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ABOUT MIDDLE GEORGIA STATE UNIVERSITY

Middle Georgia State is a focused institution with resources dedicated to the advancement of an 18-county region in the central area of Georgia. The institution was created in January 2013 through the consolidation of two existing colleges, Macon State and Middle Georgia. On March 18, 2015, the University System of Georgia’s Board of Regents approved the elevation of the institution to state university and changed its name to Middle Georgia State University, effective July 1, 2015. Middle Georgia State has campuses in Macon, Cochran, Dublin, Eastman, and Warner Robins, and is developing a strong online presence. Additionally, it has four-year athletics teams competing in the NAIA.

ABOUT THIS GUIDE

Middle Georgia State University is visually represented by a series of closely related logos including institutional and athletic trademarks. The sum of these marks comprise the Middle Georgia State University brand identity.

This guide is intended as a resource for both internal departments and external vendors who apply any of the university’s logos. It was created to ensure consistent use of the institution’s logos across a wide variety of applications. The following pages are official policy of Middle Georgia State University as it pertains to the use and reproduction of its brand identity.

All logos depicted within this guide are trademarks of Middle Georgia State University. Any use without consent of the University is strictly prohibited.

For additional information regarding the Middle Georgia State University brand identity or for specific questions regarding its use, please contact:

Contact

Office of Marketing and Communications
100 University Parkway
Macon, Georgia 31206
478-757-2549
marketing@mga.edu
The color standards that apply to the Middle Georgia State University identity are detailed above. The color placement and specifications should never be altered.

NOTE: Due to the inconsistent nature of computer monitors, the colors depicted within this usage and style guide may not match the actual PANTONE® colors. When specifying colors please refer to the PANTONE® number for accurate color reproduction.

PANTONE® is a registered trademark of PANTONE Inc.
MGA LOGO: VERTICAL

Full color

Full color on dark backgrounds

One color

One color on dark backgrounds
The area of isolation protects the logo from visual interference with other graphic elements. The area of isolation is equivalent to the height of the flame in all configurations of the primary logo, as illustrated here:
TYPOGRAPHY: INSTITUTIONAL IDENTITY

GOTHAM BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
0123456789

GOTHAM BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
0123456789

ARIAL REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
0123456789

GEORGIA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
0123456789
Jonathan Longername
Vice President
Institutional Advancement
100 University Parkway, Macon, GA 31206
O: 478.471.0000 F: 478.471.0000
jon.longername@mga.edu

Font: 8pt. Gotham Bold
Font: 6.5pt. Gotham Book
Font: 6.5pt. Gotham Bold

Middle Georgia State University
Macon
Cochran
Dublin
Eastman
Warner Robbins
and online
everywhere
mga.edu

Font: 8pt. Gotham Bold
Font: 6.5pt. Gotham Book
Dear Mrs. Doe,

Letter body copy type is eight point Arial Regular or Georgia Regular over 13 point letting Letter body copy type is eight point Arial Regular or Georgia Regular over 13 point letting Letter body copy type is eight point Arial Regular or Georgia Regular over 13 point letting Letter body copy type is eight point Arial Regular or Georgia Regular over 13 point letting Letter body copy type is eight point Arial Regular or Georgia Regular over 13 point letting Letter body copy type is eight point Arial Regular or Georgia Regular over 13 point letting Letter body copy type is eight point Arial Regular or Georgia Regular over 13 point letting Letter body copy type is eight point Arial Regular or Georgia Regular over 13 point letting Letter body copy type is eight point Arial Regular or Georgia Regular over 13 point letting Letter body copy type is eight point Arial Regular or Georgia Regular over 13 point letting Letter body copy type is eight point Arial Regular or Georgia Regular over 13 point letting Letter body copy type is eight point Arial Regular or Georgia Regular over 13 point letting Letter body copy type is eight point Arial Regular or Georgia Regular over 13 point letting Letter body copy type is eight point Arial Regular or Georgia Regular over 13 point letting Letter body copy type is eight point Arial Regular or Georgia Regular over 13 point letting Letter body copy type is eight point Arial Regular or Georgia Regular over 13 point letting Letter body copy type is eight point Arial Regular or Georgia Regular over 13 point letting Letter body copy type is eight point Arial Regular or Georgia Regular over 13 point letting Letter body copy type is eight point Arial Regular or Georgia Regular over 13 point letting

