

# **The Graphic Identity of Atlanta Metropolitan State College**

Graphic identity refers to the images the college offers to the public through its typefaces, logos and colors, and the applications of such on business cards, stationery, decals and more. It is the visual representation of the college's most important symbols and marks.

This guide will outline various elements of the college's graphic identity for a number of purposes. Use of any of the elements in a manner inconsistent with what is specified herein is not authorized without prior approval from the Office of Media Relations.

These guidelines may be revised as deemed necessary.

## **The college name**

Acceptable uses for referring to the college in printed materials include:

Atlanta Metropolitan State College  
Atlanta Metro  
AMSC

The first reference in any written document should always be: Atlanta Metropolitan State College. Second or subsequent references to the institution may be written as Atlanta Metro, or as AMSC, as long as the initials have been inserted as (AMSC) in an earlier reference.

## **The official seal**

The seal is the college's most formal symbol. The official Atlanta Metropolitan State College seal is a modification of the State of Georgia seal. The official seal is not interchangeable with the university logo. Because use of the official seal implies official sanction by the university and/or the president of the university, it should be used only on formal and official institutional documents, such as diplomas and proclamations. As the legal signature of Atlanta Metropolitan State College, this symbol must not be altered in any way.

Its use should be reserved for the most formal purposes that have been given specific sanction by the president, and/or for events, publications and correspondence that are produced on behalf of the president. Acceptable examples include commencement programs, memorandums of agreement/understanding, transcripts/diplomas and official documents produced by the Registrar's Office. It may be reproduced in red/black, black/white or a single color (black or red) according to the occasion and use.

The seal should not be used on routine correspondence or where the standard logo is sufficient. It should not be used on clothing. It should not be used on the web site. It may be used, with discretion, on selected merchandise sold through the bookstore. (See licensing, apparel/souvenirs sections.)

Any proposed uses of the seal that vary from what is prescribed here must be approved in advance by the Media Relations Department.

To maintain consistent quality, the seal must be reproduced from high-resolution digital files. The official artwork is available from the Media Relations Department.

## The logo

Introduced in 2009, this logo is the university's primary identifier. It is intended for day-to-day use on business cards, letterhead, envelopes, memos, Web pages, publications, campus signage, certificates etc. The logo may be resized, but **it should not be stretched or squeezed in any way that distorts the vertical or horizontal proportions of the original design.** To resize and maintain the proportions, click on the image, select one of the four corners – do not select the side handles – and adjust the size. The font used in the logo may not be substituted. The logo is a complete symbol; as such, users may not crop or alter the logo in any way. Do not add borders, shadows, etc. If the logo appears pixilated, it should not be used. Please consult with a member of the Media Relations Department to resolve appearance issues or challenges.

To maintain consistent quality, the logo must be reproduced from high-resolution digital files. The official artwork is available from the Media Relations Department.

See logo examples at the end of this guide.

## The athletic emblem

The Trailblazer is the college's athletic emblem. As such, the mascot symbols are reserved for use by the Athletic Department on the athletic web pages, publications and related materials. Under certain circumstances, it may be appropriate for the mascot to be used by staff in the Division of Student Affairs and the Office of Admissions. Examples of the official emblem is located at the end of this guide.

For additional information about the athletic symbol contact, Athletic Director, Coach Robert Pritchett.

## The fonts

There is a multitude of fonts available for use in correspondence, publications, advertising, etc. While the intent is to establish a consistent graphic identity — as well as to ensure legibility —the Media Relations Department does not want to limit creativity by limiting the fonts that may be used in publications. It is recommended that a serif font be used for body copy, especially for correspondence on stationery. Sans serif fonts are more appropriate for titles/headlines, or where smaller text is called for, such as in long lists or photo captions.

**Serif font** — Garamond, Times New Roman, Cambria, Palatino

**Sans serif font** — Verdana, Arial, Calibri, This font may be used where smaller text is called for, such as in long lists or photo captions. In very small sizes, a serif font like ITC Garamond may get difficult to read due to the variation in the width of strokes of the letters. The stroke in a sans serif font is generally more uniform, so it should be easier to read in smaller point sizes. Verdana is already available on most computers.

