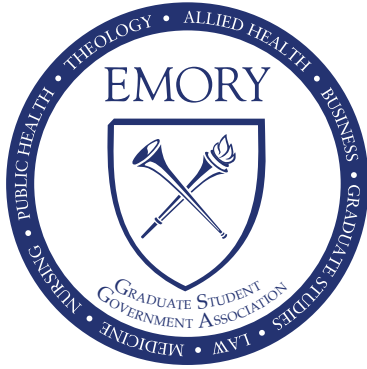


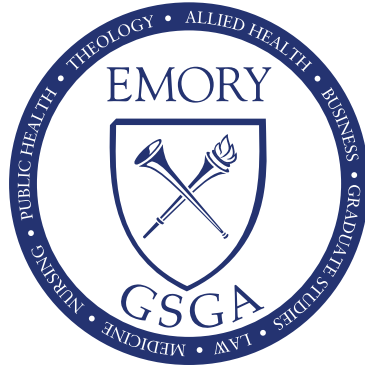
PRIMARY LOGO

Graduate Student Government Association under shield



SECONDARY LOGO

GSGA under shield

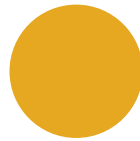


The official GSGA logo is composed of the Emory Shield**, Emory Wordmark**, and GSGA Wordmark encircled by the names of all the Graduate and Professional Divisions. The name of each division is listed as the discipline of study (i.e., Business, Public Health, Nursing, etc.), rather than the name of the school (i.e., Goizueta, Rollins, Woodruff, etc.) in case the name of a school changes in the future.

Pursuant to Emory Branding Standards, GSGA logos should not be reproduced in colors other than PMS 280, Black, or White, and no effects, such as drop shadows, outlines, or gradients, should be added.

The GSGA logo should never be distorted, changed, or amended, unless a new Graduate Division is added.

GSGA/EMORY UNIVERSITY COLOR PALETTE



The GSGA logos are reproduced in Emory PMS 280 (Emory Blue), black, and white (Reverse). GSGA follows the same color palette and guidelines as Emory University. See the *University Color Palette* document for secondary colors.

	<i>Emory Blue</i>	<i>Emory Gold coated</i>	<i>Emory Gold uncoated</i>
RGB	0/40/120	RGB 255/222/117	RGB 231/166/20
CMYK	100/67/0/23	CMYK 0/11/65/0	CMYK 0/32/100/9
HEX	#002878	HEX #ffde75	HEX #e7a614
PMS	280	PMS 130	PMS 131

FONTS

EMORY UNIVERSITY & GSGA LOGO: PALATINO

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

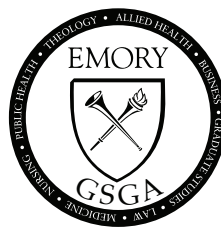
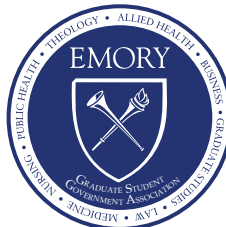
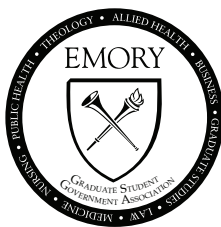
See the *Emory University Identity Type* document for additional Primary and Web fonts.

Never attempt to render the Emory logo by typing the letters in a word-processing or page-layout program. None of the logos are typed words but rather specifically designed art.

GSGA Governing Documents: Helvetica Neue

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

LOGO ALTERNATES



** Per Emory University policy, the Emory Shield & Wordmark are not to be used as part of student group logos. However, after conversations with University leadership in 2017, GSGA was granted special permission to use both the wordmark and shield. Permission was granted because GSGA is a governing body of the university, similar to the Board of Trustees, SGA, and the University Senate. Furthermore, the Emory identify symbols (PMS 280, Shield, and University wordmark) are universally shared and recognized across all Graduate and Professional divisions.