Sincerely,

John Doe
Title Goes Here
Middle Georgia State University
INSTITUTIONAL COMMUNICATIONS: ENVELOPE/MAILING LABEL

#10 Envelope 4.125 x 9.5

Font: 6.5pt. Gotham Book
Jon Longername
To: John Doe
RE: Business Collateral E-mail Signature

Hello John,

Email body copy email body copy email body copy email body copy email body copy email body copy email body copy email body copy email body copy

Respectfully,
Johnathan
Dear Mrs. Doe,

Letter body copy type is eight point Arial Regular or Georgia Regular over 13 point letting. Letter body copy type is eight point Arial Regular or Georgia Regular over 13 point letting. Letter body copy type is eight point Arial Regular or Georgia Regular over 13 point letting. Letter body copy type is eight point Arial Regular or Georgia Regular over 13 point letting. Letter body copy type is eight point Arial Regular or Georgia Regular over 13 point letting. Letter body copy type is eight point Arial Regular or Georgia Regular over 13 point letting. Letter body copy type is eight point Arial Regular or Georgia Regular over 13 point letting. Letter body copy type is eight point Arial Regular or Georgia Regular over 13 point letting.

Sincerely,

John Doe
Title Goes Here
Middle Georgia State University

Date Goes Here
INSTITUTIONAL COMMUNICATIONS: ENVELOPE/MAILING LABEL WITH SUBBRANDING

#10 Envelope 4.125 x 9.5

Office of the President
100 University Parkway, Macon, GA 31206

Font: 6.5pt. Gotham Bold
It is acceptable to customize the Primary logo for Academic and Institutional departments only. Sub-branded marks may appear in full color or one color.

Metrics for sub-brands are detailed here. Individual departments are discouraged from creating their own customized logo files. Requests for customized art files should be made to the Office of Marketing and Communications.

**SUBBRANDING METRICS: VERTICAL**

Font: Gotham Medium
Font: Gotham Book

Centered on the base of the torch and one half the cap height of the U in State University. May appear with or without the department designation.
It is acceptable to customize the Primary logo for Academic and Institutional departments only. Sub-branded marks may appear in full color or one color.

Metrics for sub-brands are detailed here. Individual departments are discouraged from creating their own customized logo files. Requests for customized art files should be made to the Office of Marketing and Communications.

**SUBBRANDING METRICS: HORIZONTAL**

Justified left, aligned with the S in State and one half the cap height of the U in State University. May appear with or without the department designation.
It is acceptable to customize the Primary logo for Academic and Institutional departments only. Sub-branded marks may appear in full color or one color.

Metrics for sub-brands are detailed here. Individual departments are discouraged from creating their own customized logo files. Requests for customized art files should be made to the Office of Marketing and Communications.
SUBBRANDING: EXAMPLES

Middle Georgia State University
COLLEGE OF ARTS & SCIENCES
Department of English

Middle Georgia State University
SCHOOL OF HEALTH SCIENCES
Department of Nursing

Middle Georgia State University
SCHOOL OF AVIATION
Department of Flight

Middle Georgia State University
OFFICE OF MARKETING & COMMUNICATIONS

Middle Georgia State University
COLLEGE OF ARTS & SCIENCES
Department of History & Political Science

Middle Georgia State University
COLLEGE OF HEALTH SCIENCES
Department of Nursing

Middle Georgia State University
SCHOOL OF AVIATION
Department of Aviation Science & Management

Middle Georgia State University
OFFICE OF MARKETING & COMMUNICATIONS

Middle Georgia State University
SCHOOL OF AVIATION
Department of Aviation Maintenance Science and Management

Middle Georgia State University
OFFICE OF MARKETING & COMMUNICATIONS
FOUNDATION LOGO: EXTREME HORIZONTAL

Full color

Middle Georgia State University Foundation

Full color on dark backgrounds

Middle Georgia State University Foundation

One color

Middle Georgia State University Foundation

One color on dark backgrounds

Middle Georgia State University Foundation
COMMON MISUSE:

