



Brand Guidelines

MARCH 2026

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**We Are
Georgia Southern**

Core Story

At Georgia Southern University, you'll reach new heights. You'll exceed expectations and surpass limitations. You'll break through barriers on your way to a secure, fulfilling future.

But it won't just happen. You'll earn it.

Success takes drive. It takes getting after it, every day. But that's not always enough. It also takes opportunity. It takes access. It takes support and community. It takes vision and wisdom to know when to change course. It takes the right people at the right time—mentors and coaches, good collaborators and better friends who lift you up and then challenge you to go farther. At Georgia Southern, we'll give you everything it takes to take off.

So you can soar beyond expectations. Beyond limitations. Beyond the gatekeepers and the naysayers.

And from there? Anything. Maybe you'll take over the C-suite and build lasting financial success. Or support a family and care for the ones you love. Maybe you'll devote a decades-long career to students and win School Social Worker of the Year. Maybe you'll build a STEM education program from the ground up to make the sciences more accessible. Maybe you'll become Special Agent In Charge of the FBI in Chicago.

Whatever your path, any moment here can be the moment that raises you to new heights.

So run the risky play. Make the surprise pass. Leap out of your comfort zone and into possibilities. Dream big. Make moves. Break through. Soar—and don't stop there.

Soar Beyond.



Mission, Vision and Values

Mission

Georgia Southern University impacts the future by fostering a transformative learner-centered culture. We empower students, faculty, staff, and alumni to lead, serve, and engage, enhancing the quality of life through educational excellence, impactful research, cultural enrichment, and meaningful contributions to communities locally and globally.

Vision

People. Purpose. Action:

Growing ourselves to grow others.



Mission, Vision and Values



Values — I.M.P.A.C.T.S.

Innovation and Discovery

We advance knowledge and foster transformative research through creativity, collaboration, and strategic investment, elevating the institution's meaningful contributions to scholarly excellence.

Mobility

We foster economic and social mobility by equipping our people with the skills, knowledge, and opportunities needed for career readiness, workforce alignment, and meaningful contributions to an ever-changing world.

People

We value the unique contributions of all members of our community, fostering growth, collaboration, and success through a commitment to their holistic development and achievement.

Academic Excellence

We are committed to fostering academic excellence by empowering our people through innovative teaching, impactful research, and professional development to drive discovery and meaningful contributions to society.

Collaboration

We foster collaboration through shared governance, teamwork, and partnerships that promote innovation, collective problem-solving, and meaningful engagement across our community.

Transparency and Integrity

We consistently uphold our integrity through accountability, openness, and transparent decision-making, fostering trust to empower our people to make informed decisions.

Sustainability

We value responsible resource management and thoughtful practices that promote resilience, well-being, and long-term success for our institution and communities.

Georgia Southern University exists to

Achieve Holistic Growth

by fostering the overall development of our people
and empowering them to drive change in their lives and the world.

This is how

**GEORGIA SOUTHERN
TRANSFORMS LIVES**

Brand Alignment

Brand alignment ensures that every interaction reflects Georgia Southern's values and identity, creating consistency that builds trust, strengthens recognition, and reinforces our credibility with audiences.

FIRST IMPRESSION

Every touchpoint, from website browsing to phone calls, shapes perception.

POSITIVE EXPERIENCES

Prompt service, helpful staff, and personalized solutions build loyalty.



**SOAR
BEYOND**

BRAND RECOGNITION

Consistent interactions create a strong and memorable brand identity.

WORD-OF-MOUTH

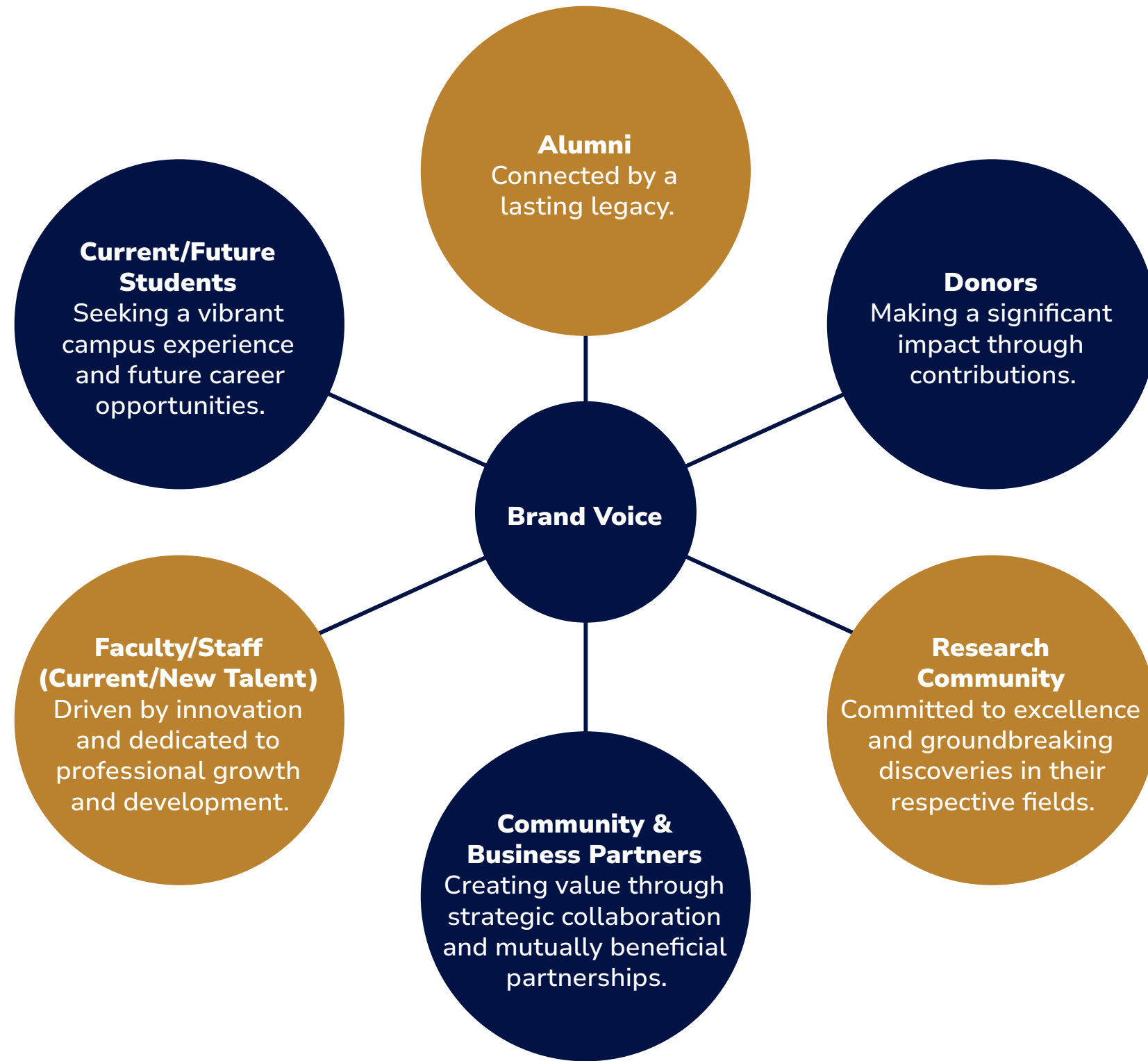
Satisfied customers become brand ambassadors, spreading the word.



Voice and Messaging

Connecting the Dots

Aligning our brand voice ensures we present a consistent, unified message. A shared voice strengthens brand recognition, supports our mission, and makes communication more effective across channels. When everyone speaks with the same tone and clarity, we amplify impact, foster stronger connections, and ensure that every interaction reflects the same values and priorities, no matter the source.



Our Brand Personality



INFLUENTIAL LEADER

Powerful and assertive, driven by growth and being a front-runner. Delivers stability, pride and strength. Values power, influence and accomplishment. Causes people to feel confident and in control.

ACCOMPLISHED
PROVEN
INSPIRING



DEDICATED MENTOR

Supportive and selfless, driven by compassion, warmth and the desire to care for others. Delivers nurturing, comfort and protection. Values altruism, commitment and generosity. Causes people to feel valued and supported.

WELCOMING
HOSPITABLE
SUPPORTIVE



ENGAGING INNOVATOR

Brilliant and forward-thinking, driven by inventing the future through innovation. Delivers advancement, ingenuity and radical outcomes. Values newness, experimentation and progress. Causes people to feel awe and amazement.

TRANSFORMATIVE
EXPERIMENTAL
FORWARD-THINKING

The Soar Beyond voice is optimistic, energetic and youthful. It's important to remember that "youthful" does not mean immaturity or lack of gravity. Rather, it is direct, conversational, unafraid to be humorous when appropriate and ready to directly address serious issues with both confidence and care.

As writers and communicators, we can play with the Soar Beyond tag itself in headlines, finding useful, personality-appropriate synonyms that need not be tied only to flight, Eagles or an unspecified "Beyond." The combination of consistent voice and strategic word choice is key to this success (more below in Messaging Guidance).

Similarly, we can "explode" the Soar Beyond idea in longer copy like Viewbooks or Travel Pieces, as well as in commercials, department-specific communications, landing pages and emails by drilling to the true meaning of Soar Beyond, then expressing that meaning through context-appropriate language and specifics. For example, messaging around a BBA in Business Management might take on a more decisive *Influential Leader* voice of confidence and focus on rising above the competition (soar) to land the dream job or high-profile MBA (beyond), while sharing stories of outcomes. In contrast, messaging to Spanish majors (*volar más allá*) could instead read *Engaging Innovator* and *Dedicated Mentor*, highlight the tremendous advantages (soar) fluency in Spanish will provide to the professionals of tomorrow and how Georgia Southern is the place that connects you with knowledge and opportunity, while sharing the practical applications of Spanish fluency across multiple industries (beyond).

