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The focus of a graphic identity is usually a symbol or logo. However, an identity system is much more than the utilization of a symbol. A comprehensive graphic system is a structure for communicating and presenting information logically, clearly, and with distinction.

The standards and guidelines presented in this manual should receive firm institutional support. Embracing and following these standards will be advantageous to the entire University System of Georgia (USG) eCampus organization, enabling us to achieve clarity and effectiveness in all print and electronic communications.

It is impossible to cover all of the possible uses and applications of this identity; therefore, this manual is intended to be an introduction and a guide to the basic components of the identity system. Implementation of these standards will develop greater awareness of USG eCampus as a whole, while enabling the schools, entities, and sub-brands to convey distinct identities.

Our comprehensive commitment to excellence in design will exemplify our commitment to quality in all other respects. When the graphic system is fully implemented, the identity will consistently distinguish all USG eCampus publications and advertising—all print, digital, and audiovisual materials. This graphic system will thus provide visual unity to the expansive and continually evolving USG eCampus brand.

QUALITY AND COORDINATION

The USG eCampus Marketing Department will oversee design standards for all USG eCampus supported programs, including USG eCore and USG eMajor. This department is a valuable resource for facilitating and maintaining graphic design awareness, consistency, and excellence.

Please direct your questions and/or requests for information to:

USG eCampus
Director of Marketing and Enrollment
(678) 839-5398
ecampus@westga.edu
jblakemo@westga.edu

Additionally, graphic standards information and electronic files are available online at ecampus.usg.edu.
USG eCAMPUS FAMILY OF BRANDS

The establishment of USG eCampus creates a branding family or umbrella brand under which the existing collaborative brands (USG eCore and USG eMajor) exist as endorsed brands. USG eCampus does not replace USG eCore and USG eMajor but should be used to represent the collective team and support unit that facilitates the execution of these programs. USG eCampus can be thought of as the parent organization, while USG eCore and USG eMajor can be thought of as the products supported by the organization. The use of consistent typography in each logo helps to signify this relationship and shared focus on innovation and technological expansion of the education system in Georgia.

TERMINOLOGY

MASTER BRAND
The master brand is the overarching USG eCampus brand that serves as the main anchoring point on which all USG eCampus family brands are based.

SUB-BRANDS
The sub-brands are brands within the USG eCampus branding family that have their own distinctive voices and personalities, but are also directly related to the master brand.

BRAND EXTENSIONS
The brand extensions are not individual brands themselves and are branded using the USG eCampus brand guidelines.
The USG eCampus visual symbol represents the evolution of distance learning initiatives in the University System, culminating in the combination of two established system-level programs: USG eCore and USG eMajor. The USG eCampus logo carries over the clean typography and visual wave that are synonymous with the visual identities of USG eCore and USG eMajor. The clean logotypes and their rhythmic, even lines portray strength, stability, and clear communication. The USG eCampus logo is teal and red, which distinguishes it from its sub-brands of USG eCore and USG eMajor. The fresh, modern colors represent a culture of opportunity and innovation as the organization seeks to fulfill its mission.

When the USG eCore logo was adopted in 2009, the program was available to students at just three affiliate institutions within the University System of Georgia (USG). In the fall of 2015, USG eCore courses were made available at all non-research institutions within the University System, per a 2014 Board of Regents resolution. In the summer of 2016, the USG eCampus service unit was formed to oversee the administration of USG eCore classes and to facilitate administration and future growth of the younger USG eMajor program. USG eCampus was also given the responsibility of the inquiry and referral process for the state’s Go Back. Move Ahead. initiative.

During this time of tremendous growth and change, the graphic identity of USG eCampus will prove invaluable in establishing sound brand awareness throughout the state. As we plan for future expansion, it is imperative that all established logos and symbols be adhered to in order to continue building upon the USG eCampus brand and sub-brands.

The USG eCampus symbol and sub-brand symbols represent the programs in all aspects, including its use in schools and colleges, regional campuses, entities, and organizations. It may serve as a companion to other collegiate marks. The symbols may be used together when appropriate. If you are concerned or have questions about the placement of the USG eCampus symbol alongside another collegiate mark, please contact the Associate Director of Marketing for Collaborative Programs at (678) 839-5398.

HISTORY OF THE MARK

The full official name, University System of Georgia eCampus, should always be used at its first mention in writing with the USG abbreviation indicated in parentheses, as seen below.

University System of Georgia (USG) eCampus

After the first mention and complete spelling of the name, the acronym may be used alone from then on as “USG eCampus.” When used in writing, the “USG” acronym should almost always precede the word “eCampus” except in extremely rare circumstances where it is assumed that the reader processes existing knowledge of the organization and can adequately discern it from other similarly named organizations.

One unifying principle of the USG eCampus family of brands is the existence of the lowercase “e” in the brand wordmarks. When used in writing, the “e” should always be lowercase, with either the “C” or full “CAMPUS” capitalized.

CORRECT WRITTEN FORMATS

University System of Georgia eCampus
University System of Georgia (USG) eCampus
USG eCampus
USG eCAMPUS

INCORRECT WRITTEN FORMATS

Usg Ecampus
Usg e-campus
Usg E-CAMPUS
USG ECAMPUS
THE USG eCAMPUS LOGO

The official USG eCampus symbol is a teal letter “e” utilizing a red wave. Below the USG eCampus symbol, the word “ecampus” is written in all lowercase letters. The first “e” in the lowercase letters is also red, while the remaining letters are black. The words “University System of Georgia” is written in capital gray lettering under a red line, distinguishing the eCampus program as an official unit of the USG. The USG sub-lettering is included in the official USG eCampus logo and should always be included when used.

