



ecampus

UNIVERSITY SYSTEM OF GEORGIA

Graphic Standards Manual

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GRAPHIC DESIGN STANDARDS

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 brands, including USG eCore, USG eMajor, and USG FreeCampus. 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
aclines@ecampus.usg.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, USG eMajor, and FreeCampus) exist as endorsed brands. USG eCampus does not replace USG eCore, USG eMajor, and USG FreeCampus but should be used to represent the collective team and support unit that facilitates the execution of these brands.

USG eCampus can be thought of as the parent organization, while USG eCore, USG eMajor, and USG FreeCampus 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.

USG eCAMPUS UMBRELLA

MASTER BRAND



SUB-BRANDS



BRAND EXTENSIONS





UNIVERSITY SYSTEM OF GEORGIA

BRAND GUIDELINES

HISTORY OF THE MARK

The USG eCampus visual symbol represents the evolution of distance learning initiatives in the University System, culminating in the combination of three established system-level brands: USG eCore, USG eMajor, and USG FreeCampus. The USG eCampus logo carries over the clean typography and visual wave that are synonymous with the visual identities of USG eCore, USG eMajor, and USG FreeCampus. 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, USG eMajor, and USG FreeCampus. 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 collaborative 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 collaborative. 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 brands 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 Director of Marketing and Enrollment at (678) 839-5398.

USG eCAMPUS NAME

THE USG ACRONYM

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.

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 "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

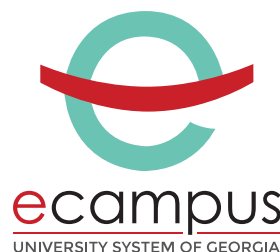
THE USG eCAMPUS LOGO

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 brand 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 affiliate institution. 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.

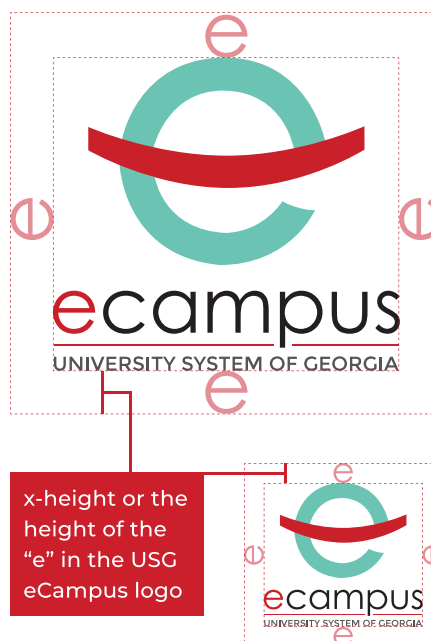


CLEAR ZONE

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.

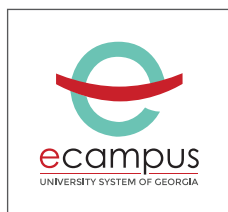


Never reduce the USG eCampus logo to smaller than 3/4" for use in print or on the web.

LOGO VERSIONS

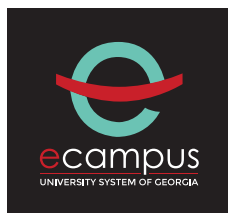
FULL COLOR

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.



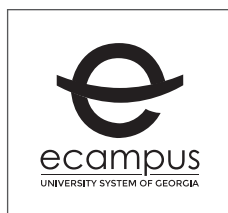
COLOR WITH WHITE TEXT

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.



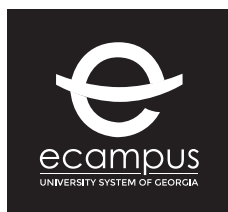
BLACK (ONE COLOR)

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.



LOGO DOS AND DON'TS

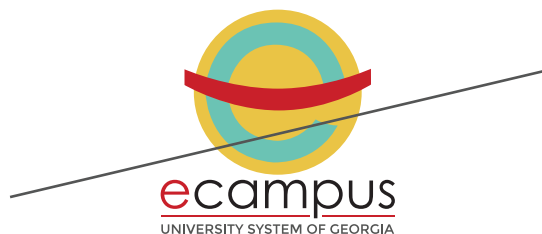
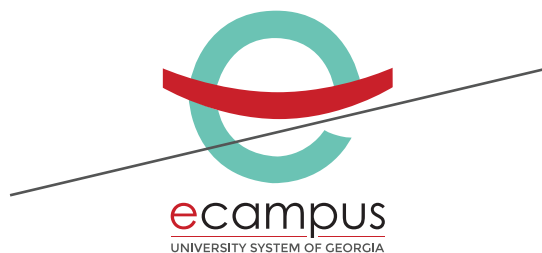
In order to establish and maintain consistent and effective use of the USG eCampus logo, it is essential to follow the standards in this manual. The sample of incorrect examples illustrated on this page demonstrates some common errors that can be made.

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.



TYPOGRAPHY

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 brands 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 MONTSERRAT](#)

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](#)

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

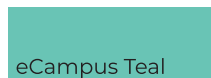
Inter Italic

Inter Bold Italic

COLOR PALETTE

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



CMYK 56, 1, 35, 0
RGB 109, 196, 181
HEX 6DC4B5



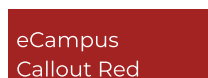
CMYK 14, 100, 95, 4
RGB 202, 32, 42
HEX CA202A



CMYK 0, 0, 0, 100
RGB 0, 0, 0
HEX 000000



CMYK 86, 34, 44, 8
RGB 15, 127, 134
HEX 0F7F86



CMYK 25, 98, 100, 18
RGB 163, 36, 35
HEX A22422

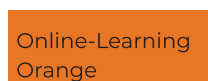


CMYK 0, 0, 0, 0
RGB 255, 255, 255
HEX FFFFFFFF

SECONDARY COLORS



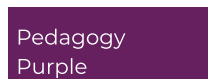
CMYK 9, 20, 85, 0
RGB 235, 198, 71
HEX EBC647



CMYK 6, 65, 100, 0
RGB 231, 119, 37
HEX E87600

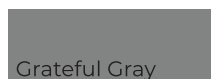


CMYK 49, 40, 40, 5
RGB 135, 137, 137
HEX 898989

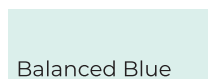


CMYK 66, 100, 31, 19
RGB 102, 35, 98
HEX 662362

NEUTRALS



CMYK 51, 42, 42, 7
RGB 132, 132, 132
HEX 848484



CMYK 13, 0, 8, 0
RGB 221, 241, 235
HEX DDF1EB



CMYK 24, 26, 30, 0
RGB 196, 181, 171
HEX C4B5AB

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.

