ATHLETICS AND PANTHER LOGOS

The University’s Guide for Usage
Georgia State University’s name recognition and reputation have increased tremendously across the country and internationally. With more than 40,000 students seeking degrees through our six colleges and schools, we have become one of the nation’s leading urban research universities. The national spotlight is increasingly focused on the achievements of our students, faculty and programs, including athletics.

As we strive to make further advancements, it’s important to maintain and strengthen our public image. A critical part of that image is our visual identity – the way we present ourselves in print and through electronic media. It is imperative that Georgia State’s visual identity elements be well-defined, distinguishing and enduring.

An important part of Georgia State’s visual identity program is the university athletic logos including the mascot, Pounce. The athletic logos are designed to promote athletics and school spirit. These identity guidelines outline general graphic standards for these logos. The program is designed to build maximum recognition through the consistent use of a logo system and color palette that always say Georgia State University. The guidelines ensure that athletic graphics are applied uniformly and consistently in all applications. Misuse of the athletic guidelines undermines the branding strategy implemented by Georgia State University.

A number of athletic logos are available for use in publications, signs, displays and other marketing materials that support school spirit. These images are distributed through the Division of University Relations and the Department of Athletics for nonprofit use and through the Collegiate Licensing Co. for profit.

Like the university logo, athletic logos may not be manipulated or changed in any way and should always be reproduced from official artwork in official colors in the manner described in this guide. All athletic logos are copyrighted.
LOGOS & USAGE

The university mascot, Pounce, may appear without the university logo on a variety of materials, but it is preferable to include the university name with the image. Pounce images may not be manipulated or changed in any way and should always be reproduced from official Pounce artwork and colors in the manner described in this guide. To ensure uniform color reproduction, Pounce colors may not be screened.

PRIMARY PANTHER LOGOS

POUNCE WITH GEORGIA STATE

Primary mark 1

Primary mark 3

Primary mark 1*
on color background

Primary mark 3*
on color background

*Note the white outline when the primary mark is used on a dark background and/or image/graphic.

Black and white versions of the logos can be obtained for use with black and white ads and black and white copies, but the color versions should be used whenever possible.
SECON DARY PANTHER LOGOS

POUNCE WITH GSU

Secondary mark 5
Secondary mark 7
Secondary mark 5*
on color background
Secondary mark 7*
on color background

POUNCE ALONE

Secondary mark 9
Secondary mark 11
Secondary mark 9*on color background
Secondary mark 11*on color background

Do not use more than one logo on a piece. If you’re producing a give-away, you may use the university logo on one side and the panther on the other, but not together.
Only Athletics will have leeway to screen the logos for external marketing materials.
D O N ’ T D O

Don’t stretch or distort.

Don’t create a gradient.

Don’t change colors.

Don't create drop shadows or use other effects on the logo.

Don’t combine the university logos or use them together.

Don’t print the wrong reverse.

Note: if you send the black and white version to a printer to print on a blue background, this is what will happen. Please make sure you have the proper file.
COLOR INFORMATION

Georgia State’s official school colors are blue and white. Red and black are secondary colors and should be used sparingly. The colors are broken down below.

<table>
<thead>
<tr>
<th>COLOR</th>
<th>PMS</th>
<th>CMYK</th>
<th>RGB</th>
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OFFICIAL VERBIAGE

Listed below are official trademarked names associated with the university and with GSU athletics.

Georgia State University™
Georgia State™
Georgia State University Athletic Association™
Panthers™

GSU™
Georgia State Panthers™
State™
Pounce™

To avoid confusion, the panther and athletic logos are reserved for intercollegiate varsity athletics. Club teams may use the university flame logos. Guidelines are available from the Coordinator of Sports Clubs at the Rec Center or from UR.
CAN I USE THE PANTHER OR ATHLETIC LOGO?
Answering “yes” to the following questions COULD mean that you will be able to use the panther logo. Logo use must be approved by University Relations and Athletics before being produced. Please make sure to leave plenty of time for approval in the production process.

1. Will the item be used to promote the university as a whole, not just an individual group, department or program?
2. Does the logo stand alone (not grouped with other elements such as type, graphics or unit names)?
3. Will the item be distributed for free?
4. Have I received approval from University Relations and Athletics?

EXAMPLES OF APPROVED PIECES:
- Wallets from University Housing distributed to all housing students with the panther logo on one side and the university logo on the other
- T-shirts given to students at orientation with the panther Georgia State logo on the front and the unit name with university flame logo on the sleeve

HOW DO I GET THE LOGO FILES?
Initiate requests for logos with University Relations; UR will route the request for all necessary approvals. Please include what the logo will be used on, who the item is intended for and the quantity of pieces that will be produced. Once an item is approved for production, an electronic proof from the vendor will still need to be approved by University Relations and Athletics before the item is produced. In many cases, a pre-sample of the item will need to be provided before production. Please provide both Athletics and UR with a final piece once the items are produced.

MAY I SELL MY ITEM?
Collegiate Licensing Co. is the official agency that licenses all Georgia State University logos and trademarks for use and sale. If you are interested in producing an item for sale, please contact Kevin Kelley in Auxiliary and Support Services for a list of officially licensed vendors. If you have a preferred vendor, he can verify the company’s status as a licensee or work with the vendor to become licensed and approved through the Collegiate Licensing Company (CLC), the University’s licensing agency.

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