



eccore

**Graphic Standards
Manual**



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A Message from the Dean

As eCore continues the transformation that is preparing it for the next decade to come, it is imperative that we all work together to communicate a clear and consistent eCore identity to our important external audiences. The development of visual identity standards that are applicable to the entire University of Georgia System is critical to achieving this objective.

The eCore symbol, our stylized “E”, provides the basis around which this graphics standards manual has been developed. This manual provides guidelines for proper use of the eCore logo. The material is presented in a simple and concise manner that provides easy access to a range of information that will help assure consistency in the way that we utilize our logo.

Although no one symbol can truly tell the whole story of a complex and comprehensive program such as eCore, the visual identity presented in this manual conveys a sense of the eCore program as a modern and technological institution poised to be a critical part of the University System of Georgia.

I ask you to comply with the standards outlined here, and I urge you to join me in implementing the eCore identity system with pride and enthusiasm.

Dr. Melanie Clay, Ph.D.
Dean, USG eCore

Graphic Design Standards

The focus of a graphic identity is usually a symbol or logo. However, an identity system is much more than the utilization of a symbol. A comprehensive graphic system is a structure for communicating and presenting information logically, clearly and with distinction.

The standards and guidelines presented in this manual should receive firm institutional support. Embracing and following these standards will be advantageous to the entire University System of Georgia, enabling us to achieve clarity and effectiveness in all print and electronic communications.

It is impossible to cover all of the possible uses and applications of this identity; therefore, this manual is intended to be an introduction and a guide to the basic components of the identity system. Implementation of these standards will develop greater awareness of the eCore program as a whole, while enabling the schools, entities and programs to convey distinct identities.

Our comprehensive commitment to excellence in design will exemplify our commitment to quality in all other respects. When the graphic system is fully implemented, the identity will consistently distinguish all eCore publications and advertising — all print, electronic and audio visual materials. This graphic system will thus provide visual unity to the expansive and diverse University System of Georgia.

History of the Mark

The eCore visual symbol is the combination of clean typography, green colors, and a visual wave. Beautiful and ecological, the verdant green is synonymous with growth, frugality and flexibility. The clean typography and their rhythmic, even lines portray strength, stability, and clear communication. The moving wave is a clear symbol of the new phase in technological expansion of the education system, its ability to ride the wave of the future while emphasizing the online community.

At the time when this logo was adopted, eCore was available to students at just three affiliate institutions within the University System of Georgia (USG). Presently, in 2014, eCore has expanded to include 14 affiliate colleges and universities in the USG, and a September 2014 resolution by the Board of Regents laid plans to make eCore courses available to students at all USG institutions. eCore's graphic identity has proven invaluable in establishing sound brand awareness throughout this period of rapid growth. As we plan for future expansion, it is imperative that all established logos and symbols be adhered to in order to continue building upon eCore's brand recognition.

The eCore symbol represents the eCore program in all its aspects, including its use in schools and colleges, regional campuses, entities and organizations. It may serve as a companion to several collegiate marks. The two symbols may be used together when appropriate. If you are concerned or have questions about the placement of the eCore symbol alongside another collegiate mark, please contact the Associate Director of Marketing for Collaborative Programs at 678.839.5300.

Quality and Coordination

The eCore Marketing Department will oversee design standards for eCore and eCore-related material. This department is a valuable resource for facilitating and maintaining graphic design awareness, consistency and excellence.

Please direct your questions and/or requests for information, camera-ready reproduction art and electronic files to:

USG eCore

Associate Director of Marketing for Collaborative Programs

Telephone: (678) 839-5300

e-mail: ecore@westga.edu

jblakemo@westga.edu

Additionally, Graphic Standards information and electronic files are available online at:

<http://ecore.usg.edu/admin>

The eCore Logo

The official eCore symbol is a green letter “e” utilizing a teal wave. Below the eCore symbol, the word “ecore” exists in all lowercase letters. The first “e” in the lowercase letters is also green, while the remaining letters are black.

This symbol is the formal identifier for the eCore program. It may be used by any school or college, regional campus, entity or organization that is part of the University System of Georgia community. Other educational institutions, businesses, groups or vendors may use the eCore symbol, but only with expressed permissions from the eCore Marketing Department at 678-839-5300.

The original square eCore logo is preferred at all times. However, there are times when design aspects dictate a horizontal version of the logo. If a design cannot be altered to incorporate the square eCore logo, the approved horizontal version may be used.

