Tech. The logo and images used to define Georgia Tech and distinguish it from other universities work to competitively position Tech to its greatest advantage.

PLEASE NOTE: No changes or additions may be made to any Georgia Tech logo at any time. All requests for logo changes or additions must be made through Institute Communications. Nothing may be added to any Georgia Tech logo without the express, written permission from Georgia Tech Institute Communications. All Georgia Tech logos are protected by trademark. All rules and restrictions regarding trademarks should be observed at all times. If someone seeking to use a Georgia Tech trademark has a question about appropriate use, that question should be referred to Georgia Tech Institute Communications.
PRIMARY LOGOS

The Georgia Institute of Technology logo and Georgia Tech logo are key elements in the Institute’s visual identity system and must appear on all official Georgia Tech communications. The logos may not be modified in any way or attached to any other typographic or graphic element other than as described in this manual. No other logos, symbols, or marks may be used by administrative or academic units to represent the Institute. Individual units may not create their own logo or visual identity. Doing so diminishes the Institute’s efforts to present a coordinated and professional appearance and creates confusion in the public mind.

Approved color combinations of the Georgia Institute of Technology logo may be found under Official Colors on page 18.

The Georgia Tech logo can be used any time the full name of the Institute is not required. The Georgia Tech logo commands greater attention in the same amount of space since it may be enlarged.

Size and Clear Space
The minimum size of the Georgia Institute of Technology logo is $\frac{3}{8}$" tall. The minimum size of the Georgia Tech logo is $\frac{3}{16}$" tall. Never link a Georgia Tech logo to another logo or append any additional type to a Georgia Tech logo. If this logo must share a same page with another logo, keep the logos as separate as possible.

See page 11 for clear space requirements.
We're opening the doors of opportunity through Tech Promise, a financial aid program for in-state students whose families have a total annual income of less than $33,300. The first and only program of its kind offered by a public university in the state, Tech Promise allows eligible students to earn a Georgia Tech degree debt-free.

Tech Promise covers the cost of full-time tuition, books, meal plans, on-campus housing, and other college-related expenses. Since launching in 2007, more than 190 students from 53 counties have become Tech Promise scholars—and are achieving their full potential.

www.gatech.edu

The Georgia Tech Promise

The G. Wayne Clough Tech Promise scholarship program offers Georgia students access to a world-class education.

The logo is often positioned prominently at the bottom of a unit marketing message. Other elements should be positioned to keep the logo as separate as possible.

APPROPRIATE LOGO PLACEMENT

The Georgia Tech logo should always appear in a position of prominence on the front of any unit marketing material. In the example on the left, the logo is placed prominently at the top of the page and to the left. After the logo comes the message: Your BuzzCard. Never link a Georgia Tech logo to another logo or append any additional type to a Georgia Tech logo. Other elements should be positioned in such a way to keep the logo as separate as possible.

The most frequently seen position for the Georgia Tech logo on websites is at the top left of the page, with the unit identification on the right side of the page. Note the spatial separation of logo and unit identifier in this design. Keeping other elements in a separate space is an important element of the identity program. Combined logos, supplied by Institute Communications, may be used instead of the Georgia Tech logo.
GEORGIA TECH LOGOS WITH OTHER ELEMENTS

The Georgia Institute of Technology logo and the Georgia Tech logo should always have an amount of space separating it from other page elements (other than body copy) equal to the width or the height of the logo used. Particular attention should be paid to other logos.

Additional Considerations

When several Georgia Tech entities co-sponsor an event or program, multiple Georgia Tech combination logos should not be used. Instead, one Georgia Tech logo should be used and the participating sponsors should be listed below the logo, as in in this sample.
USING COMBINED LOGOS TO DEFINE UNIT IDENTITY

The Georgia Tech logo may be combined with a unit identifier to create a logo that is unique for that unit (samples below and on following pages).

Many marketing communication needs can be routinely addressed by separately emphasizing the Georgia Tech logo and the name of the unit sponsoring the academic program or activity that is the focus of the communication. However, there may be occasions when it will be advantageous to combine the sponsoring college, school, or program name with Georgia Tech’s, creating a unique logo.

Printed stationery and business cards are examples where a combined logo may be advantageous. Promotional items such as pens, magnets, tote bags, and T-shirts are also examples where a unit may wish to use a combined logo. The overall marketing strategy for the unit or program should guide these decisions. All coordinating items within a unit marketing campaign should match in colors used, presentation, imagery, and logo use.

COMBINED LOGOS

The ® mark appears at the bottom right of the Campanile. The unit identifier appears to the right of the short logo in outlined type. Combination logos will be supplied to individual units by Institute Communications upon request. To ensure consistency, Institute Communications is the sole source for creating and distributing combination logos.

