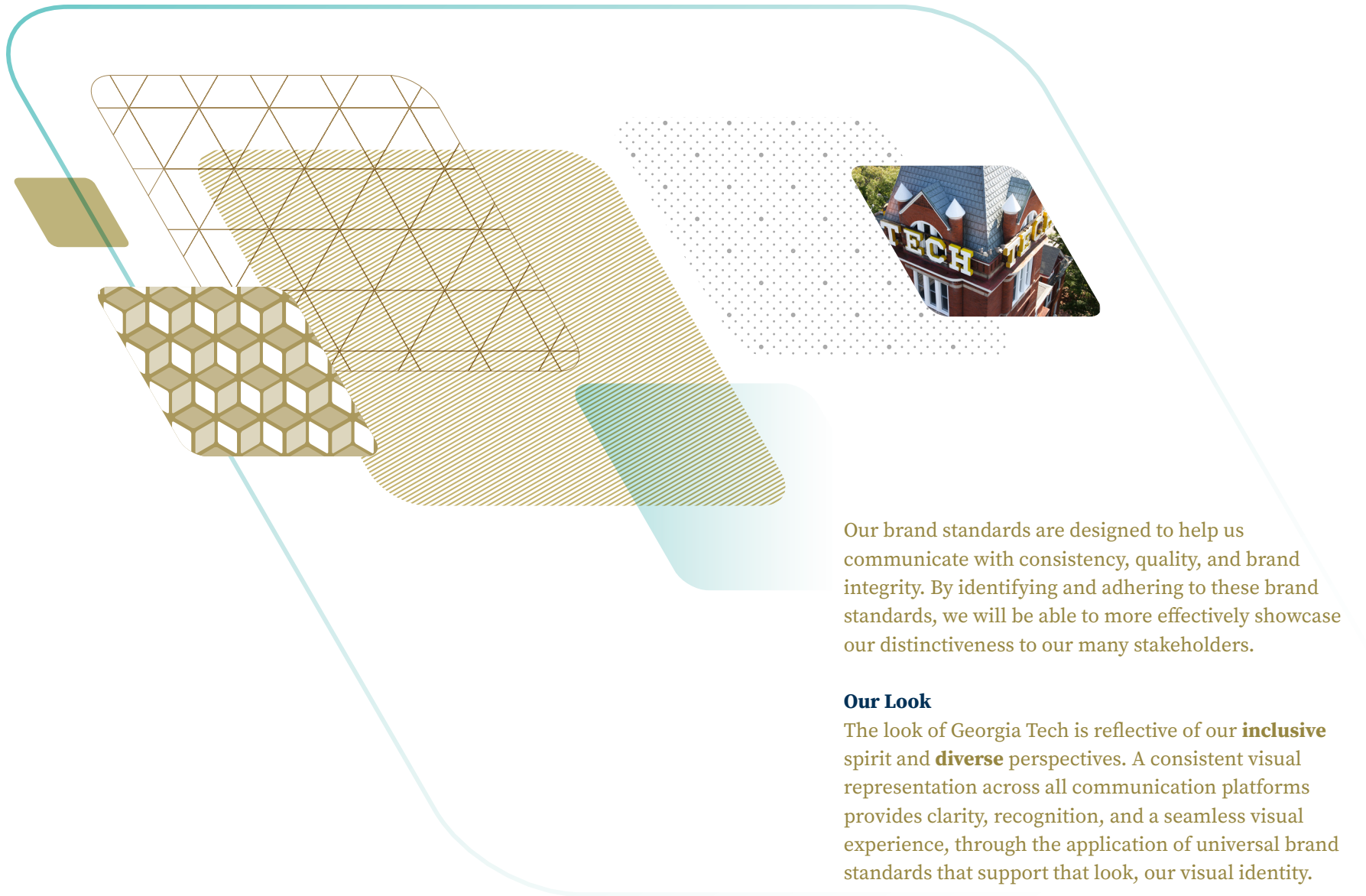# Brand Identity

mini brand book

Our brand standards are designed 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.

