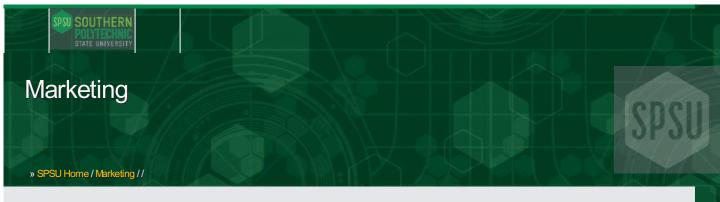
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Downloads

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Style Guide - Athletics

Strategic Marketing Department Norton Hall R2-306 1100 South Marietta Pkwy Marietta, GA 30060

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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  SOUTHERN POUTECHIC STATE UNIVERSITY	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 SOUTHERN POLYTECHNIC STATE UNIVERSITY	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

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orou.eau		
SPSU Horizontal  SOUTHERN POLYTECHNIC	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
SDSU SOUTHERN POLYTECHNIC STATE UNIVERSITY		

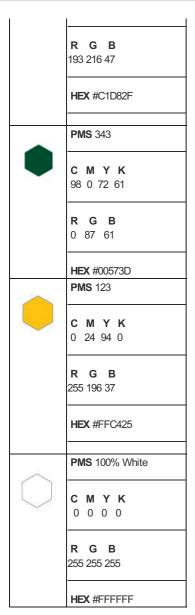
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## **SPSU Academic Color Palette**

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.

high-visibil	ity communication pieces.	С
Primary C	olors	
	PMS 348	
	<b>C M Y K</b> 100 0 85 24	
	<b>R G B</b> 0 136 82	
	<b>HEX</b> #008852	
	PMS 369	İ
	<b>C M Y K</b> 59 0 100 7	
	<b>R G B</b> 109 179 63	
	HEX #6DB33F	
	PMS 430	
	<b>C M Y K</b> 5 0 0 45	
	R G B 147 155 161	
	<b>HEX</b> #939BA1	
Secondar		İ
	PMS 5555	İ
	<b>C M Y K</b> 43 0 34 38	
	<b>R G B</b> 97 144 128	
	<b>HEX</b> #619080	
	PMS 382	İ
	<b>C M Y K</b> 29 0 100 0	

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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 is 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 it 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

ABCDEFGHUKI, MNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxy2 1234567890'@#\$%&:? SPSU Sans Condensed

ABCDEFGALIKEMNOPORSTERWXYZ abcdefghijklannoporstawxyz 123/56/8901@#\$%8-7

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