Combination logos may use solid lettering for clarity. These may also be used when the logo is applied over a busy background. To ensure consistency, Institute Communications is the sole source for creating and distributing combination logos.

Units with long names may use a three-line logo. As with all logos, three-line logos will be supplied to individual units by Institute Communications upon request. To ensure consistency, Institute Communications is the sole source for creating and distributing combination logos.
Additional Examples of Unit Logos – Administrative Departments
The outline treatment is preferred but the solid version is available for clarity at smaller sizes or against a variegated background.

Examples of Allowable Logo Variations
Please note that administrative departments with long names may use either a two-line or three-line logo. The choice is the department’s. Different variations could be used depending on the occasion or available space.

Obtaining a Logo for Your Unit
Campus administrative units should submit a request for a unit logo to their college or unit communicator, who will evaluate the request and forward it to their assigned client manager within Institute Communications. Please see page 4 for our contact information. To ensure consistency, Institute Communications is the sole source for creating and distributing combination logos.
ACADEMIC LOGOS

The ® mark appears at the bottom right of the Campanile. The minimum size of each logo is governed by legibility — the minimum size of the Georgia Institute of Technology logo is \( \frac{3}{8} \)" tall and the minimum size of the Georgia Tech logo is \( \frac{3}{16} \)" tall. If the logo is not easily readable, do not use it at that size. Clear space around the logo is similarly dictated by common sense and context, but leave at least \( \frac{1}{8} \)" top and bottom and \( \frac{1}{4} \)" side to side.

Logos may use solid lettering for clarity. Solid lettering may also be used when the logo is applied over a busy background.

Units with long names may use a three-line version of the logo system. The top of the unit name aligns with the top of the Campanile in most cases.

A descriptor line is optional within the system. Each logo is limited to one descriptor line.

ACRONYMS AND INITIALISMS

Acronyms and initialisms should be avoided and are not particularly effective in communicating meaning. Initials-based logos will not be supplied, created, or endorsed. One of the overall goals of the identity program is to eventually eliminate previously created initials-based logos.

Acronyms were developed as a space saver. If you have the space, say what you mean. (Acronyms were popular in ancient Rome because it reduced the letters one had to chisel out of stone. We no longer use individually hand-carved stone to communicate our daily messages, so there is very little need for initials-based communications.)
Additional Examples of College Logos
The outline treatment is preferred, but a solid version is available for clarity at smaller sizes or against a variegated background.

Examples of Allowable Variations
Please note that colleges or schools with long names may use either a two-line or three-line logo. At the discretion of a college dean or school chair, different variations may be used depending on the situation or available space. At the discretion of a college dean or school chair, schools may also choose from the following variations: adding or dropping School of or adding or dropping a college identifying tag line for length or for marketing purposes.

Obtaining a Logo for Your College
Colleges should submit a request to Institute Communications for a unit logo. Please see page 4 for our contact information. To ensure consistency, Institute Communications is the sole source for creating and distributing combination logos.
Additional Examples of School Logos
The outline treatment is preferred but a solid version is available for clarity at smaller sizes or against a variegated background. At the discretion of the dean, school logos may omit School of in their individual logos. Reasons for omitting School of include space and marketing considerations. Named schools must include their names on their logos, either in outline, full-size, or as a tag on the logo.

There is never more than one tag per logo combination. Tags indicating college affiliation are optional at the discretion of the college dean.

Obtaining a Logo for Your School
Schools should submit a request to Institute Communications for a unit logo. Please see page 4 for our contact information. To ensure consistency, Institute Communications is the sole source for creating and distributing combination logos.
Examples of Solid Variation – Schools
The outline treatment is preferred but a solid version is available for clarity at smaller sizes or against a variegated background. The general rule for size is to use the outline logo if the logo will be used in print two inches or larger in total width, but legibility is the ultimate rule.
Research Centers, Institutes, and Labs
The outline treatment is preferred but a solid version is available for clarity at smaller sizes or against a variegated background.
Other Campuses

NEVER COMBINE A GEORGIA TECH LOGO WITH A PARTNER OR CO-SPONSOR LOGO

The Georgia Tech and the Georgia Institute of Technology logos must always stand alone. These logos should never appear to be combined with a partner’s logo or a co-sponsor’s logo.

The Georgia Tech and Georgia Institute of Technology logo should be separated from partner or co-sponsor logos by as much space as is possible or reasonable, depending on the circumstances. The Georgia Tech logo should never be placed directly adjacent to a partner or co-sponsor logo.

