



Georgia Southern University

Current Revision Date: 04/14/26

Established: 1906 **Location:** Statesboro, GA (Primary), Savannah, GA, Hinesville, GA, & Swainsboro, GA **Mascot Name:** GUS the Eagle, "Freedom" (Live)

Nickname: Eagles **Conference:** NCAA Div. I - Sun Belt

Verbiage

Georgia Southern University®	Eagles™	Beautiful Eagle Creek™
Georgia Southern®	True Blue™	Eagle Nation™
Georgia Southern Eagles®	Hail Southern™	Wings Up™
Whose House? Our House!®	GATA®	
One More Time®	Southern™	

Blue	White	Metallic Gold	Gold	Gray
PANTONE 282 CMYK: 100, 70, 0, 75 RGB: 4, 28, 66 MADEIRA Rayon: 1043 RA: 2613	White CMYK: 0, 0, 0, 0 RGB: 255, 255, 255 MADEIRA Rayon: 1001 RA: 2342	PANTONE 872 MADEIRA FS #30: 4004 (gold 4)	PANTONE 4505 CMYK: 40, 43, 84, 8 RGB: 142, 109, 37 MADEIRA Rayon: 1494 RA: 2542	PANTONE 429 CMYK: 21, 11, 9, 22 RGB: 165, 172, 175 MADEIRA Rayon: 1010 RA: 2741

Approved University colors or the *PANTONE® colors listed on this page must be used. The colors on this page are not intended to match PANTONE color standards. For PANTONE color standards, refer to the current editions of the PANTONE color publications. *PANTONE® is a registered trademark of PANTONE, Inc.

University Marks

Note: Marks 1 & 3 are designed to be used in conjunction with other brand elements.

University Seal

UNIVERSITY SEAL (updated in 2018): The University seal is reserved for official documents and publications and a limited array of high-quality merchandise (i.e. graduation frames, graduation announcements, lapel pins). 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.

Strutting Eagle

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Building Logos

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Current Revision Date: 04/14/26

Main Athletic Marks

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25



26



27



Wordmarks

44



49



45



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46



51



47



52



48



Secondary Athletic Marks

Note: Marks 28, 29, 30 and 31 are designed to be used in conjunction with other brand elements.

28



29



30



31



32



33



34



35



36



37



38



39



Script Marks

53



56



59



54



57



60



55



58



61



Helmet Marks

40



41



42



43



ADDITIONAL PERTINENT INFORMATION

- University seal permitted on products for resale (reviewed on a case-by-case basis).
- No alterations or overlaying graphics to seal permitted.
- University licenses consumables (must have expiration date on packaging).
- University licenses health and beauty products.
- University permits numbers on products for resale.

- Mascot caricatures permitted.
- Cross licensing with other marks may be permitted with an additional agreement.
- No use of current Student Athletes' Name, Image, or Likeness is permitted unless approved by the Office of Trademark and Licensing or authorized by NCAA rules and regulations.
- No references to alcohol, drugs, or tobacco related products may be used in conjunction with University marks.