These guidelines are specific to the design and use of the PLAY logo. Libraries may incorporate the logo when designing collateral that matches their brand.

Refer to the PLAY marketing toolkit at georgialibraries.org/communications for additional resources and templates.

For questions or to obtain additional logo formats, email communications@georgialibraries.org.
GEORGIA PUBLIC LIBRARY SERVICE
PLAY LOGOS

LOGO FORMATS AND USE

PRIMARY LOGO
The primary logo is the preferred version.

ALTERNATE LOGO WITH TAGLINE
The alternate logo is used when more description is needed.

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

All white should be used when the background does not provide enough contrast to support a color logo but does provide enough contrast to support a white logo.

CO-BRANDING
When the PLAY logo is used as a co-brand with other logos, both should have the same visual weight. Take color, shape, density of type and positive vs. negative space into account when determining relative logo sizes.

Although the baseline and height of the logos can sometimes be guides, there is not an exact formula and each instance will need to be customized.

You may also use the single color versions when you are using the logo with your brand colors.
LOGO SIZING AND SPACING

EXCLUSION ZONE
It is important that enough space always be maintained around the PLAY logo to clearly convey the brand without interference.

The light blue dashed lines indicate the minimum clear area that should always be maintained around the logo. The area is determined by measuring the height of the PLAY 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 as indicated.

Minimum size for the primary logo is 1” (96 px) 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 PLAY 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.
**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. Ubuntu is available for free from Google Fonts and is also available in Canva. Verdana may be substituted if Ubuntu is not available.

Ainslie Norm Regular is contained in the PLAY logo. It may be used for headers and subheads only.

### UBUNTU REGULAR
- abcdefghijklmnopqrstuvwxyz
- ABCDEFGHIJKLMNOPQRSTUVWXYZ
- 1234567890

### UBUNTU ITALIC
- abcdefghijklmnopqrstuvwxyz
- ABCDEFGHIJKLMNOPQRSTUVWXYZ
- 1234567890

### UBUNTU BOLD
- abcdefghijklmnopqrstuvwxyz
- ABCDEFGHIJKLMNOPQRSTUVWXYZ
- 1234567890

### UBUNTU BOLD ITALIC
- abcdefghijklmnopqrstuvwxyz
- ABCDEFGHIJKLMNOPQRSTUVWXYZ
- 1234567890

### AINSLIE NORM REGULAR
- ABCDEFGHIJKLMNOPQRSTUVWXYZ
- 1234567890

### AINSLIE NORM [BOLD]
- ABCDEFGHIJKLMNOPQRSTUVWXYZ
- 1234567890

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**BRAND COLOR PALETTE**

The color palette is fun, attention-grabbing, and bold. It is closely related to the GPLS and Board of Regents color palette to tie the brands together. It also borrows from the 1,000 Books Before Kindergarten color palette.

#### MEDIUM BLUE
- C: 87
- M: 53
- Y: 19
- K: 2
- R: 35
- HEX: #236E9D

#### GREEN
- C: 50
- M: 0
- Y: 99
- K: 0
- R: 141
- HEX: #8DC641

#### ORANGE
- C: 0
- M: 57
- Y: 73
- K: 0
- R: 242
- HEX: #F2874A

#### RED
- C: 0
- M: 78
- Y: 63
- K: 0
- R: 237
- HEX: #ED454F