Examples of appropriate separation between partner logos.
THE GEORGIA TECH SEAL

The seal is reserved for use by the Office of the President and the Office of Government and Community Relations. Executives whose offices are in Carnegie also have permission to use the seal on business cards and stationery only, and use is absolutely restricted to those individuals who reside in Carnegie. Programs directly sponsored by the president’s office, such as the President’s Scholars Program, may also use the seal. No other Georgia Tech units are permitted to use the seal. The seal is also used on official Institute documents, such as certificates and diplomas.

When only one color is available for printing, the seal may be reproduced in Georgia Tech Gold, Georgia Tech Navy, black, or white, as shown in the examples below.

Please note:
In years past, some organizations were granted permission to use the seal to represent various organizations (Georgia Tech Police, Student Government, etc.). Although these organizations may have materials from that time showing their use of the seal, contemporary permission to use the seal is not granted and these organizations may not order new materials featuring the seal.
OFFICIAL COLORS

Georgia Tech has an opportunity to create a unified visual presence and to increase the strength of its brand recognition by producing materials in the Institute’s official colors. Colors can evoke emotion, passion, and pride and aid in the immediate recognition of a brand. Think of all the brands you can recognize by color alone. Perhaps you thought of IKEA blue, Home Depot orange, or Coca-Cola red. Just like these brands, Georgia Tech’s consistent use of color will increase recognition of the Institute.

Official Institute Colors

White and gold are key components of Georgia Tech’s visual identity system and are the primary colors available for use by all Georgia Tech units. Consistent use and careful matching of colors are essential in establishing and maintaining a consistent and unified image.

The official Georgia Tech Pantone colors should be specified and used when printing communication materials and must be used on all Institute identity materials such as business cards and letterhead. Campus communicators should obtain color samples prior to production of materials to ensure the colors on printed materials are closely matched with the Institute’s official colors. When a Pantone color is not available, the CMYK mix may be used. The WEB values may be used on web, video, and PowerPoint projects.

Official Colors

White

- No Pantone Number
- CMYK 0c • 0m • 0y • 0k
- WEB #FFFFFF

Georgia Tech Gold

- Pantone 874
- CMYK 30c • 45m • 68y • 12k
- WEB #C59353

Official Accent Colors

Buzz Gold

- Pantone 124 coated (including matte)
- Pantone 7406 uncoated
- CMYK 0c • 30m • 100y • 5k
- WEB #EEB211

Georgia Tech Navy

- Pantone 539
- CMYK 100c • 51m • 0y • 68k
- WEB #00254c

Did you know?

According to Staples Design Services, PMS 124 denotes cheerfulness, enthusiasm, success, happiness, creativity, and intellectual achievement, all qualities associated with the Georgia Tech brand.

PMS 874 communicates stability and abundance.

White represents light and purity and is favored by technology brands.

Navy, represented by PMS 539, is the most popular brand color. It communicates depth, stability, intelligence, and precision.

When choosing colors for your project, try to match color to audience. For undergraduate students, the qualities communicated by PMS 124 are ideal, while the stability communicated by PMS 874 is appropriate for alumni and donors.

The appropriate color choice will enhance your message.
SINGLE-COLOR REPRODUCTION

When using a single color, the Georgia Tech logo may be reproduced in Georgia Tech Gold, Georgia Tech Navy, or white, as shown in the examples on this page.

All Georgia Tech Gold

All Georgia Tech Navy

Reversed to white from any color

All black is acceptable if official Georgia Tech colors cannot be used or reproduced.

MULTIPLE-COLOR REPRODUCTION

The Campanile icon may appear in Georgia Tech Gold or Buzz Gold, or in black, white. The letters Georgia Tech are always filled in with an official color, while the remaining letters are outlined in the same official color. No other color combinations are allowed.
OFFICIAL TYPEFACES

Consistent use of typography plays an important role in shaping an organization’s brand image. Using just one or two typefaces within all communications to Georgia Tech’s constituencies will go a long way to ensure a singular brand impression.

To create a consistent identity for all printed and electronic materials generated by Georgia Tech, a standard family of typefaces has been chosen for use in all media (marketing materials, corporate communications, business forms, signage, etc.). These typefaces have been selected to complement the Georgia Tech logo and to help create a uniform brand identity.

Helvetica is available in light, thin, regular, medium, bold, heavy, and black, condensed in all weights and extended in all weights. The extreme flexibility of this sans-serif font lends itself to successfully creating documents in all categories. Helvetica may be used for both headlines and body copy.

