At Georgia State University, we refer to college marks that tie colleges to the university as “lock-ups.” Correct and consistent use of the Perimeter College lock-up builds awareness of the college and supports its reputation for quality and service.

The Perimeter College lock-up consists of three parts: the Georgia State University registered logo, the vertical dividing bar and the college name.

CLEAR SPACE SPECIFICATIONS

The Perimeter College lock-up must always have a clear space around it where no other elements appear. No typography, other logos, graphics or photos may intrude upon the logo. Respect the space around the lock-up, making sure it is visible in the design.

Be careful not to place the logo too close to the edge of a page, a folded edge or a cut. The clear space around the lock-up is half the height of the flame.
COLOR OPTIONS

Full Color
The full-color lock-up is the primary college lock-up.

Two Colors

One Color

Black Version
When printing with only black ink, the logo prints 100% black. The black lock-up is for use in black and white documents only.

- One-color communications may use the one-color blue or white-reversed lock-up. Under no circumstances may any other colors or tints of a color be used.
- If the lock-up is used in a one-color publication or application in which PMS 286 isn't used, the logo must always be white, reversing out of a solid block of color.
- To ensure uniform color reproduction, logo colors may not be screened.
**TYPE**
The university has two official typefaces, Gill Sans and Usherwood. Both fonts are very readable and are available in a variety of formats. If Gill Sans is not available, substitute Helvetica in its place. If Usherwood is unavailable, substitute Times Roman in its place.

**COLOR**
The university logo is a trademarked image, and all its configurations, including the college lock-up, should appear in the colors outlined below.

The official colors of the university are blue (PMS 286) and white. Accent colors are grey and red. Strong use of the university blue is encouraged. The university red should play a secondary, minimal role. The flame may only be blue or white — never red.

**POLICIES AND TIPS**
- Commercial use of the Perimeter College lock-up or the Georgia State logo must be negotiated and managed by Auxiliary & Support Services.
- The Georgia State University logo is a registered trademark protected by federal law.
- No academic or administrative unit, department, center, institute, program or research project may have its own logo.
- Perimeter College publications and websites will display an approved college lock-up.
- The college lock-up cannot be changed. Do not try to recreate the college lock-up using standard type.
- Do not modify the lock-up to fit a design. Modify the design to support the logo.
- Do not use the lock-up as a design element. For instance, do not enlarge the lock-up to cover the page.