Messaging Rationale

The strength of *Soar Beyond* lies in its versatility. This concise, straightforward message comprises two evocative words, opening with an active verb that draws a direct line to “Eagles,” reinforcing brand recognition and finishing with a pinch-hitter adverb that can suit a multitude of messaging applications.

When executed with Georgia Southern’s personality archetypes, *Soar Beyond*’s versatility is truly showcased. Through the *Influential Leader* persona, our message is about leading and learning to become a leader, as well as Georgia Southern’s expertise in getting you to that place. It exudes assertiveness and drive. By contrast, when expressed through the *Dedicated Mentor* archetype, our message emphasizes support, access and community—the qualities Georgia Southern delivers that provide students with the support they need to excel. Finally, when we express our campaign through the *Engaging Innovator* archetype, we find an emphasis on overcoming barriers, finding new solutions and a vision that looks to solve the problems of tomorrow.

Soar Beyond is positive, confident and caring. On its own, it’s an empowering command. When expressed through the lenses of personality and applied to specific offerings, outcomes or benefits, it becomes a messaging multi-tool.

Messaging Guidance

VERSATILITY IN HEADLINES

One of the biggest challenges of communicating within a campaign structure is formulating winning, fresh, impactful headlines that reinforce your campaign and brand without becoming repetitive and stale.

We'll look at potential headline structure through four models. "Concept-Forward" copy will heavily lean on the concept itself. "Concept-Integrated" works the concept in through the subhead and/or CTA. "Concept-Subtle" speaks to the central idea without directly using the concept wording. "Context-Driven" refers to ads that simply must serve a tactical purpose—a long program name, a short-term ad deployment for an event, etc.

CONCEPT-FORWARD

Headline: Soar Beyond Limitations

Subhead: New Frontiers in Civil Engineering

CTA: Start Your Journey Today

We use the full tag immediately, while our subhead takes on some messaging weight, using "new frontiers" to continue the "beyond limitations" message pointing to a specific, practical application—Civil Engineering. Finally, the CTA continues the metaphor of exploration while taking the reader to the appropriate target: RFI form, application page, visit page, etc.

CONCEPT-INTEGRATED

Headline: Too Busy for a Degree? Think Again.

Subhead: Soar Beyond Schedules with Online Learning

CTA: Learn More

The headline is designed to grab attention and the subhead deploys our concept. This allows for greater variety, nestling the campaign tag (or campaign-related language) within the subhead.

CONCEPT-SUBTLE

Headline: Go Farther Faster

Subhead: Kickstart Your Career with a Customizable

Finance Degree

CTA: See What's Next

Communicating speed and distance in the headline subtly ties us to the Soar Beyond, while our subhead continues the momentum to a specific offering and drives us to a CTA that piques curiosity while continuing our movement metaphor in an "Engaging Innovator" way, propelling the reader to see what's around the next corner.

CONTEXT-DRIVEN

Headline: Meet Your Next Best Friends

Subhead: The Eagle Experience, Aug 11–14

CTA: Don't Miss It!

We could have opened with "Beyond Orientation," but chose a more energetic message that would address new freshman anxiety. Sometimes we can't work in explicit campaign language due to context, character count or other restrictions. Here, "Meet Your Next Best Friends" still expresses forward motion and discovering the new.



Expressing Our Brand Personality

Expression through Archetypes

The archetype system is designed to focus and clarify our creative expression with personality traits that have been shown through market research and in-depth campus workshops to be the most authentic and readily identifiable traits of a brand's personality.

Georgia Southern's archetypes, which we detail throughout this guide, are meant to liberate communicators, providing an authentic framework for storytelling. This is not an exact science, nor is it meant to be a strict set of rules. By focusing on these personality traits when messaging and applying imagery, we're communicating to audiences who share and are attracted to those traits. Archetypes are a bridge between the institution and the people who are most likely to thrive at Georgia Southern.

As you'll see in our messaging and imagery tips throughout, this is a malleable system. You're free to intensely focus your message on one personality trait, or to mix multiple ones to make one story even more appealing to wider audiences.

Most importantly, enjoy the process. If archetypes feel restrictive or forced, give yourself permission to step away from them, to rethink the message, and to use your best judgment. This is as much art as science and as much play as task. Consider it permission to be creative.



Expressing the *Influential Leader*



INFLUENTIAL LEADER

Our high standards and indomitable spirit lead to powerful growth and consistent results.

At Georgia Southern, when we soar, people take notice. Our alumni, faculty, students, and staff make an impact every day in individual lives, communities, and industries. We have high standards and a competitive spirit, and we deepen that with empathy, connection, and access. Our students have some of the best professors, internship opportunities, and career connections at their fingertips, and we help them make the most of it. From Georgia's ecology to the nation's security, our people lead, excel, and ... soar beyond.

ACCOMPLISHED
PROVEN
INSPIRING

Expressing the *Influential Leader*

Writing for the Archetype

The *Influential Leader* archetype values leadership and achievement. This messaging is driven by growth, by ambition, and by pride in accomplishment. At Georgia Southern, the *Influential Leader* is personified by (among many other things) high standards of excellence, by the strength of the university's contributions to the state and region, and by the success of its students, graduates, and faculty. When we write in the voice of the *Influential Leader* archetype, the language is self-assured, direct, and concise.

Sample Copy

At Georgia Southern, we don't just soar. We soar beyond. Our students, graduates, and faculty are driven to achieve and excel—not for the accolades, but to make the world better, to make their own lives and the lives of their families better. We believe empowered people with access can achieve anything, and we work tirelessly to provide the resources to make that happen. It's why we've been named among the top 8.2% of universities worldwide by the Center for World University Rankings, and it's why we're proud to say our people Soar Beyond.

Effective Verbs

Accomplish
Achieve
Direct
Drive
Empower
Lead
Shape
Transform

Effective Adjectives

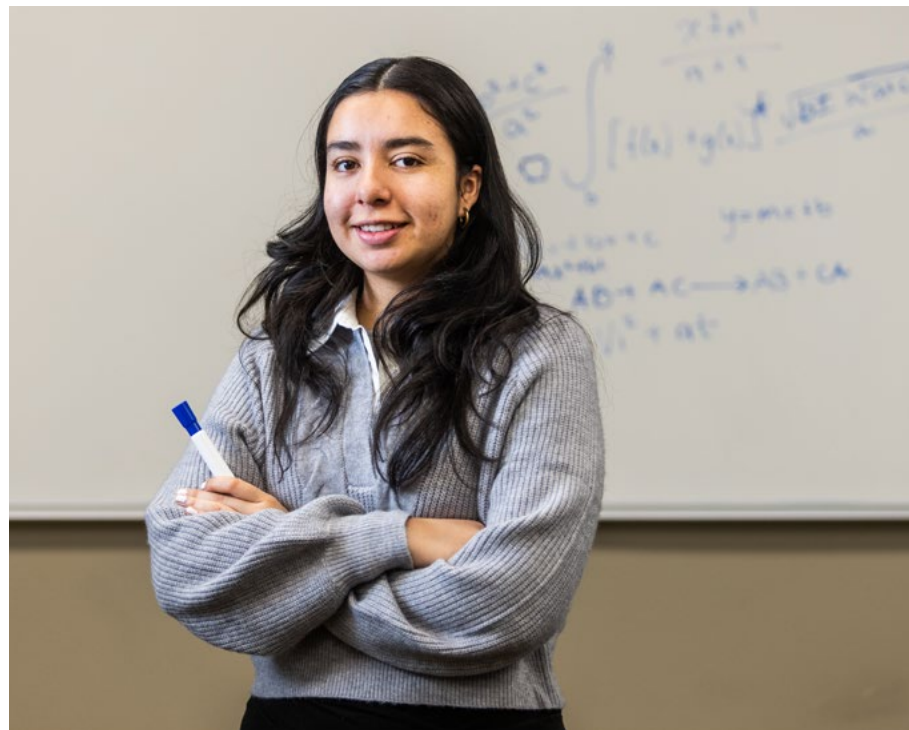
Assertive
Confident
Exceptional
Influential
Premier
Prominent
Proud
Strong

Expressing the *Influential Leader*

Imagery

When sourcing or shooting imagery that expresses the *Influential Leader* archetype, refer to the “Effective Verbs” and “Effective Adjectives” sections on the previous page. See below for examples of how *Influential Leader* can be expressed in different contexts.

Imagery Examples



Influential Leader can be confident and direct. This example shows a student posing proudly in the context of their workspace, looking straight into the camera.



Influential Leader can be celebratory and proud. This example shows successful leadership through this shared moment of an ensemble performance.



Influential Leader can be empowering and transformative. This example shows a student owning the spotlight and exerting influence with their speech.

Expressing the *Dedicated Mentor*



DEDICATED MENTOR

Our wholehearted commitment to students' growth motivates our personalized, meaningful support.

Before we soar, we have to learn to fly. We all start at the beginning, and that starting point is different for everyone. At Georgia Southern, we meet you where you are. We meet you with staff prepared to help you on your way, from securing financial aid to career readiness. We meet you with faculty who see you and hear you, who expertly balance theory and practice. We meet you with a community that believes that when one of us soars, we all soar together.

