# Brand, Visual Identity and Trademarks

**Institute Communications**

Spring 2022

Georgia Tech

*"**Limitation** combined with **consistency** (over decades, not years) is what builds a brand."*

– Al Ries and Laura Ries, *The 22 Immutable Laws of Branding*

*"Branding is the art of aligning what you **want** people to think…with what people actually **do** think…and vice-versa."*

– Jay Baer, author, speaker, and entrepreneur

Aligning solidly with our 10-year strategic plan, the **Georgia Tech** brand unmistakably reflects who we are.

## Our Voice

Our messages — no matter the audience — should always communicate the essence behind our motto of *Progress and Service*.

**brand.gatech.edu/our-voice**

## Our Look

Visual identity is a system of rules and guidelines about when and how to use graphic elements that distinguish our brand.

**brand.gatech.edu/our-look**

*What happens when these elements are misaligned?*

Georgia Tech

# Our Look: Brand Identity Standards

## Rules and guidelines exist to define our identity and promote consistent use.

- Custom logos for events, initiatives, or programs are prohibited per the Institute Brand Identity Standards Policy.

- Existing graphics, symbols, or icons unique to individual units within Georgia Tech may not be used as dominant, freestanding components resembling a logo.

- Individual units, programs, or initiatives that have created their own logos, or have had individual marks created for them by third parties or students, may not use such marks to represent their unit or Georgia Tech.

- Policy reinforces the "living" definitions and standards on **brand.gatech.edu**.
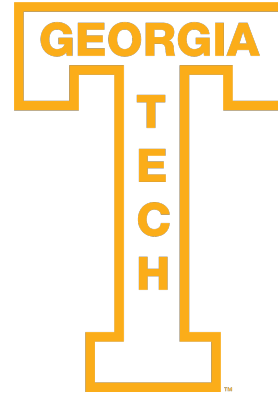
GT Georgia Tech

# Our Look: Logos

The interlocking GT was paired with newly designed wordmarks, and complemented by an evolved illustration of the Seal — the Institute's most formal, longstanding mark.