40%

30%

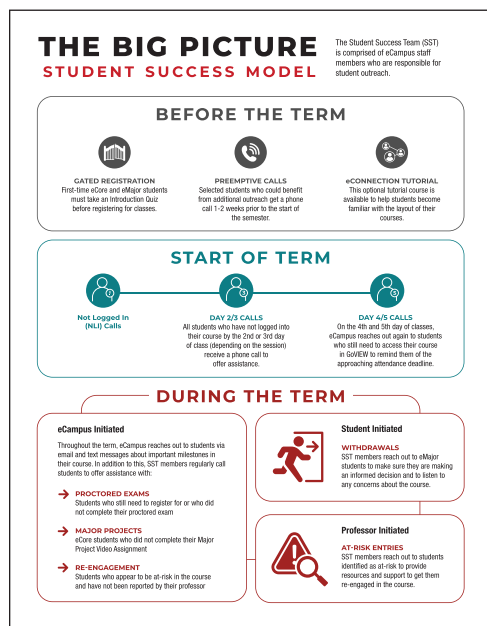
10%

10%

5%

5%

COLOR USAGE EXAMPLES



eCampus

Online learning for working professionals
through the University System of Georgia

Supporting the higher education goals of your employees leads to decreased turnover, creates an engaged workforce, and helps improve your bottom line. Be confident in the quality of programs available to your employees by partnering with the University System of Georgia (USG) eCampus. Our programs and services help encourage the utilization of your existing educational benefits while effectively controlling costs with affordable online programs offered through public colleges and universities you know and trust.

How can USG eCampus support your Employee Education Initiatives?

- On-site and Virtual Information Sessions for Employees**
- Credit for Prior Learning Opportunities**
- Personalized Enrollment Support**
- Student Success Support & Coaching and Free Online Tutoring**
- Access to 21 USG Colleges & Universities**
- Five Online Bachelor Degrees and an Associate Degree**
See the back for a full list.
- FreeCampus: No-Cost, Non-Credit Online Courses to Boost Skills**
- Collaborative, Non-Degree Pathways:**
Workplace Interpersonal Relationships, Data Science, FinTech, and RN-BSN

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

Kristi Vahse, eCampus Recruiter
678-839-2248 | kvahse@ecampus.usg.edu

Dr. Amy Olivas, Director of Marketing and Enrollment
678-839-5288 | aolivas@ecampus.usg.edu

eCampus
UNIVERSITY SYSTEM OF GEORGIA

ecampus.usg.edu

BEST PRACTICES FOR USING TEXT ON COLOR

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**
DNP

BACKGROUND COLORS

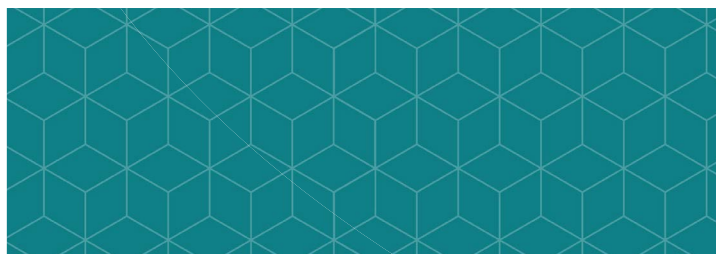
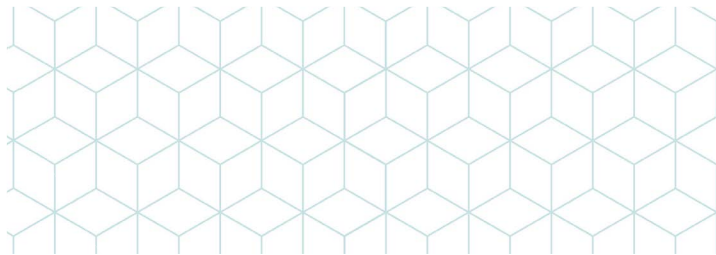
TEXT COLOR

Sample Text Sample Text Sample Text Sample Text	 DNP	 AAA	 DNP	 AA	 AA	 AAA
Sample Text Sample Text Sample Text Sample Text	 AAA	 DNP	 AAA	 AA18	 AA18	 DNP
Sample Text Sample Text	 DNP	 AAA	 DNP	 DNP	 DNP	 AA18
Sample Text Sample Text	 AA	 AA18	 DNP	 DNP	 DNP	 DNP
Sample Text Sample Text	 AA	 AA18	 DNP	 DNP	 DNP	 DNP
Sample Text Sample Text	 AAA	 DNP	 AA18	 DNP	 DNP	 DNP
Sample Text Sample Text Sample Text	 DNP	 AAA	 DNP	 AA18	 DNP	 AA
Sample Text	 DNP	 AAA	 DNP	 DNP	 DNP	 DNP
Sample Text Sample Text	 AA18	 AA	 DNP	 DNP	 DNP	 DNP
Sample Text Sample Text	 AAA	 DNP	 AA	 DNP	 DNP	 DNP
Sample Text Sample Text	 AA18	 AA	 DNP	 DNP	 DNP	 DNP
Sample Text Sample Text Sample Text Sample Text	 DNP	 AAA	 DNP	 AA	 AA18	 AA
Sample Text Sample Text	 DNP	 AAA	 DNP	 DNP	 DNP	 AA18

PATTERNS

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.





UNIVERSITY SYSTEM OF GEORGIA

SUB-BRAND GUIDELINES



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 brand 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 affiliate institution. 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

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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.

