LOGO FORMATS AND USE

PRIMARY COLOR VERSION
The primary logo is the preferred version.

BLACK AND SINGLE COLOR VERSIONS
These formats should only be used in instances where color printing is not an option.
They may also be used in any one of the three primary colors from the color palette for single color applications.

REVERSED OUT (NEGATIVE)
These formats should be used when the background color does not provide enough contrast to sufficiently support the color PINES logo, but does provide enough contrast to support a reversed out logo.
LOGO SIZING AND SPACING

EXCLUSION ZONE
It is important that enough space always be maintained around the PINES logo to clearly convey the brand without interference. The green dashed lines indicate the minimum clear area that should always be maintained around the logo. It is determined by measuring the height of the PINES name within the logo. No other objects, graphics, or typography should violate this space, and paper edges should always stay outside this perimeter.

MINIMUM SIZE
To ensure legibility, adhere to the minimum reproduction size of both versions of the logo as indicated.
Minimum size for the alternate logo is 1” (72 px) wide.

The exclusion zone is determined by measuring half the height of the text block.
CO BRANDING

Using the Georgia Public Library Service logo with other logos

Use Equal Visual Weight

When the GPLS logo is used as a cobrand with other logos, both should have the same visual weight. Although the base line and x-height of the logos can sometimes be a guide, there is not an exact formula and each instance will need to be determined. Take color, shape, density of type and positive vs. negative space into account when determining logo size.

Additional guidance: Align any straight edges of the logos along the straight edges of the top of the typography and the lower edge of the baseline of the typography, and not the circle image of GPLS logo. You cannot rely on pixel dimensions or actual size for the best visual appeal and balance.
The color palette of Georgia Public Library Service is minimalistic, attention-grabbing and bold. It is closely related to the Board of Regents color palette and shares three colors.

These three colors are shared with the Board of Regents color palette.

**DARK BLUE**
- C: 100
- M: 88
- Y: 0
- K: 0
- R: 0
- G: 56
- B: 168
- HEX: #0038A8

**LIGHT BLUE**
- C: 54
- M: 9
- Y: 7
- K: 0
- R: 110
- G: 188
- B: 219
- HEX: #6EBDB

**GREEN**
- C: 50
- M: 0
- Y: 99
- K: 0
- R: 141
- G: 198
- B: 64
- HEX: #8DC461

**DARK GREEN**
- C: 50
- M: 0
- Y: 99
- K: 15
- R: 121
- G: 173
- B: 55
- HEX: #79AD37

**MEDIUM BLUE**
- C: 87
- M: 53
- Y: 19
- K: 2
- R: 35
- G: 110
- B: 157
- HEX: #236E9D

**GRAY**
- C: 70
- M: 42
- Y: 15
- K: 2
- R: 87
- G: 129
- B: 171
- HEX: #5781AB

**PINES GREEN**
- C: 90
- M: 30
- Y: 95
- K: 30
- R: 0
- G: 104
- B: 56
- HEX: #006838
SPECIAL APPLICATION LOGO FORMATS AND USE

PINES and GLASS have their own logos because they were established prior to these guidelines and are marketed separately. Use of these logos with the GPLS logo should follow the spacing requirements and exclusion zones outlined on pages 4-5. Logos should be centered and approximately the same relational height.

Other Georgia Public Library Service initiatives do not have their own logos, but if a director feels that branding is needed, they should consult with communications director. The recommendation will be to use the GPLS logo with initiative written underneath in smaller font.

EVENT LOGOS: If an event logo is requested, the communications team will develop a very simple visual that is closely tied to GPLS logo in color palette and font for brand alignment. The idea is always to refer back to parent brand - GPLS - because that is the brand that we want recognized.