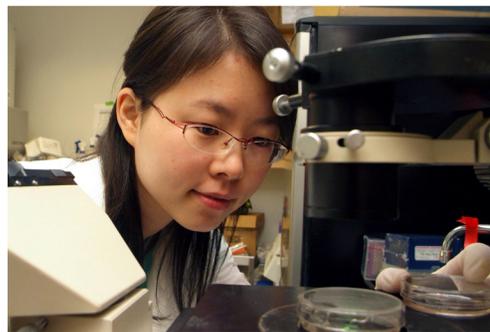




Georgia Regents University and GRHealth

Brand Guidelines





This version of the Brand Guidelines includes several updates and additions. Notably, our academic seal has been updated to reflect the five critical attributes of our vision, all of our practice plan signatures now follow a consistent format, and we have expanded the section on signage. We also have added an organizational overview.

Our Brand Guidelines were created to help promote consistency in the way we communicate about our complex organization.

The first version of our Brand Guidelines were introduced in April of 2013. Version 2 was released in August to address revisions to Athletics, the color palette, editorial standard, letterhead, and lab coats.

We are stewards and storytellers of GRU and GRHealth, and we share a responsibility to present our brand correctly in all forms of communication, whether in print, online, in presentations, on apparel, or in conversations. These brand guidelines are designed to help all members of our community be the best ambassadors of our image, reputation, and story throughout the world.

This guide details our thematic and visual brand “DNA.” Included are the elements of our brand and the standards for supporting them. The standards and graphic identity system established in this guide are rooted in research and developed, vetted, and enhanced by our community.

This brand guide and many of the logos are available for download at gru.edu/dcm.

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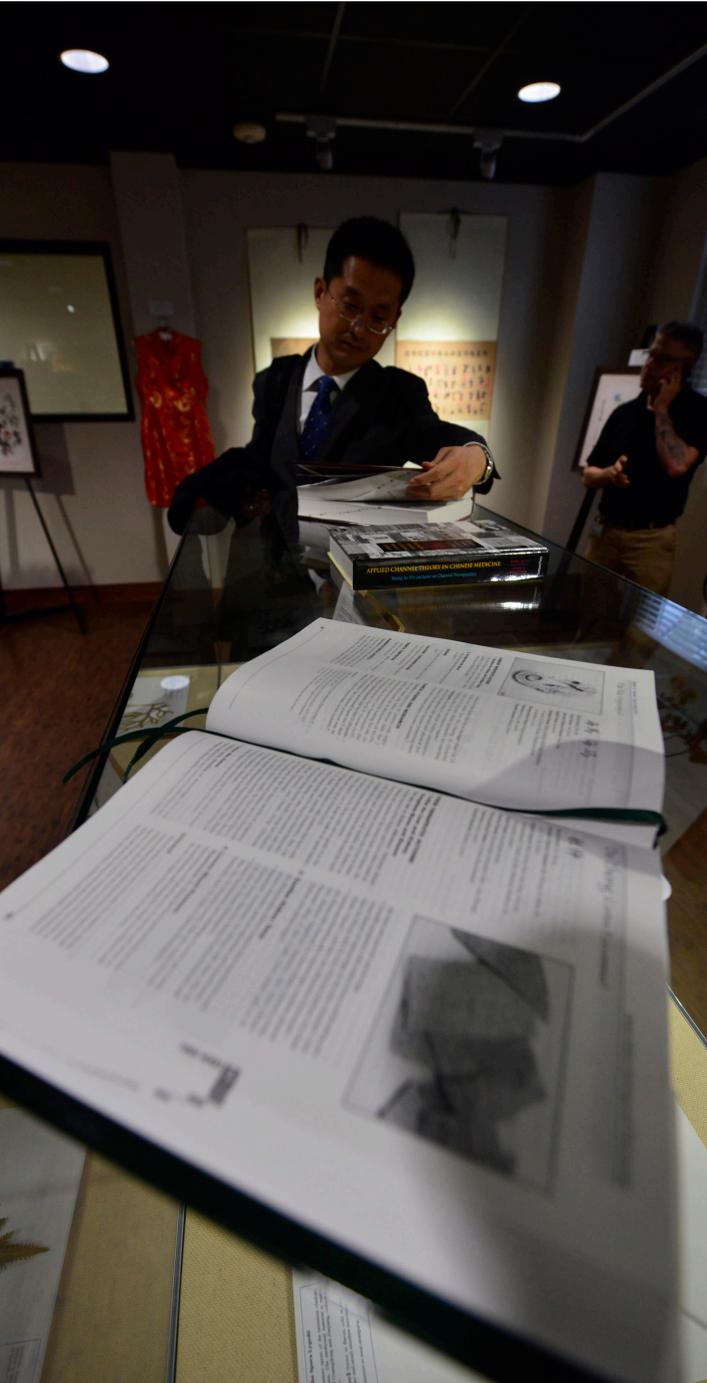
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INTRODUCTION

1.10 OUR BRAND



With roots reaching back to 1828, Georgia Regents University is today a community of nearly 9,000 students, 4,850 faculty and staff, and 54,000 living alumni, who excel in diverse fields and hail from all corners of the world. GRHealth includes 3,200 employees who care for more than 300,000 patients every year.

The breadth, depth, and impact of everything we do is even more impressive when we look and sound like a single great institution and are recognized by our audiences as one.

We are growing as a student-centric research university and a patient- and family-centered academic health center with recognized excellence in the health sciences and in strong liberal arts undergraduate, graduate, and professional education, preparing individuals to succeed in tomorrow's global environment by emphasizing discovery, creativity, and innovation.

Our faculty, staff, students, patients, volunteers, and alumni will shape this university. And while we have respect for our history, we have a healthy urgency for a better future, to put our university and its research, clinical, and educational expertise on the national and global map. We aspire to excellence in all facets of higher education, health sciences, research, and patient care, and we are excited to actively take part in creating the next great American university.

1.20 MISSION, VISION AND VALUES



Our Mission

To provide leadership and excellence in teaching, discovery, clinical care, and service as a student-centered comprehensive research university and academic health center with a wide range of programs from learning assistance through postdoctoral studies.

Our Vision

To be a top-tier university that is a destination of choice for education, health care, discovery, creativity, and innovation.

Our Values

- Collegiality: reflected in collaboration, partnership, sense of community, and teamwork.
- Compassion: reflected in caring, empathy, and social responsibility.
- Excellence: reflected in distinction, effectiveness, efficiency, enthusiasm, passion, and quality.
- Inclusivity: reflected in diversity, equality, fairness, impartiality, and respect.
- Integrity: reflected in accountability, ethical behavior, honesty, and reliability.
- Leadership: reflected in courage, honor, professionalism, transparency, and vision.

We have a collective desire to move ahead and do so quickly and nimbly. We are articulating a very clear vision with a specific plan of getting there, focused and optimistic, limiting the “we will do this” concepts with more “we are this.” We are respectful and accepting of all; we care about students and providing a practical education, including “real world” application and experience. We care about patients and providing a patient- and family-centered environment that fosters health outcomes. We are philanthropic and community-involved with school spirit and pride as the “Jaguar Nation.”

1.30 VISUAL IDENTITY



The GRU logo is the face and signature of the university brand and features a customized ligature creating a future-looking font and feel. The seal includes our founding date and incorporates legacy icons representing both ASU and GHSU and a new icon, the unity flame. The more consistent a logo looks and is used, the more likely it will be remembered and make an impact.

Sharing colors, fonts, and imagery helps establish a unified visual identity. Brand guidelines help achieve consistency. Interpretations of the brand standard are at the discretion of the senior academic or administrative leader (e.g., Dean for college use and Vice President for administrative use), subject to approval by the Vice President of Communications and Marketing.

To ensure quality and compliance with GRU Brand Guidelines, we highly recommend assistance from the Division of Communications and Marketing at the beginning of the production process.

For more information, please see gru.edu/dcm.

1.40 COMMUNICATIONS & MARKETING POLICY



The Division of Communications and Marketing (DCM) plans, develops, and implements communications and marketing efforts across the university and health system.

The Vice President for Communications and Marketing provides oversight for developing communications and marketing strategies and for coordinating the communications efforts of the entire university and health system.

No consultants, firms, agencies, or freelancers may be hired for these purposes without prior written approval from DCM. Staff responsible for communications or marketing efforts should be recruited in consultation with DCM. The Vice President for Communications and Marketing, or his/her designee, should participate in the interview of the final candidates for such positions.

DCM will coordinate and approve all external communications or marketing efforts of the university and health system. DCM also will coordinate and approve internal communications efforts targeting more than a single department or more than 50 people.

These efforts include:

- Advertising
- Emergency communications
- Logos and visual identity
- Market research
- Mass emails/surveys
- Media relations
- Promotional videos
- Publications
- Social media
- Web pages

All GRU and GRHealth staff and faculty must use the approved brand, publication, and editorial guidelines for all external or internal publications, including letterhead, reports, magazines, newsletters, presentations, and Web pages. Staff and faculty must follow the guidelines and use available templates, all of which work together to establish our comprehensive visual identity. For more information, contact the VP for Communications and Marketing or the Director of Marketing at 706-721-7406.



LOGOS & SEAL

2.10 UNIVERSITY LOGO: LOGO (UNIVERSITY)

The official name of the university is Georgia Regents University. This is the official logo and should be used on marketing and communications that target audiences across multiple geographic service areas (within the state and beyond), on official documents and correspondence, and for such items as:

- Official correspondence
- Diplomas
- Transcripts
- Memoranda of understanding
- Contracts
- Certificates
- Policies
- Magazines
- E-newsletters
- Student, faculty, and staff recruitment materials
- Website pages
- Social media
- General brand collateral and advertising
- Merchandise, apparel, and specialty items

The logo can be horizontal or vertical.