**Font used in logo --** The font used in the logo system is Trajan Pro.

Garamond -- ABCDEFGHIJKLMNOPQRSTUVWXYZ  
Abcdefghijklmnopqrstuvwxyz1234567890

**Garamond Bold -- ABCDEFGHIJKLMNOPQRSTUVWXYZ  
Abcdefghijklmnopqrstuvwxyz1234567890**

*Garamond Italic -- ABCDEFGHIJKLMNOPQRSTUVWXYZ  
Abcdefghijklmnopqrstuvwxyz1234567890*

Times New Roman -- ABCDEFGHIJKLMNOPQRSTUVWXYZ  
Abcdefghijklmnopqrstuvwxyz1234567890

**Times New Roman Bold -- ABCDEFGHIJKLMNOPQRSTUVWXYZ  
Abcdefghijklmnopqrstuvwxyz1234567890**

*Times New Roman Italic -- ABCDEFGHIJKLMNOPQRSTUVWXYZ  
Abcdefghijklmnopqrstuvwxyz1234567890*

Cambria -- ABCDEFGHIJKLMNOPQRSTUVWXYZ  
Abcdefghijklmnopqrstuvwxyz1234567890

**Cambria Bold -- ABCDEFGHIJKLMNOPQRSTUVWXYZ  
Abcdefghijklmnopqrstuvwxyz1234567890**

*Cambria Italic -- ABCDEFGHIJKLMNOPQRSTUVWXYZ  
Abcdefghijklmnopqrstuvwxyz1234567890*

Palatino -- ABCDEFGHIJKLMNOPQRSTUVWXYZ  
Abcdefghijklmnopqrstuvwxyz1234567890

**Palatino Bold -- ABCDEFGHIJKLMNOPQRSTUVWXYZ  
Abcdefghijklmnopqrstuvwxyz1234567890**

*Palatino Italic -- ABCDEFGHIJKLMNOPQRSTUVWXYZ  
Abcdefghijklmnopqrstuvwxyz1234567890*

Verdana -- ABCDEFGHIJKLMNOPQRSTUVWXYZ  
Abcdefghijklmnopqrstuvwxyz1234567890

**Verdana Bold -- ABCDEFGHIJKLMNOPQRSTUVWXYZ  
Abcdefghijklmnopqrstuvwxyz1234567890**

*Verdana Italic -- ABCDEFGHIJKLMNOPQRSTUVWXYZ  
Abcdefghijklmnopqrstuvwxyz1234567890*

Arial -- ABCDEFGHIJKLMNOPQRSTUVWXYZ  
Abcdefghijklmnopqrstuvwxyz1234567890

**Arial Bold -- ABCDEFGHIJKLMNOPQRSTUVWXYZ  
Abcdefghijklmnopqrstuvwxyz1234567890**

*Arial Italic -- ABCDEFGHIJKLMNOPQRSTUVWXYZ  
Abcdefghijklmnopqrstuvwxyz1234567890*

Calibri -- ABCDEFGHIJKLMNOPQRSTUVWXYZ  
Abcdefghijklmnopqrstuvwxyz1234567890

**Calibri Bold -- ABCDEFGHIJKLMNOPQRSTUVWXYZ  
Abcdefghijklmnopqrstuvwxyz1234567890**

*Calibri Italic -- ABCDEFGHIJKLMNOPQRSTUVWXYZ  
Abcdefghijklmnopqrstuvwxyz1234567890*

TRAJAN PRO -- ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

**TRAJAN PRO BOLD -- ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890**

*TRAJAN PRO ITALIC -- ABCDEFGHIJKLMNOPQRSTUVWXYZ  
Abcdefghijklmnopqrstuvwxyz1234567890*

## **The official colors**

The official colors of the university are red and Black.

Pantone: Red PMS 186

RB, from the initials of the three primary colors -- red, and black -- is primarily for the display of images in electronic systems, such as computers.

## **Advertisements/publications**

As the official symbol of the college, the logo must appear prominently in all advertisements purchased by or donated to the college, publications (newsletters, brochures, etc.), signage and specialty materials such as conference folders and packets.

In addition to the logo, other standard elements should include:

- Atlanta Metropolitan State College is equal opportunity/affirmative action employer
- AMSC is a unit of the University System of Georgia
- AMSC is accredited by the Southern Association of Colleges and Schools
- Web address and, as necessary, the appropriate phone number(s)

The Media Relations Department must review all display advertisements prior to placement to ensure correct use of the logo and other elements.

