The Brand Identity & Design System Manual provides a foundation for clear and consistent communication of the Robinson College identity. Adhering to common standards ensures that the college's correct name appears on all official Robinson communications and that the college has a common “look and feel” throughout all mediums—publications, banners, advertising, signage, letterhead, and business cards. This publication includes guidelines for use of the Robinson College logo including official colors and typefaces. It also includes the official policies and standards for the design of Robinson stationery, publications and other applications. The guidelines have examples of commonly produced creative material that will allow departments and units to easily develop materials they need. Again, the goal is design consistency, but not bland standardization.

The Office of Communications and Marketing of the Robinson College has the overall responsibility for making sure these guidelines are followed. We ask that all collateral developed by units within the Robinson College be sent to the Office of Communications and Marketing 48 hours in advance of it being sent to a printer or posted on the Web site. Please send your collateral to RCBCommunications@gsu.edu

The guidelines will be added to and updated regularly. We thank you for your cooperation in the matter.

J. Mack Robinson College of Business
The largest business school in the South and part of a major research institution, the J. Mack Robinson College of Business at Georgia State University is located in Atlanta, an epicenter of business and a gateway to the world. With programs on four continents and students from 150 countries, the College is both worldwide and world class. Its part-time MBA program is ranked No. 5 in the nation and has been in the Top 10 for 13 consecutive years. The College has 200 faculty, 7,400 students and 65,000 alumni. Noted for an emphasis on educating leaders, the Robinson College and Georgia State have produced more of Georgia’s top executives with graduate degrees than any other school in the nation.

The boiler plate should be featured prominently on all publications where space permits. Inside the front or back cover is the preferable location.
Why Graphic Standards?

In the world of business schools, Georgia State’s J. Mack Robinson College of Business must compete locally, regionally, nationally and internationally for rankings, excellent students and faculty, funding and philanthropic donations. It is imperative that Robinson College’s visual identity elements be well-defined, distinguished and enduring. The consistent and correct use of the graphic standards identifying the Robinson College, combined with its reputation for excellence, is how the college will be known. The guide is designed to build maximum recognition through the consistent use of a logo system and color palette that always say J. Mack Robinson College of Business.

ABOUT THE MANUAL

The brand standards manual gives you general guidelines for:
- logo use
- color palette
- typography
- photography style
- basic design layout

The goal is design consistency, but not bland standardization. We have created examples of commonly produced creative material that will allow departments and units to easily develop material they need.

Consistent use of color, graphics, typeface and message help people quickly identify and more clearly understand our college and the university from the thousands of images and messages that they receive each day.

Pay careful attention to guidelines on logo usage.

Be careful of color choices.

If you are designing materials or overseeing design you should be familiar with this book.

Use the Office of Communications and Marketing and University Relations as resources — we can help you leverage the strong Robinson College brand to your advantage.

Where can I find the guidelines online?
robinson.gsu.edu/news/communications
The J. Mack Robinson College of Business logo was designed to incorporate the Georgia State visual identity while recognizing the College and its benefactor Mr. J. Mack Robinson. The revised logo highlights the College’s name by placing it to the right of the university’s logo and emphasizing it with the university’s blue color.

LOGO USAGE TIPS

Do not modify the logo to fit a design idea — modify the idea to fit the logo. The proportional relationship between the design mark and name is precise and must be maintained.

Size it appropriately to the layout; it doesn’t have to be huge. The message is more important than the logo.

In general, do not use the logo as a design element. For example, do not enlarge the logo to cover a whole page as a background element.

Respect the space around the logo, making sure it is visible in the design.

The logo is also available in black for black & white documents only.

The Georgia State University logo is a registered trademark protected by federal law.

The flame graphic should never be manipulated and may not be reproduced in red. An authorized version of the flame by itself may be used when appropriate, such as on certain kinds of merchandise. The function of this mark is not that it can be read as the school’s initials, but that it is a strong visual symbol that is easily recognized, remembered and associated with Georgia State University.

An approved logo configuration should appear prominently on all publications, such as on the front or back cover, in a size appropriate to the overall size of the document. The logo should also appear at the opening of a film, video or official university Web site and on every print advertisement.

For guidelines on the use of the flame, seal and the mascot Pounce, refer to the University identity guidelines www2.gsu.edu/~wwtidg/about.html or contact University Relations. Requests for University logos can be made at this Web site.