Our Look

The look of Georgia Tech is reflective of our **inclusive** spirit and **diverse** perspectives. A consistent visual representation across all communication platforms provides clarity, recognition, and a seamless visual experience, through the application of universal brand standards that support that look, our visual identity.

Our refreshed visual identity has been created to reflect Georgia Tech's core values focused on students, diversity, and innovation.

Logos

Consistent and correct use of the official Georgia Tech logo conveys collaboration and unity across campus. All Georgia Tech communications should feature the official logo in the header or footer of the communication piece.

Primary Logo

The primary logo consists of the words Georgia Tech and the interlocking GT, and is a registered trademark. A timeless Institute symbol that is readily recognizable and relatable, the interlocking GT is leveraged as the main visual element and introduces new, modernized typography through the font, DIN Next Slab Pro.

Various forms of the logo are available for consideration including horizontal, vertical, extended, and applications incorporating the Seal.

Logo Usage Guidelines

- The primary logo may be used by all campus units.
- When several Georgia Tech entities exist as co-sponsors, only the Institute primary logo should be used, with participating sponsors listed below the primary logo in plain text.
- Do not use the outlined version of the interlocking GT for academic or organizational usage. Outlined variants of the interlocking GT remain exclusive to Athletics.
- Georgia Tech logos should never be modified nor should they appear in non-School color combinations.
- Do not simulate wordmarks in type or reposition the name.
- Do not modify the individual elements.
- Do not skew or scale the logo's elements.

Acceptable Logo Colors

- On a light background, the Tech Gold logo version is preferred.
- On a dark background, the white logo version is preferred.
- The all-navy logo version may be used for one-color applications in communications but may not be printed on merchandise, apparel, or promotional items.
- The logo may not be filled with any pattern or texture, including flags.
- Do not use the logo in any color combinations other than the approved ones.
- Maintain appropriate contrast between the logo and the background it is on.

- **Tech Gold + Navy on White**
- **White on Navy**
- **Navy on White**
  (Note: may not be printed on merchandise, apparel, or promotional items.)
- **White on Tech Gold**
- **Tech Gold on White**
- **Tech Gold + White on Navy**

Clear Space

Separate the Georgia Tech logo from other page elements (other than body copy) equal to the width or the height of the word *Tech* or *Technology* in the logo.

MINIMUM PRINT SIZES

- The minimum height for the Georgia Tech primary logo is 0.25 inches.
- The minimum width for a combination logo is 1.5 inches.
- If a unit combination logo cannot meet the minimum size requirement in the printable area, use the primary logo and identify the unit in text.

Extended Logo

The **extended logo** with the full name of the Institute may be used for any application for which the audience should understand the formal name. It may appear with the interlocking GT or the Institute Seal.

GT **Georgia Institute of Technology**®

Georgia Institute of Technology®

Combined Logos (Campus Departments and Units)

Academic, business, or research units may be identified by combining their name with the Georgia Tech primary logo with the proper registration mark.

GT® | Georgia Institute of Technology
Office of Development

Institute Seal

The Seal has been traditionally reserved for formal communications. To address the needs of campus audiences, the extended logo featuring the Seal and the "Georgia Institute of Technology" wordmark may also be approved for use in academic and research communications.

Use of the Seal alone remains restricted to the units and programs listed below.

The Seal may not be used as a social media icon/avatar.

Seal alone
Approved for general use for:

- The Office of the President.
- Programs directly sponsored by the Office of the President.
- Institute Relations.
- Institute Special Events.

Approved for use on business cards and stationery only:

- Executives with offices located in the Carnegie Building.

Seal with wordmark
Potential formal and academic uses:

- Global campuses.
- Admission acceptance letters.
- Online certificates, diplomas, and/or blockchain credentials.
- Non-credit certificates.
- Professional development certificates.

Additional academic and research use cases may also be appropriate. Please contact Institute Communications with your proposed usage for consideration.

