Graphic Standards Manual
<table>
<thead>
<tr>
<th></th>
<th>Table of Contents</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Graphic Design Standards</td>
</tr>
<tr>
<td>2</td>
<td>History of the Mark</td>
</tr>
<tr>
<td>3</td>
<td>Quality and Coordination</td>
</tr>
<tr>
<td>4</td>
<td>Official USG eCampus Colors</td>
</tr>
<tr>
<td>5</td>
<td>The USG eCampus Logo</td>
</tr>
<tr>
<td>6</td>
<td>Logo Variations</td>
</tr>
<tr>
<td>7</td>
<td>USG eCampus Sub-Brands and Logos: eCore and eMajor</td>
</tr>
<tr>
<td>8</td>
<td>Combined Logo Usage</td>
</tr>
<tr>
<td>9</td>
<td>Special Printing Techniques</td>
</tr>
<tr>
<td>10</td>
<td>Print and Digital Backgrounds</td>
</tr>
<tr>
<td>11</td>
<td>Special Case: Overprinting</td>
</tr>
<tr>
<td>11</td>
<td>Special Case: Reversing</td>
</tr>
<tr>
<td>12</td>
<td>Reproduction Art and Files</td>
</tr>
<tr>
<td>13</td>
<td>Clear Zone</td>
</tr>
<tr>
<td>14</td>
<td>Incorrect Logo Use</td>
</tr>
<tr>
<td>18</td>
<td>Recommended Typefaces</td>
</tr>
</tbody>
</table>
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 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.
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 two established system-level programs: eCore and eMajor. The USG eCampus logo carries over the clean typography and visual wave that are synonymous with the visual identities of eCore and 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 eCore and eMajor. The fresh, modern colors represent a culture of opportunity and innovation as the organization seeks to fulfills its mission.

When the 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, 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 eCore classes and to facilitate administration and future growth of the younger 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.
Quality and Coordination

The USG eCampus Marketing Department will oversee design standards for all eCampus supported programs, including eCore and 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**  
**Associate Director of Marketing for Collaborative Programs**  
(678) 839-5398  
ecampus@westga.edu  
jblakemo@westga.edu

Additionally, graphic standards information and electronic files are available online at:

http://ecampus.usg.edu
USG eCampus Sub-Brands

The establishment of USG eCampus creates an “umbrella” brand under which the existing collaborative brands (eCore and eMajor) now fall. USG eCampus does not replace eCore and 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 eCore and 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.
The USG eCampus Logo

The official eCampus symbol is a teal letter “e” utilizing a red wave. Below the 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 grey lettering under a red line, distinguishing the eCampus program as an official unit of the USG. The USG sublettering 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 permissions 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. These are found below.

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

The standalone “ecampus” graphic is reserved for use by the USG eCampus Marketing Department only, and should be used sparingly.
Official USG eCampus Colors

The official colors of USG eCampus are: eCampus Teal, eCampus Red, and Black.

The identity system utilizes these official colors with the addition of eCampus Callout Grey, Teal, and White as secondary or complementary colors.

The official USG eCampus logo may be printed in either full color (see page 5) or Black. Except for special print techniques, these are the only colors which may be used to print the USG eCampus logo.

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**Official USG eCampus Colors**

- **eCampus Teal**
  - CMYK: 56-1-35-0
  - RGB: 109-196-181
  - HEX: 6DC4B5

- **eCampus Red**
  - CMYK: 14-100-95-4
  - RGB: 202-32-42
  - HEX: CA202A

- **Black**
  - CMYK: 0-0-0-100
  - RGB: 0-0-0

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**Secondary USG eCampus Colors**

- **eCampus Callout Grey**
  - CMYK: 64-56-55-31
  - RGB: 84-85-85
  - HEX: 545555

- **eCampus Callout Teal**
  - CMYK: 91-13-36-31
  - RGB: 0-120-127
  - HEX: 00777f

- **eCampus Callout Red**
  - CMYK: 25-98-100-18
  - RGB: 163-36-35
  - HEX: a22422

- **White**
  - CMYK: 0-0-0-0
  - RGB: 255-255-255
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 grey 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 eCore and eMajor. Consistent orientation should be used when all logos appear together.