Horizontal logo



Vertical logo

2.11 UNIVERSITY LOGO: LOGO (AUGUSTA)

Marketing communications materials intended to create awareness in the Augusta area should use the Georgia Regents University *Augusta* or GRU *Augusta* logos, for such items as:

- Current student materials on Augusta campuses
- Collateral and advertising for the Augusta campuses
- Campus banners for Augusta campuses
- Intercollegiate, intramural, and recreation athletics
- Internal marketing collateral and posters for employees and students on the Augusta campuses
- Program materials for Augusta campus events
- Merchandise, apparel, and specialty items

To highlight/differentiate the term *Augusta* when following GRU or Georgia Regents University *Augusta*, in the case of the logos, *Augusta* is exclusively set in Friz Quadrata Roman.



Horizontal logo



Vertical logo

2.12 UNIVERSITY LOGO: SIZE

To maintain legibility of the full logo, do not reduce the vertical logo to smaller than 0.75 inches wide.



Do not reduce the horizontal logo smaller than 0.25 inches tall. If the logo must be reduced smaller than this minimum size, use the GRU monogram. (See 2.13 University Logo: Variations)



0.25
inches



The gradient in the full logo may not reproduce properly when printed in small sizes or very large sizes. In such cases, the logo may be printed as shown in the examples to the right. For a one-color job, the entire logo should be printed as solid Pantone 281. For a two-color job, Pantone 281 and 430 should be used.



These minimum sizes apply to best-case scenarios. Logos should always be legible and may need to be much larger depending on printing or display limitations.

2.13 UNIVERSITY LOGO: VARIATIONS

These are all the acceptable variations of the official Georgia Regents University logo.



2.13 UNIVERSITY LOGO: VARIATIONS

These are all the acceptable variations of the Georgia Regents University *Augusta* logo.

horizontal



Full color



One-color GRU blue



Black



Reversed (white)

vertical



2.13 UNIVERSITY LOGO: VARIATIONS

These are all the acceptable variations of the GRU monogram.

Use of the monogram outside of the logo should be approved by the Division of Communications and Marketing.



Full-color Gradient



One-color GRU blue



Black



Reversed (white)

2.14 UNIVERSITY LOGO: PLACEMENT

The logo must be surrounded by a clear zone on all sides. A minimum clear zone of “X” must surround the Georgia Regents University logo, where “X” is the height of “G” in the *GRU graphic*. This same rule applies to the Georgia Regents University *Augusta* logo and GRU monogram. Do not put graphics, rules, typography, or other elements in this zone.

CO-BRANDING

Upon approval from the Division of Communications and Marketing, co-branding (allowing the university logo to appear with other logos) is allowed with appropriate spacing and adherence to standards. The general rule of thumb for co-branding materials is to provide equal visual weight among the logos on the page. Contact DCM for more information and approval.



Vertical logo



Horizontal logo

2.15 UNIVERSITY LOGO: SECONDARY SIGNATURES

Standard college secondary signatures feature the academic logo separated by a vertical line from a college name.

These colleges and schools follow the standard college secondary signature treatment:

- Allied Health Sciences
- Dental Medicine
- Education
- The Graduate School
- Nursing
- Science and Mathematics

Pamplin College of Arts, Humanities, and Social Sciences uses a variation of the standard college secondary signature.

To prevent diluting the brand, academic units must use either the academic logo as it appears in 2.14 or the academic logo with a college signature as it appears in this section. Office names may appear elsewhere in a layout, following the clearspace requirement illustrated in section 2.14.



2.15 UNIVERSITY LOGO: SECONDARY SIGNATURES

The Medical College of Georgia uses specialized secondary signatures as shown in 2.15.

James M. Hull College of Business also uses specialized secondary signatures as shown.

The Georgia Regents University/University of Georgia Medical Partnership uses a specialized logo rather than a secondary signature.

Logo signature



Secondary mark
(for use only by permission
of the MCG Dean's Office)



2.15 UNIVERSITY LOGO: SECONDARY SIGNATURES

Some university centers or units have a mission or purpose that extends beyond the standard academic or clinical functions of the university or the health system. These units may need to communicate their identity and function beyond the enterprise community.



UNIVERSITY LIBRARIES



James M.
HULL
COLLEGE of BUSINESS

Units with such a distinct mission/purpose or that operate somewhat independently of the university may be authorized to establish their own graphic mark. However, this mark must always be secondary to the university's primary identity and must not violate the university's graphic identity standards. Permission to create and/or use such a mark/logo must be obtained through DCM. If the mark/logo is being designed by an outside agency, approval from DCM must be obtained prior to design.



UNIVERSITY LIBRARIES
REESE LIBRARY



James M.
HULL
COLLEGE of BUSINESS
Knox School of Accountancy

The designation of centers and institutes requires approval of the executive cabinet. A full listing of approved centers and institutes can be found at gru.edu/centers.



UNIVERSITY LIBRARIES
ROBERT B. GREENBLATT, M.D. LIBRARY

Marks/logos created prior to the development of these guidelines will be evaluated on a case-by-case basis.



UNIVERSITY SENATE



James & Jean
CULVER
VISION DISCOVERY INSTITUTE

2.16 UNIVERSITY LOGO: UNACCEPTABLE VARIATIONS

The GRU monogram has been custom-designed for Georgia Regents University and should not be altered in any way.

1. Do not add additional spacing between the letters.
2. Do not stack the letters vertically.
3. Do not arrange the letters diagonally.
4. Do not close up the spacing between the letters.
5. Do not connect the letters in any way.
6. Do not outline the letters.
7. Do not take apart the letters and spell out Georgia Regents University. (See 2.17 Word marks on how to treat Georgia Regents University as a logotype.)
8. Do not take apart the logo to use the supporting half as stand-alone artwork.
9. Do not take apart the logo to use "Georgia Regents."

Examples of improper use:

1. 
2. 
3. 
4. 
5. 
6. 
7. 
8. 
9. 

2.16 UNIVERSITY LOGO: UNACCEPTABLE VARIATIONS

Incorrect applications of the GRU logo apply to any of the GRU lockups.

1. Do not combine the logo with type to make a new logo.
2. Do not change the color of the logo.
3. Do not obstruct the logo with any image or graphic.
4. Do not place the gradient or solid logo on a blue or similarly toned background, nor dark or black background, such that the logo is not legible. Instead, use the reversed (white) logo. (See 2.13 University Logo: Variations)
5. Do not place the full-color logo on a gray or similarly toned background, such that the logo is not legible. Instead, use the one-color or solid logo. (See 2.13 University Logo: Variations)
6. Do not place the logo inside a white rectangle in order to place it on a dark and/or colored background.
7. Do not place the logo on a textured or patterned background that will distract from the logo.
8. Do not add a drop shadow to the logo.
9. Do not scale the logo disproportionately in any direction (horizontally, vertically, or diagonally).
10. Do not combine the logo with any other logos.

Examples of improper use:



2.17 WORD MARKS: GEORGIA REGENTS UNIVERSITY

Official word marks may be used on communications and marketing items. Word marks appear unaccompanied by the “GRU” monogram. These treatments follow the same usage guidelines as the university logo (2.10 and 2.11). The proper treatment of “Georgia Regents University” as a stand-alone word mark and the proper treatment of “Georgia Regents University Augusta” as a word mark are shown on the right.

GEORGIA REGENTS UNIVERSITY

GEORGIA REGENTS UNIVERSITY AUGUSTA

2.18 UNIVERSITY AND ACADEMIC SEALS

Historians from both Augusta State University and Georgia Health Sciences University were involved in the discussions about what date to use on the seal. ASU histories cite 1925 as the founding date, and GHSU dates back to an original founding date of 1828 as the Medical Academy of Georgia.

The seals include two legacy icons: the Arsenal Oak, which was used for decades as the prominent visual element of the ASU logo, and the facade of the Old Medical College of Georgia, which represented the Medical College of Georgia and Georgia Health Sciences University. The seal also features new customized, original artwork — the unity flame, based on the Pikorua, a Maori symbol representing the infinite partnership and eternal bond between two entities. It is inspired by the symbols of life and growth. The flame is also a common element of both enlightenment and hope, the power of spirit, knowledge, and science.

There are two versions of the seal. The academic seal has the school motto in Latin: *Vivere Discere* (“To Live To Learn”). The Augusta seal has the founding city in place of the motto.

The academic version is for limited purposes only (e.g., diploma, commencement items, etc.) and should not be used without authorization from the Provost.

University Seal



Academic Seal



Do not reduce the seals to smaller than 1.5 inches in diameter.

This minimum size applies to best-case scenarios. The seal should always be legible and may need to be much larger depending on printing or display limitations.

2.20 CANCER CENTER: LOGOS

Because of its unique mission, the Georgia Regents University Cancer Center has a distinct visual identity designed to appeal to its primary audience.

In most cases, the full signature should be used, but the monogram may be used without the word mark at the discretion of the Director of Marketing.



2.30 ATHLETICS LOGOS

The primary athletics mark incorporates GRU's blue and silver gray color palette, and includes an original Jaguar icon; the historic Augusta State University athletics typeface and numeral set; and the words "Georgia Regents University," "Augusta," and "Jaguars."