WELCOMING
HOSPITABLE
SUPPORTIVE

Expressing the *Dedicated Mentor*

Writing for the Archetype

The *Dedicated Mentor* archetype values care, compassion, and support. *Dedicated Mentor* messaging is driven by these values, accentuating community, personal support, and real human connection. Most universities communicate a generic kind of *Dedicated Mentor*, focusing on vague ideas of support. When communicating with this archetype, it's vital to use Georgia Southern's many real, tangible examples of support, care, and community from the McNair Scholars program to food pantries to professional development. The *Dedicated Mentor* voice is warm, genuine, and empowering.

Sample Copy

Did you know that eagles teach their young to fly by giving them increasingly challenging situations? Many think eagles simply kick the fledglings out of the nest and ... they soar. But the truth is that nobody, not even an eagle, gets it perfect on the very first try. At Georgia Southern, we know that no two students start from the same place with the same resources. That's why we provide comprehensive support from daily necessities to career services. That's why our graduates make such an impact that we have been listed among the top 8.2% of universities worldwide. We invest in our people so that they can soar beyond.

Effective Verbs

Accommodate
Collaborate
Connect
Empower
Nurture
Uplift
Value
Welcome

Effective Adjectives

Accessible
Attentive
Compassionate
Encouraging
Hospitable
Safe
Supportive
Uplifting

Expressing the *Dedicated Mentor*

Imagery

When sourcing or shooting imagery that expresses the purple archetype, refer to the “Effective Verbs” and “Effective Adjectives” sections on the previous page. See below for examples of how purple can be expressed in different contexts.

Imagery Examples



Dedicated Mentor can be collaborative and connecting. In this example, students work together in cooperative harmony to reach a shared goal.



Dedicated Mentor can be uplifting and accessible. In this example, the subject shares a hug during a moment of joy.



Dedicated Mentor can be supportive and safe. In this example, a professor offers encouragement over a project.

Expressing the *Engaging Innovator*



ENGAGING INNOVATOR

Our enthusiasm, optimism, and forward-thinking drive innovations that transform lives and advance impact.

We don't just soar. We soar beyond. That's because at Georgia Southern we like to leave things better than we found them. To innovate and transform ideas into reality. To find better solutions and create new opportunities for everyone. We know that a brighter tomorrow is possible, and that it can begin with just one idea, one conversation, one community.

That's why we constantly innovate in our own curriculum and build new partnerships—to equip our students with the knowledge, skills, and connections they need to build that better tomorrow. That's what it means to soar beyond.

TRANSFORMATIVE
EXPERIMENTAL
FORWARD-THINKING

Expressing the *Engaging Innovator*

Writing for the Archetype

The *Engaging Innovator* archetype values innovation, problem-solving, and building a better future. People attracted to the *Engaging Innovator* archetype are detail-oriented and practical, so messaging must rely on real evidence points. Georgia Southern possesses an abundance of *Engaging Innovator* proof points across all campuses, focusing on improving the state, region, and world in all industries, and also on improving individual lives. The *Engaging Innovator* voice is optimistic, energetic, and motivating.

Sample Copy

At Georgia Southern, we're driven by curiosity and the desire to leave things better than we found them. It's this quest to explore and innovate that leads our students and faculty to work with NASA, make documentaries exploring healthcare in the rural south, and to study the ecological impacts of mining in Ghana. Our people believe that the best is yet to come, and that they can have a hand in making it happen. Their exceptional work and tireless optimism are one of the reasons Georgia Southern has been listed among the top 8.2% of universities in the world.

Effective Verbs

Advance
Experiment
Ignite
Innovate
Inspire
Spark
Solve
Transform

Effective Adjectives

Enterprising
Expert
Forward-thinking
Ingenious
Inventive
Pioneering
Visionary
World-changing

Expressing the Engaging Innovator

Imagery

When sourcing or shooting imagery that expresses the yellow archetype, refer to the “Effective Verbs” and “Effective Adjectives” sections on the previous page. See below for examples of how *Engaging Innovator* can be expressed in different contexts.

Imagery Examples



Engaging Innovator can be experimental and inventive. Here, the subject is in deep thought as she takes measurements for her research.



Engaging Innovator can be forward-thinking and inspiring. Here, the subject looks into the future with a dreamy gaze. The lighting adds intensity and focus.



Engaging Innovator can be innovative in any subject. Here, the artist exhibits a unique technique while the moody lighting helps create a setting fit for a visionary.

One Fact Three Ways

Three Ways

Subject doesn't equal expression—in other words, we can write about any topic through any archetype. A science topic doesn't have to only be expressed through the *Engaging Innovator* archetype. Science has *Dedicated Mentor* archetype applications in how it improves lives, as well as *Influential Leader* archetype applications in how innovations demonstrate leadership and vision.

Fact	Archetype	Story
Georgia Southern has been listed among the top 8.2% of universities worldwide	Influential Leader	At Georgia Southern, we don't just soar. We soar beyond. Our students, graduates, and faculty are driven to achieve and excel—not for the accolades, but to make the world better, to make their own lives and the lives of their families better. We believe empowered people with access can achieve anything, and we work tirelessly to provide the resources to make that happen. It's why we've been named among the top 8.2% of universities <i>worldwide</i> by the Center for World University Rankings, and it's why we're proud to say our people Soar Beyond.
Georgia Southern has been listed among the top 8.2% of universities worldwide	Dedicated Mentor	Did you know that eagles teach their young to fly by giving them increasingly challenging situations? Many think eagles simply kick the fledglings out of the nest and ... they soar. But the truth is that nobody, not even an eagle, gets it perfect on the very first try. At Georgia Southern, we know that no two students start from the same place with the same resources. That's why we provide comprehensive support from daily necessities to career services. That's why our graduates make such an impact that we have been listed among the top 8.2% of universities <i>worldwide</i> . We invest in our people so that they can soar beyond.
Georgia Southern has been listed among the top 8.2% of universities worldwide	Engaging Innovator	At Georgia Southern, we're driven by curiosity and the desire to leave things better than we found them. It's this quest to explore and innovate that leads our students and faculty to work with NASA, make documentaries exploring healthcare in the rural south, and to study the ecological impacts of mining in Ghana. Our people believe that the best is yet to come, and that they can have a hand in making it happen. Their exceptional work and tireless optimism are one of the reasons Georgia Southern has been listed among the top 8.2% of universities <i>in the world</i> .

Expressing Multiple Archetypes in One Story

Example

It's important to remember that **you do not have to choose one archetype to tell a story.** The more of your personality traits you can successfully work into your messages, the more nuanced and widely appealing your story becomes.

Let's look at the Georgia Southern Soar Beyond core story for an example of using multiple archetypes in one story. We've highlighted some of the archetype language below in the color it represents. Look at the phrases we have *not* highlighted and identify the archetypes they express. Sometimes you'll see crossover, which can be very effective.

Humans make decisions based on feelings first, then justify them with facts later. It's important always to remember that this is about emotion and personality—it's not an exact science or precise rubric—so don't put too much pressure on yourself to get it "perfect."

GA Southern Core Story

At Georgia Southern University, **you'll reach new heights.** You'll exceed expectations and surpass limitations. You'll break through barriers on your way to **a secure, fulfilling future.**

But it won't just happen. You'll earn it.

Success takes drive. It takes getting after it, every day. **But that's not always enough. It also takes opportunity. It takes access. It takes support and community.** It takes vision and wisdom to know when to change course. It takes the right people at the right time—mentors and coaches, good collaborators and better friends who lift you up and then challenge you to go farther. At Georgia Southern, we'll give you everything it takes to take off.

So you can soar beyond expectations. Beyond limitations. Beyond the gatekeepers and the naysayers.

And from there? Anything. Maybe you'll **take over the C-suite** and build lasting financial success. Or **support a family and care for the ones you love.** Maybe you'll devote a decades-long career to students and win School Social Worker of the Year. Maybe you'll **build a STEM education program from the ground up to make the sciences more accessible.** Maybe you'll become Special Agent In Charge of the FBI in Chicago.

Whatever your path, any moment here can be the moment that raises you to new heights.

So run the risky play. Make the surprise pass. **Leap out of your comfort zone and into possibilities. Dream big. Make moves.** Break through. Soar—and don't stop there.

Soar Beyond.

Influential Leader

Dedicated Mentor

Dedicated Mentor

Engaging Innovator

Influential Leader

Influential Leader

Dedicated Mentor

Engaging Innovator

Engaging Innovator

Influential Leader

Archetype Expression in Action

Examples of *Influential Leader* Expression

This digital ad sample exemplifies how to express a single archetype using an *Influential Leader* headline and photo.



Archetype Expression in Action

Example of *Dedicated Mentor* + *Engaging Innovator* Expression


This billboard sample exemplifies how to express two archetypes at the same time using a *Dedicated Mentor* headline paired with an *Engaging Innovator* photo.



Archetype Expression in Action

Example of *Engaging Innovator* + *Influential Leader* + *Dedicated Mentor* Expression

This viewbook sample exemplifies how to express all three archetypes at the same time using a *Engaging Innovator* headline and *Influential Leader* subhead paired with a *Dedicated Mentor* photo.



