Official Georgia Library Association full color logo ››
Official Georgia Library Association PMS colors: **PMS Reflex Blue and 354c Green**
Official Georgia Library Association Fonts: **Google's Open Sans & Georgia**

GEORGIA LIBRARY ASSOCIATION BRAND IDENTITY & USAGE

The Georgia Library Association Brand

Brand identity is so incredibly important, and this system of reinforcing a consistent image is easy to implement. To ensure maximum recognition, these guidelines should be strictly followed. Always use a supplied version of the logo, and never alter the colors or logo itself in any application. Whenever possible, try to use the full-color version of your logo as production allows. By following these basic rules, you will continue to develop and strengthen the Georgia Library Association brand-building effort.

Georgia Library Association Brand Fonts

The official Georgia Library Association font combination is **Georgia** and Google's **Open Sans.** There is some flexibility in how you apply the fonts and their variations, but it would be best to get into a habit of using one weight, Georgia Regular for headlines. Open Sans Regular works well for body copy and Open Sans Bold Italics is a nice accent for call-outs, subheads and captions. Be sure to use these fonts for all branded print and digital applications (web, email blasts, etc.) as both are advantageous to seo-friendliness and universally available to any platform. This sheet employs this combination throughout. Also, an example of this hierarchy is demonstrated at right.

This limited font usage is another fundamental component in breeding familiarity and a strong, readily-anticipated brand identity.

QUICK DO'S & DON'TS

Rules of thumb to consider when applying the logo:

· When production allows, always try to use the full color version of the logo

· Never alter or substitute the designated PMS colors / color palette

· Never change the color breaks of the logo as it appears above

· When placing the logo always leave at least 1/2" of "white space" (margin) around all four sides of the mark.

**Georgia Library Association
Font Applications**

We Can Help

Teamwork is the key to success.

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Georgia Regular for headlines

Open Sans Bold Italics for captions, subheads, or call-outs

Open Sans Regular for all body copy text

The Georgia Library Association Color Palette

Georgia Library Association's primary colors are **PMS Reflex Blue** and **PMS 354c Green.** Consider all other colors listed in the chart at right as secondary support colors. This limited palette of accent colors is provided for PMS spot applications, as well as in RGB- and Hex-builds. It is imperative that all marketing and collateral materials adhere to this limited palette to ensure a cohesive look and feel across the entire organization.

Color	RGB	HEX
PMS 354c	RGB 27/169/74	HEX 1BA94A
PMS Reflex Blue	RGB 35/35/99	HEX 232363
PMS 7427c	RGB 157/22/46	HEX 9D162E
PMS 476c	RGB 66/41/23	HEX 422917
PMS 659c	RGB 95/147/205	HEX 5F93CD
PMS 432c	RGB 64/36/97	HEX 402461
PMS 581c	RGB 99/88/36	HEX 635824
PMS 428c	RGB 181/181/180	HEX B5B5B4
PMS 173c	RGB 202/87/40	HEX CA5728
PMS 116c	RGB 222/183/40	HEX DEB728