This symbol is the formal identifier for the USG eCampus support unit. It may be used by any school or college, regional campus, entity, or organization that is a current USG eCampus partner. Other educational institutions, businesses, groups, or vendors may use the USG eCampus symbol but only with express permission from the USG eCampus Marketing Department at 678-839-5398.

Depending on the scale of the design, either the square or horizontal version of the logo may be used.

Do not use the logo in print advertising without consent. This logo will reproduce more cleanly and clearly in small sizes when on newsprint. If you have questions regarding the use of the USG eCampus symbol in conjunction with a specific collegiate mark, please contact the USG eCampus Marketing Department at 678-839-5398.

Electronic files of logos are available online at ecampus.usg.edu.

USG eCAMPUS LOGO VARIATIONS

The “University System of Georgia” sub-lettering is an integral part of the USG eCampus logo. The USG eCampus logo should never be used by third parties without this sub-lettering or in any way that excludes portions of the logo. The use of graphic variations that do not include the USG eCampus logo in its entirety is reserved exclusively for the USG eCampus Marketing Department and should be used sparingly.

The standalone “ecampus” graphic may be used as an unofficial logo if the official logo is used within the same document.

The standalone “e” graphic is reserved for use by the USG eCampus Marketing Department only and should be used sparingly.
CLEAR ZONE

The integrity of the USG eCampus logo demands that no words or images crowd, overlap, or merge with it. All words and images used in proximity to the logo should be placed no closer than the distance equal to the height of its type (word “ecampus” in logo). This is often referred to by printers and graphic designers as the x-height.

For reproduction of the logo larger than 6” height, enlarge the 6” diameter camera-ready art or electronic file and maintain the standard clear zone.

The clear zone is not a standard height but moves on a sliding scale. The amount of clearing space needed for a small USG eCampus logo will change if you decide to enlarge the logo.

REPRODUCTION ART AND FILES

Camera-ready reproduction art for the USG eCampus logo is available through the USG eCampus Marketing Department. (See page 1)

Electronic files of the USG eCampus logo are available for download in various sizes and file types at ecampus.usg.edu. If you require a specific file type that is not available on the website, please contact the USG eCampus Marketing Department.

Adjustments may have been made to the USG eCampus logo art for different reproduction sizes; therefore, it is important to always use the size required. For any size in-between the sizes provided, reduce the next larger size.

Do not reduce any of the camera-ready art or any electronic file more than 50%, and do not reproduce the USG eCampus logo smaller than 3/4” height. If you need a logo larger than 6” in height, please use eps versions of the USG eCampus logo or ask the USG eCampus Marketing Department for assistance.

Use only authorized camera-ready art or the official electronic files to reproduce the USG eCampus logo. Do not use third-generation art of any kind for reproduction purposes.
LOGO VERSIONS

FULL COLOR
The full-color version of the USG eCampus is the preferred version and should be used when printing in full color. The preferred background color for the USG eCampus logo is, and should always be, white. Due to the use of reds and teals, the USG eCampus logo will react unfavorably with blues, greens, reds, and some other colors.

COLOR WITH WHITE TEXT
When the USG eCampus logo must be used with dark colors, set all black characters in the typographic portion of the logo to white for the sake of visibility.

BLACK (ONE COLOR)
The USG eCampus black one-color logo should only be used in one-color printing on white or light colors.

WHITE (ONE COLOR)
The USG eCampus logo should not be printed with the white one-color logo by any third party without express permission from the USG eCampus Marketing Department.
In order to establish and maintain consistent and effective use of the USG eCampus logo, it is essential to follow the standards in this manual. The sample of incorrect examples illustrated on this page demonstrates some common errors that can be made.

Such misuses will undermine USG eCampus’s effort to present a strong, unified image and will alter the perception and meaning of the USG eCampus brand.

- Do not disassemble the logo.
- Do not resize any portion of the logo separate from the other elements of the logo. Do not move any portion closer to or farther from the other elements.
- Do not move the placement of the elements of the logo.
- Do not alter the orientation of the logo.
- Do not turn to gray scale.
- Do not change any of the colors of the logo.
- Do not add a drop shadow or stroke.
- Do not place over busy backgrounds.
- Do not overlap or align visual elements on or close to the logo.
- Do not stretch or shrink, horizontal or vertical. Do not twist or curve the logo.
- Use full-color logos whenever possible.
- Do not alter the opacity, watermarking, or shading.
- Do not change the typefaces.
- Do not place the logo in a restricting box, shape, or constrained area.

Please note that, although only one USG eCampus logo is used for these demonstration purposes, all official USG eCampus, USG eCore, and USG eMajor logos and formats are subject to these parameters unless you have received special permission.

If you have questions regarding the proper use of the USG eCampus logo, please contact the USG eCampus Marketing Department at 678-839-5398.
The consistent use of typography helps to establish the USG eCampus visual identity. The typefaces chosen here were selected for their readability, their display properties, and for their versatility.

These typefaces are to be used in USG eCampus publications and advertising. Their consistent use will establish a continuity of appearance that will help support the recognition of the USG eCampus brand and its supported programs while promoting a professional, cohesive look in all communications.

**PRIMARY TYPEFACES**
- Montserrat Light
- Montserrat Light Italic
- Montserrat Regular
- Montserrat Italic
- Montserrat Medium
- Montserrat Medium Italic
- Montserrat Semi Bold
- Montserrat Semi Bold Italic
- Montserrat Bold
- Montserrat Bold Italic
- Montserrat Extra Bold
- Montserrat Extra Bold Italic

**DOWNLOAD MONTSESRAT**

- Helvetica Neue Condensed Bold
- Helvetica Neue Light
- Helvetica Neue Light Italic
- Helvetica Neue Regular
- Helvetica Neue Italic
- Helvetica Neue Medium
- Helvetica Neue Medium Italic
- Helvetica Neue Bold
- Helvetica Neue Bold Italic

**DOWNLOAD HELVETICA**

**ACCENT SCRIPT TYPEFACE**
- Misty Morning

**DOWNLOAD MISTY MORNING**

**ACCEPTABLE SERIF TYPEFACES**
- Adobe Garamond
- Adobe Garamond Italic

**WEB TYPEFACES**
- Oswald Regular
- Oswald Bold
- Open Sans Regular
- Open Sans Bold
- Open Sans Italic
- Open Sans Bold Italic
- Inter Regular
- Inter Bold
- Inter Italic
- Inter Bold Italic
The official colors of USG eCampus help keep a cohesive visual identity. The identity system utilizes these official colors with the additional secondary and neutral colors.