Colors

Up With the White and Gold

White and Tech Gold unify Georgia Tech's visual identity system across all media. The new color palette refines our primary colors and adds navy to build greater consistency of the Institute's brand across campus.
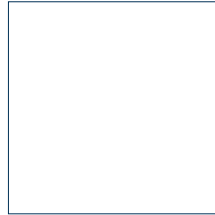
Primary Colors
Use the primary colors prominently and consistently in all branded materials.

Tech Gold
PMS: 4515
Metallic PMS: 8383
HEX: #B3A369
RGB: 179, 163, 105
HSL: 47, 33, 56
HSB: 47, 41, 70
CMYK: 13, 19, 62, 28

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

White
PMS: n/a
HEX: #FFFFFF
RGB: 255, 255, 255
HSL: 0, 0, 100
HSB: 0, 0, 100
CMYK: 0, 0, 0, 0

Primary Color Usage

- Tech Gold (metallic) PMS 8383 may be used when printing offset.
- Tech Gold should replace prior applications of Buzz Gold.
- Navy Blue should replace all prior applications of black in logos and headlines, where accessible.
- Use the primary colors as the most dominant hues in all media.
- Use of shade percentages is permitted.

Secondary Colors
Secondary colors offer variation and may be used as accents or solid blocks to complement the primary colors.

GRAY MATTER
(neutral dark gray)
PMS: 425
HEX: #54585A
RGB: 84, 88, 90
HSL: 200, 3, 34
HSB: 200, 7, 35
CMYK: 48, 29, 26, 76
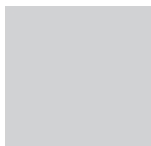
PI MILE
(light warm gray)
PMS: 427
HEX: #D6DBD4
RGB: 214, 219, 212
HSL: 103, 9, 85
HSB: 103, 3, 86
CMYK: 9, 4, 10, 8

DIPLOMA
(light ivory yellow)
PMS: 7499
HEX: #F9F6E5
RGB: 249, 246, 229
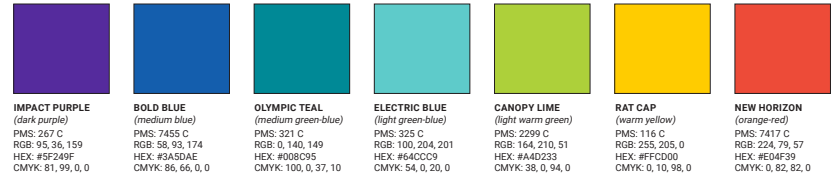HSL: 51, 63, 94
HSB: 51, 8, 98
CMYK: 1, 1, 10, 1

BUZZ GOLD
PMS: 124
HEX: #EAAA00
RGB: 234, 170, 0
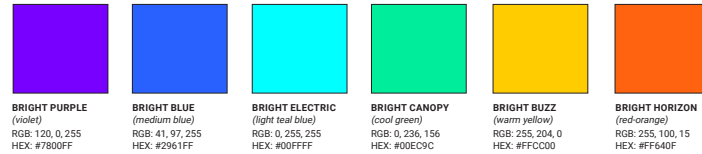HSL: 44, 100, 46
HSB: 44, 100, 92
CMYK: 0, 30, 100, 0

Tertiary Colors

These colors complement the Georgia Tech brand colors and are intended as visual accents. This evolved color palette, with its bold and bright tertiary colors, offers a more optimistic people-centered tone. These colors may be used as 100% solids or screened back (tints). See below the swatches for additional guidance on proper use of tertiary colors.