TACKLING TOMORROW'S PROBLEMS TODAY

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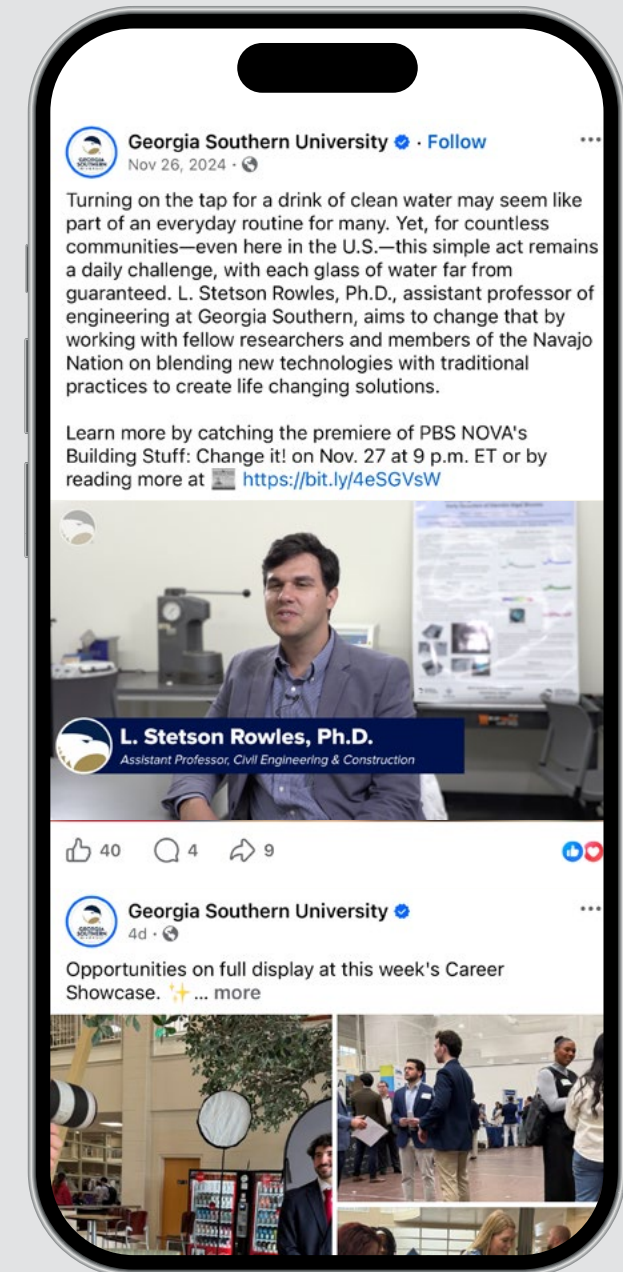
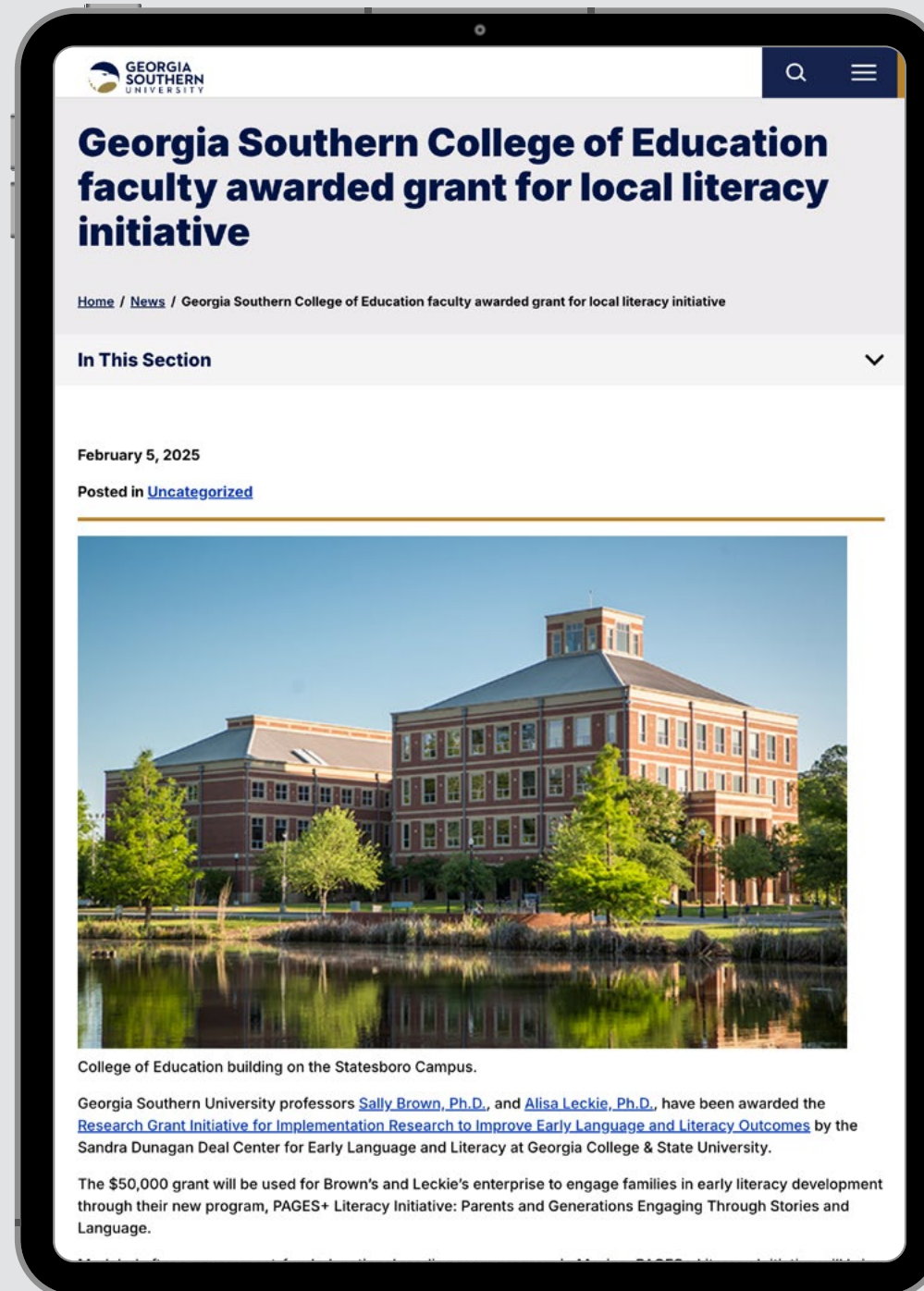
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plignatia desti tem ab is sequi
aut libus dolende voloreiur
abore, adis senimolorest ant
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quis quam, sit veliquam con
eaquatur, qui utem facerit
experis voluptat.