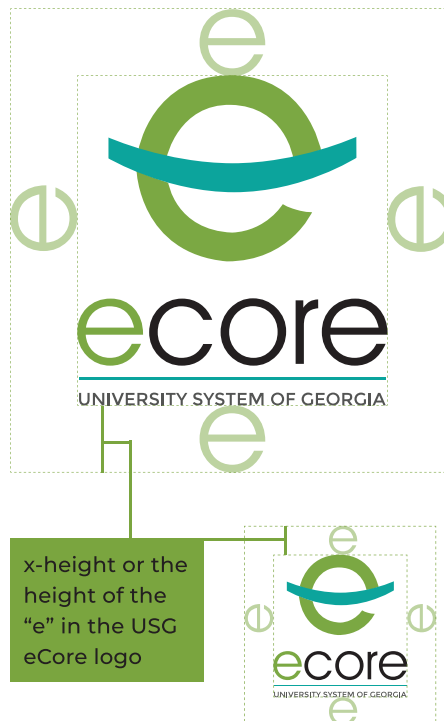


CLEAR ZONE

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

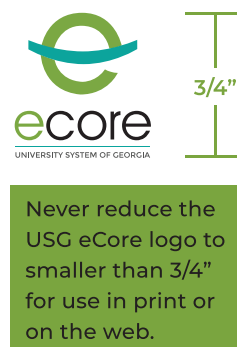
Camera-ready reproduction art for the USG eCore logo is available through the USG eCampus Marketing Department. (See page 1.)

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.

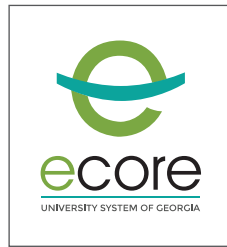
Use only authorized camera-ready art or the official electronic files to reproduce the USG eCore logo. Do not use third-generation art of any kind for reproduction purposes.



LOGO VERSIONS

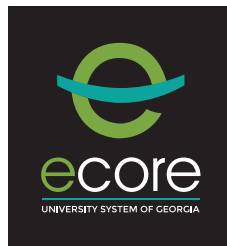
FULL COLOR

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.



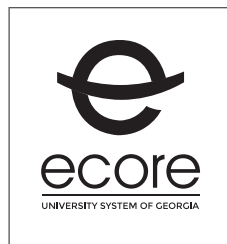
COLOR WITH WHITE TEXT

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.



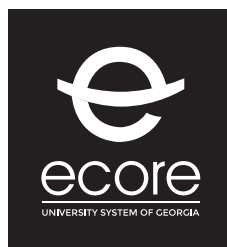
BLACK (ONE COLOR)

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.



LOGO DOS AND DON'TS

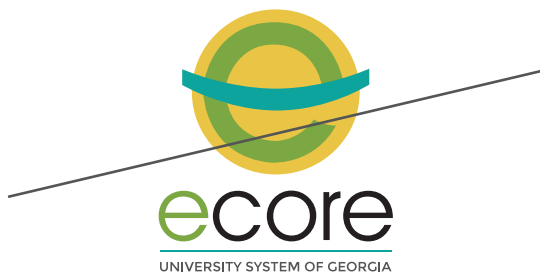
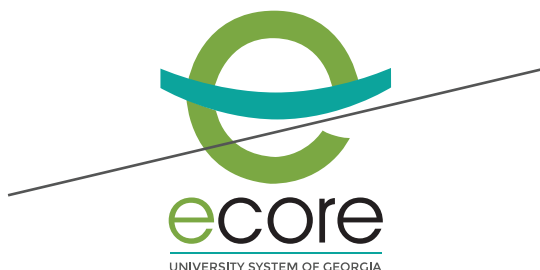
In order to establish and maintain consistent and effective use of the USG eCore logo, it is essential to follow the standards in this manual. The sample of incorrect examples illustrated on this page demonstrates some common errors that can be made.

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.



TYPOGRAPHY

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 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 MONTSERRAT](#)

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](#)

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

COLOR PALETTE

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.

eCore

OFFICIAL COLORS

eCore Green	eCore Teal	eCore Callout Green
CMYK 58, 17, 100, 2 RGB 123, 166, 64 HEX 7BA640	CMYK 78, 10, 40, 0 RGB 0, 169, 169 HEX 00A9A6	CMYK 24, 5, 64, 0 RGB 68, 40, 84 HEX C9D57F
eCore Callout Teal	Black	White
CMYK 27, 0, 13, 0 RGB 180, 232, 229 HEX B4E8E5	CMYK 0, 0, 0, 100 RGB 0, 0, 0 HEX 000000	CMYK 0, 0, 0, 0 RGB 255, 255, 255 HEX FFFFFFFF

SECONDARY COLORS

Class is Greener	OER Orange	Professor Plum
CMYK 57, 15, 97, 1 RGB 125, 170, 69 HEX 7DAA45	CMYK 1, 50, 99, 0 RGB 246, 147, 30 HEX F6931E	CMYK 48, 92, 24, 5 RGB 143, 55, 119 HEX 8F3776
Transferable Teal	Accredited Gray	Proofread Red
CMYK 79, 12, 44, 0 RGB 3, 165, 157 HEX 03A59D	CMYK 64, 55, 56, 31 RGB 85, 87, 85 HEX 555755	CMYK 14, 100, 99, 4 RGB 202, 32, 39 HEX CA2027
Success Team Turquoise	Banner Blue	Deep Thinking Teal
CMYK 63, 0, 26, 0 RGB 76, 194, 197 HEX 4CC2C5	CMYK 100, 91, 21, 7 RGB 33, 56, 125 HEX 21387D	CMYK 85, 33, 44, 7 RGB 15, 127, 134 HEX 0F7F86

NEUTRALS

Grateful Gray	Balanced Blue	Confident Gray	Growth Green
CMYK 51, 42, 42, 7 RGB 132, 132, 132 HEX 848484	CMYK 13, 0, 8, 0 RGB 221, 241, 235 HEX DDF1EB	CMYK 18, 14, 14, 0 RGB 207, 207, 207 HEX CFCFCF	CMYK 11, 0, 32, 0 RGB 231, 241, 189 HEX E7F1BD

COLOR USAGE

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.