# Our Look: Institute Seal
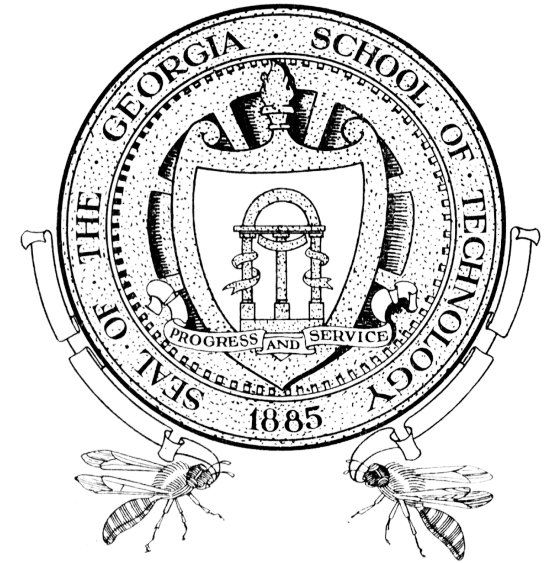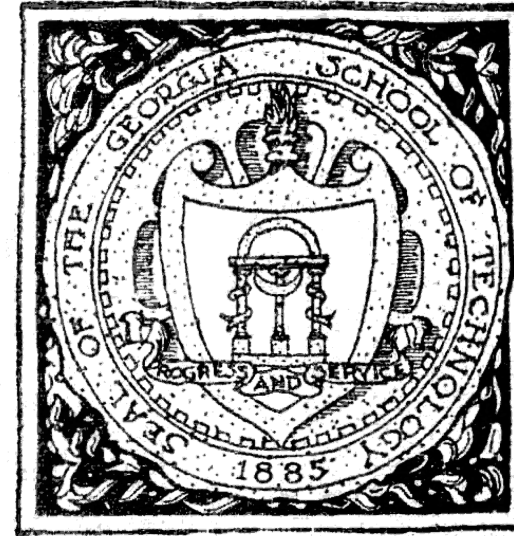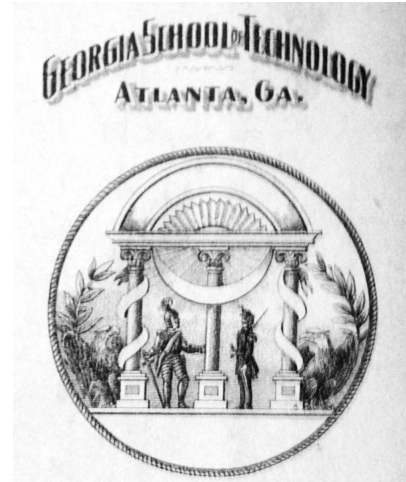
**Our Look: History**
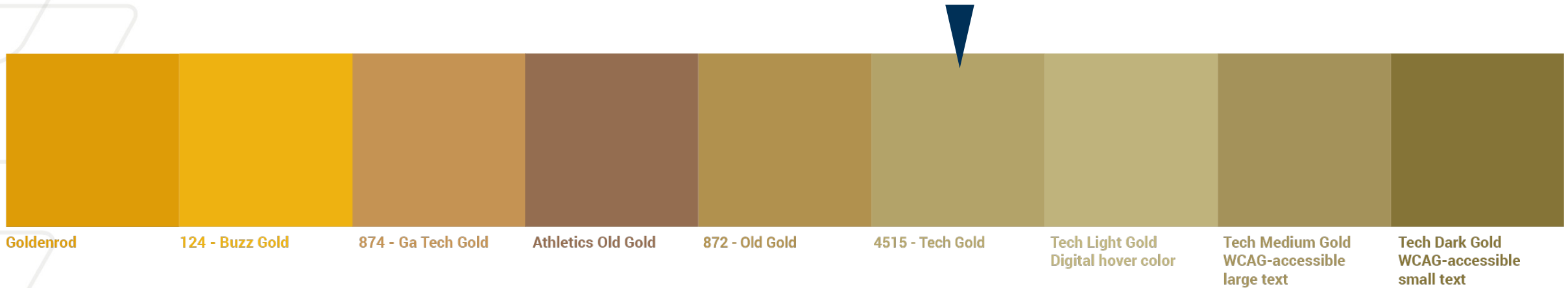
# Our Look: Colors

## Primary Colors
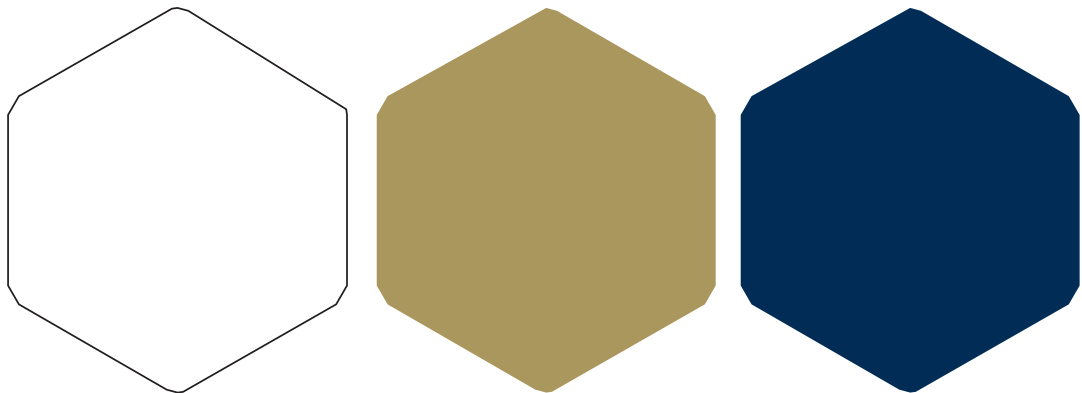
White, Gold, and Navy Blue are the Institute's primary colors.

Buzz Gold, and several neutral tones are options for secondary colors.
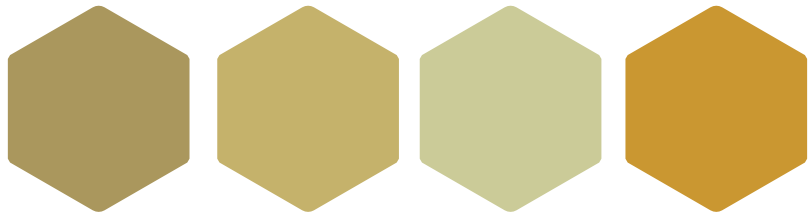
GOLD VARIANTS
(for accessibility and accent use)

## Secondary Colors

BUZZ GOLD

# Our Look: Accent Colors

A palette of new, bright tertiary colors are accents that complement the traditional Tech colors.

