



Transforming Tomorrow

THE CAMPAIGN FOR GEORGIA TECH

Comprehensive Campaign Brand Guide

Brand Identity

Transforming Tomorrow: The Campaign for Georgia Tech brand and identity leverages elements from the primary Georgia Tech brand to create a forward-looking, flexible look that can encompass all elements of the campaign. There are two versions of the logo: primary colors and single color for use on dark backgrounds or solid colors.



Identity Usage



Do not use the wordmark without "The Campaign for Georgia Tech."



Do not alter the colors of the visual identity for any reason.



The identity should always be placed on a white background unless using the white version.



Do not use the wordmark without any visual elements.



Do not substitute elements of the brand with the interlocking GT. The complete Georgia Tech logo should be placed elsewhere on the page. (See right.)



Feel free to use the identity with photography, as long as a solid color is behind it.

Typography and Colors

If Adobe Fonts is available, use DIN 2014 for headlines and large display titles. If not, use Roboto Bold. Roboto Slab is also available for contrasting type. Body copy should use Roboto if possible. All versions of Roboto are available free through Google Fonts.

DIN 2014

Roboto Slab

Roboto

The campaign uses the main Georgia Tech color palette, taking advantage of Tech Gold and Navy Blue as primary colors, Pi Mile grey and Light Gold as secondary hues, and Olympic Teal and Canopy Lime for accents as needed.



Tech Gold

Metallic PMS: 8383
PMS: 4515
HEX: #B3A369
RGB: 179, 163, 105
CMYK: 13, 19, 62, 28



Navy Blue

PMS: 540
HEX: #003057
RGB: 0, 48, 87
CMYK: 100, 57, 12, 66



Pi Mile

PMS: 427
HEX: #D6DBD4
RGB: 214, 219, 212
CMYK: 9, 4, 10, 8



Light Gold

HEX: #BFB37C
RGB: 191, 179, 124
CMYK: 0, 6, 35, 25



Olympic Teal

PMS: 321 C
RGB: 0, 140, 149
HEX: #008C95
CMYK: 100, 0, 37, 10

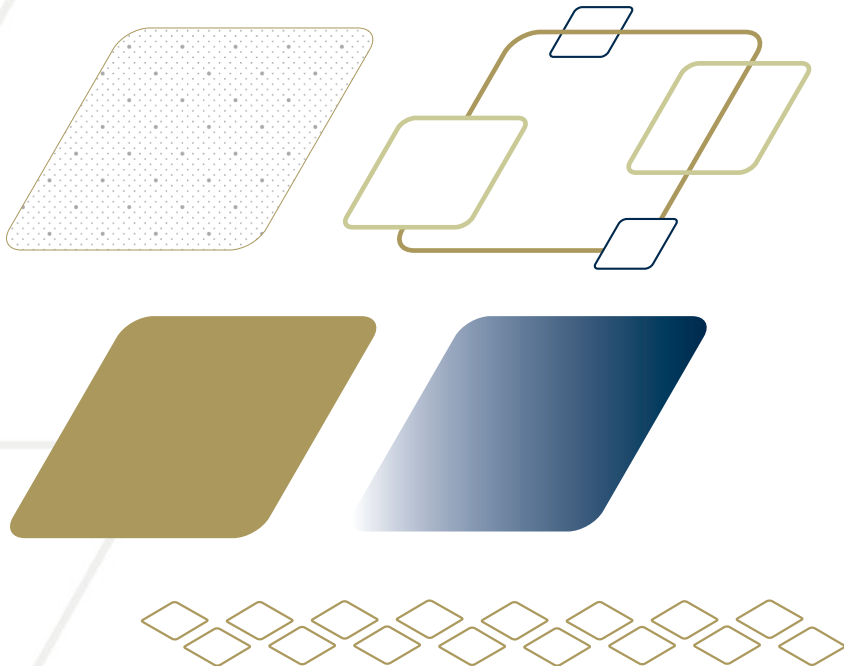


Canopy Lime

PMS: 2299 C
RGB: 164, 210, 51
HEX: #A4D233
CMYK: 38, 0, 94, 0

Design Elements

Georgia Tech's innovation is expressed through the campaign shapes and patterns. These elements can be used to complement or frame designs, lead the eye through content, and reinforce the branded look and feel of graphic communications without detracting from the message.



