



VISUAL IDENTITY GUIDE

2021-22

(FOR EXTERNAL AUDIENCES)





WHO WE ARE

We are Georgia Southern.

Our colors are blue and white.

We call ourselves the Eagles.

Our weekends begin on Thursday.

**And folks, you just can't beat that
...and you just can't beat Georgia
Southern. And you ain't seen
nothin' yet.**

-Erk Russell

INTRODUCTION

PURPOSE

The visual expression of our brand can quickly become chaotic and inconsistent without setting rules for how each element should be used.

This guide provides clearly defined guardrails for the appropriate application of the 2021-22 Georgia Southern Athletics Visual Identity—ensuring a cohesive and unified expression across all branded touchpoints.

Please reference this guide when designing any Georgia Southern Athletics branded materials.





COLORS & LOGOS

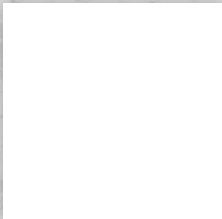


NAVY BLUE

PRINT
PMS
282

PROCESS
C: 100
M: 70
Y: 0
K: 75

DIGITAL
RGB
R: 4
G: 28
B: 66
WEB
#041e42



WHITE

PRINT
PMS
-

PROCESS
C: 0
M: 0
Y: 0
K: 0

DIGITAL
RGB
R: 255
G: 255
B: 255
WEB
#ffffff

**SECONDARY
ACCENT**



GRAY

PRINT
PMS
429

PROCESS
C: 21
M: 11
Y: 9
K: 22

DIGITAL
RGB
R: 165
G: 172
B: 175
WEB
#a5acaf



GOLD

PRINT
PMS
872 (Metallic)
4505 (Non-Metallic)

PROCESS
C: 40
M: 43
Y: 84
K: 8

DIGITAL
RGB
R: 142
G: 109
B: 37
WEB
#a99260

COLORS & LOGOS

PRIMARY LOGO



SECONDARY LOGOS



GATA

WORDMARKS

**GEORGIA
SOUTHERN**

**GEORGIA SOUTHERN
EAGLES**





COLORS & LOGOS

DO NOT USE THESE LOGOS



RETIRED LOGO

This logo was retired by the Athletics Department in 2011.



RETIRED LOGO

This logo retired by the Athletics Department in 2008.



ACADEMIC LOGO

Use of this logo by the Athletics Department is not sanctioned by the University.



RETIRED LOGO

New for 2021-22, the Eagle Head logo without "Georgia Southern" text has been retired.



INCORRECT VERSION

The G and S should have the same size and weight.



INCORRECT COLORS

Correct colors are Navy Blue, Grey and Gold rather than the light blue.

FONT FAMILIES

NORWESTER

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

D-DIN CONDENSED BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

D-Din Condensed Regular

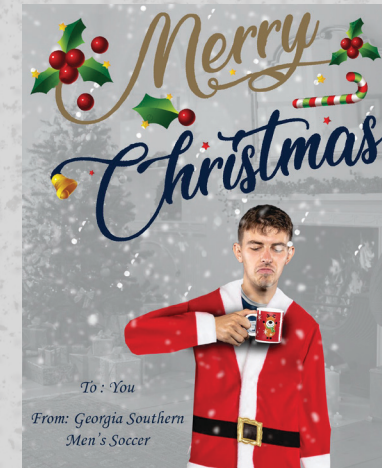
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



WHAT TO AVOID



Coach Byington, GS logo and Adidas logo are stretched - Graphic does not use correct branding including colors and GS/Adidas logo lockup.



Because Georgia Southern is a government organization, teams should refrain from promoting religious holidays on official accounts, rather than saying "Merry Christmas" please use "Happy Holidays"



Background elements should be used rather than sport-specific background - Adidas/GS lockup should be small and in the corner or centered at the bottom of text rather than a featured element - Please consult with Creative Services when working on this type of graphic



Georgia Southern Creative Services and Media Relations create Gameday graphics for every sport using a common template which stakeholders can easily identify. Teams should not create their own Gameday graphics.

GEORGIA SOUTHERN ATHLETICS CREATIVE SERVICES

WHEN IN DOUBT, CONTACT CREATIVE SERVICES FOR HELP



AJ HENDERSON

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THIS IS A LIVING DOCUMENT

As with everything in the college sports world, the Georgia Southern Athletics Visual Identity is a constantly evolving entity. We know there will be more touchpoints to consider and elements that may require additional definition as issues arise. As such, this document will need to be updated and recirculated as revisions are made.

If you have questions about how to apply any of the elements in this document, please reach out to:

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Version 1.0 - Published June 2021