### OFFICIAL COLORS

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>eCampus Teal</strong></td>
<td>56, 1, 35, 0</td>
<td>109, 196, 181</td>
<td>6DC4B5</td>
</tr>
<tr>
<td><strong>eCampus Red</strong></td>
<td>14, 100, 95, 4</td>
<td>202, 32, 42</td>
<td>CA202A</td>
</tr>
<tr>
<td><strong>Black</strong></td>
<td>0, 0, 0, 100</td>
<td>0, 0, 0</td>
<td>000000</td>
</tr>
<tr>
<td><strong>eCampus Callout Teal</strong></td>
<td>86, 34, 44, 8</td>
<td>15, 127, 134</td>
<td>0F7F86</td>
</tr>
<tr>
<td><strong>eCampus Callout Red</strong></td>
<td>25, 98, 100, 18</td>
<td>163, 36, 35</td>
<td>A22422</td>
</tr>
<tr>
<td><strong>White</strong></td>
<td>0, 0, 0</td>
<td>255, 255, 255</td>
<td>FFFFFF</td>
</tr>
</tbody>
</table>

### SECONDARY COLORS

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Bright-Future Yellow</strong></td>
<td>9, 20, 85, 0</td>
<td>235, 198, 71</td>
<td>EBC647</td>
</tr>
<tr>
<td><strong>Online-Learning Orange</strong></td>
<td>6, 65, 100, 0</td>
<td>231, 119, 37</td>
<td>E87600</td>
</tr>
<tr>
<td><strong>Study Group Gray</strong></td>
<td>49, 40, 40, 5</td>
<td>135, 137, 137</td>
<td>899899</td>
</tr>
<tr>
<td><strong>Pedagogy Purple</strong></td>
<td>66, 100, 31, 19</td>
<td>102, 35, 98</td>
<td>662362</td>
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</tbody>
</table>

### NEUTRALS

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
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</thead>
<tbody>
<tr>
<td><strong>Grateful Gray</strong></td>
<td>51, 42, 42, 7</td>
<td>132, 132, 132</td>
<td>848484</td>
</tr>
<tr>
<td><strong>Balanced Blue</strong></td>
<td>13, 0, 8, 0</td>
<td>221, 241, 235</td>
<td>DDF1EB</td>
</tr>
<tr>
<td><strong>Oats of Opportunity</strong></td>
<td>24, 26, 30, 0</td>
<td>196, 181, 171</td>
<td>C4B5AB</td>
</tr>
</tbody>
</table>
COLOR USAGE

The USG eCampus official colors should be primary and present in all communications. Secondary and neutral colors should never be used as primary colors but as support in the visual design. They are used to complement the official colors.

Try to limit the use of secondary colors to less than 10% of overall design.

A maximum of two secondary colors at a time is encouraged. However, when the need to differentiate parts of complex content arises, additional secondary colors can be added thoughtfully and sparingly.

Provide high contrast. Remember that USG eCampus communications must be created to be accessible to all. Ensure that color contrast passes accessibility standards.

TIP Instead of viewing white space as a blank area that needs to be filled, think of it as a pause. It is necessary for the design to breathe. Don’t rush to fill space in a layout. It helps to focus attention on the content that’s there.

COLOR USAGE EXAMPLES

BENEFITS FOR STUDENTS
- Inexpensive tuition
- Access to high-demand courses
- Flexible offerings
- Free textbooks (OER)
- Comprehensive student support services
- Free tutoring
- Access to academic programs across the system

BENEFITS FOR INSTITUTIONS
- Quick scalability without additional faculty
- FTE remains with the institution
- With most financial models, the institution retains $50-42 per credit hour without any expenditure
- Compliant with SACSCOC requirements related to cooperative academic agreements

BENEFITS FOR FACULTY
- Professional development opportunities
- Transformation of skills in campus courses
- Access to independent course study for campus courses
- Ability to define and improve course content
- Opportunity to collaborate with other faculty and students across the USG

THE UNIVERSITY SYSTEM OF GEORGIA at your fingertips

Supporting the higher education goals of your employees can lead to decreased turnover, create a more engaged workforce, and even improve your bottom line. By partnering with the University System of Georgia’s eCampus, you can be confident in the quality of programs made available to your employees. Our programs and services can help your institution and create a more engaged workforce.

How can USG eCampus support your Employee Education Initiatives?
- Credit for Prior Learning Opportunities
- Personalized Enrollment Support & Advising
- On-site and Virtual Information Sessions for Employees
- Access to 21 USG Colleges & Universities

Contact us today to request promotional materials or to schedule a free on-site or virtual informational session for your employees.

Dr. Sarah Kuck, Executive Director of Academics
229.500.2259 | sarah.kuck@asurams.edu
Kristi Yates, eCampus Recruiter
678.839.2248 | kyates@ecampus.usg.edu
ecampus.usg.edu
Provide high contrast. USG eCampus communications must be created to be accessible to all.

Ensure that color contrast passes accessibility standards.

Legibility is paramount. Check your color combinations for body copy and headlines.

