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 Italic 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.

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.