These Jaguar athletics logos and word marks with the custom Jaguar artwork and historic typeface, as well as the popular "Jaguar Nation" phrase, are used to brand apparel and other items that students, alumni, employees, and the general public will use. In addition, the new athletics logos and marks will appear on intercollegiate team uniforms, helmets, and other team gear.

The official name of the university is Georgia Regents University. This name, or the abbreviation "GRU," should be used on all official documents and correspondence when referring to the university or its administrative, academic, or athletics staff.

When referring to GRU Athletics — the university's intercollegiate teams and its male and female scholar athletes — in game stories, press releases, website updates, game announcements, banners, and on all social media platforms, the first reference should always be "GRU Augusta" or "Georgia Regents University Augusta," and then the second reference should always be "Jaguars," then "Jags" or "GRU."

All approved GRU Augusta Athletic logos are available from the GRU Athletic Department. Any special requests require prior approval from the Athletics Director and the Director of Marketing.



JAGUARSTM

JAGUAR
 **NATION**

2.50 REPRESENTING GRU AND GRHEALTH

The name “Georgia Regents University” encompasses all components of the institution: its colleges, campuses, satellite campuses, clinical facilities, faculty practices, etc. Spell out on first reference. Acceptable on second and subsequent references are “GRU,” the “university,” and the “institution.” Unless otherwise noted, all instances of this nomenclature refer to every component of the institution and its affiliated organizations.

Many of our efforts and initiatives include or affect both the university and the clinical enterprise. When communicating to, or on the behalf of, the health system and its components, using both the GRU and GRHeath logos is acceptable.

Representing the university and GRHealth



Alternate representation of the institution



2.60 GRHEALTH LOGOS

The GRHealth logo should be used when referring to the cooperating health care organizations including Georgia Regents Medical Center, Children's Hospital of Georgia, and Georgia Regents Medical Associates. Georgia Regents Medical Center (GRMC) refers to the adult 478-bed hospital.



GRHealth

The logo features the letters 'GR' in a bold, blue, sans-serif font. The 'R' has a distinctive curved tail that extends downwards and to the right. To the right of 'GR' is the word 'Health' in a blue, sans-serif font.

GRHealth
GEORGIA REGENTS MEDICAL CENTER

The logo is identical to the one above, but includes the tagline 'GEORGIA REGENTS MEDICAL CENTER' in a smaller, blue, sans-serif font centered below the main text.

GRHealth
GEORGIA REGENTS MEDICAL ASSOCIATES

The logo is identical to the one above, but includes the tagline 'GEORGIA REGENTS MEDICAL ASSOCIATES' in a smaller, blue, sans-serif font centered below the main text.

2.60 GRHEALTH: SECONDARY SIGNATURES

GRHealth has many secondary signatures. Here are examples.

GRHealth units may use secondary signatures following the format illustrated here. Contact the Division of Communications and Marketing for consultation on unit-specific signatures.



2.60 GRHEALTH LOGOS

Children’s Hospital of Georgia refers to our 154-bed facility providing specialized care for pediatric patients of GRHealth. Because of its unique mission, the Children’s Hospital of Georgia has a distinct visual identity designed to appeal to its primary audience.

It is important to show the association of the unit to GRHealth by including the statement below on materials.

“Children’s Hospital of Georgia is a proud resource of GRHealth, an affiliate of Georgia Regents University.”

This statement should be set no smaller than 2 point sizes smaller than the smallest body text in any of our approved secondary fonts. For secondary typefaces, please see 3.11.

Roary is artwork associated with the Children’s Hospital of Georgia. All usage of Roary must be approved by the Director of Marketing.



2.61 GRHEALTH: SIZE

To maintain legibility of the full logo, it should not be less than one inch wide. This applies to all health system logos, except for the Children's Hospital of Georgia.



For the Children's Hospital of Georgia, the logo should not be less than 1.5 inches wide.



These minimum sizes apply to best-case scenarios. Logos should always be legible and may need to be much larger depending on printing or display limitations.

2.62 GRHEALTH: VARIATIONS

These are all the acceptable variations of the GRHealth logo.



full-color



Black



one-color



Reversed (White)

These are all the acceptable variations of the Children's Hospital of Georgia logo. The one-color or two-color logos for the Children's Hospital of Georgia may be used on a dark or black background, provided the logo is legible.



two-color



Black



one-color



Reversed (White)

2.63 GRHEALTH: PLACEMENT

A minimum clear zone of “X” must surround the GRHealth logo, where “X” is the height of “G” in *GRHealth*. This same rule applies to all enterprise logos, except for the Children’s Hospital of Georgia (see below).



A minimum clear zone of “Y” must surround the Children’s Hospital of Georgia logo, where “Y” is twice the size of “C” in *Children’s*.



2.64 GRHEALTH: UNACCEPTABLE VARIATIONS

Incorrect applications of the GRHealth enterprise logos:

1. Do not separate the Georgia Regents part of the logo to use it in marketing materials. (See 3.10 Georgia Regents Logotype for the appropriate internal use of *Georgia Regents*.)
2. Do not change the color of the logo.
3. Do not scale the logo disproportionately in any direction (horizontally, vertically, or diagonally).
4. Do not obstruct the logo with any image or graphic.
5. Do not place the logos on a colored or gray background, such that the logo is not legible. Instead, use the reversed (white) logo. (See 2.62 Health System: Variations)
6. Do not place the logo on a dark or black background, such that the logo is not legible, except for the Children's Hospital of Georgia logo, which can be placed on a dark or black background, provided the logo is legible.
7. Do not place the logo inside a white rectangle to place it on a dark and/or colored background.
8. Do not place the logo on a textured or patterned background that will distract from the logo.
9. Do not add a drop shadow to the logo.
10. Do not combine the logo with type to make a new logo.
11. Do not combine the logo with any other logos.

Examples of improper use:

1. **GEORGIA REGENTS**

2. **GRHealth**

3. **GRHealth** **GRHealth**

*Children's Hospital
of Georgia*

4. **GRHealth** **Children's Hospital
of Georgia**

5. **GRHealth** **Children's Hospital
of Georgia**

6. **GRHealth**

7. **GRHealth** **Children's Hospital
of Georgia**

8. **GRHealth** **Children's Hospital
of Georgia**

9. **GRHealth**

10. **GRHealth** **Children's Hospital
of Georgia**
Support Group Support Group

11. **GRHealth** **Children's Hospital
of Georgia**



BRAND ELEMENTS

3.10 TYPEFACES: LOGOS

The primary typeface used in the Georgia Regents University signature system is Sofia Pro, in various weights (bold, semibold, etc.). Sofia Pro Bold is used in every instance *Georgia Regents* and *Georgia Regents University* are spelled out and treated as a logotype. *Georgia Regents* and *Georgia Regents University* are always set in Pantone 281.

Friz Quadrata Roman is used exclusively to spell out *Augusta* in every instance that Georgia Regents University *Augusta* is spelled out and treated as a stand-alone logotype. *Augusta* is always set in Pantone 430.

Do not use Friz Quadrata Roman in any other application except to treat the word *Augusta*.

Museo Sans Rounded is exclusive to the Children's Hospital of Georgia. When treated as a stand-alone logotype, *Children's Hospital of Georgia* should be set in Pantone 2995.

Museo Sans Rounded may also be used to treat headlines in creative print collateral for the Children's Hospital of Georgia.

United Sans Black is exclusive to GRU Athletics.

GEORGIA REGENTS UNIVERSITY

Sofia Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

AUGUSTA

Friz Quadrata Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Children's Hospital of Georgia

Museo Sans Rounded

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Athletics

United Sans Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

3.11 TYPEFACES: TEXT

RECOMMENDED SERIF FONTS

Text for official communications may appear in any of the following typefaces. When they are not available, a similar font may be substituted.

Adobe Caslon Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Georgia

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Cambria

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

3.11 TYPEFACE: TEXT

RECOMMENDED SANS SERIF FONTS

Text for official communications may appear in any of the following typefaces. When they are not available, a similar font may be substituted.

Gotham

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Calibri

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

3.20 GRU COLOR PALETTE

GRU's official primary color options reflect pride, cohesiveness, and recognition. The blue symbolizes trust, dignity, intelligence, and authority. The supporting silver-gray color adds the symbolism of security, reliability, and maturity.

Primary



Jaguar Blue (Pantone 281)
CMYK 100 85 5 20
RGB 0 38 100
HEX# 002664



Arsenal Silver-Gray (Pantone 430)
CMYK 33 18 13 37
RGB 129 138 143
HEX# 818A8F

Secondary



Pantone 7700
CMYK 84 17 0 57
RGB 25 83 122
HEX# 19537A



Pantone 7710
CMYK 81 0 23 0
RGB 38 146 158
HEX# 26929E



Pantone 3255
CMYK 55 0 26 0
RGB 58 214 197
HEX# 3AD6C5



Pantone 123
CMYK 0 21 88 0
RGB 253 200 47
HEX# FDC82F



Pantone 137
CMYK 0 38 95 0
RGB 255 161 0
HEX# FFA100



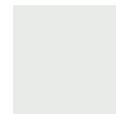
Pantone 2727
CMYK 75 40 0 0
RGB 61 126 219
HEX# 3D7EDB



Pantone Cool Gray 10
CMYK 38 29 20 58
RGB 97 99 101
HEX# 616365



Pantone Cool Gray 5
CMYK 15 9 8 22
RGB 178 180 179
HEX# B2B4B3



Pantone Cool Gray 1
CMYK 3 2 4 5
RGB 224 225 221
HEX# E0E1DD



Pantone 7534
CMYK 4 4 13 8
RGB 215 211 199
HEX# D7D3C7



Pantone 545
CMYK 21 2 0 1
RGB 196 217 228
HEX# C4D9E4

3.20 GRU COLOR PALETTE: SECONDARY COLORS

In addition to the aforementioned colors, these colors provide accents. They also serve as signature colors for the university colleges.