CMYK-Based Tertiaries

IMPACT PURPLE
(dark purple)
PMS: 267 C
RGB: 95, 36, 159
HEX: #5F249F
CMYK: 81, 99, 0, 0

BOLD BLUE
(medium blue)
PMS: 7455 C
RGB: 58, 93, 174
HEX: #3A5DAE
CMYK: 86, 66, 0, 0

OLYMPIC TEAL
(medium green-blue)
PMS: 321 C
RGB: 0, 140, 149
HEX: #008C95
CMYK: 100, 0, 37, 10

ELECTRIC BLUE
(light green-blue)
PMS: 325 C
RGB: 100, 204, 201
HEX: #64CCC9
CMYK: 54, 0, 20, 0

CANOPY LIME
(light warm green)
PMS: 2299 C
RGB: 164, 210, 51
HEX: #A4D233
CMYK: 38, 0, 94, 0

RAT CAP
(warm yellow)
PMS: 116 C
RGB: 255, 205, 0
HEX: #FFCD00
CMYK: 0, 10, 98, 0

NEW HORIZON
(orange-red)
PMS: 7417 C
RGB: 224, 79, 57
HEX: #E04F39
CMYK: 0, 82, 82, 0

RGB-Based Tertiaries ("Brights")

BRIGHT PURPLE
(violet)
RGB: 120, 0, 255
HEX: #7800FF

BRIGHT BLUE
(medium blue)
RGB: 41, 97, 255
HEX: #2961FF

BRIGHT ELECTRIC
(light teal blue)
RGB: 0, 255, 255
HEX: #00FFFF

BRIGHT CANOPY
(cool green)
RGB: 0, 236, 156
HEX: #00EC9C

BRIGHT BUZZ
(warm yellow)
RGB: 255, 204, 0
HEX: #FFCC00

BRIGHT HORIZON
(red-orange)
RGB: 255, 100, 15
HEX: #FF640F

Tertiary colors must be applied subordinately to the primary and secondary colors. They should represent no more than 10% of the overall color application in the design or layout.

Consider audience expectations and relationships with the Institute brand when selecting and applying tertiary colors.

A visual representation of the general proportion of each color on a page:

Typography

The visual identity refresh has afforded the opportunity to extend the font family to ensure consistency across mediums.

These particular fonts were all chosen as the best representation of type that brings together the academic and technical sides of our brand, while capturing a warm, humanistic tone in our communications that aligns well with the people-centric focus of the Institute strategic plan.

Typefaces for Print

DIN Next Slab Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Used for: Logotypes and headlines primarily.

This font requires a software license; however, because use is restricted to logos (managed by Institute Communications) and headlines (for which other options are available) units and departments should not need to purchase. **Download DIN Next Slab at MyFonts.**

DIN 2014

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Used for: Headlines, taglines, and small blocks of copy in various weights.

Available through Adobe Fonts at no additional charge if you have a Creative Cloud subscription. They are also available for purchase: **Download DIN 2014 and DIN 2014 Narrow.**

Adelle

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Used for: Subheads, sidebars, and small blocks of copy. Pair with: DIN 2014 when applicable.

Available through Adobe Fonts at no additional charge if you have a Creative Cloud subscription. Also available for purchase: **Download Adelle**

Typefaces for Print (continued)

Adelle Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Used for: Subheads, sidebars, and small blocks of copy. Pair with: DIN Next Slab when applicable.

Available through Adobe Fonts at no additional charge if you have a Creative Cloud subscription. Also available for purchase: **Download Adelle Sans.**

Source Serif Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Used for: Primary body copy for most printed Institute publications.

Available for free from Google Fonts: **Download Source Serif Pro.**

Typefaces for Digital Media

Roboto

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Used for: All digital text (when Din 2014 is unavailable).

Available for free from Google Fonts: **Download Roboto.**

Roboto Slab

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Used for: Subheadings and pullquotes.