40%

30%

10%

10%

5%

5%

COLOR USAGE EXAMPLES

eCore COURSES

BUSINESS ECON 2105 Principles of Macroeconomics
ECON 2106 Principles of Microeconomics

COMMUNICATION COMM 1100 Human Communication

ENGLISH ENGL 2131 American Literature I
ENGL 2132 American Literature II
ENGL 1101 English Composition I
ENGL 1102 English Composition II
ENGL 2111 World Literature I
ENGL 2112 World Literature II

FINE ARTS ARTS 1100 Art Appreciation
MUSC 1100 Music Appreciation
THEA 1100 Theatre Appreciation

GOVERNMENT POLS 1101 American Government

HISTORY HIST 2111 United States History I
HIST 2112 United States History II
HIST 1111 World History I
HIST 1112 World History II

MATH MATH 1111 College Algebra
MATH 1501 Calculus I
MATH 1401 Elementary Statistics
MATH 1101 Intro to Mathematical Modeling
MATH 1113 Precalculus
MATH 1801 Quantitative Reasoning

PHILOSOPHY PHIL 2010 Intro to Philosophy

PSYCHOLOGY PSYC 1101 Intro to General Psychology

SCIENCE CSDA 1301K Computer Science I
ENVS 2202 Environmental Science
BIOL 101K Intro to Biology I
BIOL 102K Intro to Biology II
DATA 1501 Intro to Data Science
GEOL 121K Intro to Geosciences I
CHEM 1211K Principles of Chemistry I
CHEM 1212K Principles of Chemistry II
PHYS 221K Principles of Physics I
PHYS 222K Principles of Physics II

SPANISH SPAN 2001 Intermediate Spanish I
SPAN 2002 Intermediate Spanish II

SOCIOLOGY SOCI 1101 Intro to Sociology

ONLINE CORE COURSES
Through University System of Georgia Institutions

ecore.usg.edu

eCore courses

SCIENCE CSDA 1301K Computer Science I
ENVS 2202 Environmental Science
BIOL 101K Intro to Biology I
BIOL 102K Intro to Biology II
DATA 1501 Intro to Data Science
GEOL 121K Intro to Geosciences I
CHEM 1211K Principles of Chemistry I
CHEM 1212K Principles of Chemistry II
PHYS 221K Principles of Physics I
PHYS 222K Principles of Physics II

ENGLISH ENGL 2131 American Literature I
ENGL 2132 American Literature II
ENGL 1101 English Composition I
ENGL 1102 English Composition II
ENGL 2111 World Literature I
ENGL 2112 World Literature II

MATH MATH 1111 College Algebra
MATH 1501 Calculus I
MATH 1401 Elementary Statistics
MATH 1101 Intro to Mathematical Modeling
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PHILOSOPHY PHIL 2010 Intro to Philosophy

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HIST 1112 World History II

GOVERNMENT POLS 1101 American Government

PSYCHOLOGY PSYC 1101 Intro to General Psychology

SPANISH SPAN 2001 Intermediate Spanish I
SPAN 2002 Intermediate Spanish II

SOCIOLOGY SOCI 1101 Intro to Sociology

FINE ARTS ARTS 1100 Art Appreciation
MUSC 1100 Music Appreciation
THEA 1100 Theatre Appreciation

BUSINESS ECON 2105 Principles of Macroeconomics
ECON 2106 Principles of Microeconomics

What do I Need to Get Started?

To enroll in eCore classes, you must first be admitted to a participating University System of Georgia institution. Dual enrollment admission requirements vary by institution but typically include submission of the following:

- An official high school transcript
- SAT, ACT, or Accuplacer scores

Once admitted to the institution of your choice, you will work with your advisor to register for eCore online courses.

Additional documents may be required. Please see individual institution's dual enrollment admission requirements.

Your future starts here!

ONLINE DUAL ENROLLMENT
Through University System of Georgia Institutions

ecore.usg.edu

BEST PRACTICES FOR USING TEXT ON COLOR

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



Pass

AA



Pass Large Text Only
(18 pt or 24 px)

AA18



Does Not Pass

DNP

BACKGROUND COLORS

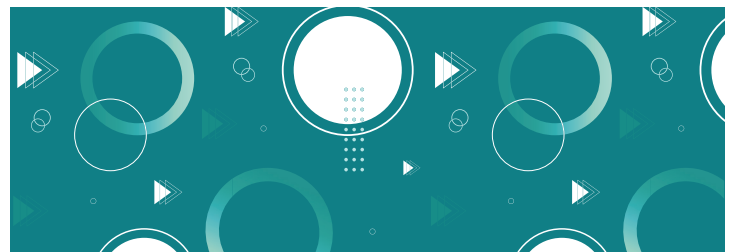
TEXT COLOR

Sample Text	DNP	AAA	DNP	DNP	DNP	DNP
Sample Text Sample Text Sample Text Sample Text Sample Text	AAA	DNP	AAA	AAA	AAA	AAA
Sample Text	DNP	AAA	DNP	DNP	DNP	DNP
Sample Text	DNP	AAA	DNP	DNP	DNP	DNP
Sample Text	DNP	AAA	DNP	DNP	DNP	DNP
Sample Text	DNP	AAA	DNP	DNP	DNP	DNP
Sample Text	DNP	AAA	DNP	DNP	DNP	DNP
Sample Text	DNP	AAA	DNP	DNP	DNP	DNP
Sample Text Sample Text Sample Text	AAA	DNP	DNP	DNP	AA18	AA
Sample Text Sample Text	AA18	AA	DNP	DNP	DNP	DNP
Sample Text Sample Text Sample Text	AAA	DNP	DNP	DNP	AA	AA
Sample Text Sample Text Sample Text Sample Text	AA	AA18	DNP	DNP	AA18	AA18
Sample Text	DNP	AAA	DNP	DNP	DNP	DNP
Sample Text Sample Text Sample Text Sample Text Sample Text	AAA	DNP	AA18	AA18	AA	AAA
Sample Text Sample Text Sample Text Sample Text	AA	AA18	DNP	DNP	AA18	AA18
Sample Text Sample Text	AA18	AA	DNP	DNP	DNP	DNP
Sample Text	DNP	AAA	DNP	DNP	DNP	DNP
Sample Text	DNP	AAA	DNP	DNP	DNP	DNP
Sample Text	DNP	AAA	DNP	DNP	DNP	DNP

PATTERNS

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.