**ACCESSIBILITY COMPLIANCE LEVELS**

- **Pass**
  - AAA

- **Pass**
  - AA

- **Pass** Large Text Only (18 pt or 24 px)
  - AA18

- **Does Not Pass**

<table>
<thead>
<tr>
<th>BACKGROUND COLORS</th>
<th>TEXT COLOR</th>
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<td>Sample Text</td>
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**BEST PRACTICES FOR USING TEXT ON COLOR**
Patterns throughout the various brand applications can add a sense of depth and dimension to any communication piece. Use these patterns sparingly and thoughtfully.

Under no circumstances should any of these patterns become the predominant graphic element.
USG eCORE NAME

THE USG ACRONYM

The full official name, University System of Georgia eCore, should always be used at its first mention in writing with the USG abbreviation indicated in parentheses, as seen below.

University System of Georgia (USG) eCore

After the first mention and complete spelling of the name, the acronym may be used alone from then on as “USG eCore.” When used in writing, the “USG” acronym should almost always precede the word “eCore” except in extremely rare circumstances where it is assumed that the reader processes existing knowledge of the organization and can adequately discern it from other similarly named organizations.

CAPITALIZATION RULES

One unifying principle of the USG eCampus family of brands is the existence of the lowercase “e” in the brand wordmarks. When used in writing, the “e” should always be lowercase, with either the “C” or full “CORE” capitalized.

CORRECT WRITTEN FORMATS

University System of Georgia eCore
University System of Georgia (USG) eCore
USG eCore
USG eCORE

INCORRECT WRITTEN FORMATS

Usg Ecore
Usg e-core
Usg E-CORE
USG ECORE
THE USG eCORE LOGO

The official USG eCore symbol is a green letter “e” utilizing a teal wave. Below the USG eCore symbol, the word “ecore” is written in all lowercase letters. The first “e” in the lowercase letters is also green, while the remaining letters are black. The words “University System of Georgia” is written in capital gray lettering under a teal line, distinguishing the eCore program as an official unit of the USG. The USG sub-lettering is included in the official USG eCore logo and should always be included when used.

This symbol is the formal identifier for the USG eCore support unit. It may be used by any school or college, regional campus, entity, or organization that is a current USG eCore partner. Other educational institutions, businesses, groups, or vendors may use the USG eCore symbol but only with express permission from the USG eCampus Marketing Department at 678-839-5398.

Depending on the scale of the design, either the square or horizontal version of the logo may be used.

Do not use the logo in print advertising without consent. This logo will reproduce more cleanly and clearly in small sizes when on newsprint. If you have questions regarding the use of the USG eCore symbol in conjunction with a specific collegiate mark, please contact the USG eCampus Marketing Department at 678-839-5398.

Electronic files of logos are available online at ecampus.usg.edu.

eCORE LOGO VARIATIONS

The “University System of Georgia” sub-lettering is an integral part of the USG eCore logo. The USG eCore logo should never be used by third parties without this sub-lettering or in any way that excludes portions of the logo. The use of graphic variations that do not include the USG eCore logo in its entirety is reserved exclusively for the USG eCampus Marketing Department and should be used sparingly.

The standalone “ecore” graphic may be used as an unofficial logo if the official logo is used within the same document.

The standalone “e” graphic is reserved for use by the USG eCampus Marketing Department only and should be used sparingly.
CLEAR ZONE

The integrity of the USG eCore logo demands that no words or images crowd, overlap, or merge with it. All words and images used in proximity to the logo should be placed no closer than the distance equal to the height of its type (word “ecore” in logo). This is often referred to by printers and graphic designers as the x-height.

For reproduction of the logo larger than 6” height, enlarge the 6” diameter camera-ready art or electronic file and maintain the standard clear zone.

The clear zone is not a standard height but moves on a sliding scale. The amount of clearing space needed for a small USG eCore logo will change if you decide to enlarge the logo.

REPRODUCTION ART AND FILES

Camera-ready reproduction art for the USG eCore logo is available through the USG eCampus Marketing Department. (See page 1.)

Electronic files of the USG eCore logo are available for download in various sizes and file types at ecampus.usg.edu. If you require a specific file type that is not available on the website, please contact the USG eCampus Marketing Department.

Adjustments may have been made to the USG eCore logo art for different reproduction sizes; therefore, it is important to always use the size required. For any size in between the sizes provided, reduce the next larger size.

Do not reduce any of the camera-ready art or any electronic file more than 50%, and do not reproduce the USG eCore logo smaller than 3/4” height. If you need a logo larger than 6” in height, please use eps versions of the USG eCore logo or ask the USG eCampus Marketing Department for assistance.

Use only authorized camera-ready art or the official electronic files to reproduce the USG eCore logo. Do not use third-generation art of any kind for reproduction purposes.
LOGO VERSIONS

**FULL COLOR**
The full-color version of the USG eCore is the preferred version and should be used when printing in full color. The preferred background color for the USG eCore logo is, and should always be, white. Due to the use of greens and teals, the USG eCore logo will react unfavorably with blues, greens, reds, and some other colors.

**COLOR WITH WHITE TEXT**
When the USG eCore logo must be used with dark colors, set all black characters in the typographic portion of the logo to white for the sake of visibility.

**BLACK (ONE COLOR)**
The USG eCore black one-color logo should only be used in one-color printing on white or light colors.

**WHITE (ONE COLOR)**
The USG eCore logo should not be printed with the white one-color logo by any third party without express permission from the USG eCampus Marketing Department.
In order to establish and maintain consistent and effective use of the USG eCore logo, it is essential to follow the standards in this manual. The sample of incorrect examples illustrated on this page demonstrates some common errors that can be made.

Such misuses will undermine USG eCore’s effort to present a strong, unified image and will alter the perception and meaning of the USG eCore brand.