Additional Secondary Colors



Pantone 310 (Arts)
CMYK 48 0 9 0
RGB 111 212 228
HEX# 6FD4E4



Pantone 555 (Medical)
CMYK 82 13 64 45
RGB 32 108 73
HEX# 206C49



Pantone 136 (Allied Health Sciences)
CMYK 0 28 87 0
RGB 255 188 61
HEX# FFBC3D



Pantone 157 (Nursing)
CMYK 0 44 71 0
RGB 233 153 74
HEX# E9994A



Pantone 1665 (Science/Math)
CMYK 0 76 100 0
RGB 221 72 20
HEX# DD4814



Pantone 294 (Graduate Studies)
CMYK 100 68 7 28
RGB 0 52 120
HEX# 003478



Pantone 2765 (Business)
CMYK 100 98 0 45
RGB 28 14 82
HEX# 1C0E52



Pantone 2613 (Education)
CMYK 74 98 2 12
RGB 99 29 118
HEX# 631D76



Pantone 2577 (Dental)
CMYK 44 50 0 0
RGB 164 124 201
HEX# A47CC9

3.21 GRHEALTH COLORS

In addition to the primary and secondary colors, these colors are used in the official GRHealth color palette.

Health/Tertiary



Pantone 661
CMYK 100 75 0 5
RGB 0 53 145
HEX# 003591



Pantone 360
CMYK 62 0 78 0
RGB 97 194 80
HEX# 61C250



Pantone 170
CMYK 0 50 45 0
RGB 255 139 124
HEX# FF8B7C



Pantone 5145
CMYK 27 46 6 18
RGB 159 127 154
HEX# 9F7F9A

3.22 CHILDREN'S HOSPITAL OF GEORGIA COLORS

These colors are used in the official Children's Hospital of Georgia color palette.

Primary



Pantone 2995
CMYK 87 1 0 0
RGB: 0 169 224
HEX# 00A9E0



Pantone 1915
CMYK 0 77 21 0
RGB 234 80 132
HEX# EA5084

Secondary



Pantone 300
CMYK 100 42 0 0
RGB 0 101 189
HEX# 0065BD



Pantone 376
CMYK 53 0 96 0
RGB 122 184 0
HEX# 7AB800



Pantone 143
CMYK 0 32 86 0
RGB 238 175 48
HEX# EEAF30



Pantone Yellow
CMYK 0 0 100 0
RGB 255 242 0
HEX# FFF200



Pantone 512
CMYK 55 99 3 16
RGB 119 33 111
HEX# 77216F

3.30 PHOTOGRAPHY

Every image that represents the university or GRHealth should be chosen as thoughtfully as the words.

Cropping and proportional resizing are acceptable, but photos may not be altered without permission from the Division of Communications and Marketing.

Visit gru.edu/photos to access our photography. These images are copyrighted by GRU and not for resale.

Professional photography should be used when possible. If professional photography is not an option, stock or amateur photography can be used. All images should be properly lit and scaled proportionately.

DCM provides photography for studio head shots for academic department chairs and above as well as administrative unit directors and above. If a department's photographic needs exceed these parameters, the department should budget accordingly as additional support is based on availability. DCM can assist in finding a freelance photographer for portraits. For special photographic needs, contact us at dcm@gru.edu for a consultation.



3.40 EDITORIAL PROCESS



Process for requesting editorial assistance for GRU and GRHealth communications produced outside the Division of Communications and Marketing:

STEP 1: Submit copy and/or script to DCM (dcm@gru.edu) in a Word document for editing.

STEP 2: An editor will be assigned and will edit the copy using Microsoft Word's tracking function and return the edited document to the originator. Estimated turnaround time:

- Copy/scripts one to five pages long:
Approximately two working days
- Copy/scripts five to 20 pages long:
Approximately five working days
- Copy/scripts exceeding 20 pages:
Contact editor for individualized timeline

STEP 3: The originator of the project may proceed with production based on the edited copy/script in compliance with GRU and GRHealth policies or submit the completed project to DCM for final review before publication, broadcast, Web posting, or other means of dissemination. Estimated turnaround time:

- Projects one to five pages long or broadcasts shorter than five minutes: Approximately two working days
- Projects five to 20 pages long or broadcasts lasting five to 30 minutes: Approximately five working days
- Projects exceeding 20 pages or 30 minutes: Contact editor for individualized timeline

For more information or assistance at any stage of production, contact dcm@gru.edu.

3.41 EDITORIAL STYLE

Georgia Regents University uses the Associated Press stylebook with select exceptions. Those exceptions, along with other commonly asked questions regarding editorial style, are noted below. For more information, contact the Publications Office at 706-446-3803 or communications@gru.edu. The AP Stylebook is available for purchase at the [JagStore](#).

Academic Degrees—Other than in lists and business cards, do not follow a name with “letter” degrees. Establish credentials in the body of copy, if necessary: “John Doe earned a master’s degree in nursing from The Ohio State University.”

Acronyms—Readily understood and approved acronyms are acceptable on subsequent reference (GRU, GRMC, GRMA, UGA, USG, NIH, CDC, etc.), but in general, avoid alphabet soup and do not place an acronym in parentheses after a first reference. Offices, institutes, foundations, associations, departments, etc., can often be shortened in subsequent references as “the office,” “the foundation,” etc. These shortened references should not be capitalized.

Campus Names—

Forest Hills Campus—The Augusta campus that is home to the Christenberry Fieldhouse, Forest Hills Golf Course, and the university’s Golf House and Practice Facility.

Health Sciences Campus—The Augusta campus that is home to GRU’s College of Allied Health Sciences, College of Dental Medicine, The Graduate School, College of Nursing, and Medical College of Georgia.

Summerville Campus—The Augusta campus that is home to GRU’s College of Education, College of Science and Mathematics, Hull College of Business, and Pamplin College.

Capitalization—Capitalize formal names: the GRU College of Dental Medicine, the Department of Anesthesiology, the Section of Pediatric Cardiology, etc. Lowercase informal references: the university, the health system, the medical school, the dental school, the department, the section, etc. Email addresses and websites should always be lowercase.

Chairs—The title is “chairman” or “chairwoman,” but a person can chair a committee or endow a chair.

Children’s Hospital of Georgia—The acronym CHOG is acceptable on second and subsequent reference. (CHoG is not acceptable.)

Christenberry Fieldhouse—Athletic building on the Forest Hills Campus; Fieldhouse is always one word.

Courtesy Titles—The only courtesy titles used are “Dr.” and formal titles, such as “President” or “Provost,” and then only on first reference. “Mr.,” “Mrs.,” “Miss,” and “Ms.” are not used. The courtesy title “Dr.” is used for any kind of doctor (M.D. PhD., D.M.D., Ed.D., etc.), an exception to Associated Press style. The title precedes the full name in the first reference but is not used on subsequent references.

- Example: Dr. John Smith has been named chairman of the National Society of Physicians. Smith, a 1988 graduate of the GRU Medical College of Georgia

- Example: Dr. Mary Smith has been named chairwoman of the National Society of Dentists. Smith, a 1988 graduate of the GRU College of Dental Medicine

- Example: GRU President John Smith has been named chairman of the National Society of Educators. Smith, who

earned a doctorate in education from the University of

- Example: John Smith has been named chairman of the National Society of Wordsmiths. Smith, who earned a bachelor’s degree in journalism

- Example: Mary Smith has been named chairwoman of the National Society of Wordsmiths. Smith, who earned a master’s degree in journalism

Dates—Use Arabic figures, without st, nd, rd, or th.

First Names—First names are acceptable on every reference for children (age 18 and younger). The same is occasionally true of adults referred to in feature stories. The tone of the story should dictate first-name usage in these cases. When in doubt, use last names on second and subsequent references.

Health care—Two words. (n. and adj.)

Georgia Regents Medical Center—Spell out entire name except in lists, in which case the acronym GRMC is acceptable. Informal references on second and subsequent reference such as “the medical center” are acceptable.

Georgia Regents University—Refer to as GRU on second and subsequent reference in copy. Rewrite entire name only in quoted material. It should not be referred to as Georgia Regents University Augusta or GRUA.

3.41 EDITORIAL STYLE

GRHealth—Refers to the combination of all cooperating health care organizations including Georgia Regents Medical Center, Children’s Hospital of Georgia, and Georgia Regents Medical Associates.

J. Harold Harrison, M.D. Education Commons—Always referred to as J. Harold Harrison, M.D. Education Commons on first reference. On second and subsequent reference, it is referred to as the Harrison Commons.

Multiple Titles—Use only one title to precede a name: Dr. John Doe or GRU President John Doe.

Nicknames—Use as part of a first reference only if subject prefers it and is commonly called by it. If preference is unclear, use formal name (William rather than Bill).

Numerals—Spell out one through nine and first through ninth; starting with 10 and 10th, use figures. Exceptions: Always use figures for ages (“She is 2 years old”) and percentages (“100 percent”), and spell out a numeral at the beginning of a sentence (“Twelve committee members attended ...”)

Temporary Titles—The title-holder’s preference applies: interim or acting.

