Logo Use Guidelines

The following policies are intended to provide guidelines for and manage the use of the Georgia State University identity program. This program consists of the
1) University logo (logotype plus flame graphic);
2) University seal;
3) Flame graphic (alone);
4) University mascot Pounce; and
5) Colors and typography as they pertain to business cards, stationery, web sites and other university publications:

LOGO USAGE
• All internal and external design and production using the Georgia State University logo, flame graphic and seal must be approved by Public Relations and Marketing Communications.
• Sport Clubs may use the university logo or flame, but they may NOT manipulate them in any way.
• The university logo or flame should NOT be incorporated into any other logos. The flame and the logo need to have plenty of space around them and they need to clearly not be a part of the sport clubs name or logo. They should be separate entities from the sport clubs. (Example; please don’t use the flame as the ball of your logo or have your sport name cross over the flame or turn the flame into a frisbee - the flame cannot be manipulated).

POUNCE: THE UNIVERSITY MASCOT
• The university mascot Pounce should NOT be used by any sport clubs team.

OTHER
• The official Georgia State colors are blue (PMS 286) and white. Red (PMS 186) is an accent color and should be used minimally.
• The university logo or flame graphic may NEVER be reproduced in red.
• Georgia State should never be referred to as GSU.

You’ll find all the university visual identity guidelines in the CommunicationToolkit at http://commkit.gsu.edu/guidelines/visualidentity/.