To provide for a consistent visual presentation, the Atlanta Metropolitan State College logo must be placed on the front or back cover of all university brochures and publications prepared for external distribution. This includes full-color marketing materials for use by the Office of Admissions, as well as one-color information sheets prepared by the departments for distribution to prospective students. This does NOT apply to classroom materials prepared by instructors for current students.

The following guidelines should be followed in the preparation of publications being prepared for distribution to a mass audience off campus:

- Those printed in full color should incorporate — in some prominent way — the colors of the university in the design.
- All photos should be of excellent quality. While the College does not have a designated campus photographer, the Media Relations Department has some stock photos that may be used upon request. The staff can also help identify commercial photographers.
- The Media Relations Department must approve all brochures, publications, prepared for mass distribution to external audiences prior to printing. While the staff cannot undertake the design and production of all brochures/publications without ample notice, members may be able to offer suggestions that might improve the product while protecting the integrity of the university's image. The normal turnaround time is 7 days.

The purpose of these guidelines is not to control the information but rather to develop a consistent look to Atlanta Metropolitan State College materials so people who see them know almost immediately that they are associated with AMSC. Quick recognition and association with AMSC is one of the goals of a consistent graphic identity program.

## **Letterhead and business cards**

For purposes of consistency, the official letterhead and business card of the university use the same format for all units and administrative departments – no exceptions.

The templates for letterhead, envelopes and business cards should not be altered in any way. On the left side of the letterhead appears the two-color logo. Beneath it are the box

number, physical address, city/state/zip, phone and fax. The name of the office/unit/department/college (e.g. Institutional Advancement, Fiscal Affairs) appears on the top right. Atlanta Metropolitan State College appears along the right margin. Letterhead may not be customized to incorporate an individual's title (Institutional Advancement/Alumni Coordinator Development). Customization beyond the prescribed format may be accomplished by including more specific information in the text of letters as they are composed.

**Font** – It is suggested that the font for letters written on university letterhead be the same as the fonts specified in a previous section: Garamond, Times New Roman, Cambria, Palatino.

**Type size** – The type size should be 11 or 12 point. Rather than adjusting the point size to “fit” the content of the letter, condense the content or use a second blank page to finish the letter.

**Envelopes** – Comparable to the letterhead

**Business cards** – All business cards purchased with university funds should follow the prescribed template that is consistent with the university's graphic identity. In addition to the same elements used on letterhead, business cards will contain the name, title and e-mail address of the university employee.

Each unit/department is responsible for purchasing its stationery items. The Media Relations Department will prepare a template file for printing and submit it to the requester for review. If there are no changes/corrections, the file may be forwarded to a print vendor, along with the print specifications prescribed below; no deviations or adjustments are acceptable.

An e-template for letterhead is available upon request; however, the template is designed for electronic use and is not intended to be a substitute for quality, printed letterhead.

- Letterhead (users may need to order blank second sheets)  
Finished size: 8.5 x11 inches  
Quantity: specify  
Stock: Cougar opaque, bright white, smooth, 70# text  
Ink: 2/0  
Bindery: Trim
- Business Card  
Finished Size: 3.5 inches (wide) by 2 inches (high)  
Quantity: specify  
Stock: Cougar cover, smooth, 100#  
Ink: 2/0; Pantone colors: Red and Black  
Bindery: Trim and box
- Envelopes/#10  
Finished Size: 9.5 inches x 4.125 inches

Quantity: specify  
Stock: Cougar smooth, white, 24#  
Ink: 2/0; PMS Red and Black

- Envelopes/Catalog
  - Finished Size: 7.5 inches x 10.5 inches
  - Finished Size: 10 inches x 13 inches
  - Finished Size: 12 inches x 15.5 inches

Quantity: specify  
Stock: Business weight, white wove, self-sealing  
Ink: 2/0; PMS Red and Black

### **Apparel and souvenirs**

Use of our symbols on apparel and souvenirs should be done tastefully and be fully respectful of the university, with the understanding that each item that bears one of our symbols serves as a visual representation of the institution. All uses are expected to convey a consistently positive image of Atlanta Metropolitan State College.