Tenses—Articles should be written in the past tense, except for occasional feature articles that may be written in the present tense, depending on the tone of the story. The tense should be consistent throughout the article. (Example of present tense: “GRU is a great place to work,” says John Doe, vice president in the Department of Wordsmithing.) Headlines and photo captions are written in the present tense.

Unity Flame—The name of an official GRU graphic. Informal reference (second and subsequent) in copy, “the flame” is acceptable.

Web Addresses— When placing a Web address on promotional material, such as posters, or in news articles, verify that the address works. If the address works without the use of the protocol “http://” or the abbreviation for World Wide Web (www), do not use them. Example: The Web address for Georgia Regents University is written “gru.edu” (an exception to Associated Press style). If a Web address occurs at the end of a sentence, end punctuation is used. *Example: The Web address for Georgia Regents University is gru.edu.*



APPLICATION

4.10 STATIONERY: UNIVERSITY LETTERHEAD & ENVELOPE

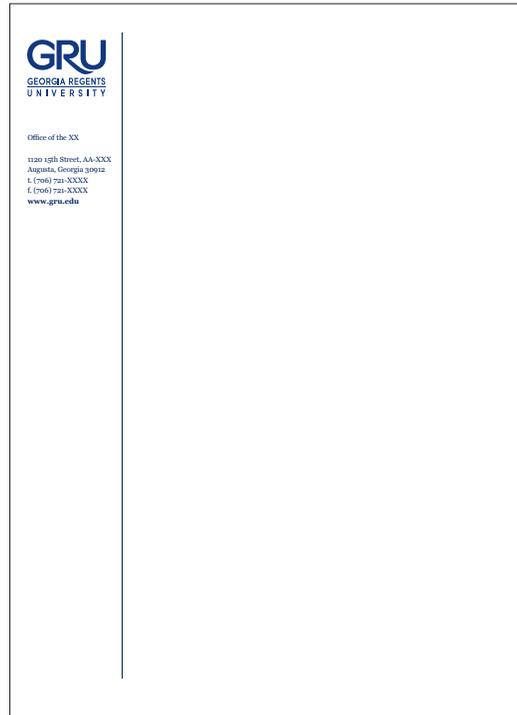
LETTERHEAD AND ENVELOPES

Letterhead and envelopes are available from Copy and Print Services. Additional variations are available for special needs.

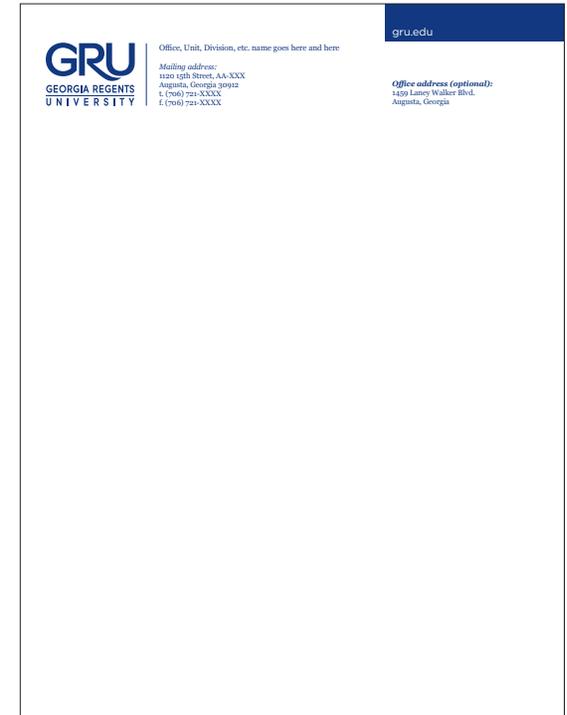
Contact Copy and Print Services at copycenter@gru.edu, printing_services@gru.edu, or 706-721-3575. Orders may also be faxed to 706-721-4785.

Please use any of the approved serif fonts in section 3.11 for body copy.

Letterhead Option A



Letterhead Option B



Envelope



4.10 STATIONERY: UNIVERSITY BUSINESS CARDS

BUSINESS CARDS

Business cards are available from Copy and Print Services. Additional variations are available for special needs.

Due to space constraints, titles/roles are limited to a maximum of five lines of text. Additional job titles may be added to the back of the card, or separate cards can be produced.

All information on the front side of business cards must pertain to Georgia Regents University. No personal or non-GRU business websites, emails, or phone numbers are allowed.

In special cases, a business card may be double-sided so that an official layout for one person is on front and the back may vary to include information for either the same person at a different entity or a different person at the same entity.

Contact Copy and Print Services at copycenter@gru.edu, printing_services@gru.edu, or 706-721-3575. Orders may also be faxed to 706-721-4785.

Business Card Option A

	<p>Firstname Lastname, MBA Job title</p> <p>Office of the xxx 1120 15th Street, AA-xxx Augusta, Georgia 30912 t. (706) 721-xxxx f. (706) 721-xxxx nameHere@gru.edu www.gru.edu</p>
---	--

Business Card Option B

	
<p>Firstname Lastname, Degree Job title</p> <p>1120 15th Street, AA-xxx Augusta, Georgia 30912 t. (706) 721-xxxx • f. (706) 721-xxxx flastname@gru.edu</p>	

	<p>Name Dean and Professor of ?? Pamplin College of Arts, Humanities and Social Sciences or other college</p> <p><i>Physical address:</i> 2500 Walton Way, Suite ?? Augusta, Georgia 30912 t. (706) 721-xxxx f. (706) 721-xxxx nameHere@gru.edu www.gru.edu</p>
<p><i>Mailing address:</i> 1120 15th Street, AA-xxx Augusta, Georgia 30912</p>	

	
<p>Firstname Lastname, Degree Job title</p> <p><i>Mailing address:</i> 1120 15th Street, AA-xxx Augusta, Georgia 30912 t. (706) 721-xxxx f. (706) 721-xxxx flastname@gru.edu</p>	
	<p><i>Office Location:</i> 2500 Walton Way, AA-xxx Summerville Campus</p>

4.11 STATIONERY: CANCER CENTER CORRESPONDENCE

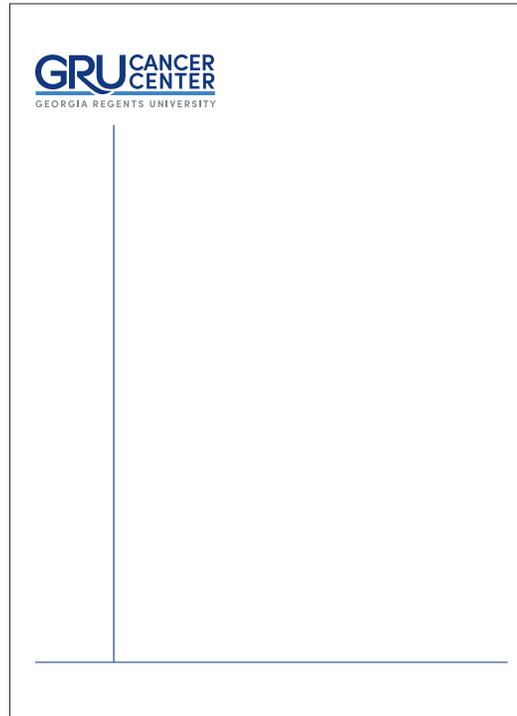
LETTERHEAD AND ENVELOPES

Letterhead and envelopes are available from Copy and Print Services. Additional variations are available for special needs.

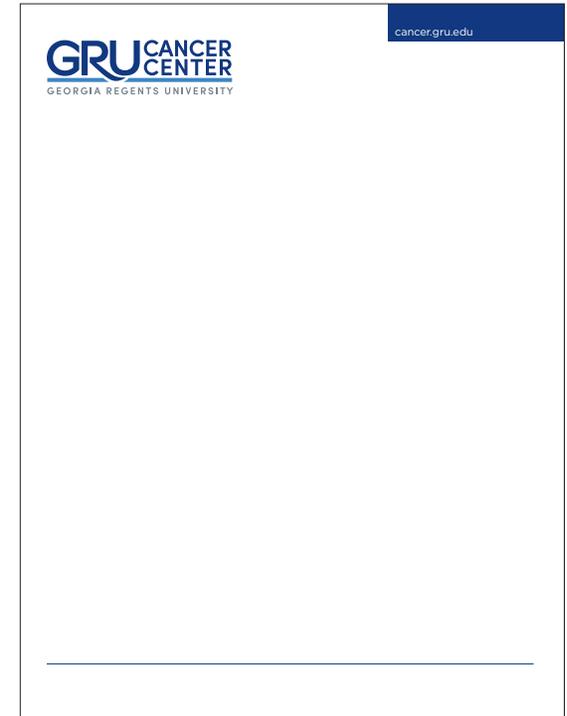
Contact Copy and Print Services at copycenter@gru.edu, printing_services@gru.edu, or 706-721-3575. Orders may also be faxed to 706-721-4785.

Please use any of the approved serif fonts in section 3.11 for body copy.

Letterhead Option A



Letterhead Option B



Envelope



4.11 STATIONERY: CANCER CENTER CORRESPONDENCE

BUSINESS CARDS

Business cards are available from Copy and Print Services. Additional variations are available for special needs.

Due to space constraints, titles/roles are limited to a maximum of five lines of text. Additional job titles may be added to the back of the card, or separate cards can be produced.

All information on the front side of business cards must pertain to Georgia Regents University. No personal or non-GRU business websites, emails, or phone numbers are allowed.