Do not use the logo in print advertising without consent. This logo will reproduce more cleanly and clearly in small sizes when on newsprint. If you have questions regarding the use of the eCore symbol in conjunction with a specific collegiate mark, please contact the eCore Marketing Department at 678-839-5300.



eCore Green (PMS 7490) with
eCore Teal (PMS 3272), and
Black Letters



eCore Black with 60% black Letters



eCore Horizontal Logo

Special Print Techniques

The eCore symbol may be embossed, engraved, foil stamped on paper, etched in metal or glass, cast in metal, or carved in stone or wood. Some of these special print (and fabrication) techniques may produce colors other than the official colors. However, these colors should be the result of the needs of the technique and they should be natural, neutral and compatible with the official identity, (e.g., silver, gold, wood grain).

Most of the special print and production techniques require an altered design for the seal. This alternate design has solid color on all letters and portions of the logo.



An etched eCore logo may be a single, solid color when in metal, glass, or stamped in foil.

Official eCore Colors

The official colors of the eCore program include:

eCore Green, eCore Teal, and Black.

The identity system utilizes these official colors with the addition of eCore Callout Green, eCore Callout Red, and White as secondary or complementary colors.

The official eCore logo may be printed in either full color (see page 5) or Black. Except for special print techniques, these are the only colors which may be used to print the eCore logo.

Official eCore Colors



eCore Green

Pantone 7490 C
 CMYK 45-0-80-35
 RGB 103-145-70



eCore Teal

Pantone 3272 C
 CMYK 100-0-44-0
 RGB 0-170-166



eCore Black

Pantone BLACK
 CMYK 0-0-0-100
 RGB 0-0-0

Secondary eCore Colors



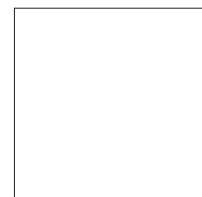
eCore Callout Green

CMYK 58-16-100-25
 RGB 97-135-50



eCore Callout Red

CMYK 25-98-100-18
 RGB 163-36-35



eCore White

CMYK 0-0-0-0
 RGB 255-255-255

Print and Digital Backgrounds

The preferred background color for the eCore logo is, and should always be, white. Due to the use of greens and teals, the eCore logo will react unfavorably with blues, greens, and some other colors. In instances when white is not available, the ecore logo can be used on light backgrounds, or colors which have been set at 20%-30% (either through tint or fill, but never opacity with a background color.)

When the eCore logo must be used with dark colors, the typographic portion of the logo should set all black characters to white for the sake of visibility.

Although the logo may be printed on any background of an appropriate nature, the integrity of the logo demands that no words or images overlap or merge with it. It should never be integrated into illustrations, cartoons or other symbols or logos.



eCore Green and eCore Teal may react unfavorably to some colors. When white is not available, use tints or fills set at 20%-30% or less for light colors



eCore Letters may need to change to white if a background is sufficiently dark.

Special Case Example: Overprinting

Overprinting is a term used when ink is either printed onto a colored paper stock, or onto a previously printed item.

When overprinting the seal on a solid color paper stock, the background color must be considered. Do not use dark paper stocks for this purpose, but light, solid colors without speckles, dots, or grains. You cannot print with white ink without great expense and difficulty, DO NOT plan to overprint with white.

This method of printing the seal on a solid color background without the option for a graphic contrast of the background is acceptable only when printing on a paper stock that is light enough to provide sufficient contrast for clarity and legibility.



The eCore logo must be easily readable when on non-white stock.

Special Case Example: Reversing

Reversing is a term used when the color of an item is removed completely, changing all portions to white on a darker background.

Overprinting with the eCore logo should be avoided by third parties. The eCore logo is a multi-color logo, and the colors / color difference is an essential part of the mark. When using a Grayscale version of the eCore logo, we incorporate a percentage black to help offset these color differences (see page 5). A reversed logo can only be a single color— white. If reversing is necessary, please make sure to get express permission from the eCore Marketing Department (see page 4).



Under no circumstances should you reverse out the entire eCore logo without express permission from the eCore Marketing Department.

Reproduction Art and Files

Camera-ready reproduction art for the eCore logo is available through the eCore Marketing Department. (See page 4.)

Electronic files of the eCore logo (Illustrator™ AI, EPS, PDF, and ART versions, as well as Photoshop™ PSD, TIF, JPG, PNG, and GIF) are also available. These files are provided in three sizes: 6", 3" and 1.5".

Adjustments may have been made to the eCore logo art for different reproduction sizes; therefore, it is important to always use the size required. For any size in-between the sizes provided, reduce the next larger size.

Do not reduce any of the camera-ready art or any electronic file more than 50% and do not reproduce the eCore logo smaller than 3/4" height. If you need a logo larger than 6" in height, please use AI versions of the eCore logo.

Use only authorized camera-ready art or the official electronic files to reproduce the eCore Logo. Do not use third-generation art of any kind for reproduction purposes.



The eCore logo is available in many different file formats. Please communicate with each printer or vendor to find out which version is right for you.



Never reduce the eCore logo to smaller than 3/4" for use in print or on the web.

