

MARKETING GUIDELINES



STYLE GUIDE

SOCIAL MEDIA



center
for civic
engagement

STYLE GUIDE



LOGOS:

The below logos are approved for usage by affiliated Chapters.



The logos can be reformatted to be single color within the acceptable brand colors outlined on page 3.

STYLE GUIDE



MISUSE OF LOGOS:

Do not stretch or condense the logo.



Do not use low contrast or busy backgrounds.



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.

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COLORS:

The brand approved colors are below.

**PMS 655C
NAVY BLUE**

RGB 0 37 84
HEX/HTML 002554
CMYK 100 73 0 61

**PMS 711C
RED**

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

**PMS 647C
CLASSIC BLUE**

RGB 35 97 146
HEX/HTML 236192
CMYK 88 52 3 12

SOCIAL MEDIA



GCCE ACCOUNTS:

Make sure your individual Chapter accounts follows all the CCE social media accounts listed below:



**The Center for Civic
Engagement - Georgia**

www.facebook.com/youthingovernment



@georgiacivics

www.instagram.com/georgiacivics



The Center for Civic Engagement

www.linkedin.com/company/usacivics



@gacivics

www.twitter.com/georgiacivics

When posting, use hashtags that tie posts to our organization like:

#georgiacivics

#getengaged