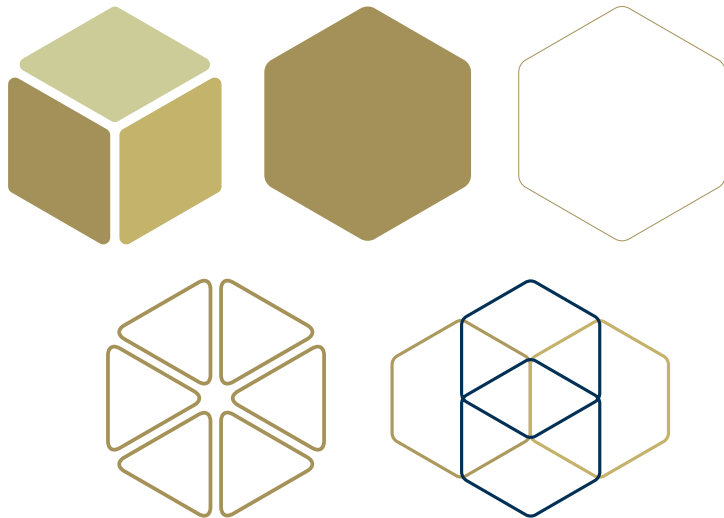Available for free from Google Fonts: **Download Roboto Slab.**

Shapes and Patterns

Georgia Tech's diversity and innovation are expressed through our brand's 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. The shapes and patterns leverage our primary and tertiary color palettes and allude to the hexagonal nature of the hive.
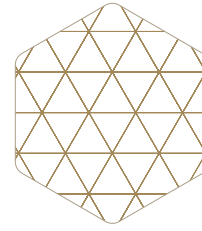
Shapes

The hexagons and mosaic tile shapes are dynamic elements, meant to inspire creators across campus. Each tile is derived from a segment of the hexagon and may be added to print communications and digital designs to add visual interest and direct the reader. *They should be used sparingly, so as not to overwhelm the viewer.* Color combinations are encouraged, as long as they do not dominate the design or detract from the primary brand colors.

Patterns

Hive Pattern
The new hive pattern mirrors the mosaic tiles to create a grid reminiscent of a yellow jacket hive.

Dot Matrix Pattern
The dot matrix pattern evokes the technical nature of our students' work and provides a lighter texture for use in designs.

Pinstripes
The pinstripe pattern features stripes with a 30° slant in either direction.

Mosaic Pattern
A tiled companion to the mosaic design elements, this pattern adds visual interest to any design piece.
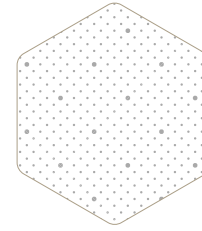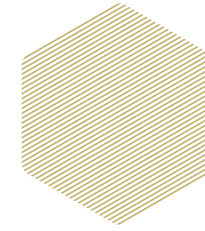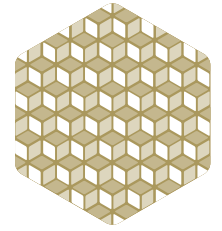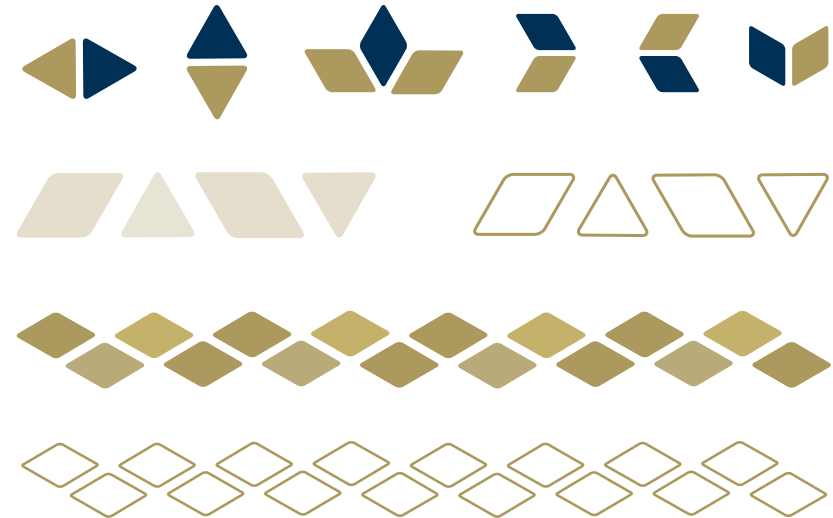
Hexagon – The hexagon is the primary visual shape of the Georgia Tech brand. It can be used in solid and outlined form (in totality or cropped), as a visual element, or to frame photography or other assets.