- Do not disassemble the logo.
- Do not resize any portion of the logo separate from the other elements of the logo. Do not move any portion closer to or farther from the other elements.
- Do not move the placement of the elements of the logo.
- Do not alter the orientation of the logo.
- Do not turn to gray scale.
- Do not change any of the colors of the logo.
- Do not add a drop shadow or stroke.
- Do not place over busy backgrounds.
- Do not overlap or align visual elements on or close to the logo.
- Do not stretch or shrink, horizontal or vertical. Do not twist or curve the logo.
- Use full-color logos whenever possible.
- Do not alter the opacity, watermarking, or shading.
- Do not change the typefaces.
- Do not place the logo in a restricting box, shape, or constrained area.

Please note that, although only one USG eCore logo is used for these demonstration purposes, all official USG eCampus, USG eCore, and USG eMajor logos and formats are subject to these parameters unless you have received special permission.

If you have questions regarding the proper use of the USG eCore logo, please contact the USG eCampus Marketing Department at 678-839-5398.
The consistent use of typography helps to establish the USG eCore visual identity. The typefaces chosen here were selected for their readability, their display properties, and for their versatility.

These typefaces are to be used in USG eCore publications and advertising. Their consistent use will establish a continuity of appearance that will help support the recognition of the USG eCore brand and its supported programs while promoting a professional, cohesive look in all communications.

** PRIMARY TYPEFACES **
- Montserrat Light
- Montserrat Light Italic
- Montserrat Regular
- Montserrat Italic
- Montserrat Medium
- Montserrat Medium Italic
- Montserrat Semi Bold
- Montserrat Semi Bold Italic
- Montserrat Bold
- Montserrat Bold Italic
- Montserrat Extra Bold
- Montserrat Extra Bold Italic

** WEB TYPEFACES **
- Oswald Regular
- Open Sans Regular
- Open Sans Italic
- Inter Regular
- Inter Italic
- Oswald Bold
- Open Sans Bold
- Open Sans Bold Italic
- Inter Bold
- Inter Bold Italic

** ACCEPTABLE SERIF TYPEFACES **
- Adobe Garamond
- Adobe Garamond Italic

** ACCENT SCRIPT TYPEFACE **
- Misty Morning

** DOWNLOADS **
- [DOWNLOAD MONTSERRAT](#)
- [DOWNLOAD HELVETICA](#)
- [DOWNLOAD MISTY MORNING](#)
The official colors of USG eCore help keep a cohesive visual identity. The identity system utilizes these official colors with the additional secondary and neutral colors.

### OFFICIAL COLORS

<table>
<thead>
<tr>
<th>Color Name</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>eCore Green</td>
<td>58, 17, 100, 2</td>
<td>123, 166, 64</td>
<td>7BA640</td>
</tr>
<tr>
<td>eCore Teal</td>
<td>78, 10, 40, 0</td>
<td>0, 169, 169</td>
<td>00A9A6</td>
</tr>
<tr>
<td>eCore Callout Green</td>
<td>24, 5, 64, 0</td>
<td>68, 40, 84</td>
<td>C9D57F</td>
</tr>
<tr>
<td>eCore Callout Teal</td>
<td>27, 0, 13, 0</td>
<td>180, 232, 229</td>
<td>B4EBE5</td>
</tr>
<tr>
<td>Black</td>
<td>0, 0, 100</td>
<td>0, 0, 0</td>
<td>000000</td>
</tr>
<tr>
<td>White</td>
<td>0, 0, 0</td>
<td>255, 255, 255</td>
<td>FFFFFF</td>
</tr>
</tbody>
</table>

### SECONDARY COLORS

<table>
<thead>
<tr>
<th>Color Name</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class is Greener</td>
<td>57, 15, 97, 1</td>
<td>125, 170, 69</td>
<td>7DA4A5</td>
</tr>
<tr>
<td>OER Orange</td>
<td>1, 50, 99, 0</td>
<td>246, 147, 30</td>
<td>F6931E</td>
</tr>
<tr>
<td>Professor Plum</td>
<td>48, 92, 24, 5</td>
<td>143, 55, 119</td>
<td>8F3776</td>
</tr>
<tr>
<td>Transferable Teal</td>
<td>79, 12, 44, 0</td>
<td>3, 165, 157</td>
<td>03A59D</td>
</tr>
<tr>
<td>Accredited Gray</td>
<td>64, 55, 56, 31</td>
<td>85, 87, 85</td>
<td>555755</td>
</tr>
<tr>
<td>Proofread Red</td>
<td>14, 100, 99, 4</td>
<td>202, 32, 39</td>
<td>CA2027</td>
</tr>
<tr>
<td>Success Team Turquoise</td>
<td>63, 0, 26, 0</td>
<td>76, 194, 197</td>
<td>4CC2C5</td>
</tr>
<tr>
<td>Banner Blue</td>
<td>100, 9, 21, 7</td>
<td>33, 56, 125</td>
<td>213B7D</td>
</tr>
<tr>
<td>Deep Thinking Teal</td>
<td>85, 33, 44, 7</td>
<td>15, 127, 134</td>
<td>0F7F86</td>
</tr>
</tbody>
</table>

### NEUTRALS

<table>
<thead>
<tr>
<th>Color Name</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grateful Gray</td>
<td>51, 42, 42, 7</td>
<td>132, 132, 132</td>
<td>848484</td>
</tr>
<tr>
<td>Balanced Blue</td>
<td>13, 0, 8, 0</td>
<td>221, 241, 235</td>
<td>DDF1EB</td>
</tr>
<tr>
<td>Confident Gray</td>
<td>18, 14, 14, 0</td>
<td>207, 207, 207</td>
<td>CFCFCF</td>
</tr>
<tr>
<td>Growth Green</td>
<td>11, 0, 32, 0</td>
<td>231, 241, 189</td>
<td>E7F1BD</td>
</tr>
</tbody>
</table>
The USG eCore official colors should be primary and present in all communications. Secondary and neutral colors should never be used as primary colors but as support in the visual design. They are used to complement the official colors.