The back of the Cancer Center business card appears as shown.

Contact Copy and Print Services at copycenter@gru.edu, printing_services@gru.edu, or 706-721-3575. Orders may also be faxed to 706-721-4785.

Front



Back



4.12 STATIONERY: ATHLETICS CORRESPONDENCE

LETTERHEAD AND ENVELOPES

Letterhead and envelopes are available from Copy and Print Services. Additional variations are available for special needs.

Contact Copy and Print Services at copycenter@gru.edu, printing_services@gru.edu, or 706-721-3575. Orders may also be faxed to 706-721-4785.

Please use any of the approved serif fonts in section 3.11 for body copy.

BUSINESS CARDS

Business cards are available from Copy and Print Services. Additional variations are available for special needs.

Due to space constraints, titles/roles are limited to a maximum of five lines of text. Additional job titles may be added to the back of the card, or separate cards can be produced.

All information on the front side of business cards must pertain to Georgia Regents University.

In special cases, a business card may be double-sided so that an official layout for one person is on front and the back may vary to include information for either the same person at a different entity or a different person at the same entity. Please see example.

Contact Copy and Print Services at copycenter@gru.edu, printing_services@gru.edu, or 706-721-3575. Orders may also be faxed to 706-721-4785.

The image displays three examples of Georgia Regents University Athletics stationery. On the left is a vertical letterhead template featuring the Georgia Regents University logo, the word 'ATHLETICS', the website 'jaguarsroar.com', and mailing and physical addresses. In the center is a horizontal envelope template with the Georgia Regents University Athletics logo and the mailing address. On the bottom right is a business card template with the Georgia Regents University Athletics logo, contact information, and a placeholder for a name and job title. At the bottom left of the letterhead area are logos for PBC and NCAA.

ATHLETICS
jaguarsroar.com

Mailing Address:
1120 Fifteenth Street
CFH 214
Augusta, Georgia 30912

t. (706) 737-1626
f. (706) 737-1628

Physical Address:
Forest Hills Campus
3109 Wrightsboro Rd.
Augusta, Georgia 30909

ATHLETICS

GEORGIA REGENTS UNIVERSITY AUGUSTA
1120 Fifteenth Street
CFH 214
Augusta, Georgia 30912

ATHLETICS

GEORGIA REGENTS UNIVERSITY AUGUSTA

Firstname Lastname
Job title
1120 Fifteenth Street, XX-123
Augusta, Georgia 30912

t. (706) 737-xxxx
f. (706) 737-xxxx
name@gru.edu
jaguarsroar.com

ATHLETICS

Physical Address:
3109 Wrightsboro Rd.
Augusta, Georgia
30909

PBC

NCAA

4.13 STATIONERY: DUAL-BRANDED BUSINESS CARDS

BUSINESS CARDS

Business cards are available from Copy and Print Services.
Additional variations are available for special needs.

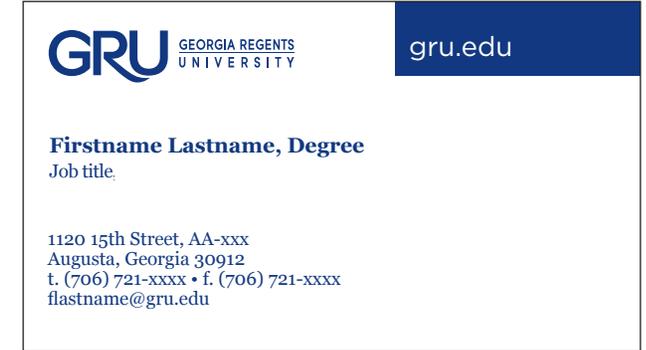
Employees working for the university and health system may use a double-sided business card.

Contact Copy and Print Services at copycenter@gru.edu, printing_services@gru.edu, or 706-721-3575. Orders may also be faxed to 706-721-4785.

Business Card Front-Option A



Business Card Front-Option B, preferred



Business Card Back



4.14 STATIONERY: GRHEALTH CORRESPONDENCE

LETTERHEAD AND ENVELOPES

It is important to show the association of the GRHealth unit to our university. The tagline “An Affiliate of Georgia Regents University” should be on any GRHealth letterhead. Letterhead and envelopes are available from Copy and Print Services. Additional variations are available for special needs.

Please use any of the approved serif fonts in section 3.11 for body copy.

BUSINESS CARDS

Business cards are available from Copy and Print Services. Additional variations are available for special needs.

Due to space constraints, titles/roles are limited to a maximum of five lines of text. Additional job titles may be added to the back of the card, or separate cards can be produced.

All information on the front side of business cards must pertain to the health system. No personal or non-GRU business websites, emails, or phone numbers are allowed.

Contact Copy and Print Services at copycenter@gru.edu, printing_services@gru.edu, or 706-721-3575. Orders may also be faxed to 706-721-4785.



4.15 STATIONERY: CHILDREN'S HOSPITAL OF GEORGIA CORRESPONDENCE

LETTERHEAD AND ENVELOPES

It is important to show the association of the GRHealth unit to our Children's Hospital by including the tagline, "Children's Hospital of Georgia is a proud resource of GRHealth, an affiliate of Georgia Regents University."

Letterhead and envelopes are available from Copy and Print Services. Additional variations are available for special needs.

Please use any of the approved sans serif fonts in section 3.11.

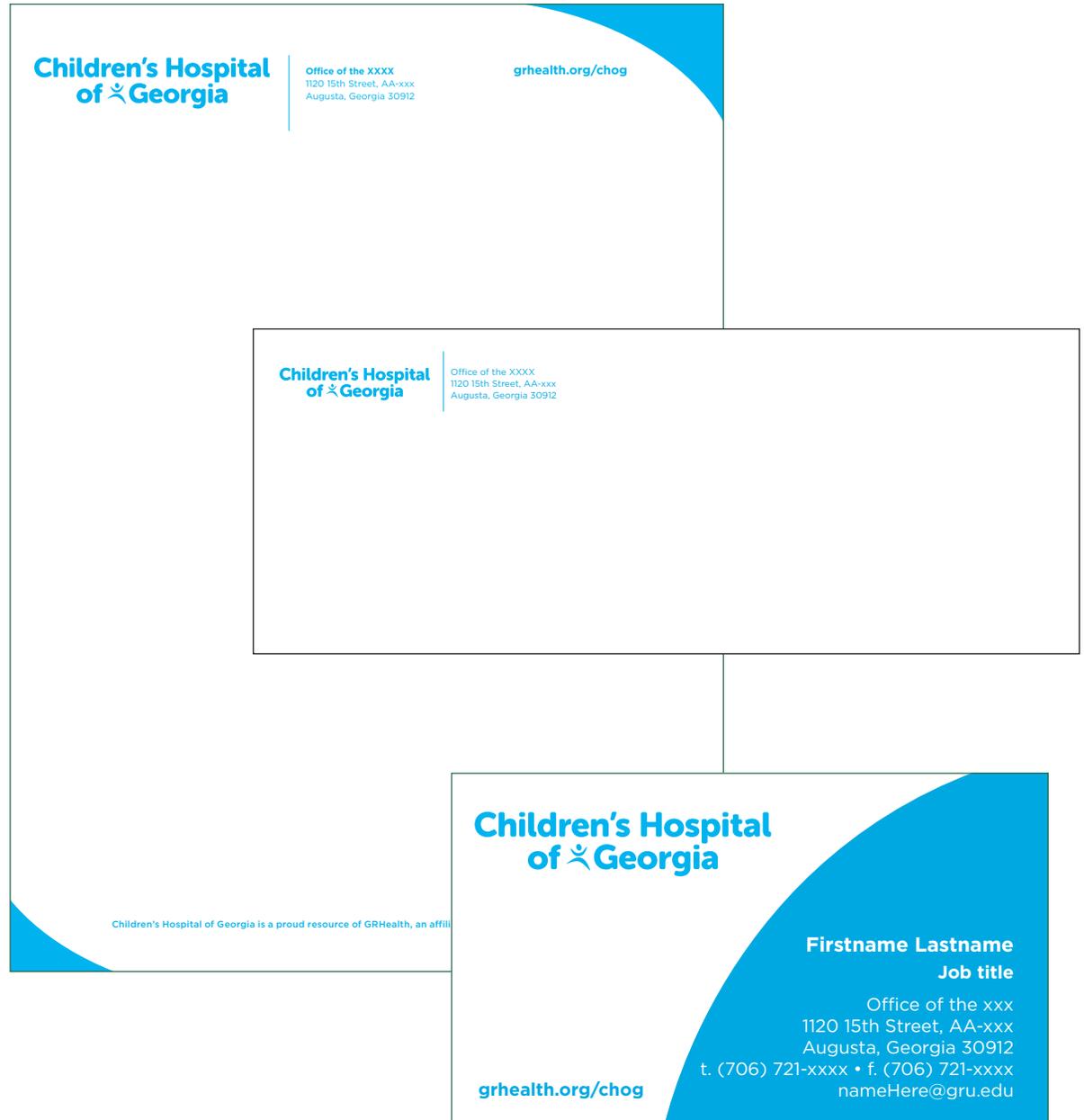
BUSINESS CARDS

Business cards are available from Copy and Print Services.

Due to space constraints, titles/roles are limited to a maximum of five lines of text. Additional job titles may be added to the back of the card, or separate cards can be produced.

All information on the front side of business cards must pertain to CHOG. No personal or non-GRU business websites, emails, or phone numbers are allowed.