Therefore, use of the symbols on commercial merchandise sold or given away by the university is restricted by the following:

- The official logo or the official seal may not be used in any multi-color combinations other than those displayed in this document.
- No alterations of any kind may be made to the design of the logo or seal.
- Use of the seal should be limited to items of distinguished quality or significance.
- The seal should not appear on apparel or accessories, i.e. T-shirts, caps, golf shirts, tote bags, etc.
- Fonts used on merchandise to spell out Atlanta Metropolitan State College should be easily read.
- The official symbols must be reproduced from official artwork to maintain consistent quality.

### **Using electronic files**

It's important that the college's logos and symbols be reproduced in the highest quality possible. Most design applications will require an electronic — or digital — file that contains the logo or symbol.

**Printed documents** -- When preparing documents for use in something that's printed (such as a publication), the preferred file to use for an image is an EPS file. A file that has the ".eps" extension at the end of the name is most often a graphic that can be resized easily without losing quality. For instance, EPS files may be inserted into Word documents, and then the image can be resized without a loss of quality. EPS files are often used for things like letters or line drawings, or logos or symbols, where the colors are solid and not in differing shades or tints. Most software will not be able to edit the contents of the EPS file. Without the proper software, users will not be able to open the EPS file, but the EPS image can be inserted in a document.

Resizing an EPS file once it is on the page should be done carefully so as to preserve the original proportions of the image. To properly resize the image, select one of the four corners -- do not select one of the sides. If one of the handles on a side is selected and the border moved, this will distort and stretch the graphic either horizontally or vertically. If one of the four corners is selected and the size then changed, the horizontal and vertical proportions will remain the same as the original.

**Web, view-only documents** -- Sometimes it's not possible or necessary to use EPS files for such things as web-site pages or documents meant primarily for visual display. In this case, a JPG file may be more appropriate. These files, which have the “.jpg” extension at the end of the name, are most often used for photos that contain a wide range of multiple colors in many shades.

Unlike EPS files, which may be resized easily without a loss of quality, JPG file quality is affected when the original image is resized. The image may get fuzzy when the file is reduced to a size smaller than it was originally created, or a pixelated image occurs when the image is stretched to a size larger than it was created. For these reasons, it is recommended that JPG images be created in a size very close to the size in which they will be used so resizing isn't necessary. When it is necessary to create a JPG file, the user should first determine the width (in pixels) that the JPG will be used, and then create the JPG that is that width.

Users who are unfamiliar with the process of creating JPG images from EPS files may need to seek help from the Media Relations Department to ensure the images are reproduced with the highest regard to quality.

## **Web pages**

The official ATLM.edu web site should have a consistent look and feel throughout the entire site. Pages should contain consistent elements from the homepage, including color scheme, layout, navigation, style, placement or use of logo, and quality of graphics.

Please adhere to the following guidelines when submitting text, graphics, video, and audio to the Web Team.

### Text

- Will be written in a consistent manner with the rest of the website (Style specified and outlined by the Publications Committee)
- Will be edited before posting to the production site
- Will not exceed one written page in Word (applicable for news articles and informational web pages)
- Content that exceeds one written page will be edited and broken into multiple web pages as appropriate
- Content such as a manual, form, publication, presentation or other document not intended to be a web page may be converted to an appropriate format, such as a PDF, and posted as a hyperlink
- Content should not be in PDF format unless it is an approved document
- The name and contact details of the author and/or department should be on each submitted document.



When content is submitted as an article, or standard informational web page, a graphic should be submitted with it. Web pages with graphics are more visually appealing and help keep readers' interest. Here are some guidelines on submitting graphics:

- Please do not embed images in the text field of a submission. Image files must be in jpg or gif format
- Submit JPEGs for photographs
  - Please do not submit photos that are blurry or difficult to distinguish
  - Unrecognizable people, places or things may be posted to the site without a photo release if the event is public, current, and removed after 1 month
  - A photo release will need to accompany photos of recognizable individuals (when appropriate)
  - A caption should be submitted with the jpeg. This will be used as alternate text or will be posted near the picture on the web page.
- Submit GIFs for flat color graphics, such as logos
- Images should be under 1 MB

### Multimedia

You should only post copyrighted materials on the web site if you have specific, written permission from the copyright owner to post their materials on the Internet. Permission to use or copy material for other purposes may not include the right to post that same material on a web site.

#### *Audio*

Audio submissions must be in mp3, wav, or wma formats. Limit audio to 15 MB.

#### *Video*

Video submissions must be in asf, avi, mov, mpeg or wmv formats. Limit video to 15 MB.