Try to limit the use of secondary colors to less than 10% of overall design.

A maximum of two secondary colors at a time is encouraged. However, when the need to differentiate parts of complex content arises, additional secondary colors can be added thoughtfully and sparingly.

Provide high contrast. Remember that USG eCore communications must be created to be accessible to all. Ensure that color contrast passes accessibility standards.

**TIP** Instead of viewing white space as a blank area that needs to be filled, think of it as a pause. It is necessary for the design to breathe. Don’t rush to fill space in a layout. It helps to focus attention on the content that’s there.

### COLOR USAGE EXAMPLES

**IS eCore right FOR YOUR student?**

**ADVISING STUDENTS ABOUT eCORE COURSES**

- Help students identify differences in eCore, eMajor course and a USG institution course.
- Suggest students register for an introductory course before starting an eCore course.
- Provide resources for students completing an eCore course.
- Advise students on the importance of completing eCore courses on time.
- Inform students about the benefits of completing eCore courses.
- Help students choose the right course for their academic needs.
- Assist students in selecting the appropriate course level.
- Provide guidance on the course requirements and expectations.
- Encourage students to reach out for additional support.

**HELP STUDENTS IDENTIFY DIFFERENCES IN eCORE, eMAJOR COURSE AND USG INSTITUTION COURSES**

- eCore courses are designed to be accessible to all.
- Provide high contrast.
- Ensure that color contrast passes accessibility standards.

**TIP** Instead of viewing white space as a blank area that needs to be filled, think of it as a pause. It is necessary for the design to breathe. Don’t rush to fill space in a layout. It helps to focus attention on the content that’s there.
Provide high contrast. USG eCore communications must be created to be accessible to all.

Ensure that color contrast passes accessibility standards.

Legibility is paramount. Check your color combinations for body copy and headlines.

**ACCESSIBILITY COMPLIANCE LEVELS**

- **Pass**
  - AAA
  - AA

- **Pass** Large Text Only (18 pt or 24 px)
  - AA18

- **Does Not Pass**

---

### BEST PRACTICES FOR USING TEXT ON COLOR

<table>
<thead>
<tr>
<th>BACKGROUND COLORS</th>
<th>TEXT COLOR</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="#" alt="Sample Text" /></td>
<td><img src="#" alt="DNP" /></td>
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<tr>
<td><img src="#" alt="Sample Text" /> <img src="#" alt="Sample Text" /></td>
<td><img src="#" alt="AAA" /></td>
</tr>
<tr>
<td><img src="#" alt="Sample Text" /> <img src="#" alt="Sample Text" /> <img src="#" alt="Sample Text" /></td>
<td><img src="#" alt="AAA" /></td>
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<tr>
<td><img src="#" alt="Sample Text" /></td>
<td><img src="#" alt="AAA" /></td>
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<td><img src="#" alt="Sample Text" /></td>
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<tr>
<td><img src="#" alt="Sample Text" /> <img src="#" alt="Sample Text" /></td>
<td><img src="#" alt="AAA" /></td>
</tr>
<tr>
<td><img src="#" alt="Sample Text" /> <img src="#" alt="Sample Text" /></td>
<td><img src="#" alt="AA18" /></td>
</tr>
<tr>
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<td><img src="#" alt="AA18" /></td>
</tr>
<tr>
<td><img src="#" alt="Sample Text" /></td>
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</tr>
<tr>
<td><img src="#" alt="Sample Text" /></td>
<td><img src="#" alt="AA18" /></td>
</tr>
</tbody>
</table>
Patterns throughout the various brand applications can add a sense of depth and dimension to any communication piece. Use these patterns sparingly and thoughtfully.

Under no circumstances should any of these patterns become the predominant graphic element.
USG eMAJOR NAME

THE USG ACRONYM

The full official name, University System of Georgia eMajor, should always be used at its first mention in writing with the USG abbreviation indicated in parentheses, as seen below.

University System of Georgia (USG) eMajor

After the first mention and complete spelling of the name, the acronym may be used alone from then on as “USG eMajor.” When used in writing, the “USG” acronym should almost always precede the word “eMajor” except in extremely rare circumstances where it is assumed that the reader processes existing knowledge of the organization and can adequately discern it from other similarly named organizations.

CAPITALIZATION RULES

One unifying principle of the USG eCampus family of brands is the existence of the lowercase “e” in the brand wordmarks. When used in writing, the “e” should always be lowercase, with either the “M” or full “MAJOR” capitalized.

CORRECT WRITTEN FORMATS

University System of Georgia eMajor
University System of Georgia (USG) eMajor
USG eMajor
USG eMAJOR

INCORRECT WRITTEN FORMATS

Usg Emajor
Usg e-major
Usg E-MAJOR
USG EMAJOR

AFFILIATED BRANDING

INSTITUTIONAL BRANDS

As part of the USG eCampus suite of shared services, institutional-specific branding is utilized for select marketing campaigns and communications for single-institution eMajor programs. All institution-specific designs and communications should adhere to the institution’s style and graphics guide without exception. Design of institution-specific brands in support of USG eCampus shared services should be requested through the USG eCampus Marketing department, with all external designs needing approval by the respective institution’s marketing department.

COLLABORATIVE PROGRAMS

For USG eCampus-supported programs with multiple institutional participants, the USG eCampus sub-brand should be used in all external promotions (ie. eCore/eMajor). Participating institutions should be represented by using an all-white or applicable one-color version of the school’s official logo. Upon request, the USG eCampus may provide institution-specific branded materials for collaborative programs to satisfy promotional needs for the respective institution.
THE USG eCORE LOGO

The official USG eMajor symbol is a navy letter “e” utilizing a teal wave. Below the USG eMajor symbol, the word “emajor” is written in all lowercase letters. The first “e” in the lowercase letters is also teal, while the remaining letters are brown. The words “University System of Georgia” is written in capital gray lettering under a teal line, distinguishing the eMajor program as an official unit of the USG. The USG sub-lettering is included in the official USG eMajor logo and should always be included when used.