[illegible]

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 degrees. 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 DEGREES

For USG eCampus-supported degrees 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 degrees 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 brand 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 affiliate institution. 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 cleanly 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.



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

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.

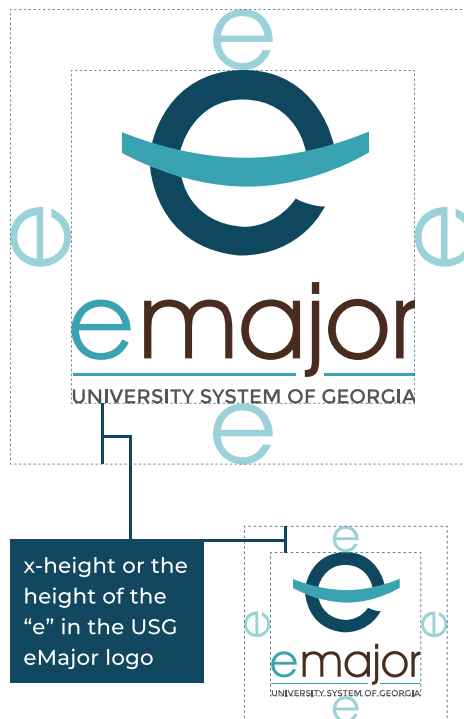


CLEAR ZONE

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.



REPRODUCTION ART AND FILES

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.



Never reduce the USG eMajor logo to smaller than 3/4” for use in print or on the web.

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.



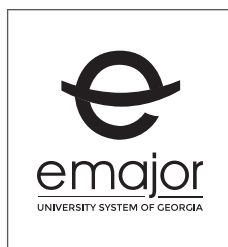
COLOR WITH WHITE TEXT

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.



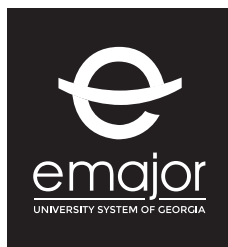
BLACK (ONE COLOR)

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

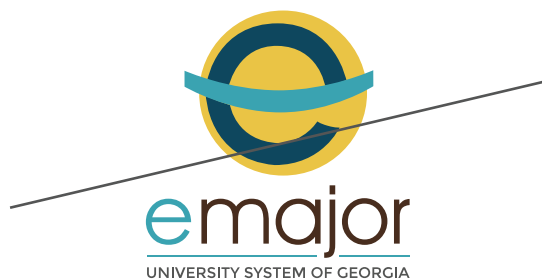
In order to establish and maintain consistent and effective use of the USG eMajor logo, it is essential to follow the standards in this manual. The sample of incorrect examples illustrated on this page demonstrates some common errors that can be made.

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.

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TYPOGRAPHY

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 while promoting a professional, cohesive look in all communications.

PRIMARY TYPEFACES

Montserrat Light	Montserrat Semi Bold
<i>Montserrat Light Italic</i>	<i>Montserrat Semi Bold Italic</i>
Montserrat Regular	Montserrat Bold
<i>Montserrat Italic</i>	<i>Montserrat Bold Italic</i>
Montserrat Medium	Montserrat Extra Bold
<i>Montserrat Medium Italic</i>	<i>Montserrat Extra Bold Italic</i>

DOWNLOAD MONTSERRAT

Helvetica Neue Condensed Bold	Helvetica Neue Medium
Helvetica Neue Light	<i>Helvetica Neue Medium Italic</i>
<i>Helvetica Neue Light Italic</i>	Helvetica Neue Bold
Helvetica Neue Regular	<i>Helvetica Neue Bold Italic</i>
<i>Helvetica Neue Italic</i>	

DOWNLOAD HELVETICA

ACCEPTABLE SERIF TYPEFACES

Adobe Garamond	<i>Adobe Garamond Italic</i>
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WEB TYPEFACES

Oswald Regular	Oswald Bold
Open Sans Regular	Open Sans Bold
<i>Open Sans Italic</i>	<i>Open Sans Bold Italic</i>
Inter Regular	Inter Bold
<i>Inter Italic</i>	<i>Inter Bold Italic</i>



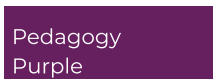


COLOR PALETTE

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.

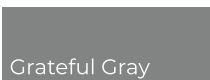
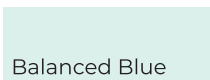
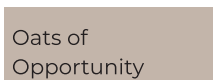
OFFICIAL COLORS

 eMajor Navy	 eMajor Callout Navy	 eMajor Teal
CMYK 95, 66, 43, 28 RGB 13, 72, 96 HEX 0D4860	CMYK 100, 91, 38, 37 RGB 18, 37, 80 HEX 122550	CMYK 73, 17, 29, 0 RGB 56, 163, 177 HEX 38A3B1
 eMajor Gray	 White	
CMYK 62, 54, 62, 35 RGB 84, 83, 76 HEX 54554C	CMYK 0, 0, 0, 0 RGB 255, 255, 255 HEX FFFFFFFF	

SECONDARY COLORS

 Transcript Review Teal	 Reddy for Graduation	 Pedagogy Purple
CMYK 85, 33, 44, 8 RGB 15, 127, 134 HEX 0F7F86	CMYK 23, 100, 99, 16 RGB 170, 30, 35 HEX AA1E23	CMYK 66, 100, 31, 19 RGB 102, 35, 98 HEX 662362
 Leadership Lavender	 Collaborative Teal	
CMYK 57, 60, 33, 9 RGB 119, 103, 128 HEX 776780	CMYK 63, 13, 30, 0 RGB 94, 175, 180 HEX 5EAFB4	

NEUTRALS

 Grateful Gray	 Balanced Blue	 Oats of Opportunity
CMYK 51, 42, 42, 7 RGB 132, 132, 132 HEX 848484	CMYK 13, 0, 8, 0 RGB 221, 241, 235 HEX DDF1EB	CMYK 24, 26, 30, 0 RGB 196, 181, 171 HEX C4B5AB