The [Colors sections on brand.gatech.edu](https://brand.gatech.edu) offers color formulas for digital and print, and examples of the correct percentages of color.

CMYK TERTIARY

RGB BRIGHTS
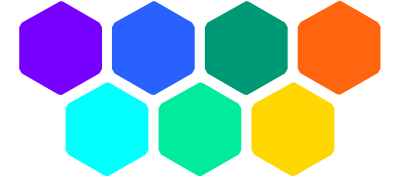
# Our Look: Evolution

# Our Look: **Logos**

Horizontal

Vertical



The primary logo consists of the words **Georgia Tech** and the Interlocking GT, and is a registered trademark.

# Our Look: Extended Logos



The extended logo with the full name of the Institute may be used for any application for which the audience should understand the formal name. It may appear with the interlocking GT or the Institute Seal.

# Our Look: Logo System

The refreshed visual identity system is comprised of more than 400 logo sets for campus.

**GT** Georgia Tech
**Undergraduate Admission**

**GT** Graduate Studies

**GT** Printing and Copying Services

## COLLEGES

**GT** Georgia Tech
College of Computing

**GT** Georgia Tech
Scheller College of Business

**GT** Georgia Tech
Ivan Allen College of Liberal Arts

## SCHOOLS

**GT** Georgia Tech College of Computing
School of Computational Science and Engineering

**GT** Georgia Tech College of Design
School of City and Regional Planning

**GT** Georgia Tech College of Engineering
George W. Woodruff School of Mechanical Engineering

## ADMINISTRATIVE OFFICES AND DEPARTMENTS

**GT** Diversity, Equity, and Inclusion

Office of the President

**GT** Georgia Institute of Technology
Office of Development

**GT** CARE
Center for Assessment, Referral and Education

**GT** Infrastructure and Sustainability

**GT** Georgia Tech
Office of the Provost

**GT** LGBTQIA Resource Center
Lesbian, Gay, Bisexual, Transgender, Queer, Intersex, Asexual

**GT** Georgia Tech
Institute Relations

## ACADEMIC UNITS, CENTERS AND PROGRAMS

**GT** Georgia Tech
Center for 21st Century Universities

**GT** Academic Engagement Programs

**GT** Undergraduate Advising and Transition

**GT** Serve-Learn-Sustain

## ECONOMIC DEVELOPMENT UNITS

**GT** Georgia Tech Enterprise Innovation Institute
Southeastern Trade Adjustment Assistance Center

**GT** Corporate Engagement

**GT** GATV
Georgia Advanced Technology Ventures

**GT** Georgia Tech Enterprise Innovation Institute
Center for Economic Development Research

## RESEARCH INSTITUTES, CENTERS, LABS, AND PROGRAMS

**GT** Georgia Tech
Institute for Data Engineering and Science

**GT** GVU Center

**GT** Research Integrity Assurance

**GT** Integrative Genomics

**GT** Marcus Center for Therapeutic Cell Characterization and Manufacturing

### BRAND EXTENSIONS (NON-STANDARD)

*The following examples of brand extensions are distinct from the schema determined for most campus units, departments, initiatives, or programs. These are not to be used as basis for units to develop custom marks.*

#### INTERNATIONAL CAMPUSES

**GT** Georgia Tech.
Lorraine

Georgia Tech.
Shenzhen

#### AFFILIATED ORGANIZATIONS
#### GTRI, LABS, AND LOCATIONS

**GT** Georgia Tech.
Research Institute

**GT** Georgia Tech.
Research Institute
QUANTICO

**GT** Georgia Tech Research Institute
ACL | Advanced Concepts Laboratory

**GT** Georgia Tech Research Institute
CIPHER | Cybersecurity, Information Protection, and Hardware Evaluation Research

#### GEORGIA TECH ALUMNI ASSOCIATION

**GT** Georgia Tech
Alumni Association.

**GT** Georgia Tech.
Alumni Association.

**GT** Georgia Tech.
Alumni

#### CO-BRANDS

**GT** Georgia Tech.

Wallace H. Coulter Department of Biomedical Engineering

EMORY UNIVERSITY

**GT** BARNES&NOBLE
@Georgia Tech.

# Our Look: Color Combinations

- On a light background, the Tech Gold logo version is preferred.