This symbol is the formal identifier for the USG eMajor support unit. It may be used by any school or college, regional campus, entity, or organization that is a current USG eMajor partner. Other educational institutions, businesses, groups, or vendors may use the USG eMajor symbol but only with express permission from the USG eCampus Marketing Department at 678-839-5398.

Depending on the scale of the design, either the square or horizontal version of the logo may be used.

Do not use the logo in print advertising without consent. This logo will reproduce more clearly and clearly in small sizes when on newsprint. If you have questions regarding the use of the USG eMajor symbol in conjunction with a specific collegiate mark, please contact the USG eCampus Marketing Department at 678-839-5398.

eCAMPUS LOGO VARIATIONS

The “University System of Georgia” sub-lettering is an integral part of the USG eMajor logo. The USG eMajor logo should never be used by third parties without this sub-lettering or in any way that excludes portions of the logo. The use of graphic variations that do not include the USG eMajor logo in its entirety is reserved exclusively for the USG eCampus Marketing Department and should be used sparingly.

The standalone “emajor” graphic may be used as an unofficial logo if the official logo is used within the same document.

The standalone “e” graphic is reserved for use by the USG eCampus Marketing Department only and should be used sparingly.
The integrity of the USG eMajor logo demands that no words or images crowd, overlap, or merge with it. All words and images used in proximity to the logo should be placed no closer than the distance equal to the height of its type (word “emajor” in logo). This is often referred to by printers and graphic designers as the x-height.

For reproduction of the logo larger than 6” height, enlarge the 6” diameter camera-ready art or electronic file and maintain the standard clear zone.

The clear zone is not a standard height but moves on a sliding scale. The amount of clearing space needed for a small USG eMajor logo will change if you decide to enlarge the logo.

Camera-ready reproduction art for the USG eMajor logo is available through the USG eCampus Marketing Department. (See page 1.)

Electronic files of the USG eMajor logo are available for download in various sizes and file types at ecampus.usg.edu. If you require a specific file type that is not available on the website, please contact the USG eCampus Marketing Department.

Adjustments may have been made to the USG eMajor logo art for different reproduction sizes; therefore, it is important to always use the size required. For any size in-between the sizes provided, reduce the next larger size.

Do not reduce any of the camera-ready art or any electronic file more than 50%, and do not reproduce the USG eMajor logo smaller than 3/4” height. If you need a logo larger than 6” in height, please use eps versions of the USG eMajor logo or ask the USG eCampus Marketing Department for assistance.

Use only authorized camera-ready art or the official electronic files to reproduce the USG eMajor logo. Do not use third-generation art of any kind for reproduction purposes.
LOGO VERSIONS

FULL COLOR
The full-color version of the USG eMajor is the preferred version and should be used when printing in full color. The preferred background color for the USG eMajor logo is, and should always be, white. Due to the use of blues and teals, the USG eMajor logo will react unfavorably with blues, greens, reds, and some other colors.

COLOR WITH WHITE TEXT
When the USG eMajor logo must be used with dark colors, set all black characters in the typographic portion of the logo to white for the sake of visibility. Due to the navy in the logo, when placing the USG eMajor logo on a black or very dark background, please use the solid white version.

BLACK (ONE COLOR)
The USG eMajor black one-color logo should only be used in one-color printing on white or light colors.

WHITE (ONE COLOR)
The USG eMajor logo should not be printed with the white one-color logo by any third party without express permission from the USG eCampus Marketing Department.
LOGO DOS AND DON’TS

In order to establish and maintain consistent and effective use of the USG eMajor logo, it is essential to follow the standards in this manual. The sample of incorrect examples illustrated on this page demonstrates some common errors that can be made.

Such misuses will undermine USG eMajor’s effort to present a strong, unified image and will alter the perception and meaning of the USG eMajor brand.

► Do not disassemble the logo.
► Do not resize any portion of the logo separate from the other elements of the logo. Do not move any portion closer to or farther from the other elements.
► Do not move the placement of the elements of the logo.
► Do not alter the orientation of the logo.
► Do not turn to gray scale.
► Do not change any of the colors of the logo.
► Do not add a drop shadow or stroke.
► Do not place over busy backgrounds.
► Do not overlap or align visual elements on or close to the logo.
► Do not stretch or shrink, horizontal or vertical. Do not twist or curve the logo.
► Use full-color logos whenever possible.
► Do not alter the opacity, watermarking, or shading.
► Do not change the typefaces.
► Do not place the logo in a restricting box, shape, or constrained area.

Please note that, although only one USG eMajor logo is used for these demonstration purposes, all official USG eCampus, USG eCore, and USG eMajor logos and formats are subject to these parameters unless you have received special permission.

If you have questions regarding the proper use of the USG eMajor logo, please contact the USG eCampus Marketing Department at 678-839-5398.
The consistent use of typography helps to establish the USG eMajor visual identity. The typefaces chosen here were selected for their readability, their display properties, and for their versatility.

These typefaces are to be used in USG eMajor publications and advertising. Their consistent use will establish a continuity of appearance that will help support the recognition of the USG eMajor brand and its supported programs while promoting a professional, cohesive look in all communications.