COLOR USAGE

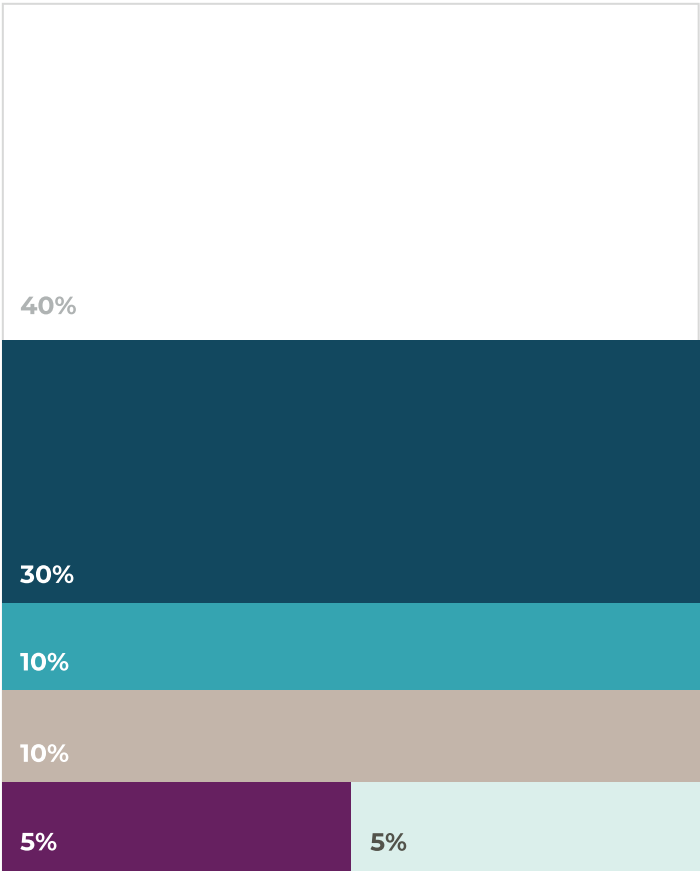
The USG eMajor official colors should be primary and present in all communications. Secondary and neutral colors should never be used as primary colors but as support in the visual design. They are used to complement the official colors.

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

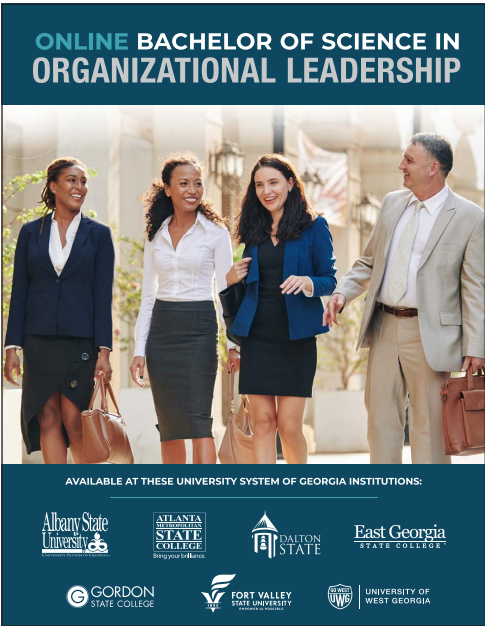
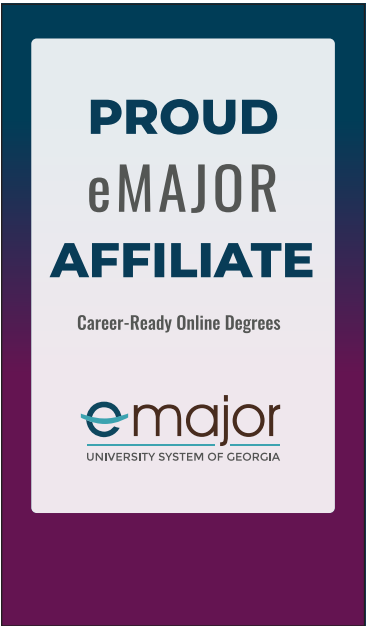
A maximum of two secondary colors at a time is encouraged. However, when the need to differentiate parts of complex content arises, additional secondary colors can be added thoughtfully and sparingly.

Provide high contrast. Remember that USG eMajor 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



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

 **Pass**
AAA

 **Pass**
AA

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

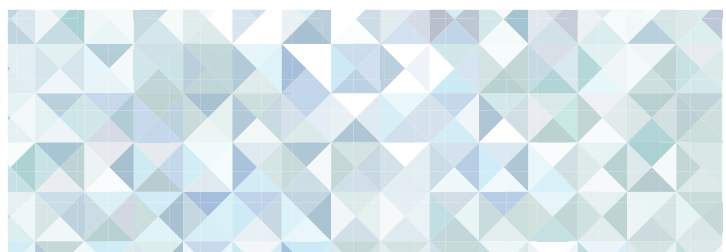
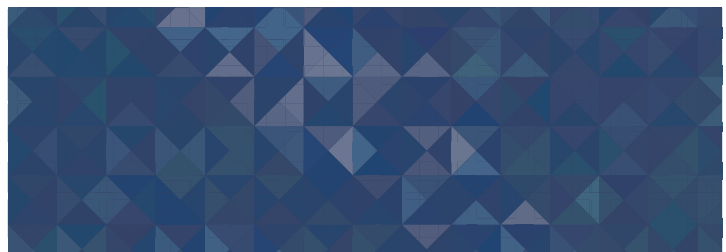
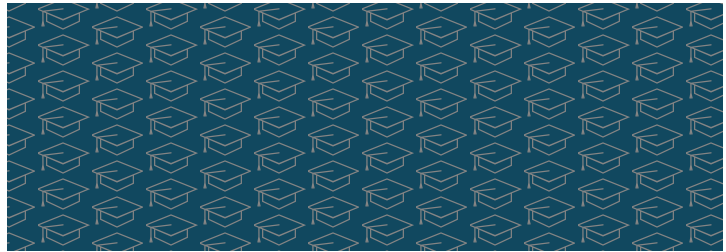
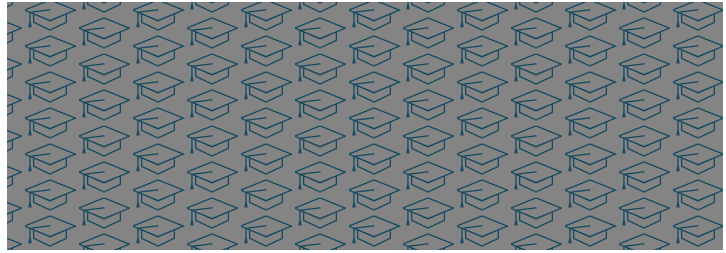
 **Does Not Pass**
DNP