Clear Zone

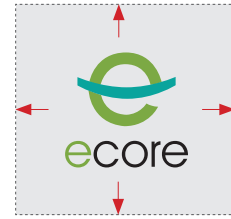
These examples use a gray box to show how much space is needed around the eCore logo.

*DO NOT USE A GRAY BOX IN YOUR FINAL DESIGNS—
THIS IS JUST A VISUAL EXAMPLE.*

The integrity of the eCore logo demands that no words or images crowd, overlap or merge with it. All words and images used in proximity to the logo should be placed no closer than the distance equal to the height of its type (word “ecore” in logo). This is often referred to by printers and graphic designers as the “x-height”.

For reproduction of the logo larger than 6” height, enlarge the 6” diameter camera-ready art or electronic file, and maintain the standard Clear Zone.

The Clear Zone is not a standard height, but moves on a sliding scale. The amount of clearing space needed for a small eCore logo WILL change if you decide to enlarge the logo.



The eCore logo clear space is based on the height of the logo itself.



The eCore logo will require much more clear space as the logo size increases.

Incorrect Logo Use

In order to establish and maintain consistent and effective use of the eCore logo, it is essential to follow the standards in this manual. The sample incorrect examples illustrated on these pages demonstrate some common errors that can be made.

Such misuses will undermine eCore's effort to present a strong and unified image, and will alter the perception and meaning of the eCore program. Also, improper use could jeopardize their status as components of a registered identity.

Please note that although only one logo size is used for these demonstration purposes, all the official logo sizes and uses are subject to these parameters, unless you have received special permission.

INCORRECT USE OF LOGO



IMPROPER PROPORTIONS

No portion of the eCore logo may be resized or moved closer to/farther from one another.

INCORRECT USE OF LOGO



DIFFERENT TYPEFACE

Always make sure that the proper eCore logo is presented in its entirety. No substitution sare allowed.

INCORRECT USE OF LOGO**IMPROPER PLACEMENT OF LOGO**

The eCore text and mark must always remain in the proper order: with the eCore mark over the type.

INCORRECT USE OF LOGO**IMPROPER ALIGNMENT OF TYPE**

The eCore mark must always remain horizontal and over the type. eCore is a square logo.

INCORRECT USE OF LOGO**DISTRACTING BACKGROUND**

The eCore logo should NEVER be placed on a background which distracts or overpowers the mark.

INCORRECT USE OF LOGO**CONSTRAINED LOGO**

The eCore logo should NEVER be framed in a restricting box, shape, or constrained area.

INCORRECT USE OF LOGO**INCORRECT USE OF LOGO****IMPROPER COLORS**

The eCore logo should never be reproduced in any colors other than the official approved colors. See page 7 for specifics.

INCORRECT USE OF LOGO**INCORRECT USE OF LOGO****OVERLAPPING OR ALIGNMENT OF VISUAL ELEMENT OR SYMBOL**

The mark and type of the eCore logo should not be encumbered by other visual elements. Avoid the use of any copy, slogans, symbols or images overlapping or aligned with the eCore logo.

INCORRECT USE OF LOGO**INCORRECT USE OF LOGO****ENCLOSURE AND FRAMING**

The eCore logo should not be encumbered or contained by any other visual elements.

They should never be partially or fully enclosed or framed in a restricting oval, circle, square or any other specific shape or area.

INCORRECT USE OF LOGO**INCORRECT USE OF LOGO****DISTORTION**

The eCore logo should not be subject to distortion or manipulation, i.e., slanting, stretching, twisting or curving.

Recommended Typefaces

The consistent use of typography helps to establishing the eCore brand. The typefaces chosen here were selected for their readability, their display properties, and for their versatility.

These typefaces are to be used in eCore publications and advertising. Their consistent use will establish a continuity of appearance that will help support the recognition of the eCore brand, while promoting a professional, cohesive look in all communications.

The Adobe Garamond (serif), Helvetica (bodycopy sans-serif) and Helvetica Neue (Headline sans-serif) typefaces are highly recommended for use as primary fonts in all publications destined for outside audiences. In Web sites, Times New Roman and Arial are recommended in place of Adobe Garamond or Helvetica (if needed).

The screen versions of these fonts will be available for download or can be sent from the eCore Marketing Department, and the printing fonts are widely available for both Macintosh and PC platforms. Contact the eCore Marketing Department, if you need to obtain these printing fonts.

PRIMARY SERIF FONT

Adobe Garamond
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 1234567890

Adobe Garamond Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Adobe Garamond Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Adobe Garamond Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

PRIMARY SANS-SERIF FONT

Helvetica Neue Condensed
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 1234567890

Helvetica Neue 65 Medium
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 1234567890

Helvetica Neue Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

PRIMARY SANS-SERIF FONT

Helvetica CY Plain
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 1234567890

Helvetica Medium Condensed Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Helvetica Bold Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890