Commercial use of the College logo must be negotiated and managed by Auxiliary Services.

How Do I Get the Logos?
J. Mack Robinson College of Business logo as well as further guidance on its use, can be obtained from the office of Communication and Marketing; contact Gary McKillips or Diane Moore.
CORRECT LOGO EXECUTION:

Full color: CMYK or 3 spot colors (PMS 404 grey, PMS 286 blue, PMS 186 red)

2 spot color: PMS 286 blue, PMS 186 red

1 spot color: PMS 286 blue

1 spot color (white) reversed: out of a dark color

2 spot color reversed: white and PMS 186 red out of a dark color

IMPROPER LOGO EXECUTION:

Do NOT change the color of the College name

Do NOT stretch the logo

Do NOT make the logo smaller than 1.75” wide

Do NOT change the color of the flame

Do NOT Reverse the logo out of a light background

Do NOT use the gray logo on a dark color
In order for the College to maximize the impact of a single graphic identity, academic departments, administrative units, centers, institutes and programs are NOT permitted to have a unique logo. How do these units represent themselves effectively in their communications?

Separating the department or unit name from the logo allows for flexibility in displaying your name. Examples of executions are shown on the following pages.
EXCEPTIONS

Unique logo treatments can be created for certain special cases such as events and conferences. Such logos shall be used only during the time in which the event takes place. Once the event goes away logo usage should also stop.

If a unit is sponsoring a conference, the following treatment may be used on conference material to show the units name as well as the college logo. This treatment will not become the unit’s identity and can only be used on that specific conference material.

Example of special event logos
Example of CEBCM treatment used for American Marketing Association conference sponsorship

For more information and to register, visit execed.gsu.edu
Graphic Elements

COLOR PALETTE

Two color levels:
1. University colors — The official colors of the university are blue (PMS 286) and white. Accent colors are grey and red.
2. Robinson College secondary colors — complementary colors for print and web use

Strong use of the university blue is encouraged. The university red should play a secondary, minimal role.

Please exercise discretion in the use of the College secondary colors — they are there to accentuate the brand and are to be used in conjunction with the university colors, never by themselves.

Our design approach utilizes white space in the layout. Although not specified, white is a key color in the palette.

UNIVERSITY COLORS

Did You Know?
- On-screen color should always be RGB
- Any print materials should use CMYK or PMS colors

BUSINESS SCHOOL SECONDARY COLORS
TYPOGRAPHY

Adobe Gill Sans and ITC Usherwood are the University’s official fonts.

Gill Sans is the primary font to be used in print publications. If Gill Sans is not available, substitute Helvetica in its place. If ITC Usherwood is unavailable, substitute Times Roman in its place.

The university logo is created from a special, modified font. Individuals should never try to recreate the logo.

If you need to purchase the university fonts, please purchase openface type which can be used on Macs or PCs.

**Gill Sans**

ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

**ITC Usherwood**

ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
PHOTOGRAPHY

Photography is an integral part of the College’s identity. The photography style should illustrate a dynamic and vibrant setting, people with a modern, driven and successful demeanor, and references to global education, movement and diversity.

Photographs should be reproduced with minimum effects. Four color process, black and white, and duotone are all acceptable reproduction effects. Unusual Photoshop special effects and borders, etc. are discouraged.

Photoshoots can be requested by contacting Meg Buscema, Photography Supervisor in University Relations at 404/413-1368 or meg@gsu.edu. Charges will apply.

The College’s photo library is located at robinson.dphoto.com and is available upon request by contacting Diane Moore. Other sites that offer royalty-free photography include istockphoto.com, shutterstock.com, veer.com and gettyimages.com.

EXAMPLES

Did You Know?

- Rights-managed photos are purchased for a specific, clearly defined use with the price being determined by the scope of that use. Most stock images are rights-managed.
- Royalty free image can be used as many times and in as many ways as they like (with minimal restrictions and limitations).
Design Examples

EXPLANATION

Stringent layout guidelines have not been established, however you can see the general look and feel in the examples on the next few pages.

Keep the design simple, clean and uncluttered. There is flexibility in the cover design and inside layout. Let strong, appealing photos and crisp, memorable messaging take the lead.

Remember that white space is a key element of design within this system.

DESIGN MANDATORYs/SUGGESTIONS

The college logo must be used in a prominent spot on all material.

