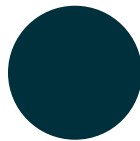# COLORS

The Georgia.gov platform color palette is designed to be cohesive yet flexible; ownable yet timeless; confident yet warm.

Deep blue-greens reflect the brand's timeless and official nature, while warm peach tones and gold accents lend a modern approachability. In print materials, gold foil can act as an accent.
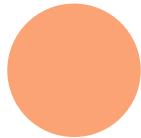
MACON RED

R= 250 G=105 B=51
C=0 M=73 Y=86 K=0
#FA6933

ATLANTIC STORM

R=0 G=49 B=58
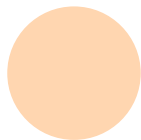C=100 M=57 Y=53 K=61
#003039

SAVANNAH SUNRISE

R=252 G=163 B=117
C=0 M=43 Y=56 K=0
#FCA375

LIVE OAK

R=8 G=71 B=61
C=89 M=47 Y=70 K=47
#08473D

GEORGIA PEACH

R=255 G=214 B=176
C=0 M=18 Y=31 K=0
#FFD6B0

COOL NEUTRAL

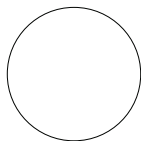R=242 G=247 B=245
C=4 M=1 Y=2 K=0
#F2F7F5

WARM NEUTRAL

R=255 G=244 B=231
C=0 M=3 Y=8 K=0
#FFF4E7

SPANISH MOSS

R=181 G=222 B=186
C=29 M=0 Y=33 K=0
#B5DEBA

ATLANTA BLUE

R=16 G=48 B=82
C=100 M=83 Y=41 K=36
#145996

WHITE

R=255 G=255 B=255
C=0 M=0 Y=0 K=0
#FFFFFF

GOLD DOME

R=209 G=173 B=87
C=19 M=30 Y=78 K=0
#D1AD57

SOFT BLACK

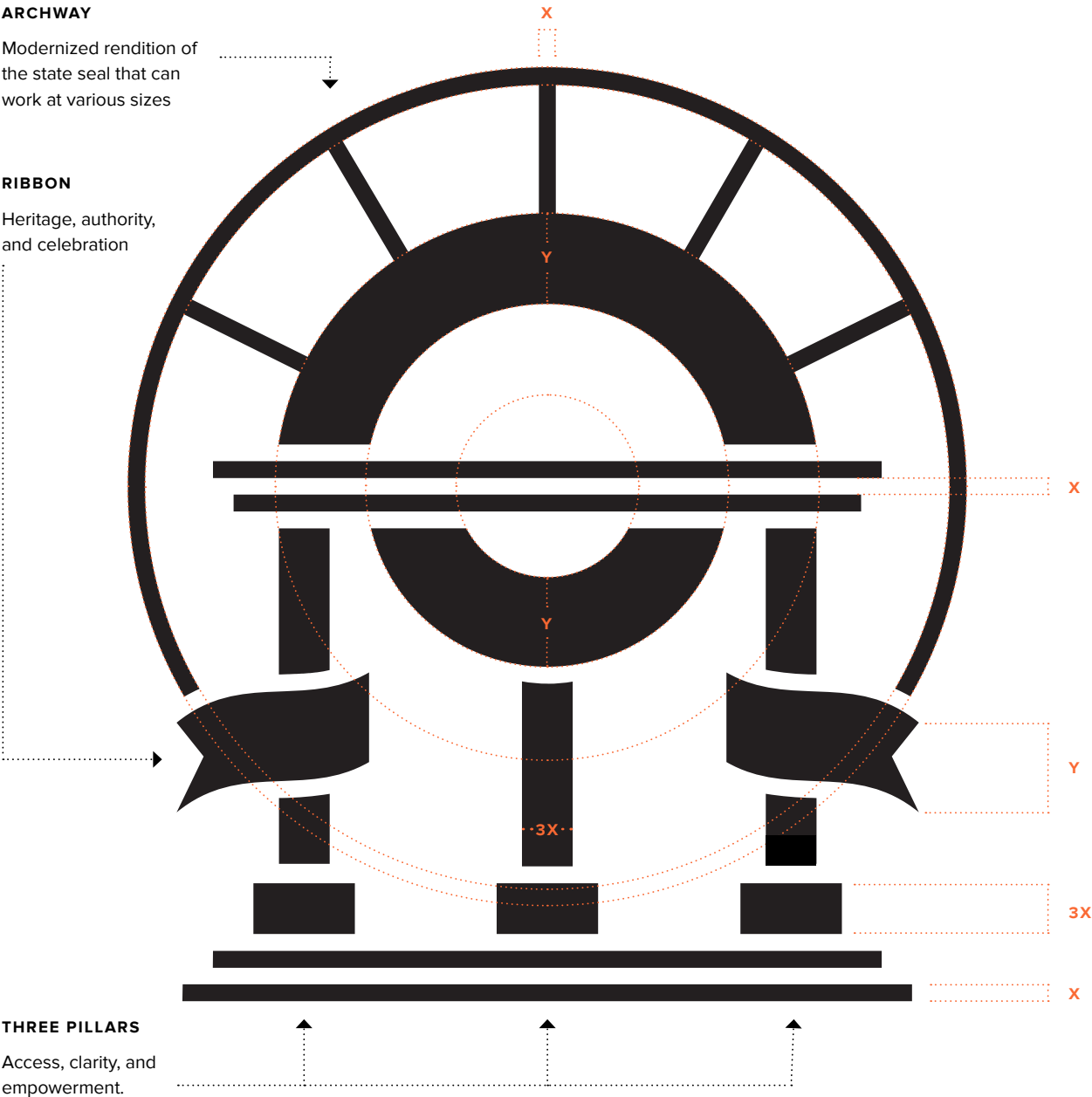R=0 G=3 B=0
C=75 M=66 Y=68 K=88
#000300

RED CLAY

R=176 G=17 B=22
C=21 M=100 Y=100 K=14
#B01116

PRIMARY MARK

Traditionally, the Georgia state seal includes an arch with three pillars, to represent both the legislative, judicial and executive branches of government, as well as the constitutional principles of wisdom, justice, and moderation. We chose to use the pillars as a recognizable symbol of authority, but to modernize the design and give it a digital twist.

ARCHWAY

Modernized rendition of the state seal that can work at various sizes

RIBBON

Heritage, authority, and celebration

THREE PILLARS

Access, clarity, and empowerment.

X

Y

X

Y

3X

3X

X

HEADER BAR

The updated header features new iconography, an indication that this is an official website of the State of Georgia, and a search icon that expands to a full-width search feature. These elements instill the user with trust, clarity, and empowerment over their experience.