Helvetica

Helvetica Thin Condensed
Helvetica Thin Condensed Oblique
Helvetica Condensed
Helvetica Condensed Oblique
Helvetica Bold Condensed
Helvetica Bold Condensed Oblique
Helvetica Heavy Condensed
Helvetica Heavy Condensed Oblique
Helvetica Thin Italic
Helvetica Roman
Helvetica Italic
Helvetica Bold
Helvetica Bold Italic
Helvetica Heavy
Helvetica Heavy Italic
Helvetica Thin Extended
Helvetica Thin Extended Oblique
Helvetica Extended
Helvetica Extended Oblique
Helvetica Bold Extended
Helvetica Bold Extended Oblique
Helvetica Heavy Extended
Helvetica Heavy Extended Oblique
Georgia Tech’s secondary, serif typeface is Palatino. Palatino serves as a companion to Helvetica and may be used for both headlines and body copy.

The Institute does not distribute typefaces. Helvetica is commonly found on many computers. If Helvetica is not available, Univers or Arial may be used instead. The typeface family shown on the previous page is named Helvetica Neue.

Palatino is also commonly found on many computers. Palatino variations include:

- Palladio
- Book Antiqua
- TeX Gyre Pagella
- Renaissance Antiqua
- Zapf Calligraphic
- Zapf Calligraphic 801

Palatino

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Palatino Light
Palatino Light Italic
Palatino Roman
Palatino Roman Italic
Palatino Medium
Palatino Medium Italic
Palatino Bold
Palatino Bold Italic
Palatino Black
Palatino Black Italic
ACCENT TYPEFACE

Georgia Tech’s accent typeface is Vitesse. Vitesse serves as an accent when using Helvetica and may be used for both headlines and body copy. It should not be used, or used sparingly, together with Palatino.

The Institute does not distribute typefaces. The free Google font, Roboto Slab, may be used as an acceptable substitute.

Vitesse

Vitesse Thin
Vitesse Thin Italic
Vitesse Light
Vitesse Light Italic
Vitesse Book
Vitesse Book Italic
Vitesse Medium
Vitesse Medium Italic
Vitesse Bold
Vitesse Bold Italic
Vitesse Black
Vitesse Black Italic
LETTERHEAD

Official Georgia Tech stationery uses the logo with the Campanile (see examples below and on the next page). Stationery paper is stocked by Printing and Copying Services (PCS) and standardized for consistency, for cost-effectiveness, to maximize recycled content, and to support the Institute’s sustainability goals. Palatino or Helvetica typefaces must be used for identification and contact information. Unit identifier size is 9 point.

EXAMPLE
ENVELOPES

Paper is stocked by Printing and Copying Services (PCS) and standardized for consistency, for cost-effectiveness, to maximize recycled content, and to support the Institute’s sustainability goals. Palatino or Helvetica typefaces must be used for identification and contact information.

Note: Logo on #10 envelopes (including Campanile design) should be 2 5/8 inches wide.

Address text: 8 point.

Note: Georgia Tech part of logo on #10 envelopes (including Campanile design) should be 1 3/8 inches wide.

Address text: 8 point.

EXAMPLES
MAILING LABELS

Paper, colors, logos, and typefaces for official Georgia Tech mailing labels are the same as for stationery.

*Logo and type specifications are the same as for envelopes.*

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Georgia Institute of Technology
Atlanta, Georgia 30332-0000  U.S.A.
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**EXAMPLE**
BUSINESS CARDS

Paper is stocked by Printing and Copying Services (PCS) and standardized for consistency, for cost-effectiveness, to maximize recycled content, and to support the Institute’s sustainability goals. Palatino or Helvetica typefaces must be used for identification and contact information. Current choices include black with a foil-stamped Campanile and navy with a foil-stamped Campanile. Paper, colors, logos, and typefaces for official Georgia Tech business cards are the same as for stationery.

Format 1

**Example 1**

Georgia Institute of Technology
GEORGE P. BURDELL
Executive Director
College of Management
Atlanta, Georgia 30332-0000 U.S.A.
HOME 770.234.0000 CELL 404.394.0600
gburdell@pea.gatech.edu
www.gatech.edu

GEORGE P. BURDELL
Executive Director
Ivan Allen College of Liberal Arts
Atlanta, Georgia 30332-0000 U.S.A.
HOME 770.234.0000 CELL 404.234.2000
gburdell@pea.gatech.edu
www.gatech.edu

Format 2

**Example 2**

Georgia Institute of Technology
GEORGE P. BURDELL
Executive Director
Institute Communications
Atlanta, Georgia 30332-0181 U.S.A.
HOME 770.234.0000 CELL 404.234.2000
gburdell@comm.gatech.edu
www.gatech.edu

Note: Georgia Tech part of logo on letterhead (including Campanile design) should be 2.875 inches wide.

Personal Information: 8 point.

2 x 3.5”
Business cards typically display name, title, business phone numbers, website, and email address.

In the case of multiple phone numbers, Web addresses, and websites, available space will dictate how many of these contact points will make it onto the card. Persons requesting cards with multiple contact points may be asked to choose which are the most important in case there is not enough space to display them all.