BACKGROUND COLORS	TEXT COLOR					
						
Sample Text Sample Text Sample Text Sample Text	 DNP	 AAA	 AAA	 AAA	 DNP	 AAA
Sample Text Sample Text	 AAA	 DNP	 DNP	 DNP	 AAA	 DNP
Sample Text Sample Text	 AAA	 DNP	 DNP	 DNP	 AA18	 DNP
Sample Text Sample Text	 AAA	 DNP	 DNP	 DNP	 AA18	 DNP
Sample Text Sample Text Sample Text	 DNP	 AAA	 AA18	 AA18	 DNP	 DNP
Sample Text	 AAA	 DNP	 DNP	 DNP	 DNP	 DNP
Sample Text Sample Text Sample Text	 AA	 AA18	 DNP	 AA18	 DNP	 DNP
Sample Text	 AAA	 DNP	 DNP	 DNP	 DNP	 DNP
Sample Text Sample Text	 AAA	 DNP	 DNP	 DNP	 AA18	 DNP
Sample Text Sample Text	 AA	 AA18	 DNP	 DNP	 DNP	 DNP
Sample Text Sample Text Sample Text	 DNP	 AAA	 AA18	 AA	 DNP	 DNP
Sample Text Sample Text Sample Text	 AA18	 AA	 DNP	 AA18	 DNP	 DNP
Sample Text Sample Text Sample Text Sample Text	 DNP	 AAA	 AAA	 AAA	 DNP	 AA
Sample Text Sample Text Sample Text Sample Text	 DNP	 AAA	 AA	 AAA	 DNP	 AA18

PATTERNS

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.



free campus

UNIVERSITY SYSTEM OF GEORGIA

SUB-BRAND GUIDELINES

USG FREECAMPUS NAME

THE USG ACRONYM

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) FreeCampus

After the first mention and complete spelling of the name, the acronym may be used alone from then on as "USG FreeCampus." When used in writing, the "USG" acronym should almost always precede the word "FreeCampus" 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

When used in writing, either the "C" or full "CAMPUS" should be capitalized.

CORRECT WRITTEN FORMATS

University System of Georgia FreeCampus

University System of Georgia (USG) FreeCampus

USG FreeCampus

USG FREECAMPUS

INCORRECT WRITTEN FORMATS

Usg freecampus

Usg free-campus

Usg FREE-CAMPUS

USG Freecampus

USG Free Campus

THE USG FREECAMPUS LOGO

The official USG FreeCampus logo contains the word "free" in all lowercase teal letters combined with the word "campus" in black lowercase letters. The words "University System of Georgia" is written in capital black lettering under a black line, distinguishing the FreeCampus brand as an official unit of the USG. **The USG sub-lettering is included in the official USG FreeCampus logo and should always be included when used.**

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

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 FreeCampus symbol in conjunction with a specific collegiate mark, please contact the USG eCampus Marketing Department at 678-839-5398.

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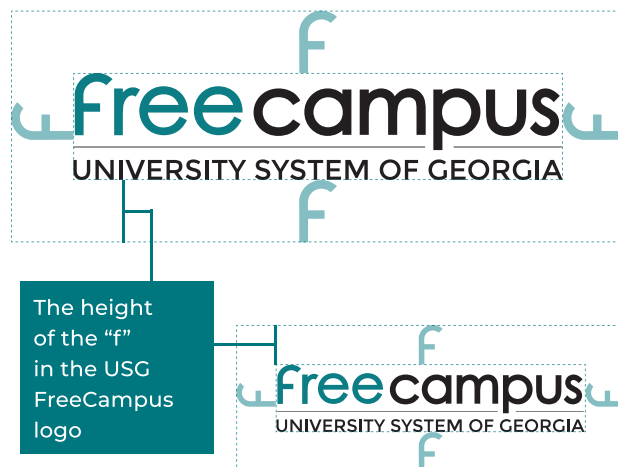
Electronic files of logos are available online
at ecampus.usg.edu.

CLEAR ZONE

The integrity of the USG FreeCampus 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 “freecampus” in logo).

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 FreeCampus logo will change if you decide to enlarge the logo.



REPRODUCTION ART AND FILES

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

Electronic files of the USG FreeCampus 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 FreeCampus 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 FreeCampus logo smaller than 3/4” width. If you need a logo larger than 6” in height, please use EPS versions of the USG FreeCampus 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 FreeCampus logo. Do not use third-generation art of any kind for reproduction purposes.



Never reduce the USG FreeCampus logo to smaller than 3/4” for use in print or on the web.

LOGO VERSIONS

FULL COLOR

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



freecampus
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WHITE (ONE COLOR)

The USG FreeCampus logo should not be printed with the white one-color logo by any third party without express permission from the USG eCampus Marketing Department.



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BLACK (ONE COLOR)

The USG FreeCampus black one-color logo should only be used in one-color printing on white or light colors.



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LOGO DOS AND DON'TS

In order to establish and maintain consistent and effective use of the USG FreeCampus 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 FreeCampus logo is used for these demonstration purposes, all official USG eCampus, USG eCore, USG eMajor, and USG FreeCampus 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 FreeCampus logo, please contact the USG eCampus Marketing Department at 678-839-5398.