Leading the
Way to Better
Solutions

Archetype Expression in Action



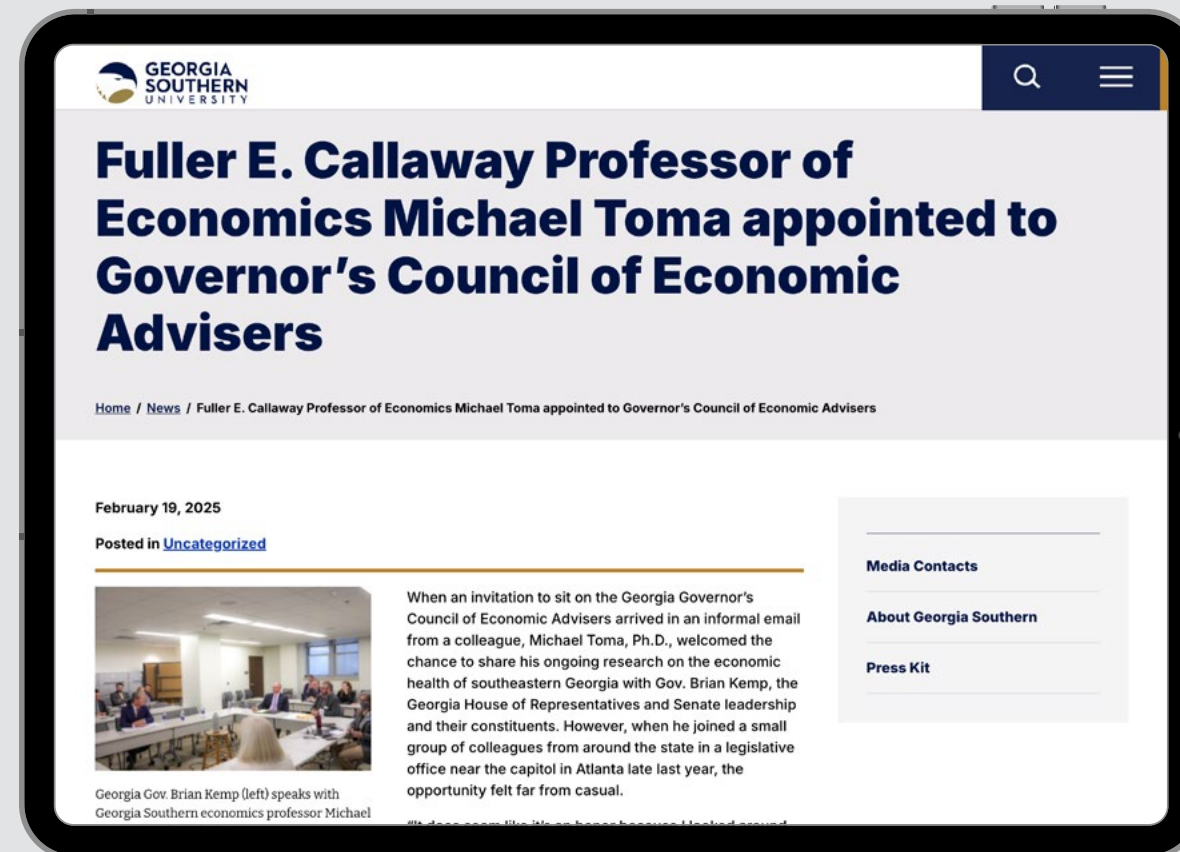
ENGAGING INNOVATOR



Archetype Expression in Action



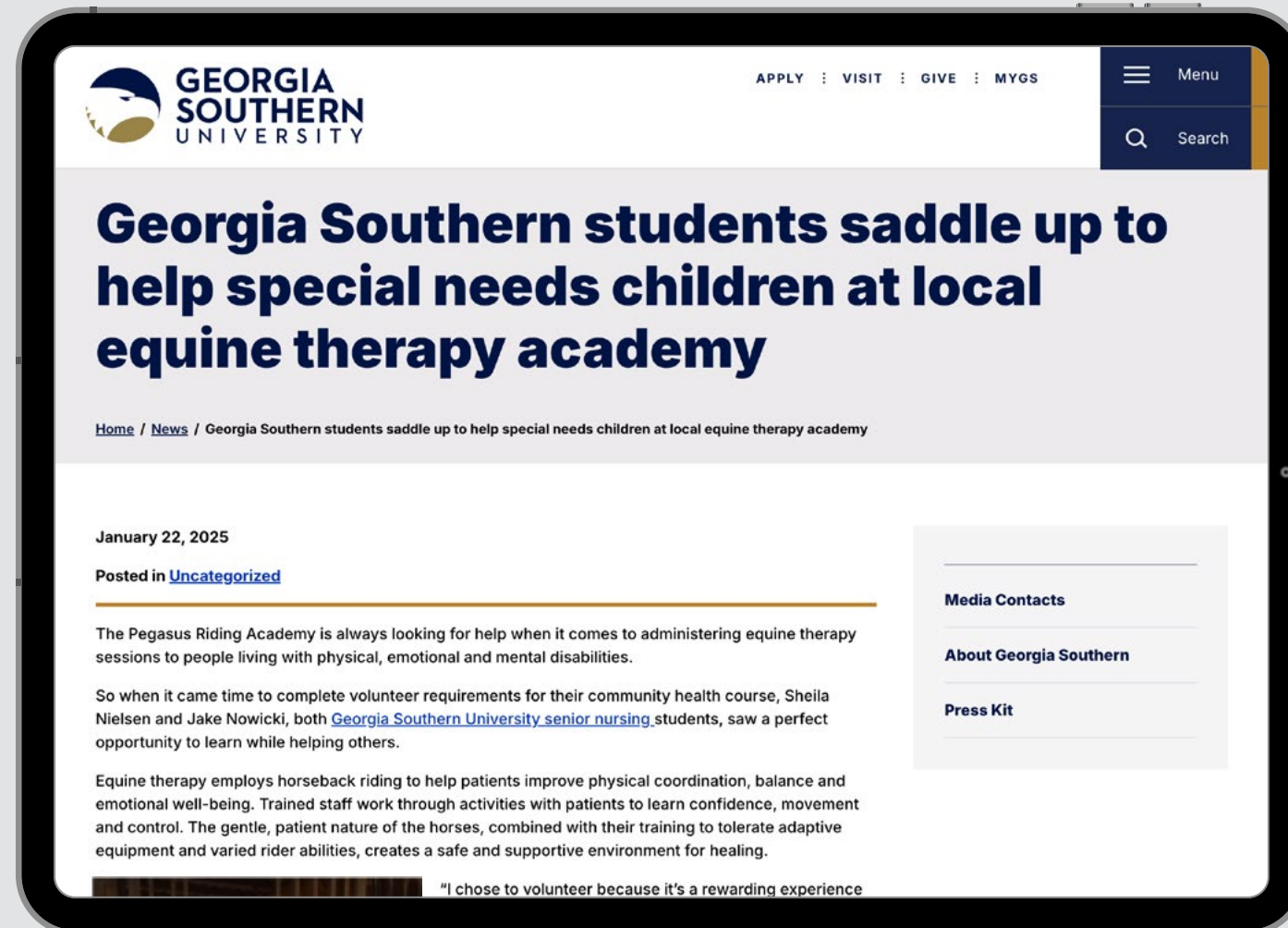
INFLUENTIAL LEADER



Archetype Expression in Action



DEDICATED MENTOR



Samples by Archetype



INFLUENTIAL LEADER



Samples by Archetype



DEDICATED MENTOR



Why Transfer to Georgia Southern?

Transferring to a new university can feel impossible. Not at Georgia Southern! Transferring is easy, and the opportunities are boundless.

- **Award-winning Transfer Friendliness** — named to the Phi Theta Kappa Transfer Honor Roll for student success, campus belonging and more.
- **New Heights in Affordability** — Georgia Southern is one of the most affordable universities in Georgia, and we offer in-state tuition for border states.
- **Vibrant campus life** — Find your tribe in one of 300+ student organizations, recreation and more.



Apply Today

Student Success



Amy Bartlett O'Connell '03, '11
Executive Director
United States Tennis
Association Atlanta

"I was able to get my education and have lifelong friendships with my college teammates and coaches. It's given me so many life skills and relationships that I love."

Samples by Archetype



ENGAGING INNOVATOR



Samples by Archetype



ENGAGING INNOVATOR



GEORGIA SOUTHERN
UNIVERSITY

Georgia Southern University
Office of Research and Economic Development

WHERE INNOVATION MEETS *Impact*

Office of Research and Economic Development!

Georgia Southern University is a leader in preparing the next generation to excel in research and economic development. We house a robust research enterprise that spans all three of our campuses and has a significant positive impact in our state, our country, and worldwide.

As Director of the Office of Research and Economic Development, I am honored to work with the best and brightest faculty from a multitude of disciplines, who push the boundaries and always put our values of integrity, innovation, and entrepreneurship at the forefront.

Support those values and all who embody them through our departments and programs. Our efforts have earned us a high-performing Carnegie R2 "High Research Institution," and we are well on our way to R1, a designation in the country.

Partnership of our parts, first and foremost, for the people. People who come together to form America's next generation.

Learn more about our mission, our vision for the future, and how we advance knowledge research and institutes. Together, we can achieve our vision. **SOAR BEYOND!**



David C. Weindorf,
Ph.D., P.G.
Vice President for Research and Economic Development

Soaring TO R1

And over the past decade:

- 113%** INCREASE IN TOTAL RESEARCH EXPENDITURES OVER THE LAST DECADE
- 22%** INCREASE IN SCHOLARLY RESEARCH OUTPUT
- 12%** INCREASE IN INTERNATIONAL ENGAGEMENT
- 9%** INCREASE IN RESEARCH IMPACT

Georgia Southern University's "Soaring to R1" initiative is designed to elevate the university to the highest tier of research institutions by 2027-2028. This involves significant investments in research infrastructure, faculty development and student support.

Reaching New Heights
13 faculty members ranked in the top 2% of scientists worldwide, per Stanford/Elsevier

We achieved a new record for research expenditures in 2024, exceeding \$43 million.



Georgia Southern University proudly supports the United Nations Sustainable Development Goals — a blueprint for creating a better future. Learn more at sdgs.un.org.

Supporting Archetype Pillars

The archetype messaging pillars are designed to support the core story by adding additional texture and nuance to our content. When context dictates that an audience or messaging goal needs to accentuate one archetype or another (for instance, when messaging for the East Georgia campus, we often lean more heavily on Purple), these pillars will provide additional ideas and language.



DEDICATED MENTOR

Our wholehearted commitment to students' growth motivates our personalized, meaningful support.

Before we soar, we have to learn to fly. We all start at the beginning, and that starting point is different for everyone. At Georgia Southern, we meet you where you are. We meet you with staff prepared to help you on your way, from securing financial aid to career readiness. We meet you with faculty who see you and hear you, who expertly balance theory and practice. We meet you with a community that believes that when one of us soars, we all soar together.



Supporting Archetype Pillars



INFLUENTIAL LEADER

Our high standards and indomitable spirit lead to powerful growth and consistent results.

At Georgia Southern, when we soar, people take notice. Our alumni, faculty, students, and staff make an impact every day in individual lives, communities, and industries. We have high standards and a competitive spirit, and we deepen that with empathy, connection, and access. Our students have some of the best professors, internship opportunities, and career connections at their fingertips, and we help them make the most of it. From Georgia's ecology to the nation's security, our people lead, excel, and ... soar beyond.



Supporting Archetype Pillars



ENGAGING INNOVATOR

Our enthusiasm, optimism, and forward-thinking drive innovations that transform lives and advance impact.

We don't just soar. We soar beyond. That's because at Georgia Southern we like to leave things better than we found them. To innovate and transform ideas into reality. To find better solutions and create new opportunities for everyone. We know that a brighter tomorrow is possible, and that it can begin with just one idea, one conversation, one community. That's why we constantly innovate in our own curriculum and build new partnerships—to equip our students with the knowledge, skills, and connections they need to build that better tomorrow. That's what it means to soar beyond.





Visual Identity

Primary University Logo

The University logo is available in three orientations and consists of a circular image of a white eagle head with Georgia Southern Blue above the head and gold below. The words “Georgia Southern University” set in Neutraface 2 font.

There are University logo versions for screens, for print and also reversed versions for use on dark backgrounds. Logo requests can be made via email to marketing@georgiasouthern.edu.

All University logos must include the registration mark ® (circle R).

Read more in Appendix B

LOGO USE ON DARK BACKGROUND

This version features white logotype and a white circle behind the Eagle’s head.



ONE-COLOR LOGO

When the logo is printed in only one color, it must be printed in blue or black alone — or reversed to white.



EAGLE HEAD MARK

In special cases and only with prior permission from University Communications and Marketing, the Eagle head can appear on its own, without the logotype. Whether alone or in the logo, the Eagle’s head always faces to the RIGHT with the top of the eye aligned on an invisible horizontal line — don’t tip the beak up or down. When resizing the art, always keep it proportional — make sure the Eagle head is perfectly round, not football-shaped. Any use of the Eagle head must include the registration mark ® (circle R).