- On a dark background, the white logo version is preferred.

- The all-navy logo version may be used for one-color applications in communications but **may not be printed on merchandise, apparel, or promotional items.**

- The logo may not be filled with any pattern or texture, including flags.

- Do not use the logo in any color combinations other than the approved ones.

- Trademarks (logos or spirit marks) may not be printed on material colors that conflict with the brand standards (including red).

- Maintain appropriate contrast between the logo and the background it is on.

- For embossed or etched applications, the logo may appear in black.



- **Tech Gold + Navy on White**

- **White on Navy**

- **Navy on White**
  (Note: **may not be printed on merchandise, apparel, or promotional items.**)

- **White on Tech Gold**

- **Tech Gold on White**

- **Tech Gold + White on Navy**

# Our Look: Clear Space

# Minimum Print Sizes

Separate the Georgia Tech logo from other page elements (other than body copy) equal to the width or the height of the word *Tech* or *Technology* in the logo.

- The minimum height for thve Georgia Tech primary logo is 0.25 inches.

- The minimum width for a combination logo is 1.5 inches.

- If a unit combination logo cannot meet the minimum size requirement in the printable area, use the primary logo and identify the unit in text.

Height of the GT is 0.25"

# Our Look: Merchandise, Promos, and Apparel

# Our Look: Multiple Units, One Event

INCORRECT

CORRECT

Georgia Tech
**Undergraduate Admission**

**Graduate Studies**

**Printing and
Copying Services**

GT Georgia Tech

**Sponsored by:**
College of Engineering
Undergraduate Education
Institute for Data Engineering and Science
Georgia Tech Research Institute
Georgia Tech Athletics Association

# Our Look: Institute Seal

The Seal has been traditionally reserved for formal communications. To address the needs of campus audiences, the extended logo featuring the Seal and the "Georgia Institute of Technology" wordmark may also be approved for use in academic and research communications.

- Use of the Seal alone remains restricted to specific units and programs.

- The Seal may not be used as a social media icon/avatar.

- Campus units may not create alternate seals or crests.
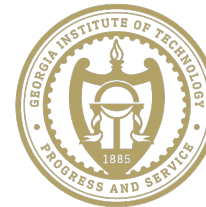
# Our Look: Mascot and Spirit Marks

Spirit marks are registered trademarks, including the Ramblin' Wreck and Buzz, that represent Georgia Tech's traditions and Institute spirit.

- Athletics and Spirit Marks are licensed trademarks that require prior approval before use from the Licensing office.

- Spirit marks should not be juxtaposed with or replace the interlocking GT in the primary or extended logo.

- Spirit Marks may be used to promote sports and recreational activities on campus, and encourage Georgia Tech pride or school spirit.

# Our Look: Mascot and Spirit Marks

## May use Spirit Marks:

- Georgia Tech Athletics Association, its entities, and sponsors.
- Internal promotions targeting current students.
- Internal communications channels within campus units.
- External communications or promotions targeting potential undergraduate students.
- Registered student organizations (RSOs) and departmental registered student organizations (DRSOs).

## May not use Spirit Marks:

- External-facing academic or research communications.
- Institute websites (including Colleges, Schools, centers, and labs).
- Signs and wayfinding applications.
- Instances with other trademarks.
- Cases where prior written permission from Institute Communications has not been obtained.

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# Licensing and Trademarks

Program promotes and protects the use of name, trademarks, colors, and brands, on- and off-campus.

- Established in the mid-1980s to protect the integrity and ensure the proper use of the Institute's name, logos, and trademarks.

- The Board of Regents of the University System of Georgia has registered many of Georgia Tech's names, logos, and trademarks with the United States Patent and Trademark Office and the State of Georgia.