Never alter color placement

Never alter spatial relationship

Never alter proportions

Never alter the typography

Never alter the icon placement

Never use unapproved colors

Never skew the logo

Never add graphic devices

Never add graphic embellishment, i.e. drop shadow
CHAPTER 2 - INSTITUTIONAL SEAL
Use of the Institutional Seal is reserved for formal communications, restrictions apply. For more information regarding acceptable applications, please contact the Office of Marketing and Communications.
The area of isolation protects the seal from visual interference with other graphic elements. The Area of isolation is equivalent to the height of the inner circle in all configurations of the seal, as illustrated here:
**PRIMARY LOGO: ATHLETICS**

**Full color on white or light backgrounds**

**Full color on purple backgrounds**

**Full color on dark or patterned backgrounds**

**Full color on gray backgrounds**

**One color on white or light backgrounds**

**One color on dark or patterned backgrounds**

NOTE: Outline disappears into the background, TM changes to black

May appear in any color in the approved palette, see page 7 for color details

NOTE: TM reverses to white

May appear in any color in the approved palette, see page 7 for color details
ALTERNATE PRIMARY LOGO: ATHLETICS

- Full color on white or light backgrounds
- Full color on purple backgrounds
- Full color on dark or patterned backgrounds
- Full color on gray backgrounds
  NOTE: Outline disappears into the background, TM changes to black
- One color on white or light backgrounds
  May appear in any color in the approved palette, see page 7 for color details
- One color on dark or patterned backgrounds
  NOTE: TM reverses to white
  May appear in any color in the approved palette, see page 7 for color details
SECONDARY Logos: Athletics

- Full color on white or light backgrounds
- Full color on purple backgrounds
- Full color on dark or patterned backgrounds
- Full color on gray backgrounds

**NOTE:** Outline disappears into the background, TM changes to black

- One color on white or light backgrounds
- One color on dark or patterned backgrounds

**NOTE:** TM reverses to white

May appear in any color in the approved palette, see page 7 for color details.
**WORD MARKS: ATHLETICS**

**Full color on white or light backgrounds**

**Full color on purple backgrounds**

**Full color on dark or patterned backgrounds**

**Full color on gray backgrounds**

NOTE: Outline disappears into the background, TM changes to black

**One color on white or light backgrounds**

May appear in any color in the approved palette, see page 7 for color details

**One color on dark or patterned backgrounds**

NOTE: TM reverses to white

May appear in any color in the approved palette, see page 7 for color details
SPORT SPECIFIC MARKS:

Full color on white or light backgrounds

Full color on purple backgrounds

Full color on dark or patterned backgrounds

Full color on gray backgrounds

NOTE: Outline disappears into the background, TM changes to black.
**Sport Specific Marks:**

One color on dark or patterned backgrounds
May appear in any color in the approved palette, see page 7 for color details

One color on white or light backgrounds
May appear in any color in the approved palette, see page 7 for color details

NOTE: TM reverses to white - may appear in any color in the approved palette, see page 7 for color details
The Middle Georgia Knights identity employs a commercially available font for use in support and collateral materials. The MGA type in the primary logo and KNIGHTS type in the wordmark is custom created and not available as a font.

OUTAGE CUT

To reflect the "Knights" type used in the primary logo and sport names used in the sport specific marks, use the lowercase glyphs.

Uppercase Glyphs

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Lowercase Glyphs

abcdefghijklmnopqrstuvwxyz

1234567890
**PROPER PLACEMENT:**

To ensure proper placement of the primary logo and horse and rider secondary logo, use the point of the shield as the center mark:

All other logos in the identity mathematically center:
In Uniform applications, it is acceptable to remove the MGA and KNIGHTS type from its black containing shape. It is not acceptable to use stand alone MGA and KNIGHTS in any other application other than uniforms.
**COMMON MISUSE:**

- Never use unapproved colors
- Never alter color placement
- Never distort or alter proportions
- Never flip the logo
- Never alter the typography
- Never rotate the logo
- Never add graphic devices - i.e. drop shadow
- Never combine or overlap logos
- Never re-size components of the logo
- Never distort the font
- Never skew the logo
- In one color applications only use approved colors

**WELCOME TO MIDDLE GEORGIA**