

Georgia Reads for America250

LOGO STANDARDS SHEET (version 1.0)

11.08.25

This logo is the primary image for the Georgia Reads for America250 (GRA250) brand identity.

As a general rule:
Never stretch, condense, skew or otherwise alter the logo and it's graphic positioning in any way.

Use this standards sheet as a guide and to ensure brand implementation consistency across all mediums.

FONTS

The Logo is a custom font and not to be recreated. The base font is an Adobe Font called: CCWhatchamacallit. It reflects the brand's personality and uniqueness and aligned with the Georgia Reads identity.

Font usage for marketing and presentation materials:

Effra - Headlines

ABCDEFGHIJKLMOP
1234567890
ABCDEFGHIJKLMOP
1234567890

Gotham - Bodycopy

ABCDEFGHIJKLMOP
1234567890
ABCDEFGHIJKLMOP
1234567890

COLOR PALETTE

To ensure consistency when reproducing the GRA250 Identity, refer to the following color palette conversions based on the Pantone® Color Matching System for both uncoated & coated stock and for spot color vs 4-color process colors. Digital equivalents are also defined in effort of building consistency.

PRIMARY LOGO:



PRIMARY LOGO w/ TAGLINE:



HONOR THE PAST. READ FOR THE FUTURE.



ONE COLOR VERSIONS:



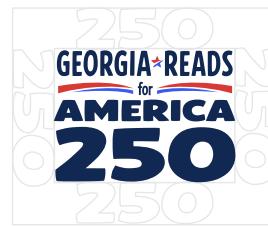
Always use the full color Primary Logo however if a 1-color logo is required use either Black or a color from the palette. Reversed White logo is acceptable when used with a brand color.

BACKGROUND USAGE:



Be conscious of using the GRA250 Logo on backgrounds and only use approved Logo versions on backgrounds from the palette.

CLEAR SPACE:



For best usage try to keep other logos, graphics and images at least a "250" distance from the logo.

MISUSAGE:



PRIMARY PALETTE:



HEX: 0a2855

R:10 G:40 B:85
C:100 M:89 Y:35 K:33
PMS: 655



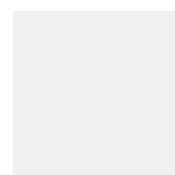
HEX: ea2229

R:234 G:34 B:41
C:0 M:100 Y:98 K:0
PMS: 485



HEX: 3456f5

R:52 G:86 B:245
C:81 M:69 Y:0 K:0
PMS: 2728



HEX: f0f0f1

R:240 G:240 B:241
C:5 M:4 Y:3 K:0
PMS: 427



HEX: ffffff

R:255 G:255 B:255
C:0 M:0 Y:0 K:0
PMS: White