Combined Horizontal Logo

Combined Square Logo
The official eCore symbol is a green letter “e” utilizing a teal wave. Below the 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.

Depending on the scale of the design, either the square or horizontal version of the logo may be used. These are found below.
eCore Colors

The official eCore logo may be printed in either full color or Black. Except for special print techniques, these are the only colors which may be used to print the eCore logo.

The official colors of eCore are: eCore Green, eCore Teal, and black.

The identity system utilizes these official colors with the addition of eCore Callout Green and White as secondary or complementary colors.

Official eCore Colors

eCore Green
Pantone 7490 C
CMYK 45-0-80-35
RGB 103-145-70
HEX 7ba640

eCore Teal
Pantone 3272 C
CMYK 100-0-44-0
RGB 0-170-166
HEX 00a9a6

Black
Pantone BLACK
CMYK 0-0-0-100
RGB 0-0-0

Secondary eCore Colors

eCore Callout Green
CMYK 25-3-66-0
RGB 202-213-128
HEX c9d57f

White
CMYK 0-0-0-0
RGB 255-255-255
eMajor Logo and Colors

The official eMajor symbol is a navy letter “e” utilizing a teal wave. Below the 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 in brown.

Depending on the scale of the design, either the square or horizontal version of the logo may be used. These are found below.
eMajor Colors

The official eMajor logo may be printed in either full color or Black. Except for special print techniques, these are the only colors which may be used to print the eMajor logo.

The official colors of eMajor are: eMajor Navy, eMajor Teal, and eMajor Brown.

Official eMajor Colors

<table>
<thead>
<tr>
<th>eMajor Navy</th>
<th>eMajor Teal</th>
<th>eMajor Brown</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMYK 95-66-43-28</td>
<td>CMYK 73-17-29-0</td>
<td>CMYK 48-70-79-60</td>
</tr>
<tr>
<td>RGB 14-72-96</td>
<td>RGB 55-164-178</td>
<td>RGB 74-46-31</td>
</tr>
<tr>
<td>HEX 0e4860</td>
<td>HEX 37a4b2</td>
<td>HEX 4a2e1f</td>
</tr>
</tbody>
</table>
Special Print Techniques

The USG eCampus symbol and the symbols of its sub-brands may be embossed, engraved, foil stamped on paper, etched in metal or glass, cast in metal, or carved in stone or wood. Some of these special print (and fabrication) techniques may produce colors other than the official colors. However, these colors should be the result of the needs of the technique and they should be natural, neutral, and compatible with the official identity, (e.g., silver, gold, wood grain).

Most of the special print and production techniques require an altered design for the seal. This alternate design has solid color on all letters and portions of the logo.

An etched USG eCampus logo may be a single, solid color when in metal, glass, or stamped in foil.

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

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.

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

Although the logo may be printed on any background of an appropriate nature, the integrity of the logo demands that no words or images overlap or merge with it. It should never be integrated into illustrations, cartoons, or other symbols or logos.

USG eCampus letters should be white when used on a black or dark background.
Special Case Examples:

**Overprinting**
*Overprinting is a term used when ink is either printed onto a colored paper stock, or onto a previously printed item.*

When overprinting the USG eCampus logo on a solid color paper stock, the background color must be considered. Do not use dark paper stocks for this purpose, but light, solid colors without speckles, dots, or grains. You cannot print with white ink without great expense and difficulty. DO NOT plan to overprint with white.

This method of printing the logo on a solid color background without the option for a graphic contrast of the background is acceptable only when printing on a paper stock that is light enough to provide sufficient contrast for clarity and legibility.