TYPOGRAPHY

The consistent use of typography helps to establish the USG FreeCampus 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 FreeCampus publications and advertising. Their consistent use will establish a continuity of appearance that will help support the recognition of the USG Freecampus brand 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 MONTSERRAT

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

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

COLOR PALETTE

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

OFFICIAL COLORS



CMYK 86, 34, 44, 8
RGB 15, 127, 134
HEX 0F7F86



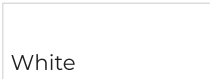
CMYK 25, 98, 100, 18
RGB 163, 36, 35
HEX A22422



CMYK 100, 32, 51, 49
RGB 0, 79, 81
HEX 004F51



CMYK 0, 0, 0, 100
RGB 0, 0, 0
HEX 000000

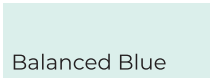


CMYK 0, 0, 0, 0
RGB 255, 255, 255
HEX FFFFFFFF

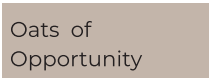
NEUTRALS



CMYK 51, 42, 42, 7
RGB 132, 132, 132
HEX 848484



CMYK 13, 0, 8, 0
RGB 221, 241, 235
HEX DDF1EB



CMYK 24, 26, 30, 0
RGB 196, 181, 171
HEX C4B5AB

COLOR USAGE

The USG FreeCampus 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 FreeCampus 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.

40%

30%

10%

10%

5%

5%

COLOR USAGE EXAMPLES

freecampus
UNIVERSITY SYSTEM OF GEORGIA

FreeCampus courses are supported by USG eCampus and are delivered in an open online course format. They are tuition-free, and there is no hidden cost. FreeCampus classes are non-credit courses.

SCAN TO GET STARTED →

The following FreeCampus courses are offered every spring and fall:

<p>College Foundations for English Composition</p> <p>This course teaches effective writing skills and is designed to prepare students for College Composition I courses.</p>	<p>College Math Foundations</p> <p>Ideal for students needing a review of foundational materials that are essential to the success of college-level math, this course provides a refresher of college math concepts.</p>	<p>Essential Study Skills for College Success</p> <p>In this course, students will obtain general skills needed to be successful in a college environment.</p>
<p>Macroeconomics</p> <p>Macroeconomics offers relevant content as it relates to economics and covers concepts that are typically seen in an undergraduate macroeconomics course.</p>	<p>Introductory Business Law</p> <p>An introductory course that gives learners an understanding of the fundamentals of American business law including history, sources, and procedures.</p>	<p>Introduction to Financial Technology (FinTech)</p> <p>Students will learn recent FinTech development while being introduced to FinTech applications in financial services such as commercial and investment banking.</p>
<p>Elementary French I Refresher Course</p> <p>Experience a rich connection to French language and culture (with a special emphasis on Francophone perspectives).</p>	<p>Elementary Spanish I Refresher Course</p> <p>Elementary Spanish I provides a refresher of the Spanish language covering topics like basic vocabulary and numbers.</p>	<p>Guitar for Beginners</p> <p>Designed for beginners who have never picked up a guitar, this course teaches learners theory, how to read sheet music, and practical application onto the instrument.</p>
<p>Introduction to Marketing</p> <p>Focusing on the robust role of marketing in today's society, this course provides students with an understanding of marketing strategy planning, social media, and more.</p>	<p>Library Instruction: Information Literacy</p> <p>This course is designed for students to be successful in eCampus courses, and teaches students how to effectively utilize eCampus resources and avoid plagiarism.</p>	<p>Anatomy & Physiology Prep</p> <p>Students will discover the structure and functions of the human body while gaining foundational knowledge that will prepare students for Anatomy & Physiology college-credit courses.</p>
<p>Fundamentals of Pathophysiology</p> <p>Students will compare and contrast the characteristics of health and the characteristics of disease as related to the human body and identify and define basic terminology related to the study of pathophysiology.</p>	<p>Medical Terminology</p> <p>This course teaches students to understand and apply the derivation of medical terms, recognize word components, recall basic terminology, and interpret abbreviations related to bodily systems and medical conditions.</p>	<p>Medical Mathematics</p> <p>In this course, students will learn to calculate medications, appropriately and demonstrate solving medication problems using dimensional analysis.</p>

freecampus
UNIVERSITY SYSTEM OF GEORGIA

EXPLORE POSSIBILITIES

ZERO-COST COURSES FROM THE UNIVERSITY SYSTEM OF GEORGIA

freecampus
UNIVERSITY SYSTEM OF GEORGIA

Aimed to support adult learners as they begin or resume their educational journey, FreeCampus courses are supported by USG eCampus and are delivered in an open, online course format. They are tuition-free, non-credit courses developed to all boost students' skills for college-level courses; to provide students with opportunities to explore interesting subjects without having to pay for them.

<p>ESSENTIAL STUDY SKILLS FOR COLLEGE SUCCESS</p> <p>Learn positive study habits and general skills needed to be successful in a college environment.</p>	<p>COLLEGE FOUNDATIONS FOR ENGLISH COMPOSITION</p> <p>This course teaches effective writing skills while preparing students for College Composition I courses.</p>	<p>COLLEGE MATH FOUNDATIONS</p> <p>Ideal for students needing a review of foundational materials that are essential to the success of college-level math, this course provides a refresher of college math concepts.</p>
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FreeCampus Enrollment Form →

SCAN TO GET STARTED

BEST PRACTICES FOR USING TEXT ON COLOR

Provide high contrast.
USG FreeCampus 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**
DNP

BACKGROUND COLORS	TEXT COLOR				
Sample Text Sample Text Sample Text Sample Text	DNP	AAA	AA	AAA	AAA
Sample Text Sample Text	AAA	DNP	AA18	DNP	DNP
Sample Text Sample Text	AA	AA18	DNP	DNP	DNP
Sample Text	AAA	DNP	DNP	DNP	DNP
Sample Text	AAA	DNP	DNP	DNP	DNP
Sample Text Sample Text	AA18	AA	DNP	DNP	DNP
Sample Text Sample Text Sample Text Sample Text	DNP	AAA	AA18	AA	AAA
Sample Text Sample Text Sample Text	DNP	AAA	DNP	AA18	AA

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.



