GEORGIA PUBLIC LIBRARY SERVICE
1000 BOOKS BEFORE KINDERGARTEN LOGOS

LOGO FORMATS AND USE

PRIMARY LOGO
The primary logo is the preferred version.

ALTERNATE HORIZONTAL LOGO
The alternate logo is used when a more horizontal format is needed.

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 four primary colors from the color palette for single color applications.

Primary Logo Gray
Primary Logo Black
Alternate Horizontal Logo Gray
Alternate Horizontal Logo Black
LOGO SIZING AND SPACING

EXCLUSION ZONE
It is important that enough space always be maintained around the 1000 Books Before Kindergarten logo to convey the brand without interference. The light blue dashed lines indicate the minimum clear area to be maintained around the logo. It is determined by measuring one-third the height of the logo. No other objects, graphics, paper trim, or typography should violate this space.

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 1.25" wide.

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 1000 Books Before Kindergarten 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 several—but not all—incorrect uses of the logo.
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

Avenir Next Rounded Bold is contained in the 1000 Books Before Kindergarten Logo. It may be used for headers and subheads only.

**AVENIR NEXT ROUNDED Bold**
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Header in Avenir Next Rounded Bold

Body copy paragraphs in Ubuntu. Uptur? Menducient. Nus de odi sinum volum estrumqui ipsunturibus adipiet autatet paris que deligenime nim eat hit audandi sume et auda corehenimi, quuntur, simaximus restios susaeris exceriae. Mendus ea idus event, odisquos ssequis et officti istibus eossum expliberes velitisci dolupta tibusan daecepdus ad que nullorem-quo berem voloreh endiasi blatur, quatem quaspid ut volupta turero vol- lora sim facid et officipsam inciaspicia comnis atio que landita tiberia pro min nimilique laboreptate ime eiunt minvel incpect usciunda dolorestioresitaqui voluptat et volo id quunda cullaccae voluptunciur as doloruptio. Sedi omni re expliqui alibus, con non prepuda niendipit re esti voloremo blabore ssitian danducil inulpa sequas eius,
The color palette of 1000 Books Before Kindergarten is minimalistic, attention-grabbing and bold. It is closely related to the Board of Regents and Georgia Public Library Service color palette and shares three colors.

These three colors are shared with the Board of Regents color palette.

The new color palette of 1000 Books Before Kindergarten is fun, attention-grabbing and bold. It is ties in with warm colors to compliment the the Board of Regents color palette.

Primary Colors

DARK BLUE

C: 100 M: 88 Y: 0 K: 0
R: 0 G: 56 B: 168
HEX # 0038A8

LIGHT BLUE

C: 54 M: 9 Y: 7 K: 0
R: 110 G: 188 B: 219
HEX # 6EBDB

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

Secondary Colors

ORANGE

C: 0 M: 57 Y: 73 K: 0
R: 242 G: 135 B: 74
HEX # F2874a

RED

C: 0 M: 78 Y: 63 K: 0
R: 237 G: 69 B: 79
HEX # Ed454f

PURPLE

C: 31 M: 79 Y: 3 K: 1
R: 158 G: 79 B: 140
HEX # 9e4f8c

TEAL

C: 96 M: 7 Y: 45 K: 1
R: 54 G: 156 B: 158
HEX # 369c9e
LOGO USAGE

CO-BRANDING

Using the 1000 Books Before Kindergarten logo with other logos.

USE EQUAL VISUAL WEIGHT

When the 1000 Books Before Kindergarten logo is used as a cobrand with other logos or the GPLS logo, both should have the same visual weight. Although the baseline and x-height of the logos can sometimes be guides, there is not an exact formula and each instance will need to be customized. Take color, shape, density of type and positive vs. negative space into account when determining relative logo sizes.

Additional guidance: Since there are no straight horizontal or vertical edges in this logo, you will have to rely on best visual weight for the best balance.