Georgia Tech allows several business card formats. Typeface, size, and formatting have been standardized on each and may not be changed.

Georgia Tech business cards are meant to represent your role at the Institute; therefore, they should provide basic business information. Business cards are not intended to serve as personal resumes and information should be kept to a minimum.

Official Georgia Tech business cards are reserved for employees of the Institute. Student employees are allowed to have official business cards at the discretion of their supervisor.

**Personal Information** Business cards should not include personal contact information such as personal email addresses, personal social media accounts, or personal Web addresses. Exceptions are non-Institute cell numbers for card holders who are out of the office frequently and want to broaden their accessibility to colleagues, and home phone numbers for those who wish to be contacted at home or after hours for business purposes.

**Multiple Titles** If multiple titles easily fit into an existing template, then they may be used. If multiple titles cannot easily fit into the desired template, the card holder will have to decide which titles are most useful for the card.

**Joint Appointments** Some Georgia Tech faculty and staff may also work for another institution. To accommodate these cases, we sometimes allow a card that contains standard Georgia Tech information on one side, indicating the appropriate Georgia Tech title, and a card design from the other institution on the other side. Not all partnership institutions allow this arrangement, so the card holder may not be able to have a two-sided card.

Another caveat: It is not unusual for a Georgia Tech professor involved in a joint program to wish to use his or her Georgia Tech title for both institutions. Often, the faculty member is technically an adjunct at the other institution, and that institution may frown on using anything but the adjunct designation on their side of the card, if they grant permission for a two-sided card at all.

**Joint Departments** Currently, there is just one jointly-operated department: Wallace H. Coulter Department of Biomedical Engineering. Faculty and staff employed by Georgia Tech working within this department may have a Georgia Tech business card or a Wallace H. Coulter Department of Biomedical Engineering business card. Cards featuring Georgia Tech or Emory University business card formats on one side and the Coulter Department of Biomedical Engineering format on the other side are not permitted. Affiliations other than Georgia Tech or Emory would be permitted on the second side with permission from the affiliated entity.
Institute Identity Materials

3

STUDENT BUSINESS CARDS

Students are allowed to have business cards displaying the Georgia Tech or the Georgia Institute of Technology logo as long as the card clearly indicates the student status of the card holder (Class of XX, Ph.D. Candidate, etc.). Requests will be reviewed on a case-by-case basis.

NOTE: When using a college-specific logo on a card, there is no reason to repeat the name of the college.

GEORGE P. BURDELL
MBA in Global Business
Class of 2016
800 West Peachtree Street, N.W.
Atlanta, Georgia 30332-0000  U.S.A.
PHONE 404.385.0000
george.burdell@scheller.gatech.edu
www.scheller.gatech.edu

GEORGE P. BURDELL
Post Doctoral Fellow
Laboratory of John Smith
george.burdell@gatech.edu

GEORGE P. BURDELL
PhD Candidate
Wallace H. Coulter Department of Biomedical Engineering at Georgia Institute of Technology & Emory University
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Logos and typefaces for official Georgia Tech fax cover pages are the same as for stationery.
Georgia Tech’s print communications, including materials published digitally, offer daily opportunities to solidify Georgia Tech’s overall identity. To achieve the greatest effectiveness, communication materials should have a harmonious relationship with all the other elements in Georgia Tech’s visual identity system.

**GENERAL GUIDELINES**

These general guidelines are designed to maintain the Institute brand without limiting creativity in the development of unit-level communications.

- Georgia Tech is striving to build recognition and recall around a consistent set of brand elements. Georgia Tech units are no longer permitted to create new unit logos. There will be times when individual units will want to create a theme for a special event, program, or season. Care must be taken to ensure the graphic elements for a special event are distinguished from the official Institute logo.
- The Georgia Tech logo should appear in a prominent location on marketing communications materials.
- The Georgia Tech logo may be printed over a photograph, texture, or other image, provided the logo is clearly readable and remains a prominent visual element.
- Logos of partner institutions, such as funding or research partners, may be included (with the express permission of the trademark owner) on covers with the Georgia Tech logo as long as sufficient distance is maintained between logos. Typically, the space between logos should equal the size of the largest logo on the page. Georgia Tech’s logo should never appear smaller than other represented partner institution logos. Often, the Georgia Tech logo will be a better choice in these circumstances than the Georgia Institute of Technology logo (the Georgia Tech logo takes up less space and will be more readable at smaller sizes).
- Georgia Tech is committed to diversity of people, thought, and inclusiveness and equal opportunity. Campus communications are encouraged to reflect diversity in imagery and in text by using gender-neutral language and showing the broadest possible diversity of age, racial and ethnic groups, gender, and ability.