Logo Lockups and University Seal

FORMAL LOGO LOCKUPS (NAMEPLATES)

Units within the University often have the need to identify themselves on promotional materials, print communications, signage, etc. In order to enhance consistency and recognition, University Communications and Marketing provides nameplate logos that feature the unit name in a distinct logotype used under the Georgia Southern logo. Units have the option to include two levels of identification as in the example at left.

Units may request the creation of a nameplate through a project request form at GeorgiaSouthern.edu/marketing.

NAMED COLLEGE NAMEPLATES

There are four named colleges within the University which have their own distinct logos and nameplates, such as the Parker College of Business.

MARKETING LOGO LOCKUPS

For situations where internal university hierarchy is not important to the audience, we have introduced a Marketing Logo Lockup. This may be used by schools, departments, centers, degree-granting programs and units to stand out.

INFORMAL LOGO LOCKUPS

University Communications and Marketing has also introduced an informal logo lockup reserved for internal communications or for outreach to stakeholders who are already familiar with the unit or Georgia Southern.

This lockup should primarily be used for promotional items where the imprint location limits the size of the logo to the extent that a full logo is illegible. Typically this falls at approximately 2.5 inches in width and below. Exceptions may be made but require UCM approval.



COLLEGE OF
SCIENCE AND MATHEMATICS



COLLEGE OF
SCIENCE AND MATHEMATICS
Society of Physics Students



University Seal

The University seal is reserved for official documents and publications and a limited array of high-quality merchandise. Except for use in an official capacity (i.e., by the President's Office) the seal may not be used on letterhead, business cards, envelopes, folders, T-shirts or similar items.



The three stars represent the three legacy institutions that represent Georgia Southern today. They include Georgia Southern University, Armstrong State University and East Georgia State College.

Spirit Marks

GEORGIA SOUTHERN SPIRIT MARK

It is for promotional applications and is not meant for institutional nor academic use. The spirit mark may be used for intramural teams only.

It should not be used on letterhead, business cards, or any other item where it replaces or is used in visual competition with the University logo. The spirit mark may not be altered in any way and must include the registration mark ®.



STRUTTER GUS

The Strutting Eagle mark — also known as “Strutter Gus” — is the only Georgia Southern trademark that may be altered in any way. The Strutting Eagle’s posture and expression may be adapted (with approval) for a variety of uses provided that:

- The character is not altered and he is depicted in good taste;
- The word “EAGLES” cannot be removed/replaced with different verbiage or marks;
- It is not associated with any commercial product or the name or logo of any business or organization, in such a way to imply endorsement by the University; and
- The quality of the drawing is no less than that of the image represented in Georgia Southern University Identification Standards Guide.

Use of the Strutting Eagle mark is limited to novelty applications. It should not be used on letterhead, business cards or any other item where he replaces or is used in visual competition with the University logo.

See Appendix D for guidelines on use of the Strutting Eagle.

University Communications and Marketing can assist with creating alternate versions of the Strutting Eagle. Any alternate version must be approved by the Office.



Distinct Identities

Some administrative units, offices, groupings of offices or initiatives may have unusual communication needs, special audiences and distinctive goals though they are fully part of the University community. These entities may qualify for a distinct identity logo — one that departs from the institutional identity.

All distinct identity logos must be approved by or developed through University Communications and Marketing.

NOTE: Although a University entity might qualify for a distinct identity logo, they may not benefit from one. For example, the Psychology Clinic, the Child Development Center and others currently operate more successfully when keeping a strong visual identity linked to the University with the nameplate logo option.

In order to be eligible for a distinct identity logo, the entity must be able to demonstrate at least ONE of the following circumstances:

- The University is in a sponsorship and/or support role and the audience and purpose of the entity are distinct from other University roles or entities.
- The entity is a subgroup of a larger University entity that is student-led with a student audience.
- The identity logo will identify a campaign with a limited duration or an event.

If the unit cannot demonstrate at least one of the above they may qualify for a nameplate logo. Entities have the option to include up to two levels of identification on a nameplate logo.

For a distinct identity logo, the graphic developed must include the words “Georgia Southern University”.

CAMPAIGN GRAPHICS

Many areas wish to create short-term or annually recurring “looks” for a specific campaign, program or event. These are permissible and should not use any elements of the Georgia Southern logo in any way. All materials produced using short-term annually recurring campaign graphics, must also include the Georgia Southern logo elsewhere on the material.

As an example, if a look is created for a job fair and that graphic will appear on University web pages as well as flyers, then:

- The web page already has the Georgia Southern logo on it at the top of the web page in the University header, so it does not have to be added to the page content.
- However, a flyer advertising the event must have the Georgia Southern logo printed on it.

Campaign graphics must be approved by the Office of Strategic Communications and Marketing. The office can assist in developing the graphics as well.

Athletics Logos and Marks



The Athletics logos are the only marks approved to officially represent Georgia Southern University Athletics. These approved marks may not be used by other University departments except to show support for athletics teams and events and with approval from University Communications and Marketing. The Athletics logos should not be altered, used in conjunction with type or added to other images to accommodate specific sports without approval.

For complete information on Georgia Southern Athletics branding, visit <https://gseagles.com/documents/2016/4/19/Branding.pdf>.



Visual Language

TYPOGRAPHY

HEADLINE: INTER EXTRABOLD

SUBHEAD: BITTER

BODY COPY: NUNITO SANS

OPTIONAL SCRIPT FONT: AGUAFINA

**INTER
EXTRABOLD**

Bitter

Nunito Sans Regular. Equodi ne vel entibus et volores equunto comni vendebis enihicust, officiendel ma dolupta plit et dis quas et expla nossiti ullorit ut pliquidis sitatem faccupatae. Nam inim. Ignatemoloreo ber eperio optas magnati.

SOAR *Beyond*



CORE BRAND FONTS

These fonts are part of our core brand, and may be used on everyday communications, letterhead and business cards

NEUTRAFACE 2

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

SERIF

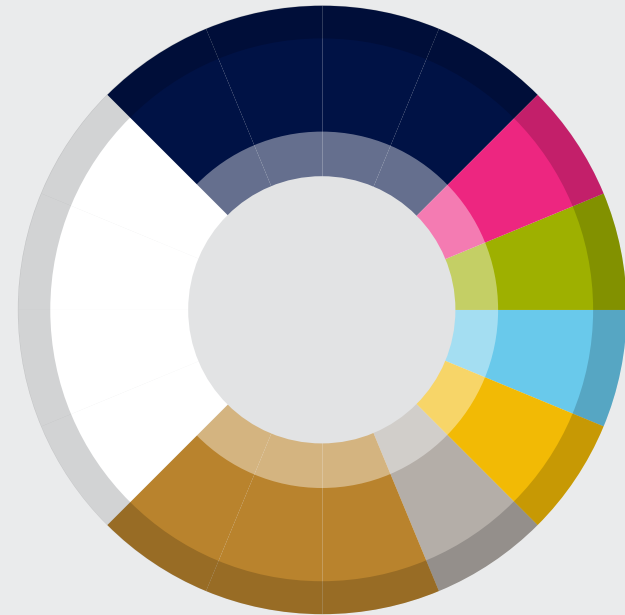
ADOBE GARAMOND
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Color

PRIMARY

■ C100 M70 Y0 K75
R0 G19 B68
#001344
PMS 282 C

□ C0 M0 Y0 K0
R255 G255 B255
#FFFFFF



SECONDARY

■ GS Gold #B9832D
C=25 M=48 Y=100 K=6

ACCENT COLORS

Tints and shades are permitted.

- Azalea Pink #ED2780
C=0 M=95 Y=15 K=0
- Spanish Moss Green #9EB000
C=44 M=16 Y=100 K=0
- Sunshine Yellow #F3BB05
C=5 M=27 Y=100 K=0
- Tybee Beach #B4AEA8
C=31 M=27 Y=31 K=0
- Southern Sky Blue #68CAEB
C=53 M=1 Y=4 K=0

ACCENT COLOR USAGE

Our primary palette should drive most marketing and communications materials; however, other colors can be added as appropriate. For those circumstances, we have developed this accent palette. These colors are intended to compliment our primary colors, and are derived from the natural beauty of our Campuses.

Accent colors should be used sparingly for emphasis, to add visual interest, or to highlight specific elements like infographics, pull quotes, or calls to action. They should not become the predominant color or primary identifier for a school, center, institute or department. A good guideline is 80/20, with 80% primary color palette, and no more than 20% accent colors.

The impact areas below can help guide your design to ensure one accent color doesn't become overused.

01	AZALEA PINK <i>INNOVATION</i>	<ul style="list-style-type: none"> • Discovery • Transformation • Creativity
02	SPANISH MOSS GREEN <i>COLLABORATION</i>	<ul style="list-style-type: none"> • Sustainability • Community Engagement • Cross-Curricular Achievement
03	SUNSHINE YELLOW <i>IMPACT</i>	<ul style="list-style-type: none"> • Community Impact • Mentorship • Our People
04	SOUTHERN SKY BLUE <i>LEADERSHIP</i>	<ul style="list-style-type: none"> • Vision • Success • Pioneering Activity

Design Elements

PRIMARY: PHOTO MASKING



Creative use of masking photo subjects and layering them across sections of a page creates depth and visual interest.

This effect can also be used with different backgrounds from the subject photo to showcase the versatile environments students will encounter at Georgia Southern.