Transforming Tomorrow: Campaign Themes and Vision

Transforming Lives

To enable Georgia Tech to attract, retain, and inspire the brightest, most talented students — from all backgrounds — across the state, the nation, and the world, expanding access and building a diverse, vibrant community of learning, discovery, and creation.

It will allow us to **expand access, amplify impact, and lead by example** to empower people from all backgrounds and stages of life to learn and contribute to human and technological progress by building an exceptional, diverse community of learning, discovery and creation in a collaborative environment. We will accomplish this by:

- Removing financial barriers through need-based scholarships.
- Providing more merit-based scholarships to compete with other top-tier universities for the best undergraduate students.
- Enriching programs that support underrepresented minority and women students.
- Increasing the overall number of graduate fellowships and research fellowships, in particular for underrepresented minority and women graduate students.

Transforming Ideas

To advance innovation and entrepreneurship across Georgia Tech, from research that creates solutions and improves the human condition to student startups and makerspaces that inspire invention, and to recruit the exceptional faculty and researchers who make it possible.

It will allow us to **champion innovation and amplify impact** by recruiting, retaining, and developing leaders who think critically about the problems we face and use technology to find new solutions that improve the human condition; and strengthening the programs that encourage student innovation and entrepreneurship.

Among our priorities are:

- Faculty chairs and professorships.
- Postdoctoral fellowships.
- Translational research and cutting-edge facilities that make it possible.
- Student innovation and startup programs: CREATE-X, InVenture Prize, and campus makerspaces.



Transforming Learning

To support Georgia Tech's students, faculty, and staff by **expanding opportunities for personal growth, well-being, and holistic learning — through athletics, study abroad, leadership initiatives, and an inclusive, accessible campus.**

It will allow us to **cultivate well-being, lead by example, and expand access** by creating an environment where all members of our community can grow and learn to lead healthy, purposeful lives, through holistic learning on an inclusive, accessible campus. Philanthropy will support:

- Intercollegiate athletics.
- Student leadership initiatives.
- Campus enhancements and beautification.
- Study abroad scholarships and international experiences.

Transforming Our Community - and Our World

To empower Georgia Tech learners to make a difference in our city, our state, and around the world by **enhancing our global campuses, lifelong learning platforms, K-12 programs, dedication to sustainability, and collaboration with partners at home and abroad.**

It will allow us to **connect globally and champion innovation** by supporting international collaboration, education, research, and commerce, while also focusing on innovative solutions and partnerships that benefit the people of Atlanta and Georgia. This will be possible through:

- Expanding the capabilities of our global campuses and creating new global partnerships.
- Strengthening lifelong learning platforms and programs.
- Increasing international student recruitment and scholarships.
- Supporting locally focused programs such as Project Engages, Constellations, and CEISMIC.



Messaging

- Use the term “**comprehensive campaign.**”
- Avoid the term “fundraising campaign.” It is acceptable to use the term “capital campaign” for select, targeted audiences outside of higher ed.
- In all written materials, on first use of the campaign name, include the complete name, **Transforming Tomorrow: The Campaign for Georgia Tech.** Subsequent mentions can be shortened to Transforming Tomorrow.
- Use the Georgia Tech logo along with the campaign logo on the same project. **When using the logo for merchandising, no other GT branding is required.**



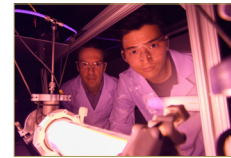
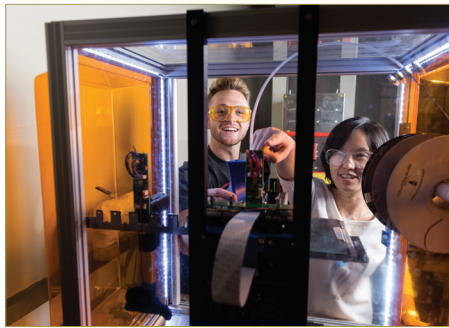
Photography

Photography should be people-focused when possible, in alignment with the strategic plan and brand guidelines. Images with a clear focus on a subject, and those that have strong use of color and composition, are ideal.

Transforming Learning



Transforming Ideas



Transforming Lives



Transforming Our Community and Our World