Contact Copy and Print Services at copycenter@gru.edu, printing_services@gru.edu, or 706-721-3575. Orders may also be faxed to 706-721-4785.



4.20 ELECTRONIC: EMAIL SIGNATURE

Here are recommended treatments for email signatures. DCM does not recommend inserting logos in an email signature. Text-only email signatures should use Arial text. When representing GRU or GRHealth, do not add colored or patterned backgrounds. Please do not insert quotes or other artwork in an official email signature.

Acceptable Examples

John Q. Public
Assistant Coordinator Specialist
Georgia Regents University *Augusta*
College of ABC
Department of XYZ

555-555-5555

Physical Address:
2500 Walton Way
Augusta, GA 30912

Mailing Address:
1120 15th Street, XX-123
Augusta, GA 30912

Optional

John Q. Public
Assistant Coordinator Specialist
GRHealth
Department of XYZ

555-555-5555

Physical Address:
123 Street
City, GA 12345

Mailing Address:
1120 15th Street, XX-123
Augusta, GA 30912

Optional

John Q. Public
Assistant Coordinator Specialist
GRU | GRHealth
Shared service department name

555-555-5555

Physical Address:
987 St. Sebastian Way
Augusta, GA 30912

Mailing Address:
1120 15th Street, XX-123
Augusta, GA 30912

Optional

John Q. Public
Assistant Coordinator Specialist
Children's Hospital of Georgia
Department of XYZ

555-555-5555

Physical Address:
1446 Harper Street
Augusta, GA 30912

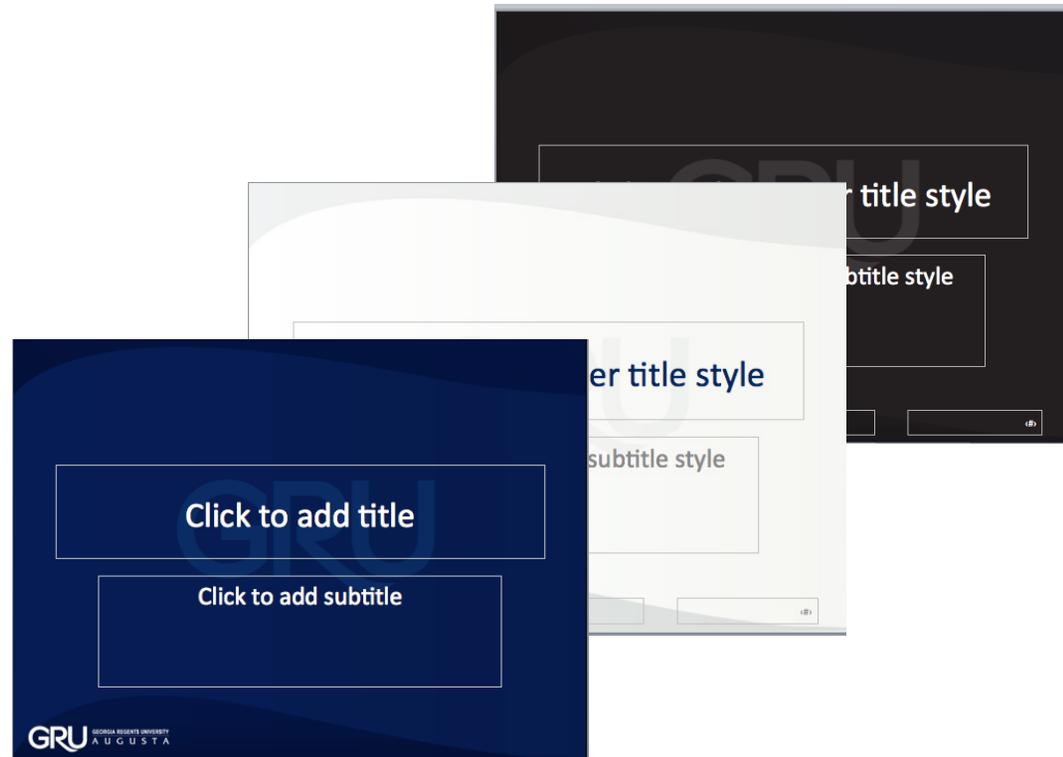
Mailing Address:
1120 15th Street, XX-123
Augusta, GA 30912

Optional

4.30 PRESENTATIONS: POWERPOINT

PowerPoint templates are available at gru.edu/dcm for Georgia Regents University, GRHealth, Georgia Regents Medical Associates, Georgia Regents Medical Center, and Children's Hospital of Georgia. Some example templates are shown on this page.

Other special use PowerPoint templates, such as ones with dual-branded logos and the Cancer Center, are available through special request.

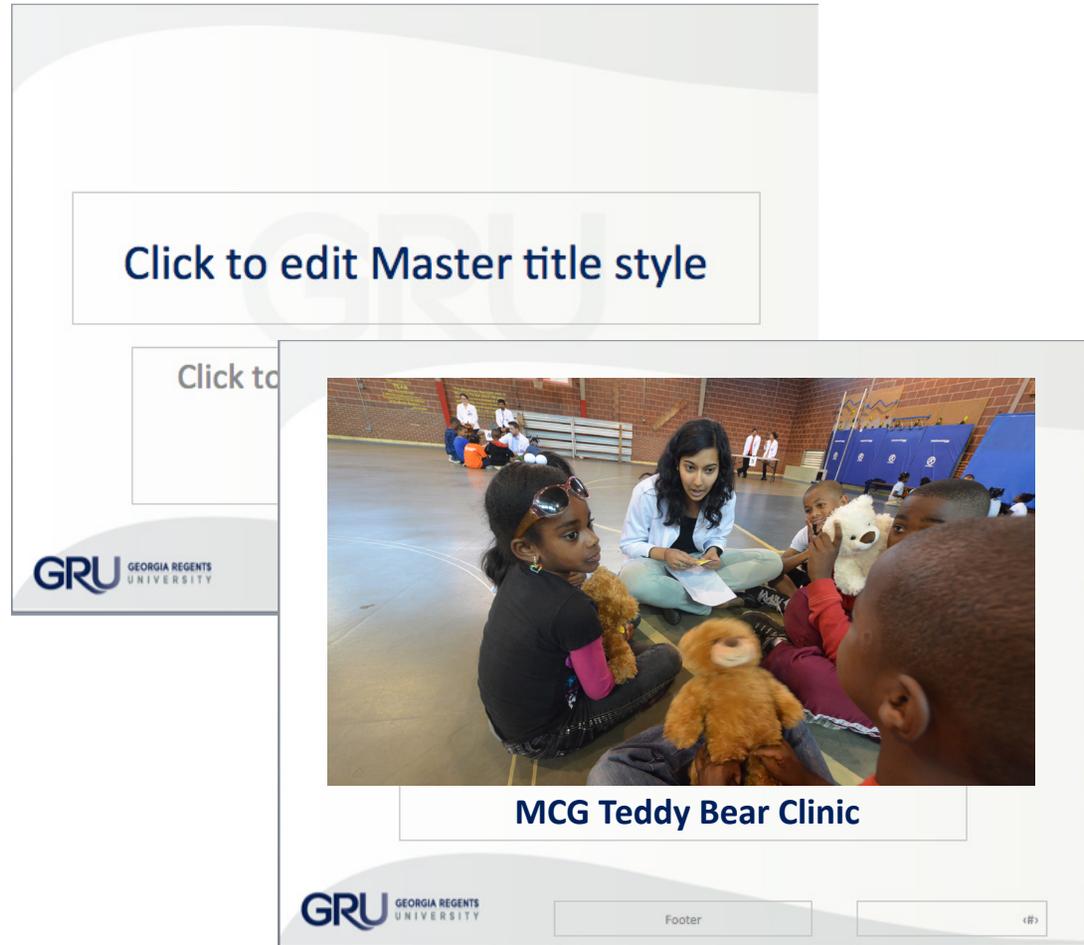


4.30 PRESENTATIONS: POWERPOINT

POWERPOINT TIPS

Cover Slide

The cover slide should introduce your presentation with a large title, photograph, or image. If your cover slide consists only of a text-based heading, the main title should appear in a 44-point Calibri font. Subtitles on the cover slide should appear in a 32-point Calibri font. If a photograph or image is used, allow room under the photograph/image for your title. There should be no more than one large photograph/image on a cover slide. The appropriate logo will be embedded into the template of your choice and will appear at the bottom left of the slide.



4.30 PRESENTATIONS: POWERPOINT

Diagram Slide

When using diagrams in a presentation, use 44-point Calibri font for the title and 32-point Calibri font for the subtitle. Use decreasing font sizes as additional subtitles are added (if applicable). All diagrams should be cropped to fit within the PowerPoint template of your choice. Use only one large diagram per slide. Use no more than three colors per diagram. Diagram options include: timelines, vertical and horizontal bar charts, pie charts, line charts, and organizational charts.

Photo Slide

Photographs for presentations should be of good quality/ resolution. Use 44-point Calibri font for the title and 32-point Calibri font for the subtitle. Use decreasing Calibri font sizes as additional subtitles are added (if applicable). All photographs should be cropped to fit within the PowerPoint template of your choice. The photograph should be kept even with the bar at the bottom of the template and should not cover up the embedded logo. Make your photograph large enough to be viewed by all audience members in the room.

You should...

