Georgia Institute of Technology

Brand Identity Guide

Lucille, Anshika, and Janet

Brand

Cultivate Technology Leaders That Continuously Contribute to Creating a Better World

Physique

Tech Tower, Buzz, and Yellow Jackets. Ramblin' Wreck, Bobby Dodd Stadium, The Technique

Relationship

Access to Resource, Intellectual Growth, Community, Network, Reputation, Prestige

Reflection

Students, Faculty, Parents, Alumni, Industry Partners, Media

Innovators, Critical Thinkers, Professional, Hard Workers

Personality

Professional, Technical, Young, Refreshing, Inspirational

Culture

The Heart of GT Includes Striving for Excellence, Commitment to Diversity, and Constantly Looking for a Better Solution.

Self-Image

Students Who See Themselves as Young, Energetic, and Seeking a World-class Education in Science, Technology, Engineering, and Mathematics (STEM) Fields

Style Guide

Primary

Name: Tech Blue
Hex: #01579D

Name: Buzz Gold
Hex: #EAAA00

Name: Tech White
Hex: #FFFFFF

Secondary

Name: Navy Blue
Hex: #003058

Name: Yellow Jacket
Hex: #FFD462

Name: Tech Gray
Hex: #6C6C6C

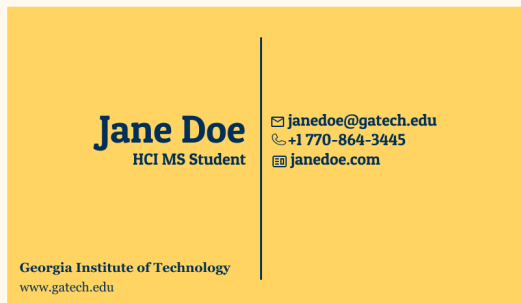## Typography

Heading
Font: Patua One

Sub-heading
Font: Georgia

Logo Variation

Designs

Jane Doe
HCI MS Student

✉ janedoe@gatech.edu
📞 +1 770-864-3445
🖥 janedoe.com

Georgia Institute of Technology
www.gatech.edu

In the back of the business card, we took more liberty in incorporating designs that reflect the university. We included a honeycomb design that overwhelmingly fills the back of the card and surrounds the "Georgia Institute of Technology" name. To enhance the design we highlighted the "Georgia Tech" through color contrast.

The purpose of the business card is to act as a tool for a student to market themselves to employers, mentors, and faculty members. To create this vision we went for a very simplistic design which includes all the necessary information to contact a student. We went with our signature yellow background and included text hierarchy so the reader can easily organize the information on the card

Website

The existing Georgia Tech website is very cluttered and outdated. To modernize and simplify that design we minimized the information on our website by removing a lot of items on the menu. Also, we wanted to directly reflect students interests by including drawings the represent different Georgia Tech Majors.
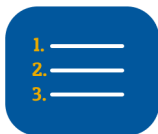
Find Your Degree

Search, majors, degrees & programs 🔍

Undergraduate
Masters
PhD
Apply Today

Apply Today

School Ranking

See the Cost

General

Directory

Employment

Emergency Information

Legal

Equal Opportunity, Nondiscrimination, and Anti-Harassment Policy

Legal & Privacy Information

Human Trafficking Notice

Title IX/Sexual Misconduct

Hazing Public Disclosures
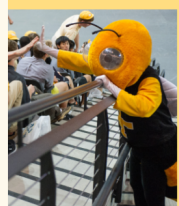
Accessibility

Georgia Institute of Technology

North AvenueAtlanta, GA 30332

+1 404.894.2000

Campus Map

Enable Accessibility

Billboard

This billboard is meant to encourage viewers to attend Georgia Tech by motivating them through the idea of success, a value heavily associated with the brand. We also wanted to incorporate recognizable aspects of the brand such as Tech Tower

Design Space

For our recruitment poster, we wanted to grab prospective students attention by showing them life at Georgia Tech through pictures laid out in our signature honeycomb design. We also used text hierarchy to let appliers know important information about the application such as the deadline and application website.