SECONDARY: BOLD, FRAME-BREAKING HEADLINE TEXT



Placing large header text slightly outside of the top, bottom or side margins or photo boundaries creates a sense of playful tension that beckons the viewer into the page.

SECONDARY: FRAMING ELEMENTS



Blocked off sections for text and smaller corner boxes lend a sense of stability and help establish a hierarchy of information across the page.

Photography



HERO PHOTOS

Hero photos will typically include either portraits of students with a look of confidence and inspiration or images where subjects are engaged in their studies or social activities.

SECONDARY PHOTOS

Campus landscape or classroom imagery serves as a contextual backdrop for the hero photo subjects.



Application Guidelines

Table Cloths



Standard Table Cloth and Runner
Most tablecloths will follow this standard

On-Campus Table Runners



Event Runners

*May cover standard tablecloths
Must use an approved tertiary color*



Student-run Organizations / Clubs

*Internal Use Only
Must use primary colors or an approved tertiary color
Strutting Eagle is not required*

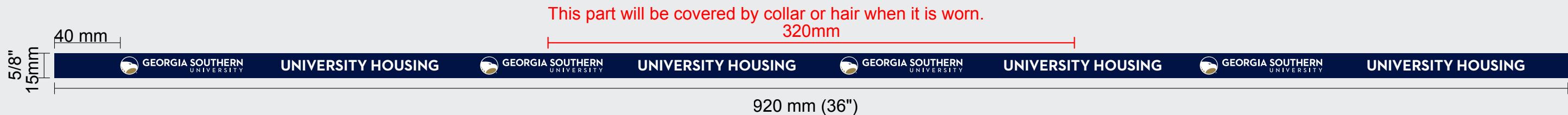
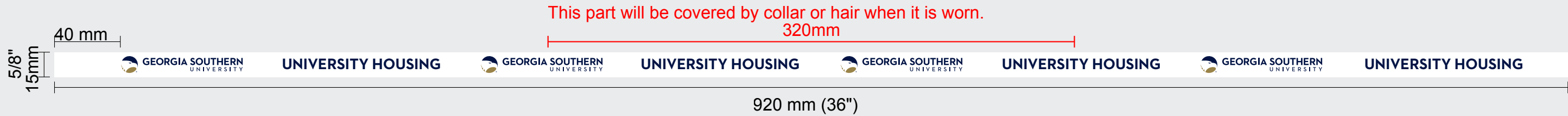
Staff Polo Shirts



Polo Shirt Color Options:
Navy, White, Gray, Gold

Embroidery Color Options:
1 - White
2 - White / Navy
3 - White / Navy / Gold

Lanyards



Accessibility



The Americans with Disabilities Act (ADA) ensures equal access for individuals with disabilities. To comply, digital assets like websites and PDFs should include accessible features, removing barriers for users. Accessible design accommodates diverse needs, such as vision, hearing or mobility challenges.



Valuable Resources

Access the websites below for guidance, strategies, testing tools, and other resources for creating accessible marketing and communications material.

<https://www.w3.org/WAI>

<https://webaim.org/resources/contrastchecker>



Brand Management

Trademarks



The names, logos and verbiage associated with Georgia Southern are property of the Board of Regents of the University System of Georgia and are registered with the United States Patent and Trademark Office. Guarding use of the trademarks protects Georgia Southern's reputation by ensuring that only approved representations of the University marks appear before the public and that items bearing the marks are of appropriate quality and reflect the goodwill of the University.

University Communications and Marketing monitors and approves use of the logos for on- and off-campus individuals, departments, and organizations promoting the University in print publications and electronic media, including the web. *See Appendix A for the full University policy regarding approval.*

The Georgia Southern University Licensing and Trademarks program monitors and approves all commercial use of the logos and on licensed products, both on- and off-campus. The two offices work very closely to monitor, protect, oversee and facilitate all uses of the trademarks. *See Appendix C for logo use guidelines for off-campus businesses, supporters and individuals.*

University Communications and Marketing

912-478-6397

marketing@georgiasouthern.edu

GeorgiaSouthern.edu/marketing

Georgia Southern University Licensing and Trademarks

912-478-8680

trademarks@georgiasouthern.edu

GeorgiaSouthern.edu/licensing

Rules for Trademark Use

Logos and marks must always be used exactly as provided.

The parts of the logo and marks are positioned and proportioned in a specific way. To ensure consistent use and appearance, their relationship should never be altered. The logo should not be cut apart and reassembled, other elements should not be added and the logotype should not be typed in.

Board of Regents policy prohibits the use of any Georgia Southern name, trademark, or logo in connection with alcoholic beverages; religious services, goods, or artifacts; sexually-oriented devices or goods; toilet seats and the like; burial items; and unfavorable references to the race, sex, national origin, or handicap of any person. Any use must meet the standards of quality and good taste as determined by University Communications and Marketing and the Licensing and Trademarks program.

Use only art provided by University Communications and Marketing or Licensing and Trademarks program. In order to maintain quality, do not reproduce images from this or other publications — or download images from the web.

Always include the registration mark ® when using University or Athletics trademarks. All Georgia Southern logos and marks are federally registered with the U.S. Patent and Trademark Office and the registration marks should be included to designate ownership and provide legal protection.

See Appendix B for further guidelines on use.

UNIVERSITY NAME

The terms "Georgia Southern University" and "Georgia Southern" are considered University trademarks and their use should adhere to all standards for trademark use. Use of "GSU" is prohibited.

Appendix

Appendix

APPENDIX A

Marketing and Communications Approvals Policy

I. Purpose

The purpose of the Marketing and Communications approval process is:

- A. To elevate the University image by projecting consistent, quality messages and materials to our prospective students, parents, community, alumni and other audiences.
- B. Maximize the effectiveness of materials with consistent use of our brand attributes across audiences and platforms.
- C. To be fiscally responsible with advertising funds by ensuring that they are used in the most effective and efficient way.
- D. Ensure that the University is not sending out conflicting messages.
- E. Ensure that the University is adhering to copyright and trademark laws and best practices.
- F. Ensure that we are utilizing our media resources effectively and reaching the broadest audiences with University news.
- G. Ensure that the University is represented properly and effectively in the social media environment.

II. Policy Statement

Marketing

In order to maintain a consistent and effective University image, marketing and promotional materials must be approved by University Communications and Marketing (UCM).

University Communications and Marketing is available to provide all related marketing services to the campus community free of charge, however colleges and departments have the ability to create their own materials. **Those materials must be reviewed and approved by University Communications and Marketing** prior to production and/or dissemination.

Advertising

The purchase of advertising must be coordinated through University Communications and Marketing. The Brand Director must be notified prior to the purchase of advertising or other media.

Communications

Managing the quality, quantity, timing and flow of information to the media is critical to ensuring that Georgia Southern gets sufficient media coverage.

- A. All press releases and media advisories will be edited and sent to the media through University Communications and Marketing. Colleges and departments may write their own press releases but they will be edited and released through UCM.
- B. If any faculty or staff member is contacted by the media, he or she should notify the Chief Communications Officer within UCM. When possible, contact UCM prior to participating in an interview.
- C. Communications within University Communications and Marketing offers media training and guidance in communicating with the media.

Social Media

Social media is a powerful tool to reach our audiences. Colleges, departments and other organizations may establish their own social

media accounts. University Communications and Marketing maintains oversight and offers guidance on the accounts. Social Media is governed by the social media guidelines (<http://news.georgiasouthern.edu/marketing/resources/>).

III. Scope

- A. All members of the University community with the exception of internal communications with faculty, staff and current students.
 - i. Internal communications materials must adhere to the University visual standards.
- B. Pertains to all marketing and promotional materials including online graphics and publications (see Definitions below)
- C. Pertains to all interaction with the media (as defined below).
- D. Pertains to all official University social media accounts.
- E. Pertains to advertising the University and all colleges and departments within.

IV. Definitions

Marketing Materials including but not limited to; brochures, advertisements, newsletters, annual reports, promotional videos, recruitment materials, posters, invitations, postcards, campaign graphics, etc.

Promotional Materials: promotional and giveaway items including but not limited to; department apparel, logos, mugs, tshirts, pens, calendars, etc.

Online Communications: Promotional materials distributed in an electronic format, such as newsletters, campaign graphics and websites. (The University website is governed by the University Web Policy # IT-2010-00).

Video refers to videos intended to promote the University.

Media includes but is not limited to television, radio, online communications, print and other information outlets.

V. Roles and Responsibilities

- A. The Office of Strategic Communications and Marketing under the direction of the Associate Vice President, approves marketing and media relations materials.
- B. Marketing materials for review must be sent via email to marketing@georgiasouthern.edu or hard copy to P.O. Box 8055.
 - a. Press releases and other media communication should be sent to the director of communications in the Office of Strategic Communications and Marketing.
- C. Strategic Communications and Marketing will review and document necessary revisions, or approve the materials within 48 hours of receipt.
- D. It is highly recommended that materials be sent in the earliest stage of completion in order to allow time for any necessary changes prior to production or dissemination.
- E. Strategic Communications and Marketing is authorized to take appropriate steps to improve/correct or modify materials should it be necessary to maintain brand integrity.
- F. The social media coordinator within the Office of Strategic Communications and Marketing monitors all official social media accounts for the University and offers guidance, support and oversight of all accounts. Social Media is governed by social media guidelines.

- G. The Office of Strategic Communications and Marketing must be notified prior to the purchase of advertising or other media.