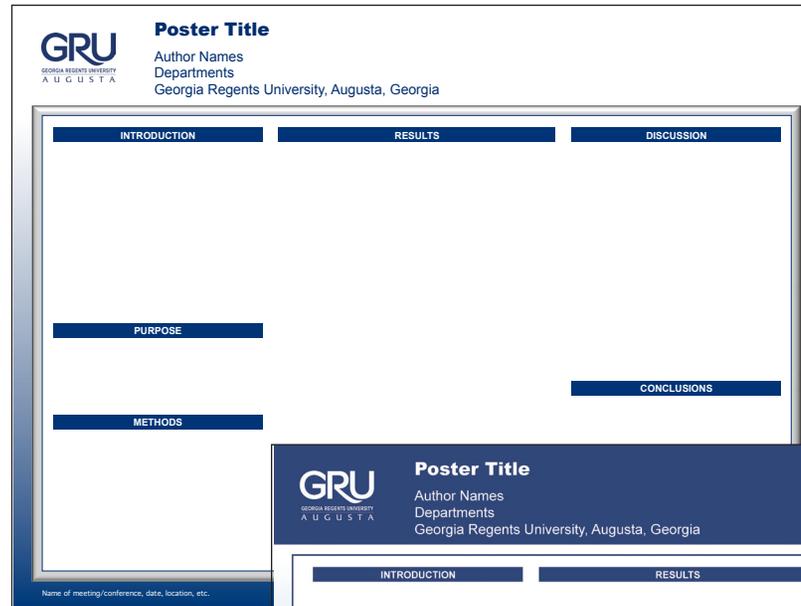
- Use a template
- Use a plain font of substantial size
- Use good-quality images
- Make punctuation consistent
- Make only one point per slide
- Use bullets
- Use diagrams to illustrate complex concepts
- Allow one to two minutes per slide
- Have a good reason for sharing every slide
- Know how to move forward and backward

You should not...

- Use more than three colors
- Read your slides or speak to them
- Use whole sentences or paragraphs on your slides(except for quotes)
- Use a full page of numbers
- Use fancy graphics that might distract the audience
- Use flashy transitions
- Play with the pointer
- Block the audience's vision

4.31 PRESENTATIONS: RESEARCH POSTERS

Please contact the Educational and Collaborative Technology Center (706-737-1703) for assistance with presenting your research in the templates.



GRU
GEORGIA REGENTS UNIVERSITY
AUGUSTA

Poster Title
Author Names
Departments
Georgia Regents University, Augusta, Georgia

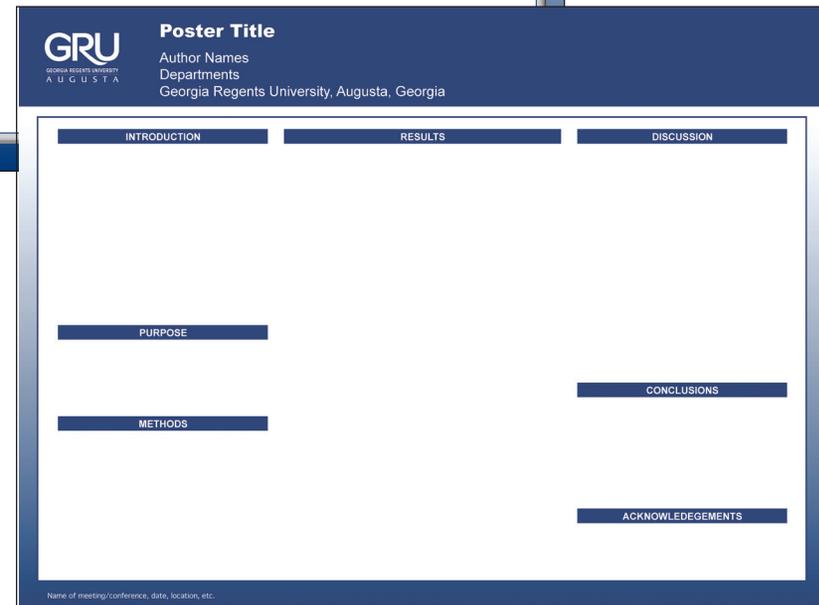
INTRODUCTION RESULTS DISCUSSION

PURPOSE

METHODS

CONCLUSIONS

Name of meeting/conference, date, location, etc.



GRU
GEORGIA REGENTS UNIVERSITY
AUGUSTA

Poster Title
Author Names
Departments
Georgia Regents University, Augusta, Georgia

INTRODUCTION RESULTS DISCUSSION

PURPOSE

METHODS

CONCLUSIONS

ACKNOWLEDGEMENTS

Name of meeting/conference, date, location, etc.

4.40 TRADEMARK AND LICENSING



The Georgia Regents University Trademark and Licensing Program promotes the university's image while protecting its trademark rights. All official logos and word marks of Georgia Regents University and Health System are protected under this program. Creating and maintaining positive relationships with manufacturers and retailers is an integral part of the program's overall success and helps to ensure that products bearing the university marks are of the highest quality and meet consumer demand. The university has registered many of GRU's names, logos, and trademarks with the United States Patent and Trademark Office.

As defined by the U.S. Patents and Trademarks Office, "a trademark is a word, phrase, symbol or design, or a combination of words, phrases, symbols or designs, that identifies and distinguishes the source of the goods of one party from those of others." A trademark need not be registered to protect the rights to it; simply using or displaying a mark confers automatic trademark rights to the owner.

The goals of the Georgia Regents University Trademark and Licensing Program are to:

- Ensure the proper use of trademarks, service marks, logos, and insignias on products associated with the university to maintain standards in keeping with the quality of GRU.

- Protect the university's and health system's reputation, good name, and image by permitting only appropriate uses and ensuring that only quality products bear the university's name, initials, or logos through requiring that official licensees be used to imprint or produce any products bearing appropriate marks unless they are produced on campus by authorized units.
- Generate royalty income to benefit student scholarships.

These policies and procedures provide guidance for users and ensure that institutional images follow high standards befitting the university.

The Trademark and Licensing Program is administered by the Division of Communications and Marketing, in consultation with other university offices. For more information, visit gru.edu/dcm.

4.41 PROMOTIONAL ITEMS

Specialty and promotional items are used to build the brand. By appearing in everyday uses, these items help create a sense of community with students, faculty, staff, patients, and external audiences. Traditionally, specialty items include: pens, mugs, key chains, desk objects, T-shirts, hats, caps, and other logo apparel and giveaways. A central inventory of specialty times are available through grhealth.org/promotional-products.

Individuals and colleges are encouraged to place their orders with the JagStore to ensure they are keeping with the brand guidelines. In order to promote brand consistency and support student scholarships, DCM suggests the use of licensed vendors.

T-shirt artwork may include an official GRU or GRHealth logo on the front pocket or sleeve of the tee. Fun/creative artwork must appear on the back of the tee. Any type referencing date, time, or locations (secondary information) should be written in one of our approved secondary fonts. For secondary typefaces, please see 3.11. Special events and logos for special event days must be granted permission by the Division of Communications and Marketing.

Promotional items should not include any product logos. Promotional items distributed by GRU and GRHealth may only be co-branded with written permission from the Division of Communications and Marketing.

You must...

- Use the approved one color logo
- Use a vendor approved by DCM
- Adhere to logo space requirements
- Use the appropriate file type for the application
- Size the logo correctly
- Choose items that complement the Georgia Regents University and Health System Brand Guidelines
- Choose items appropriate to the audience or culture



4.50 LAB COATS

Lab coats are available through both the JagStore and outside vendors.

To ensure consistency, DCM recommends the following guidelines:

- Use a logo and embroidery in one color. With the exception of CHOG, the one color should be GRU Blue. CHOG uses Pantone 2995.
- Names and descriptions should appear in the same color as the logo, centered on the right chest imprint area as shown. Please use an approved secondary typeface. Adobe Garamond is preferred. (See 3.11 Typeface: Secondary Typefaces for a list of choices.)
- All health system employees should use the GRHealth monogram as shown.
- GRU students and staff should use a horizontal logo or their corresponding college's secondary signature (no words underneath the "GRU" artwork, see examples).
- In cases where a student patch also has the GRU logo within the art, the logo does not need to be repeated above the chest pocket.
- At the discretion of each college dean, student patches may be worn on either the shoulder or pocket, but this must be consistent throughout the college (i.e., all students of one college can wear a patch on the same shoulder, whether they all use the right or all use the left)



4.50 LAB COATS

CAHS Faculty



CON Faculty



CAHS Student



CON Student



4.50 LAB COATS

CDM Student



MCG Student



CDM Faculty



MCG Faculty



CDM Resident



MCG Resident



4.51 VEHICLE GRAPHICS

Shown to the right are the correct applications of the GRU logo on a bus and on a vehicle.

Please contact marketing@gru.edu for assistance in planning vehicle graphics.



4.52 EXTERNAL SIGNAGE

Wayfinding and signage guidelines are under development. All signage must be coordinated through Facilities Services. Any logos used on signs must be approved by the Division of Communications and Marketing.



MCDOWELL STREET JOHNS ROAD		LINE 1: 14" AND 6" LINE 2: 4" SCALE: 1/8" = 10"
MCDOWELL STREET STOVALL STREET		LINE 1: 9" AND 6" LINE 2: 4" SCALE: 1/8" = 10"
ARSENAL AVENUE WALTON WAY		LINE 1: 9" AND 6" LINE 2: 4" SCALE: 1/8" = 10"
WALTON WAY KATHERINE STREET		LINE 1: 9" AND 6" LINE 2: 4" SCALE: 1/8" = 10"

CONTACT INFORMATION

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