- Trademarks are addressed in University System of Georgia policy **§ 6.2 – Use of Institution Names, Symbols, and Trademarks** and in the **Institute Brand Identity Standards Policy**.

- Revenue supports Buzz Fund: Sting Break event, Campus Services, Alumni, Athletics

## licensing.gatech.edu

# Trademark and Logo Usage Standards

- Campus units may use the primary logo, extended logo, or unit combination logo in communications.

- Trademarks (logos and spirit marks) are not to be used in conjunction with tobacco, recreational drugs, gambling products, political symbols, and/or religious symbols.

- Use in conjunction with the United States flag, or the flag of the State of Georgia, is allowable.

- Trademarks (logos and spirit marks) are not to be used in conjunction with other brands, names, or trademarks in a way that might appear as an endorsement by the Institute.

- Do not use the outlined version of the interlocking GT for academic or organizational usage. Outlined variants of the interlocking GT remain exclusive to Athletics.

- Georgia Tech logos should never be modified nor should they appear in non-school color combinations.

- Do not simulate logos in type, skew or modify the elements, recolor, or fill with any pattern or texture.

- Designs using the trademarks must be approved prior to printing or manufacturing.

- All items and materials bearing the trademarks must be printed, produced, and manufactured by an official licensee. See licensing.gatech.edu/on-campus for licensee contacts.

- A registered trademark symbol, either ® or TM, is to be used next to every trademarked logo. The symbol should appear near the bottom right of the trademarked logo.

# Co-Branding With Sponsors or Collaborators

Use of non-Georgia Tech logos on websites, digital media, and in print should be avoided.

- Lists acknowledging use, sponsorship or donor gratitude are preferred.

- Under no circumstances, through word or display, may any Georgia Tech unit imply endorsement of a product or company.

- The Georgia Tech logo must always stand alone.

- The logo should never be placed directly adjacent to a co-sponsor logo; separate them by as much space as is possible or reasonable, depending on the circumstances.

Georgia Tech

# Co-Branding With Sponsors or Collaborators

Use of non-Georgia Tech logos in any media (apparel and giveaways included) must be preceded by:

**The following companies support this program**

or similar language, followed by:

**The listing of corporate logos on this site does not constitute an endorsement by Georgia Tech.**

Variations of this language and/or any planned applications must be reviewed and approved by Institute Communications prior to publishing.

Georgia Tech

# Rules for Registered Student Organizations (RSOs)

RSOs and Departmental RSOs are required to use a licensee to produce any merchandise or apparel with the Georgia Tech name and/or trademarks.

- This includes apparel or merchandise used within the organization given as gifts, or sold.

- RSOs are not allowed to alter the spirit marks without permission. Student organization logos must have the word Organization, Club, or Chapter in the logo design.

- RSOs are not approved to use the Athletics wordmark. The Athletics wordmark is reserved for the Athletics Association and NCAA sports.

- The official name of all RSOs, as written in the RSOs governing documents and in the official Institute record, shall be formatted in this manner:

  - **"[Student Organization Name] at Georgia Tech"** or

  - **"[Student Organization Name] at GT"** or

  - **"[Student Organization Name] at Georgia Institute of Technology"**

GT Georgia Tech

# Our Reputation: Use of Name Guidelines

Resource available to help communicators, faculty, and staff protect the Institute's reputation and brand.

- Integrated with with messaging and visual identity standards, organized by subject and audiences.

## brand.gatech.edu/our-look/use-of-name

### *What's Covered?*

- Non-Endorsement
- Case Studies, Presentations, Publications, Websites
- Filming, News Releases, Third-Party Usage
- Student Use, Registered Student Organizations
- Alumni, Donors

Georgia Tech

# Branding Your Events

## Connect their *Wow!* with the *Where* and *Why!!*



- Unique themes, consistent branding. Georgia Tech is the brand. Repetition helps build connections!

- Degrees of formality vary - what are your audiences' expectations?

- Build up to the impression you want to make on guests. Lean into the values, traditions, and symbols to deliver the "feels."

# What brand resources and tools do you need?

**Refer to the Georgia Tech Brand site:**
## brand.gatech.edu

**Message the team for assistance at:**
## gtbrand@gatech.edu

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