





Approved Versions | Lockups | Usage | Approved Colors | Recommended Typography

pg.3

pg.4

pg.5

pg.7

pg.8





Preferred Logo: Six-Color Version

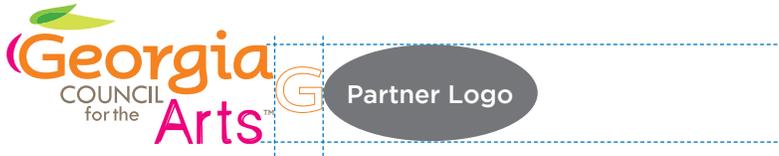


Black Version



Reversed Out Version

The Georgia Council for the Arts (GCA) logo has been designed to ensure maximum visual impact across a variety of applications. Additional logo versions, shown below, are also available to accommodate special graphic situations. The preferred logo should be used whenever possible.



Horizontal - 1 partner logo



Horizontal - multiple partner logos



Vertical - 1 partner logo



Vertical - multiple partner logos

**Stack Lockup** with partner logo/s. The partner logo should have the same width or height (whichever comes FIRST) of the GCA logo. In a horizontal design, place the partner logo to the right of the GCA logo, centered from the top of the “i” in Georgia (not including the dot) to the bottom of “Arts,” with its right edge the relative width of the “G” from the right edge of the GCA logo.

If there are multiple partner logos, the right and left side of the GCA logo should have the spacing of the “G” on each side between logos.

In a vertical design, place the partner logo below the GCA logo. The top edge of the partner logo is the relative height of the “G” from the bottom of “Arts” in the GCA logo. The partner logo should be centered with the left side of the “G” in Georgia and the right side of the “A” in Georgia.





1.75"

#### Minimum Size

Minimum printable sizes for the GCA logo.

- On Ads 5.5" x 8.5" (horizontal or vertical) or larger, logo must be at least 1.75"
- For collateral items smaller than 5"x 7" (i.e. postcard) logo can be no smaller than 1.25" horizontal.



1.25"



#### Clear Space

To preserve clarity, no other graphic element should intrude upon the GCA logo. A clear area equal to or greater than the relative width of the "G" must surround the logo.

#### The trademark symbol (™)

is a legal component of the GCA logo and must always be present to protect our identity. Special consideration should be taken with respect to the sizing of the trademark symbol (™): when resizing the logo please consider the context and use your best judgement to determine the appropriate size of the trademark symbol (™).

The above minimum-sized and clear space standards help ensure the GCA logo maintains clarity, legibility and impact across every application. Please review these standards carefully.



DO NOT use the reversed out logo on too light of a background



DO NOT partially reverse out the logo



DO NOT pull the logo into a containing shape



DO NOT use your own color combinations



DO NOT angle the logo



DO NOT distort the logo



DO NOT place logo on top of busy imagery



DO NOT place the color logo on a dark background



DO NOT use a one-color logo with the approved PMS colors



DO NOT screen back the logo



DO NOT use only parts of the full logo



DO NOT take the logo and change to white or black for one-color applications. Custom art has been created for these instances.





PMS Warm Gray 10  
 C:0 M:14 Y:28 K:55  
 R:125 G:112 B:97  
 72634e



PMS 362  
 C:70 M:0 Y:100 K:9  
 R:41 G:153 B:38  
 48a942



PMS Rubine Red  
 C:0 M:100 Y:15 K:0  
 R:207 G:3 B:92  
 e20177



PMS 376  
 C:50 M:0 Y:100 K:0  
 R:125 G:186 B:0  
 8cc63e



PMS 165  
 C:0 M:60 Y:100 K:0  
 R:245 G:102 B:0  
 f58426



PMS 389  
 C:20 M:0 Y:85 K:0  
 R:212 G:224 B:76  
 d4e04c



Color provides a strong visual link to the GCA brand identity across a wide range of applications. If the GCA logo is used on a white background, the six-color version is the preferred choice; or its CMYK equivalent. When the logo is placed on a dark, solid-colored background, the logo should be reversed out in white. If the color of the background is black, the GCA logo must be white only.

**AaBbCc123**

Gotham - Bold  
Use for: Headlines

**AaBbCc123**

Gotham - Medium  
Use for: Headlines, subheads or callouts

AaBbCc123

*AaBbCc123*

Gotham - Book (Italics may be used where appropriate)  
Use for: Body copy

AaBbCc123

*AaBbCc123*

Gotham - Light (Italics may be used where appropriate)  
Use for: quotes, subheads, captions

The typeface chosen to accompany the GCA logo is Gotham, and is to be used in all GCA related communication materials and applications. When possible, this font should be used consistently to ensure and support the correct brand personality.