**PUBLICATIONS**

**Covers**
The front cover of any publication for Georgia Tech or a Georgia Tech unit must include an approved Georgia Tech logo (see section 3 for official logos). The suggested position for the Institute logo is the upper left-hand corner. As an alternative, the logo may be placed in the lower right-hand corner. The Georgia Tech logo should be set apart from other graphic elements, and clear space around the logo should be maintained.

**Back Covers**
The Georgia Tech logo (or relevant Georgia Tech college, school, center, institute, or program logo) should appear on the back of multipage publications.

**Visual Elements**
Existing graphics, symbols, or icons unique to individual units within Georgia Tech may not be used as dominant, free-standing components resembling a logo. Other visual elements may be used as secondary elements, or they may be screened back. They must be subordinate to the Georgia Tech logo.
PRESENTATIONS

Presentations, including those using PowerPoint, should reflect and maintain the Georgia Tech visual identity system. Please use Georgia Tech’s official colors.

ENVIRONMENTAL GRAPHICS AND SIGNAGE

Environmental graphics and signage should be approved by Institute Communications prior to ordering. For consistency, environmental graphics and signage scheduled for updating or refurbishment should also get approval from Institute Communications prior to ordering.

Displays
The Institute logo should be prominently used on displays for major conferences and installations. In most instances, the Institute logo should appear on the banner or lead panel of the display.

Podium Signage
The Institute logo should be prominently displayed on podiums for major conferences, convocations, symposiums, and other major presentations. The short Institute logo may be used.

Name Tags
Templates for name tags used at conferences, workshops, and other Georgia Tech events are available for download in the Communications Toolbox at www.gatech.edu/comm/toolbox.

Interior and Exterior Signage
All interior and exterior directional and identifying signage should adhere to Georgia Tech’s visual identity system and must be approved by Georgia Tech Institute Communications. While consideration is given to such factors as donor recognition, special applications, architectural environment, and landscape, the Georgia Tech logo should be the primary identifier on signage and all other text on signs should be in Helvetica.

To update existing signage, please contact Georgia Tech Facilities. Georgia Tech Facilities is responsible for installing and maintaining all interior and exterior signage. For more information, please visit Georgia Tech Facilities at www.facilities.gatech.edu/dc/prf.

Vehicles
All Georgia Tech vehicles that display a logo must conform to the Georgia Tech visual identity system. The Georgia Tech Police Department is exempt from these standards. The Georgia Tech logo should be displayed on the front door panel of a car, van, or truck and may also appear centered on the rear of the vehicle. The Georgia Tech logo must be printed using Georgia Tech’s official colors. (See Official Colors on page 18.)
Institute standards for online communications are minimally prescriptive. Visual identity guidelines should be observed while creating online communications. Make sure that Institute graphic standards have been followed and that official marks have been correctly used.

**WEBSITE VISUAL IDENTITY STANDARDS**

The official Georgia Tech logo must be used on all official Web pages. Unit logos, which incorporate the main Institute logo, may be used as the primary graphic identifier for a given website. A sanctioned alternative to this approach is to utilize the Georgia Tech logo along with a separately placed, stylized title, as shown below.

It is strongly recommended that the primary site logo be placed in the top left of the page, with any secondary marks or stylized unit name aligned to the right of that primary logo. Do not combine the logo with an unapproved graphic.

Continuity of the graphical user interface from site to site is an important practice as part of user-friendly design. It also helps to strengthen the brand’s visual identity. To the greatest extent possible, units are encouraged to adopt Institute-branded banner graphics and a standard footer. Please note that the footer of every website should include the full name: Georgia Institute of Technology.
Colors
The official Georgia Tech colors do not easily translate to the web from their Pantone equivalents. The official colors of Georgia Tech are best translated to the web as follows:
- GOLD = #eeb211
- NAVY BLUE = #00254c
- WHITE = #ffffff
- BLACK = #000000

Fonts
The default fonts for Institute websites are Lucida Grande, Geneva, Arial, Verdana, and sans-serif. The font size varies between 13 pixels and 14 pixels, with a line height of approximately 24 pixels.

Type size specifications should be determined by the page author depending on the content being displayed; complex, layered displays of information may require text displayed through image files to visually weight headers and subordinate headers appropriately. Variants of Helvetica or Palatino may be used for this purpose.

Vitesse has recently been added as an official accent font. For web work, the Google font, Roboto Slab, may be substituted. As a Google font, it is free to use and does not require a fee.

