GEORGIA PUBLIC LIBRARY SERVICE LOGOS

LOGO FORMATS AND USE

PRIMARY LOGO WITH BALL
The primary logo is the preferred version.

ALTERNATE LOGO
The alternate logo is useful for applications with different size constraints.
LOGO FORMATS AND USE
BLACK, GREYSCALE AND SINGLE COLOR VERSIONS

These formats should only be used in instances where color printing is not an option.

They may also be used in any one of the three primary colors from the color palette for single color applications.
LOGO FORMATS AND USE

REVERSED OUT (NEGATIVE)
These formats should be used when the background color does not provide enough contrast to sufficiently support the color Georgia Public Library Service logo, but does provide enough contrast to support a reversed out logo.
LOGO SIZING AND SPACING

EXCLUSION ZONE
It is important that enough space always be maintained around the Georgia Public Library Service logo to clearly convey the brand without interference. The green dashed lines indicate the minimum clear area that should always be maintained around the logo. It is determined by measuring the height of the Georgia Public Library Service name within the logo. No other objects, graphics, or typography should violate this space, and paper edges should always stay outside this perimeter.

MINIMUM SIZE
To ensure legibility, adhere to the minimum reproduction size of both versions of the logo as indicated.

Minimum size for the primary logo is 1.5" (108 px) wide.
Minimum size for the alternate logo is 1" (72 px) wide.
CO BRANDING

Using the Georgia Public Library Service logo with other logos

Use Equal Visual Weight

When the GPLS logo is used as a co-brand with other logos, both should have the same visual weight.

Although the base line and x-height of the logos can sometimes be a guide, there is not an exact formula and each instance will need to be determined.

Take color, shape, density of type and positive vs. negative space into account when determining logo size.

Additional guidance: Align any straight edges of the logos along the straight edges of the top of the typography and the lower edge of the baseline of the typography, and not the circle image of GPLS logo. You cannot rely on pixel dimensions or actual size for the best visual appeal and balance.
INCORRECT LOGO USE

In order to preserve the logo’s integrity and build a strong brand identity, it is important that correct usage always be maintained.

The Georgia Public Library Services logo should keep the brand standards intact. No alterations or variations should be made. Typography, colors and size are to remain the same. Always use approved, supplied logo files.

DO NOT:
• Use unapproved layouts
• Use unapproved colors or color combinations
• Use unapproved or altered fonts
• Stretch or condense
• Use low contrasting backgrounds
• Use logo on a busy image with low contrast

These examples demonstrate many—but not all—incorrect uses of the logo.
BRAND COLOR PALETTE

The color palette of Georgia Public Library Service is minimalistic and bold. It reflects our brand values of innovation, creativity, fun, inclusivity and learning.

It is closely related to the Board of Regents color palette to tie the brands together. Three colors are shared with BOR branding.

**DARK BLUE**
- C: 100
- M: 88
- Y: 0
- K: 0
- R: 0
- G: 56
- B: 168
- HEX: #0038AB

**LIGHT BLUE**
- C: 54
- M: 9
- Y: 7
- K: 0
- R: 110
- G: 188
- B: 219
- HEX: #6EBCDB

**GREEN**
- C: 50
- M: 0
- Y: 99
- K: 0
- R: 141
- G: 198
- B: 64
- HEX: #8DC641

**DARK GREEN**
- C: 50
- M: 0
- Y: 99
- K: 15
- R: 121
- G: 173
- B: 55
- HEX: #79AD37

**MEDIUM BLUE**
- C: 87
- M: 53
- Y: 19
- K: 2
- R: 35
- G: 110
- B: 157
- HEX: #236E9D

**GRAY**
- C: 70
- M: 42
- Y: 15
- K: 2
- R: 87
- G: 129
- B: 171
- HEX: #5781AB
Typography

Only approved typography should be used in order to keep a simple cohesive look across all marketing and branding materials. Ubuntu is the preferred font. Verdana may be substituted if Ubuntu is not available.

Ubuntu Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Ubuntu Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Ubuntu Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Ubuntu Light Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Ubuntu Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Ubuntu Medium Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Ubuntu Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Ubuntu Bold Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
SPECIAL APPLICATION LOGO
FORMATS AND USE

PINES and GLASS have their own logos because they were established prior to these guidelines and are marketed separately. Use of these logos with the GPLS logo should follow the spacing requirements and exclusion zones outlined on pages 4-5. Logos should be centered and approximately the same relational height.

Other Georgia Public Library Service initiatives do not have their own logos, but if a director feels that branding is needed, they should consult with communications director. The recommendation will be to use the GPLS logo with initiative written underneath in smaller font.

EVENT LOGOS: If an event logo is requested, the communications team will develop a very simple visual that is closely tied to GPLS logo in color palette and font for brand alignment. The idea is always to refer back to parent brand - GPLS - because that is the brand that we want recognized.
SPECIAL APPLICATION LOGO
FORMATS AND USE

UNIVERSITY SYSTEM OF GEORGIA VERSIONS
These formats should only be used sparingly when needed to convey University System of Georgia affiliation.

IMPORTANT NOTE
All color and usage guidelines from the primary and alternate logos in the proceeding sections also apply to these logos.