Mosaic Tiles – These shapes can be used individually or in an arrangement with other tiles to create patterns, lines, and dynamic collages.

Photography

In keeping with the people-centric focus of the current Georgia Tech strategic plan, our imagery should be organic and story-driven, showcasing the human element behind Georgia Tech and moving away from any sterile or industrial-type feel. Active shots of our diverse Tech community working on and enjoying the campus will help convey the warmth and inclusivity the Institute embraces.

Portraits – Portraits should typically feature the subject facing the camera with confidence and self-awareness. The subject may be pictured in a familiar situation, such as their lab or classroom.

Research – Photographs of research subjects should tell a story about the work being done. So, they should show the subject or subjects engaging in the research in some way. Research photography should always be colorful and high-contrast, and can be complemented by the use of mosaic shapes. While research material is typically more formal in approach/tone, it should not be devoid of warmth and color.

Campus – Images of campus should include people as far as possible so that a compelling sense of place is conveyed. Compositions are made dynamic through high vantage points, wide angles, and attention to framing and use of angles and lines to lead the viewer's eyes.

Georgia Tech Community: Students, Faculty, and Staff – Photographs of people should represent the diversity of experience and identity at Georgia Tech, with an emphasis on collaboration, quality of life, and ingenuity.

Athletics – Photos representing the world of athletics at Georgia Tech should be action- and movement-oriented. Subjects should appear to move toward the viewer, upward, or across the image. Subjects should not appear to move away from the viewer.

Video

As one of the primary tools for telling the Georgia Tech story, it is important for our videos to reflect the Institute's identity through the standardized use of the Georgia Tech logo in title slides, and in uniform content and typography in the lower thirds.

Video Graphics

Ángel Cabrera

President, Georgia Institute of Technology
You can add additional lines as needed

Logo Bug – A solid white version of the Georgia Tech logo ("bug") must appear in all video openings, and it must remain in the lower right corner throughout the video.

Closing Slide – Videos should use the official closing animation featuring the Georgia Tech logo.

Lower Thirds – Lower thirds should be used for subject identification and include first and last name, and other brief identifying information. If a subject has multiple titles, use the title most directly related to the content of the story. Lower thirds should be used on the subject's first speaking appearance.

Learn about the correct editorial format for lower thirds in the **Editorial Style Guide: Video Lower Thirds.**

1

2

3

Applications

Assets usage example
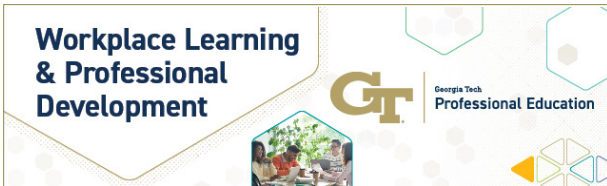
Assets usage example

Assets usage example

Print

Manifest the Georgia Tech brand in print with striking images, dynamic forward-moving angles, and bold typography.

Websites

The official website theme is based in the Drupal content management system (CMS) and supported by Institute Communications and the Georgia Tech web developer community.

Licensing and Swag

Our Licensing and Trademarks program authorizes the use of the Institute's name and logo for licensing-related purposes. It protects the Institute's brand, trademarks, and verbiage, ensuring the integrity of their use when part of a licensing-related activity.

Campus Units – Georgia Tech departments, student organizations, and alumni clubs creating communications pieces or ordering merchandise bearing a registered Georgia Tech logo or wordmark must get approval from Georgia Tech Licensing and Trademarks prior to use. **On-Campus Licensing Information**

Off-Campus Trademark Use – Likewise, individuals, businesses, and organizations who may want to use Georgia Tech's name or trademarks in various situations should be guided by the following section on the Licensing and Trademarks site. **External Licensing Information**

Social Media

A consistent visual presence across social media channels helps audiences associate the shared content with the Georgia Tech brand.

