IDENTITY SYSTEM

There are two parts that make up the identity system for Georgia's digital platform: The wordmark (or logotype) and a logomark. Although the system is flexible, the integrity of the logos should be maintained. Don't stretch or skew them.

On dark grounds, the preferred version of the mark has the "pillars" logomark rendered in Gold Dome, #D0AE56.
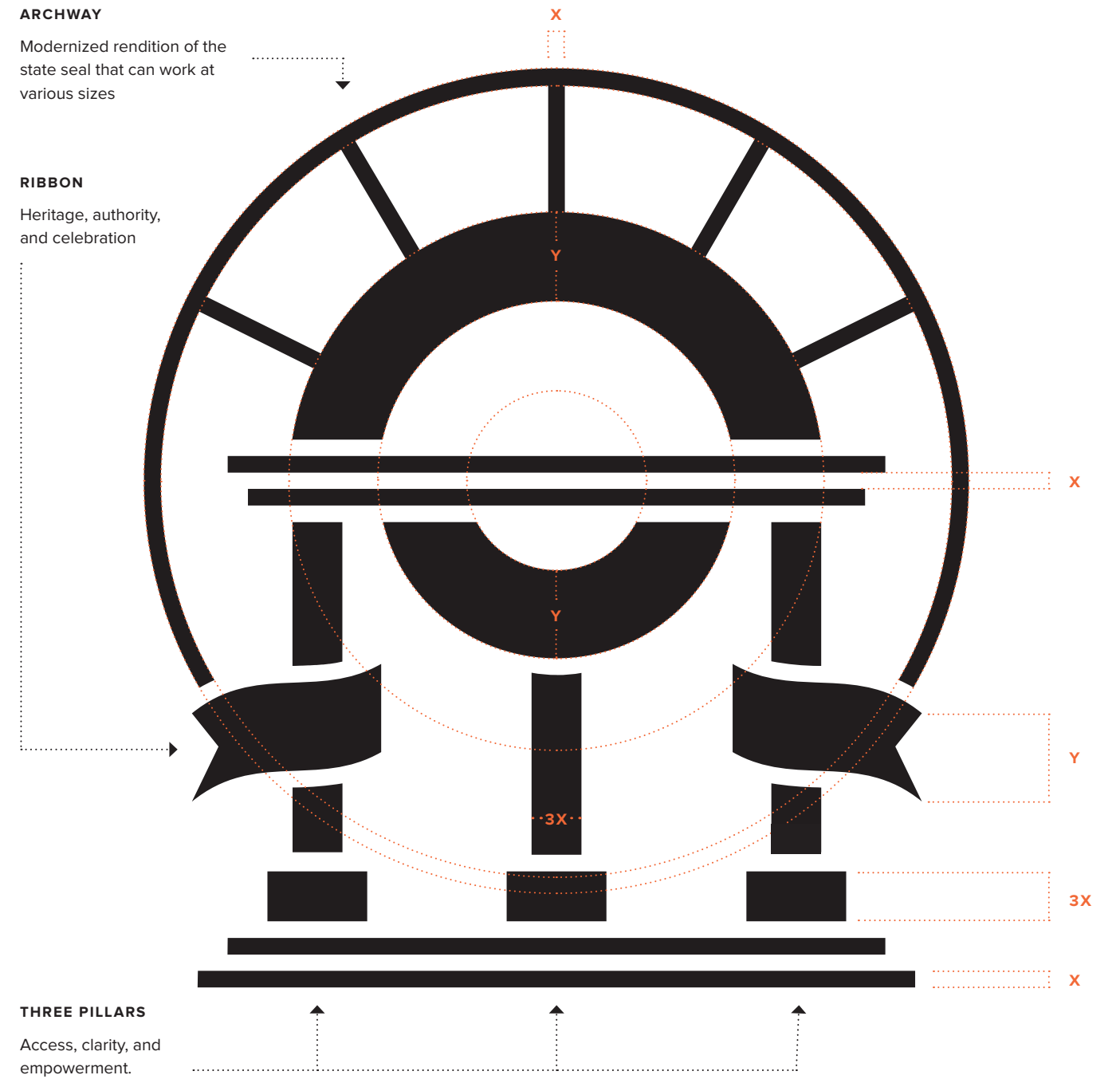
PRIMARY MARK

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

X

Y

3X

3X

X

Y

3X

ALTERNATIVE LOCKUPS

The Georgia.gov logo has been designed to ensure maximum visual impact across a variety of applications. Additional logo versions, shown opposite, are also available to accommodate special graphic situations.

GEORGIA | GOVERNMENT *of the* STATE OF GEORGIA

GOVERNMENT *of the* STATE OF GEORGIA

AGENCY LOCKUPS

When locked up with the pillars or wordmark, the agency name should be typeset onto two lines in Proxima Nova. Small prepositions like "of" should be set in Source Serif Pro Italic.

OFFICE *of the*
ATTORNEY GENERAL

DEPARTMENT *of*
HUMAN SERVICES

In the case of an agency with an extremely long name, the name may be stacked in three lines, with the pillars scaled accordingly.

DEPARTMENT *of*
ECONOMIC DEVELOPMENT
WORKFORCE DIVISION

If an agency has a specific seal or mark that they must use, it may be locked up with the agency name following a similar convention.

GEORGIA STATE FINANCING
and INVESTING COMMISSION

GEORGIA BUREAU *of*
INVESTIGATION

LOGO CLEARANCE

To preserve clarity, no other graphic element should intrude upon the logo. A clear area equal to or greater than the distance between the wordmark and logomark must surround the logo.

X   X

GEORGIA.GOV

X

X

In the case of the wordmark alone, a clear area equal or greater to the total height of the wodmark must surround the wordmark.

Y

GEORGIA.GOV   Y

Y