



Marketing

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SPSU

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Strategic Marketing Department
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Marietta, GA 30060

Style Guide - Academic

The Southern Polytechnic State University visual identity system has been designed to be flexible to accommodate individual department needs - while building a strong central identity.

SPSU Logo Downloads





SPSU Color Downloads




SPSU Font Downloads

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

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SPSU Academic Color Palette

Special colors have been chosen to represent the university. Three colors make up the SPSU colors set and should be used generously on high-visibility communication pieces. Do not change the color of the logos to any other color.

Primary Colors	
	PMS 348
	C M Y K 100 0 85 24
	R G B 0 136 82
	HEX #008852
	PMS 369
	C M Y K 59 0 100 7
	R G B 109 179 63
	HEX #6DB33F
	PMS 430
	C M Y K 5 0 0 45
	R G B 147 155 161
	HEX #939BA1
Secondary Colors	
	PMS 5555
	C M Y K 43 0 34 38
	R G B 97 144 128
	HEX #619080
	PMS 382
	C M Y K 29 0 100 0

	R G B 193 216 47
	HEX #C1D82F
	PMS 343
	C M Y K 98 0 72 61
	R G B 0 87 61
	HEX #00573D
	PMS 123
	C M Y K 0 24 94 0
	R G B 255 196 37
	HEX #FFC425
	PMS 100% White
	C M Y K 0 0 0 0
	R G B 255 255 255
	HEX #FFFFFF

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The SPSU Font

The typeface (used in this identity guide) which accompanies the academic logos is called SPSU Sans. Core to the new identity is the use of Sans Serif fonts.

This family of type has been selected for its unique characteristics that represent the ideals of the university. SPSU Sans is based upon the font DIN — which was originally drawn by engineers. It is selected for its clean, angular lines, uniform proportions and “engineering” like qualities.

Use this font for body text and headlines in published official university communication pieces. Italic, bold, and other weights of the font should only be used to create emphasis. SPSU Sans is more legible at smaller point sizes than most fonts, however avoid using type smaller than 8 pt. with 12 pt. leading.

On occasions where SPSU Sans cannot be obtained, Arial or Univers (basic to most computers) can be substituted as a backup typeface. SPSU Sans can be downloaded from below. Try to avoid using serif fonts (Times Roman) — so as to communicate a clean, engineering look – free from ornamentation.

[Font installation instructions may be found by clicking here.](#)

SPSU Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&?'

SPSU Sans Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&?'

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