We encourage use of blue bar with 2 color reversed out logo. It works as an anchor for the page and provides a space where the logo can be accented.

The flame graphic in a white circle can be used to draw the eye to a specific part of the page. It can be used to highlight an area that you would like your reader drawn to.

“www” should not be used for Web site addresses.

The College’s locations should appear on all printed material in the approved format shown on the following pages.

The boiler plate should be featured prominently on all publications where space permits. Inside the front or back cover is the preferable location.

Examples of these treatments are shown on the following pages.
Covers should have minimal copy. They should be clean – an invitation for the audience to learn more.

Locations have a standard setup and should be on piece
YOUR EFFECTIVENESS as a manager is a skill as well as an art.

Our programs focus on concepts and methods that are proven to maximize business performance:

- Business Analytics for Managers
  March 10 - 11
- Project Risk Management
  March 24
- Mini MBA in Finance and Accounting
  April 1 - 3 (part 1) & April 15 - 17 (part 2)
- Project Budgeting and Costing
  April 7
- Critical Thinking for Decision Making
  April 10 - 11

These courses are taught at our new, convenient state-of-the-art Buckhead Center located in Tower Place 200. Robinson’s programs are taught by the same award-winning professors who have led our business school to a top-five national ranking.

Sign up online at execed.gsu.edu or call 404/413-7300.

GROW your skills to make the most of business opportunities.

Offering courses for:
- Business Analytics for Managers
- Mini MBA in Finance and Accounting
- Project Management

For more information and to register, visit execed.gsu.edu

REGISTER NOW!
When presenting with PowerPoint, always have a screensaver prepared with logo and event name. Avoid bluescreens as the default background. The logo needs to be on the first slide.

Sewn tablecloths normally take 4 weeks to deliver.
The Department of Risk Management and Insurance (RMI) in the J. Mack Robinson College of Business at Georgia State University announced the creation of a new Center for the Economic Analysis of Risk (CEAR), the first research center of its kind in the world. The Center—developed as a partnership between the RMI Department, Georgia State’s Andrew Young School of Policy Studies, the Federal Reserve Bank of Atlanta, and several other academic units of the Robinson College of Business—will be physically located in Atlanta with a virtual network of 100 economists and other researchers around the world, representing such disciplines as mathematical finance, computational methods, dynamic corporate finance, economics of contracting and macroeconomics. Funding for the project is internally generated through a unique “Areas of Focus” program in which Georgia State University provides grants to units based on the merit and potential impact of a project. The new CEAR initiative will be funded at $1.4 million per year.

TOP 5 RANKED, AGAIN!

Georgia State University’s RMI Department is again ranked among the top five programs of its kind by U.S. News & World Report. Jumping up three spots from last year’s ranking of eight, the department’s undergraduate program has now been ranked in U.S. News & World Report’s 2009 survey of America’s Top Colleges released in August. This marks the tenth consecutive year that the RMI Department has been ranked in the top ten.

MEET THE NEW RMI FACULTY

The RMI Department is proud to announce the addition of three new outstanding faculty members. George H. Zanjani, a former senior economist with the Federal Reserve Bank of New York, joined the faculty in June as an associate professor of risk management and insurance. Joining the department in August as an assistant professor, Luz Rocio Sotomayor recently received a PhD in mathematical finance from the University of Alberta, Canada. Elizabeth F. Brown, an internationally recognized attorney, scholar, and law professor, joined the RMI faculty in January as an assistant professor.
Stationery and Business Cards

Because they are universally used, stationery and business cards are the foundation of the visual identity program and must adhere to identity guidelines. Artwork of all official stationery and business card formats is created and maintained in University Relations.

All stationery should be ordered through University Relations and printed with University Printing Services. Please call x3025 to initiate an order. You will need your speed code, delivery address and quantity (orders come in boxes of 500).

LETTERHEAD AND ENVELOPES

The College letterhead and envelopes print in blue, red and gray on white paper. A mailing address including a mail stop code and phone number are required on letterhead. The official mailing address of most units has a mail stop code assigned by and available through Auxiliary Services. The standard format of “Mail” and “Office” is used to differentiate the mailing address from a campus location. “Office” information and fax numbers are optional on all stationery and business cards.

To enhance the university’s professional image, printed letterhead, not copies, should be used.