**Reversing**
*Reversing is a term used when the color of an item is removed completely, changing all portions to white on a darker background.*

Overprinting with the USG eCampus logo should be avoided by third parties. The USG eCampus logo is a multi-color logo, and the colors / color difference is an essential part of the mark. A reversed logo can only be a single color — white. If reversing is necessary, please make sure to get express permission from the USG eCampus Marketing Department (see page 3).
Reproduction Art and Files

Camera-ready reproduction art for the USG eCampus logo is available through the USG eCampus Marketing Department. (See page 3.)

Electronic files of the USG eCampus logo are available for download in various sizes and file types at http://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 AI 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.

The USG eCampus logo is available in many different sizes and file formats. Please communicate with each printer or vendor to find out which version is right for you.

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

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

*These examples use a gray box to show how much space is needed around the USG eCampus logo.*

PLEASE DO NOT USE A GRAY BOX IN YOUR FINAL DESIGNS—THIS IS JUST A VISUAL EXAMPLE.

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.

The eCore logo will require much more clear space as the logo size increases.

The eCore logo clear space is based on the height of the logo itself.

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

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 these pages demonstrate 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.

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

### INCORRECT USAGE EXAMPLES

**IMPROPER PROPORTIONS**
No portion of the logo may be resized or moved closer to/farther from one another.

**DIFFERENT TYPEFACE**
Always make sure that the proper logo is presented in its entirety.

*Do not attempt to mimic the appearance of the official USG eCampus logo using any combination of graphics and typography.*
INCORRECT USAGE EXAMPLES

**IMPROPER PLACEMENT OF LOGO**
The text and mark must always remain in the proper order with the eCampus mark over the type.

**DISTRACTING BACKGROUND**
The USG eCampus logo should NEVER be placed on a background which distracts or overpowers the mark.

**IMPROPER ALIGNMENT OF TYPE**
The USG eCampus mark must always remain horizontal and over the type except when using the horizontal version of the logo.

**CONSTRAINED LOGO**
The USG eCampus logo should NEVER be framed in a restricting box, shape, or constrained area.
INCORRECT USAGE EXAMPLES

IMPROPER COLORS
The USG eCampus logo should never be reproduced in any colors other than the official approved colors. See page 7 for specifics.

OVERLAPPING OR ALIGNMENT OF VISUAL ELEMENT OR SYMBOL
The mark and type of the USG eCampus logo should not be encumbered by other visual elements. Avoid the use of any copy, slogans, symbols, or images overlapping or aligned with the USG eCampus logo.
ENCLOSURE AND FRAMING
The USG eCampus logo should not be encumbered or contained by any other visual elements. They should never be partially or fully enclosed or framed in a restricting oval, circle, square, or any other specific shape or area.

DISTORTION
The USG eCampus logo should not be subject to distortion or manipulation, i.e., slanting, stretching, twisting, or curving.
Recommended Typefaces

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 SERIF FONT
Adobe Garamond
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Adobe Garamond Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Adobe Garamond Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Adobe Garamond Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

PRIMARY SANS-SERIF FONT
Univers 57 Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Univers 67 Bold Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ACCEPTABLE SANS-SERIF FONTS
Helvetica Neue Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Helvetica Neue 65 Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
The Adobe Garamond (serif) and Univers (sans-serif) typefaces are highly recommended for use as primary fonts in all publications destined for outside audiences. Condensed versions of both Helvetica and Helvetica Neue are acceptable replacements if Univers is not available. For websites, Arial is recommended in place of Adobe Garamond or Helvetica (if needed).

Additionally, the fonts JennaSue and Montserrat are used as accents in headers, titles, and more decorative typography.

The screen versions of these fonts will be available for download or can be sent from the USG eCampus Marketing Department, and the printing fonts are widely available for both Mac and PC platforms. Contact the USG eCampus Marketing Department if you need to obtain these printing fonts.