**TYPOGRAPHY**

<table>
<thead>
<tr>
<th>PRIMARY TYPEFACES</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Montserrat Light</td>
<td>Montserrat Semi Bold</td>
</tr>
<tr>
<td>Montserrat Light Italic</td>
<td>Montserrat Semi Bold Italic</td>
</tr>
<tr>
<td>Montserrat Regular</td>
<td>Montserrat Bold</td>
</tr>
<tr>
<td>Montserrat Italic</td>
<td>Montserrat Bold Italic</td>
</tr>
<tr>
<td>Montserrat Medium</td>
<td>Montserrat Extra Bold</td>
</tr>
<tr>
<td>Montserrat Medium Italic</td>
<td>Montserrat Extra Bold Italic</td>
</tr>
</tbody>
</table>

**DOWNLOAD MONTSESRAT**

<table>
<thead>
<tr>
<th>Helvetica Neue Condensed Bold</th>
<th>Helvetica Neue Medium</th>
</tr>
</thead>
<tbody>
<tr>
<td>Helvetica Neue Light</td>
<td>Helvetica Neue Medium Italic</td>
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<tr>
<td>Helvetica Neue Light Italic</td>
<td>Helvetica Neue Bold</td>
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<tr>
<td>Helvetica Neue Regular</td>
<td>Helvetica Neue Bold Italic</td>
</tr>
<tr>
<td>Helvetica Neue Italic</td>
<td></td>
</tr>
</tbody>
</table>

**DOWNLOAD HELVETICA**

**ACCENT SCRIPT TYPEFACE**

| Misty Morning |  |

**DOWNLOAD MISTY MORNING**

**ACCEPTABLE SERIF TYPEFACES**

| Adobe Garamond | Adobe Garamond Italic |

**WEB TYPEFACES**

<table>
<thead>
<tr>
<th>Oswald Regular</th>
<th>Oswald Bold</th>
</tr>
</thead>
<tbody>
<tr>
<td>Open Sans Regular</td>
<td>Open Sans Bold</td>
</tr>
<tr>
<td>Open Sans Italic</td>
<td>Open Sans Bold Italic</td>
</tr>
<tr>
<td>Inter Regular</td>
<td>Inter Bold</td>
</tr>
<tr>
<td>Inter Italic</td>
<td>Inter Bold Italic</td>
</tr>
</tbody>
</table>
COLOR PALETTE

The official colors of USG eMajor help keep a cohesive visual identity. The identity system utilizes these official colors with the additional secondary and neutral colors.

### OFFICIAL COLORS

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>eMajor Navy</td>
<td>95, 66, 43, 28</td>
<td>13, 72, 96</td>
<td>#OD4860</td>
</tr>
<tr>
<td>eMajor Callout Navy</td>
<td>100, 91, 38, 37</td>
<td>18, 37, 80</td>
<td>#122550</td>
</tr>
<tr>
<td>eMajor Teal</td>
<td>73, 17, 29, 0</td>
<td>56, 163, 177</td>
<td>#38A3B1</td>
</tr>
<tr>
<td>eMajor Gray</td>
<td>62, 54, 62, 35</td>
<td>84, 83, 76</td>
<td>#54554C</td>
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</tbody>
</table>

### SECONDARY COLORS

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Transcript Review Teal</td>
<td>85, 33, 44, 8</td>
<td>15, 127, 134</td>
<td>#0F7F86</td>
</tr>
<tr>
<td>Reddy for Graduation</td>
<td>23, 100, 99, 16</td>
<td>170, 30, 35</td>
<td>#AAE23</td>
</tr>
<tr>
<td>Pedagogy Purple</td>
<td>66, 100, 31, 19</td>
<td>102, 35, 98</td>
<td>#662362</td>
</tr>
<tr>
<td>Leadership Lavender</td>
<td>57, 60, 33, 9</td>
<td>119, 103, 128</td>
<td>#776780</td>
</tr>
<tr>
<td>Collaborative Teal</td>
<td>63, 13, 30, 0</td>
<td>94, 175, 180</td>
<td>#5EAFB4</td>
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</table>

### NEUTRALS

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grateful Gray</td>
<td>51, 42, 42, 7</td>
<td>132, 132, 132</td>
<td>#848484</td>
</tr>
<tr>
<td>Balanced Blue</td>
<td>13, 0, 8, 0</td>
<td>221, 241, 235</td>
<td>#DDF1EB</td>
</tr>
<tr>
<td>Oats of Opportunity</td>
<td>24, 26, 30, 0</td>
<td>196, 181, 171</td>
<td>#C4B5AB</td>
</tr>
</tbody>
</table>
COLOR USAGE

The USG eMajor official colors should be primary and present in all communications. Secondary and neutral colors should never be used as primary colors but as support in the visual design. They are used to complement the official colors.

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COLOR USAGE EXAMPLES

- **ONLINE BACHELOR OF SCIENCE IN CRIMINAL JUSTICE**
- **ONLINE ASSOCIATE OF SCIENCE IN FINANCIAL TECHNOLOGY**
**BEST PRACTICES FOR USING TEXT ON COLOR**

Provide high contrast. USG eMajor communications must be created to be accessible to all.

Ensure that color contrast passes accessibility standards.

Legibility is paramount. Check your color combinations for body copy and headlines.

### ACCESSIBILITY COMPLIANCE LEVELS

<table>
<thead>
<tr>
<th>Color Combination</th>
<th>Background Colors</th>
<th>Text Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pass AAA</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pass AA</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pass Large Text Only (18 pt or 24 px)</td>
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Patterns throughout the various brand applications can add a sense of depth and dimension to any communication piece. Use these patterns sparingly and thoughtfully.

Under no circumstances should any of these patterns become the predominant graphic element.
COMBINED LOGO USAGE

The USG eCampus logo and its sub-brand logos may be used together when appropriate. When used together, the logos should be separated by a thin gray line with the USG eCampus logo in the middle and larger than its sub-brands. As with the USG eCampus logo, there exists both a square and horizontal logo for USG eCore and USG eMajor. Consistent orientation should be used when all logos appear together.