BUSINESS CARDS

Cards are divided into two sides to accommodate numerous phone numbers and extensive titles. Titles align on the right side under the name. Center, institute, department and unit names are printed on the left side under the “Mail” section. “Office” and “Fax” information are optional on business cards. Web site addresses do not contain “www.” “Dr.” should be used before the name of an individual who holds a doctor of dental surgery, doctor of medicine, doctor of osteopathy, or doctor of podiatric medicine degree, not before the names of individuals who hold other types of doctoral degrees.
Did You Know?
Graduate students have a unique set-up for business cards. Contact __________________________ for information or ordering.
**FAQS**

**Q:** When does the Brand Identity and Design System Manual take effect?  
**A:** The new brand identity should be implemented immediately for new projects.

**Q:** Does our department need to order new stationery and business cards?  
**A:** No. You may finish using your current supplies before ordering materials with the new logo.

**Q:** How do I order new business cards and stationery?  
**A:** Contact Shahidah Abdulrahman in University Relations at x3025. Please provide the speed code you would like charged, the delivery address and the quantity of each item you need (they come in boxes of 500).

**Q:** How do graduate students order business cards?  
**A:** Contact __________

**Q:** Can I have print on both sides of my business card?  
**A:** This is allowed in special cases. Please contact Gary McKillips.

**Q:** Where can I obtain a hard copy of the Brand Identity and Design System Manual?  
**A:** Hard copies are kept at the Robinson College Office of Communications and Marketing.

**Q:** How will I be notified of updates to the Brand Identity and Design System Manual?  
**A:** You will be notified by email as updates occur. A pdf of the most current Brand Identity and Design System Manual will be available on-line at robinson.gsu.edu/news.communications

**Q:** How do I download the new logo?  
**A:** Contact Gary McKillips or Diane Moore of the Robinson College Office of Communications and Marketing.

**Q:** Can I create a logo for my event or conference?  
**A:** Yes. An event or conference may have its own identity as long as the event/conference is for a limited time period and does not stay active indefinitely.

**Q:** Can I create a logo for my event or conference?  
**A:** No. The name of a department, center or program must be distinctly separate from the logo.

**Q:** My department/center/institute/program is really special. Can I create a logo for it?  
**A:** No. Please contact Gary McKillips or Ellen Powell to discuss your needs.

**Q:** I know other people need to follow the guidelines, but do I?  
**A:** Yes.

**Q:** Can I design collateral pieces myself?  
**A:** Yes. Please adhere to the guidelines set forth in the Brand Identity & Design System Manual.

**Q:** If I design collateral, does it need to be approved by the college?  
**A:** The Office of Communications and Marketing would like to see a copy of all collateral at least 48 hours prior to production as well as receive a copy of the final output.

**Q:** Can we use external vendors to create collateral?  
**A:** Yes. You may contact Gary McKillips or Diane Moore for recommendations.

**Q:** How do I access the Robinson College Photo Library?  
**A:** Contact Diane Moore or Gary McKillips.

**Q:** Are there exceptions to Graphic Standards?  
**A:** Almost never. On occasion, production issues, unusual formats or very unique circumstances require a deviation from Graphic Standards, but that is extremely rare and must be approved by Communication and Marketing.

**Q:** How do I have a photo made?  
**A:** Contact Meg Buscema of University Relations at x1368 or meg@gsu.edu.

**Q:** How do I produce collateral?  
**A:** If you would like help designing your material, University Relations can help you. Contact Ellen Powell at x1352 or Renata Irving at x1363 to discuss the scope of your project and pricing.

**Q:** Where do I find information on the correct use of the university flame, mascot and logos?  
**A:** Please refer to the university’s visual identity guide online at http://www2.gsu.edu/~wwidg/about.html.
WHAT IS THE FOREST STEWARDSHIP COUNCIL?

FSC is an independent, non-governmental, not-for-profit organization established to promote the responsible management of the world’s forests. It provides standard setting, trademark assurance and accreditation services for companies and organizations interested in responsible forestry. Products carrying the FSC label are independently certified to assure consumers that they come from forests that are managed to meet the social, economic and ecological needs of present and future generations. FSC has offices in more than 45 countries. Visit www.fsc.org for more information.

In efforts to improve our carbon footprint, we recommend using FSC-certified papers as well as printers.

For paper and printers recommendations, please contact the Office of Communications and Marketing or Renata Irving in University Relations at x1368 or renatairving@gsu.edu.

Contact Information

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