HTML EMAIL

HTML-formatted email is a powerful tool in marketing and communication initiatives. HTML emails should follow many of the conventions used for official Institute Web pages — especially the use of the official Institute logo or unit logo. Care should also be taken to reference the full Institute name, whether in the footer or elsewhere in the email.
SOCIAL MEDIA

The most important guideline for establishing a social media presence is consistent adherence to visual identity standards. Due to the mobile nature of social media, icons and profile photos tend to be comparatively miniscule. Image dimensions for the most popular social media change frequently, but the smallest images representing your Georgia Tech profile can be as tiny as 50 pixels square. These dimensions are increasing as mobile screens get larger and small screens gain in resolution (in 2013, Facebook resized profile photos/icons to 32 pixels square, but by mid-2015 these same images became 80 pixels square). The challenge of developing an image that is recognizable at its smallest rendition is nearly impossible.

Typically, the name of the social media account appears immediately next to the representative image, so that achieving the near impossible (recognizability within a dimensional area measuring 50-80 pixels) with a profile photo/icon is not actually important. In mid-2015, Facebook resized profile photos to 80 pixels square; Twitter resized profile photos to 96 pixels square; Linked-in resized profile photos to 140 pixels square for tweets and resized profile photos to 80 pixels square for retweets.
Creating a representative icon across all social media channels is best accomplished through simplicity. Care should be taken not to create a secondary logo, which is not allowed by Georgia Tech’s visual identity guidelines.

Below are common Georgia Tech social media icons. An appropriate photo may be used instead of an icon (building, location, etc.). In the case of someone posting as part of their official duties as a Georgia Tech employee (dean, director, etc.), it is appropriate to use a photo of the person.

Using Georgia Tech graphics with Social Media

When using social media as part of your official duties at Georgia Tech, you should follow official Institute Communications visual identity, editing style, and licensing guidelines. Please contact your Institute Communications Client Manager if you need help with sizing appropriate graphics for social media platforms.

For a profile picture, avatar, icon, or other representative graphic, using the Georgia Tech logo alone is not recommended, as doing so could create confusion when viewed alongside the multiple other Institute-affiliated social media accounts which may already also use the Georgia Tech logo as a profile picture. If you require assistance identifying a representative image, please contact your Client Manager for assistance.

Use of Institute graphics, including the Georgia Tech logo or the Georgia Institute of Technology logo (for a complete list, see page 42), may require permission from Licensing. Georgia Tech logos should never be modified or altered, and may not be used piecemeal.

Please note: Use of the Georgia Tech seal is strictly prohibited. Contact Institute Communications or Licensing and Trademarks for more information.
TRADEMARK MANAGEMENT PROGRAM

PLEASE NOTE: No changes or additions may be made to any Georgia Tech trademark at any time. All requests for trademark changes or additions must be made through the Institute Communications Trademark Management Program. Nothing may be added to any Georgia Tech trademarks, including logos, without the express, written permission from Georgia Tech Institute Communications.

All Georgia Tech logos are protected by trademark. All rules and restrictions regarding trademarks should be observed at all times. If someone seeking to use a Georgia Tech trademark has a question about appropriate use, that question should be referred to Georgia Tech Institute Communications.

The Georgia Tech Trademark Management Program was established in the mid-1980s to protect the integrity of the Institute brand and to ensure the proper use of the Institute’s name, logos, and trademarks. The Board of Regents of the University System of Georgia by and on behalf of the Georgia Institute of Technology has registered many of Georgia Tech’s names, logos, and trademarks with the United States Patent and Trademark Office and the State of Georgia.

The Board of Regents has authorized Georgia Tech Institute Communications at the Georgia Institute of Technology to manage Georgia Tech’s trademark portfolio and licensing program.

The Institute has established formal licensing procedures that will allow it to benefit from and manage the use of Georgia Tech’s trademarks. The mission of the Georgia Tech Trademark Management Program is:

- To ensure the proper use of trademarks, service marks, logos, and insignias that have come to be associated with Georgia Tech

- To protect the Institute’s reputation, good name, and image by permitting only appropriate uses and assuring that only quality products bear the Institute’s name, initials, or logos

- To generate income to support the operational goals of the Licensing Program and to enhance the quality of life for students, student athletes, faculty, and staff across the campus

Important Contact Information
The Georgia Tech Trademark Management Program is administered through Georgia Tech Institute Communications in partnership with the Collegiate Licensing Company. For more information, please visit the Georgia Tech Licensing website at www.licensing.gatech.edu or see contact information on page 4.
TRADEMARK AND LICENSING POLICY

The Georgia Tech Trademark Management Program has implemented the following policies to ensure Georgia Tech’s marks are being used correctly and consistently and are being printed, produced, and manufactured by ethical companies. The program also minimizes the legal expenses spent by the Institute to protect its name and trademarks.

Unauthorized and unlicensed use of Georgia Tech’s trademarks may subject the user to disciplinary action and enforcement through available legal remedies, including seizure of the merchandise.