VII. Exemptions

- A. Internal communications to current students may be exempt from the approval process as long as the possibility of the materials being viewed by an outside audience is unlikely (i.e., posters and postcards announcing student events on campus, etc.) Communications to students via social media are not exempt and will be monitored.
- B. Athletics marketing and contracted/assigned rights holder(s).

APPENDIX B

Using the University Logo Properly

Improper use of the University trademarks compromises the integrity of the Georgia Southern University brand and jeopardizes the goodwill that the University has created in its identity. Inconsistent and low-quality representations of the University send a negative message about the University. Care should be given in using the trademarks. Any questions about proper usage should be submitted to University Communications and Marketing or the Licensing and Trademark program.

The University logo consists of a circular image of a white eagle's head with Georgia Southern Blue above the head and gold below. The words "Georgia Southern University" are set beside the image in Neutraface type.

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The Eagle's head should always be lighter than the circle in which it sits. The head should never appear without the circle which defines it.



The Eagle symbol may not be used as an element in a different logo unless authorized by the Office of Marketing and Communications.



Do not recreate the logotype.



The logotype must NEVER be used in conjunction with any other mark or logo, and must NEVER mix-and-match those of the University and Athletics.



There are many ways to use color in the University logo. Correct color application includes:

Full color (CMYK/RGB): This is the primary and preferred version of the logo. The GS Blue color is above the eagle's head and gold below with blue logotype. The position of the gold and blue **may not be switched**. Print and electronic versions are available depending on use.

Full-color reversed: The text is white and a white circle appears around the eagle head.

One-color and one-color reversed: The logo is printed in Georgia Southern Blue or black if being used on white or light backgrounds. The logo is reversed to white if used on a dark background. The reversed version features a white circle and white eagles head.

NOTE: When printing the logo in one color, the area below the head should be the same value as the area above the head — use the appropriate one-color art.

SPECIAL PRINTING AND APPLICATIONS

The logo may also be foil stamped, embossed or rendered as a relief in any medium with care taken to ensure that the eagle's eye and the background behind the eagle are the dark or recessed elements.

NOTE: Please request appropriate digital or camera-ready art for your project. An alternative version of the art must be used to print or foil stamp light colors on a dark background.

LOGO FORMATS

The University logo is available in three orientations. These are the preferred versions and should be used whenever possible. In special circumstances (jewelry, decals, plaques, etc.) certain variations may be allowed. To accommodate fashion

trends, alternative designs are also permitted on merchandise by licensed manufacturers. *All such logo alterations require design approval by University Communications and Marketing or the Licensing and Trademarks program.*

EAGLE HEAD

In special cases and only with prior permission, the Eagle head can appear on its own, without the logotype. Whether alone or in the logo, the Eagle's head always faces to the RIGHT with the top of the eye aligned on an invisible horizontal line — don't tip the beak up or down. When resizing the art, always keep it proportional — make sure the Eagle head is perfectly round, not football-shaped.

NOTE: Any use of the Eagle head must use the registration mark ® (circle R).

APPENDIX C

Guidelines for Off-Campus Use

The use of the names and trademarks by non-Georgia Southern entities is limited by state law, federal trademark law and Board of Regents policies. The following guidelines apply to off-campus businesses, supporters and individuals:

SALES AND GIFTS

Georgia Southern items that are purchased or produced for resale or giveaway must be purchased from a licensed supplier. A complete list of licensed vendors can be found at GeorgiaSouthern.edu/licensing.

ADVERTISING

The use of any Georgia Southern name, trademark or logo is prohibited in advertisements that promote non-Georgia Southern entities. Licensees and retailers of licensed Georgia Southern merchandise may use the marks in the promotion of their licensed Georgia Southern merchandise only. Advertising copy approval by University Communications and Marketing or the Licensing and Trademarks program is required.

ASSOCIATED USE

The Georgia Southern names, marks or logos cannot be used in association with any business or non-Georgia Southern entity without a sponsorship agreement which authorizes limited use of the marks. Written authorization and copy approval must be obtained from the Licensing and Trademarks program or University Communications and Marketing prior to any activity which would associate the names, trademarks or logos of Georgia Southern with those of any business or organization. This includes any association which indicates support for Georgia Southern or any of its programs. The use of the Georgia Southern names, trademarks or logos is strictly prohibited when such use does or will imply endorsement by the University.

APPENDIX D

Using the Strutting Eagle Properly

Use of the Strutting Eagle — also known as “Strutter” — is limited to novelty applications. He should not be used on letterhead, business cards or any other

item where he replaces or is used in visual competition with the University logo.

In the full-color version, the Strutting Eagle's feathers are white, the shirt is GS Blue and the word “EAGLES” is white. The outline defining the Strutting Eagle is GS Blue; his beak and feet are gold.

The Strutting Eagle may also be reproduced in one color (GS Blue or black is preferred; care should be taken in choosing a one-color option other than GS Blue or black). When using only one color, the Strutting Eagle's feathers, beak, feet and the word “EAGLES” are ALWAYS white; his shirt, eyes and outline are the chosen color.

When reproducing the Strutting Eagle on a dark background, he should appear as described above with a narrow white border that follows the contours of the image.

APPENDIX E

Using the Athletics Eagle Head Properly

The Athletics logos should not be altered, used in conjunction with type or randomly added to other images to accommodate specific sports without approval from University Communications and Marketing or the Licensing and Trademarks program.

The Athletics logos should always face and “lean” to the right and may appear in one-color, two-color, and three-color formats:

One color: Dark areas appear in the chosen ink color (GS Blue, gold, black or the color used in a one-color printing job); the gray highlights become white. When the Athletics mark is only one color in a full-

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color publication, the mark must be printed in blue alone, black alone or gold alone.

Two colors: GS Blue and gold, using a 20% screen of the GS Blue in place of the gray highlights.

Three colors: Georgia Southern Blue, gold and gray (refer to approved colors on page 5).

When printing the Athletics logos on a dark background, they should appear as described above with a narrow white border that follows the contours of the image to separate them from the background.

APPENDIX F Distinct Identity Development

In order to be eligible for a distinct graphic identity, the entity must be able to demonstrate ONE of the following circumstances:

- The University is in a sponsorship role and the audience and purpose of the entity are distinct from other University roles.
- The entity is a subgroup of a larger University entity that is student-led with a student audience.
- The identity mark will identify a campaign with a limited duration or an event.

APPENDIX G Photo Use Guidelines

All images from the Georgia Southern University photo collection are approved for use by staff, faculty, students, alumni and friends for University purposes only. These images must be requested for use in publications, websites and other related communications. All photos must be properly captioned and credited where appropriate. Campus partners may not distribute, sell or share any images produced by this office without prior consent.

Many past images are stored on the University Flickr page, and in some cases, earlier photos may be obtained by emailing the University Photographer. After five years, all the images will be released to the archive at the Library.

Images from our archive are for Georgia Southern University purposes only. Any subsequent use requires approval from University Communications and Marketing. Clients may not share these images with other organizations or programs; both affiliated and not affiliated with Georgia Southern.

Media Image Usage Policy

Media requests for photos require the approval of Marketing and Communications office before images are released. All photos must be properly captioned and credited where appropriate. Images can be requested through our archive.

Releases

A photo release is required of all models that are being photographed. The photo release outlines the terms by which the

photo will be used. If you need a copy of the release form for a shoot you have scheduled outside of the Marketing and Communications office, you can download the standard release form or a minor release form for models that are under the age of 18.

Photo Credits

All images created by the University should be properly credited when published in print or on the web. Credit formats and guidelines are listed below, but please contact us to confirm the proper credits for specific photos.

Photos produced by the University Photographer must be credited as “Georgia Southern University.” Photos produced by freelance photographers on behalf of the University must be credited as “[Insert Photographers Name] for Georgia Southern University.”

Proper format is embedded in every photo’s IPTC information (metadata).

Photo Manipulation

Each image produced for Georgia Southern University is an accurate representation of the school and its faculty, staff and student body. You may NOT alter, artificially enhance or manipulate this content in any way.

Copyright

Georgia Southern University retains the use, copyright and licensing to all images created by staff photographers. You may not re-use, sell, distribute, copy, or manipulate any image created for Georgia Southern University. All rights for reproduction of any image remain with Georgia Southern University and any permission to use these images must be obtained prior to

publication or any other use. Exceptions may be made only if requested before reproduction and use of images.

APPENDIX H University Vehicle Branding

In keeping with Georgia Southern University’s identity and brand, the following guidelines for University-owned vehicles will ensure a consistent professional look for the Georgia Southern University fleet:

- Only the official full-color Georgia Southern University logo should be used on vehicles.
- No other logos or wording can be used unless approved by University Communications and Marketing. If necessary, the official department nameplate can be used with the approval of University Communications and Marketing.
- Athletic logos cannot be used on non-athletic department vehicles.

Physical Specifications

- The GS logo should appear on the front doors at approximately 30 inches wide.
- The logo should not extend on either side past the edge of the front door.
- The logo should be centered vertically and horizontally on the door and should not be applied over trim or uneven surfaces.

Additional Notes

- The preferred vehicle color is white so the full-color GS logo appears properly. Alternate (reversed) GS logos can be provided based on non-white vehicle colors.
- Vehicles include, but are not limited to trucks, cars and vans.
- Vehicles without markings do not need to adopt the identity standards, but those vehicles with outdated identity markings should be updated when fiscally possible.
- Variations may be allowed on a case-by-case basis, due to special vehicle use, but must be approved by University Communications and Marketing.

The above guidelines are in accordance with the Marketing and Communications Approvals Policy (Policy MC-1001, Issued 8-3-2015). All design variations must be approved by University Communications and Marketing.



GEORGIA
SOUTHERN
UNIVERSITY