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NOTE

Please use the full name "Southern Polytechnic State University" the first time you reference the university in a printed piece or letter. All subsequent references can be shortened to SPSU.

IDENTITY OVERVIEW

The SPSU Logo

The SPSU family of logos share a cohesive look and feel. Each has been designed to visually identify SPSU in specific ways. This guide offers tips to help you select the appropriate logo and apply it correctly.

Consistent usage of each logo is critical. Everyone who uses the logos has a stake in helping to build a positive, easy-to-recognize image for the university. Each correct application enhances the overall message. On the other hand, any incorrect application, however minor it may seem, detracts. As users of these university trademarks, we all share the responsibility to safeguard them.

	FOR PRINT	FOR SCREEN
SPSU Logo	SPSU_LOGO_PMS.eps SPSU_LOGO_CMYK.eps SPSU_LOGO_CMYK.tif SPSU_LOGO_REVERSE.eps	SPSU_LOGO_RGB.jpg SPSU_LOGO_RGB.png SPSU_LOGO_REVERSE.png
SPSU Wordmark	SPSU_WORD_PMS.eps SPSU_WORD_CMYK.eps SPSU_WORD_CMYK.tif SPSU_WORD_REVERSE.eps	SPSU_WORD_RGB.jpg SPSU_WORD_RGB.png SPSU_WORD_REVERSE.png
SPSU Icon	SPSU_ICON_PMS.eps SPSU_ICON_CMYK.eps SPSU_ICON_CMYK.tif SPSU_ICON_REVERSE.eps	SPSU_ICON_RGB.jpg SPSU_ICON_RGB.png SPSU_ICON_REVERSE.png
SPSU Webmark	SPSU_WEB_PMS.eps SPSU_WEB_CMYK.eps SPSU_WEB_CMYK.tif SPSU_WEB_REVERSE.eps	SPSU_WEB_RGB.jpg SPSU_WEB_RGB.png SPSU_WEB_REVERSE.png
SPSU Horizontal	SPSU_HORIZ_PMS.eps SPSU_HORIZ_CMYK.eps SPSU_HORIZ_CMYK.tif SPSU_HORIZ_REVERSE.eps	SPSU_HORIZ_RGB.jpg SPSU_HORIZ_RGB.png SPSU_HORIZ_REVERSE.png
SPSU Logo	SPSU_LOGO_K.eps SPSU_LOGO_K.tif SPSU_LOGO_REVERSE.eps	SPSU_LOGO_K.png SPSU_LOGO_REVERSE.png
SPSU Wordmark	SPSU_WORD_K.eps SPSU_WORD_K.tif SPSU_WORD_REVERSE.eps	SPSU_WORD_K.png SPSU_WORD_REVERSE.png
SPSU Icon	SPSU_ICON_K.eps SPSU_ICON_K.tif SPSU_ICON_REVERSE.eps	SPSU_ICON_K.png SPSU_ICON_REVERSE.png
SPSU Webmark	SPSU_WEB_K.eps SPSU_WEB_K.tif SPSU_WEB_REVERSE.eps	SPSU_WEB_K.png SPSU_WEB_REVERSE.png

REVERSE LOGO

At the heart of the SPSU visual identity system is the green polygon. It is desirable that the SPSU icon always be reproduced in green and not white. When possible use the logo on a white or light colored. If the logo is used on a dark background it should incorporate a white rule (or line) around the polygon to separate it from the background. Downloadable versions of reverse logos are included in each logo above.

