

STYLE & STANDARDS GUIDELINES



LOGO >

Georgia Center for Civic Engagement Logo

Digital files with .eps extensions are vector art files and should be used for printed materials, signage and specialty items. Those with .jpg or .png extensions should be used primarily for on-screen viewing.



COLOR PALETTE >

Branding is the process of presenting a consistent image of an organization or agency over an extended period of time in order to reflect the quality and integrity of the organization. In our efforts to standardize our brand identity, we have created this color palette for those involved in creating media of all types for **GEORGIA CENTER for civic engagement**.



PRIMARY COLORS:

PMS 711C RED

RGB 203 44 48

HEX/HTML CB2C30

CMYK 0 94 84 5

PMS 647C CLASSIC BLUE

RGB 35 97 146

HEX/HTML 236192

CMYK 88 52 3 12

ACCENT COLORS:

PMS 655C NAVY BLUE

RGB 203 44 48

HEX/HTML CB2C30

CMYK 0 94 84 5

PMS 292C SKY BLUE

RGB 105 179 231

HEX/HTML 69B3E7

CMYK 55 13 0 0

TYPOGRAPHY >

Font for the Logo

The **GEORGIA CENTER for civic engagement** Typeface is DIN 2014. This confident and assertive face is available in a variety of weights. The logo uses Demi and Bold.

Fonts can be purchased at:

<https://fonts.adobe.com/fonts/din-2014>

<https://www.myfonts.com/fonts/paratype/din-2014/>

DIN 2014 DEMI

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

DIN 2014 BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

LOGO USAGE >

Control Area

Do not crowd the logo or place other elements inside of the control area. The control area measurement (“x”) is equal to the space between the inner and outer borders of the logo.



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Misuse

The logo should be used according to the guidelines established in this document.

Do not:

> stretch or condense



> use outlines or drop shadows



> use insufficient contrast or busy background



TIP: If you need to insert a picture into your document, like the logo, and need to scale it, you can drag a corner with your mouse and hold to the shift key to insure accuracy.

FILE GUIDELINES >

Logo Files

When is it appropriate to use Pantone, CMYK, RGB or HEX?

Pantone color codes are used when printing offset which only require those colors (i.e., business cards), or can be given to a printer for matching purposes. Always refer to an official Pantone swatch book for accurate color representation. Pantone codes allow for exact color reproduction, whereas CMYK and RGB may have slight variances from different printers and different screens.

CMYK is used when doing a 4-color print (i.e., a brochure that includes photography), or for digital printers (quick turn-around, low-volume printers).

Use **RGB** files for digital applications, such as a website or e-mail newsletter. Make sure to use RGB versions of these files. A CMYK JPG may not display colors properly on screen. You have been provided an RGB JPG and PNG file.

What is a vector file?

Vector files (usually EPS or AI formats) are resolution-independent, and used for print applications. If a designer or printer requests a logo file for a print piece or give-away, usually they want the vector file. It allows unlimited scalability and adjustment of layout and color if necessary.

On the other hand, raster files (like JPG, GIF, PNG, etc.) cannot be scaled without losing resolution quality. Raster files are appropriate for screen/web applications because of their smaller file size.

Common applications and the file types to use:

- > Printing business cards: Pantone, EPS
- > Printing a brochure with photography: CMYK, EPS
- > Creating an e-mail newsletter: RGB, JPG
- > Layering the logo on top of another graphic on a web page: RGB, Transparent PNG

DEFINITIONS >

- > **CMYK: (Cyan, Magenta, Yellow, Black)** - Referred to as process color or four color, it is used in most color printing.
- > **RGB: (Red, Green, Blue)** - This is the representation of color for display of images in electronic systems such as TVs and computers.
- > **Pantone Matching System (PMS):** A proprietary color space used primarily in printing. Pantone color guides allows designers to “color match” specific colors regardless of printing equipment.
- > **HEX:** HEX color is expressed as a six-digit combination of numbers and letters defined by its mix of red, green and blue (RGB). Basically, a HEX color code is shorthand for its RGB values. It is a color code used for websites. i.e. #00667F
- > **EPS:** A vector graphics file format that contains a geometric description which can be rendered smoothly at any desired display size. Can be re-edited.
- > **PDF:** A multi-platform file format that captures document text, fonts, images, and even formatting of documents from a variety of applications. You can e-mail a PDF document to your friend and it will look the same way on his screen as it looks on yours, even if he has a Mac and you have a PC. Since PDFs contain color-accurate information, they should also print the same way they look on your screen.
- > **JPG:** A compressed raster image format primarily used for on-screen display. Cannot scale up arbitrarily without loss of quality or be re-edited.
- > **PNG:** Created as a successor to GIF. Supports 16 million colors, and excels for images with large, uniformly colored areas. PNG allows for the display of transparent backgrounds. It is a raster format that cannot scale up arbitrarily without loss of quality or be re-edited.