Policies for Campus Use of Georgia Tech Trademarks

Campus use includes items and materials produced and consumed internally by the Institute, its departments, and official campus clubs and organizations. Items and materials that are made available for sale, such as a T-shirt for a fundraiser, must follow the commercial use policies in the next section.

• Items and materials bearing any of Georgia Tech’s trademarks must be approved, in writing, through Georgia Tech’s Trademark Management Program.

• Trademarks must adhere to Georgia Tech’s visual identity standards and may not be altered in any way without approval, in writing, through Georgia Tech’s Trademark Management Program.

• Georgia Tech trademarks are not to be used in conjunction with alcohol, tobacco, recreational drugs, gambling products, and/or religious programs. Trademarks should not be used in conjunction with the color red.

• Georgia Tech trademarks are not to be used in conjunction with other brands, names, or trademarks in a way that might appear as an endorsement by the Institute.

• Designs using Georgia Tech trademarks must be approved prior to printing or manufacturing.

• All items and materials bearing any Georgia Tech trademarks must be printed, produced, or manufactured by an official licensed vendor. The Trademark Management Program has more than 400 approved licensed vendors. Please visit www.licensing.gatech.edu/licensees.html for a current list of approved licensees.

• A registered trademark symbol, either ® or TM, is to be used next to every trademarked logo. The symbol should appear near the bottom right of the trademarked logo. It is not necessary to include the symbol following trademarked words appearing in copy text. For example, when writing about Georgia Tech’s mascot, Buzz®, a writer may exclude the ® and simply write Buzz.
REGISTERED TRADEMARKS

A trademark is a word, phrase, logo, graphic symbol, slogan, domain name, or color that is used to distinguish products and services from competitors. Georgia Tech has a number of registered trademarks.

Georgia Tech Wordmarks

The following wordmarks are protected under federal trademark law and registered in the name of the Board of Regents of the University System of Georgia by and on behalf of the Georgia Institute of Technology:

- BLUEPRINT®
- BUZZ®
- BUZZWORDS®
- FUTUREMEDIA™
- GT®
- GTEL®
- GTRI®
- GEORGE P. BURDELL®
- GEORGIA INSTITUTE OF TECHNOLOGY®
- GEORGIA TECH® WHISTLE®
- GEORGIA TECH ALUMNI ASSOCIATION®
- RAMBLIN’ WRECK®
- THE TECHNIQUE®
- TI:GER®
- YELLOW JACKETS®

The following wordmark is registered with the State of Georgia in the name of the Board of Regents of the University System of Georgia by and on behalf of the Georgia Institute of Technology:

TECH™

The following words are protected under common law:

TECH™
BOBBY DODD STADIUM™
JACKETS™
The Gold, Navy, and White Color Scheme
Campanile™
The following logos and designs are protected under federal trademark law and are registered in the name of the Board of Regents of the University System of Georgia by and on behalf of the Georgia Institute of Technology. Always include the ® symbol next to our registered trademarks.

The following logos and designs are protected under common law. Always include the ™ symbol near the bottom right of the artwork.
Georgia Tech’s spirit marks include the Institute’s well-known mascot, Buzz, the interlocking GT trademark, and the Ramblin’ Wreck. These spirit marks are primarily reserved for use as athletic marks and to communicate school spirit. Publications, marketing materials, and communications created by the Georgia Tech Athletic Association must also adhere to the Georgia Tech brand identity guidelines. The interlocking GT logo or Buzz should never appear with or replace the Georgia Tech logo.

The spirit marks serve as a rallying point and a bold unifying visual for Georgia Tech athletics. They may also be used by Georgia Tech’s student groups and alumni groups when Georgia Tech pride is the primary message.

**Georgia Tech’s spirit marks are licensed trademarks that require prior approval from Georgia Tech Institute Communications before use in certain communications that promote spirit.** Examples of communications and situations that promote spirit might include:

- The Georgia Tech Athletic Association and its entities
- Internal promotions targeting current students
- Communications targeting potential undergraduate students
- Official student organizations
- Promotional merchandise such as hats, pens, T-shirts, stickers, etc. (Only licensed vendors may produce items bearing the Institute’s trademarks. Please see section 6, Trademarks and Licensing, for more information.)

Examples of communications and situations where the use of a spirit mark is inappropriate include:

- Academic applications (reports, presentations, etc.)
- Institute websites (including colleges, schools, and centers)
- Signs and other way-finding applications
- When used in conjunction with other trademarks
- When used as a unit’s primary identifier
- When used as a substitute for the Georgia Tech logo
- When used without prior written permission from Georgia Tech Institute Communications

See page 32 for more information on Georgia Tech’s Trademark Management Program and how to obtain permission to use Georgia Tech’s spirit marks.