Avatars and Icons – Ensure that your avatar/icon looks just right on each platform and device by following the appropriate image dimension requirements. If you require assistance identifying a representative image, contact your client manager in Institute Communications.

Events

Your event represents the Institute. It's important, therefore, that your event materials properly and effectively support the brand.

Because events have multiple branding opportunities — from décor and signage to invites, promotions, and giveaways — be sure to follow proper brand usage guidelines.
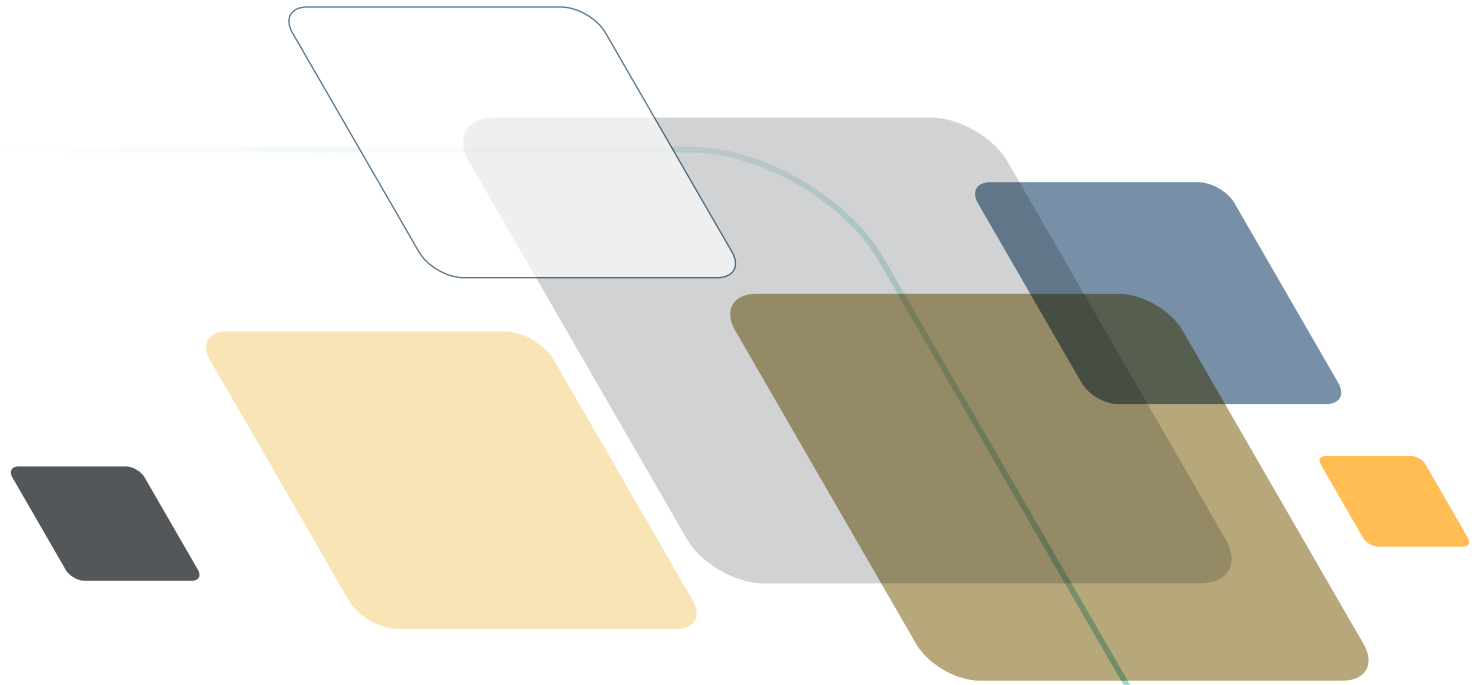
The visual identity refresh launch is just the beginning of the journey for our brand, so visit **brand.gatech.edu** to access the living, evolving document on the Institute's visual identity standards.