Introduction

Our identity is the way we communicate who we are to the world.

These guidelines have been carefully created to ensure that our identity accurately conveys who we are.

The consistent and clear implementation of the AYS identity will strengthen the image and add value to our school.
Using this Guide

This guide is intended as a resource for all AYS identity usage. It has been developed to assist with and facilitate the creation of new marketing and communications materials.

Questions concerning the guidelines should be directed to Avani Raval, 404-651-0953.
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### SIGNATURE

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### STATIONERY

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<td>CD Label</td>
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<td>Fax Cover Sheet</td>
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### MARKETING

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<td>Advertising</td>
<td>3.02</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>3.03</td>
</tr>
</tbody>
</table>
Our signature is the proprietary mark of the Andrew Young School.

The signature is composed of the Georgia State University logo and the Andrew Young School of Policy Studies logotype.

The basic form of the signature cannot be altered in any way. It should only be reproduced from the electronic files provided in strict accordance with these guidelines.
These are the only two signature formats to be used on all materials.

**HORIZONTAL**

This format is intended for use when the space is more horizontal in orientation.

**VERTICAL**

This format is intended for use when the space is more vertical in orientation.
The signature should not be reproduced smaller than the sizes specified on this page.

**Minimum Size**

**Horizontal**

- 2.5"

**Vertical**

- 1 5/8"
<table>
<thead>
<tr>
<th>don’t…</th>
<th>do…</th>
</tr>
</thead>
<tbody>
<tr>
<td>Never alter the signature.</td>
<td>The Andrew Young School is located in the heart of Atlanta.</td>
</tr>
<tr>
<td>Never change the proportion of the signature elements.</td>
<td><strong>The Andrew Young School</strong> is located in the heart of Atlanta.</td>
</tr>
<tr>
<td>Never add words to the logotype.</td>
<td><strong>The Andrew Young School</strong> is located in the heart of Atlanta.</td>
</tr>
<tr>
<td>Never use the signature in text or headlines.</td>
<td><strong>The Andrew Young School</strong> is located in the heart of Atlanta.</td>
</tr>
<tr>
<td>Never combine the signature with another logo.</td>
<td><strong>The Andrew Young School</strong> is located in the heart of Atlanta.</td>
</tr>
<tr>
<td>Never use any signature format other than those provided in these guidelines.</td>
<td><strong>The Andrew Young School</strong> is located in the heart of Atlanta.</td>
</tr>
</tbody>
</table>
Special signatures have been developed for the use of the units in conjunction with the AYS signature.

Electronic files of these signatures are available for use.
Always use these color specifications when using spot-color or four-color printing or electronic reproduction.

### SPOT COLOR

For PANTONE® Color reproduction.

<table>
<thead>
<tr>
<th>PANTONE® 286</th>
<th>PANTONE® 186</th>
<th>PANTONE® 404</th>
</tr>
</thead>
<tbody>
<tr>
<td>C 100</td>
<td>C 0</td>
<td>C 0</td>
</tr>
<tr>
<td>M 84</td>
<td>M 94</td>
<td>M 8.5</td>
</tr>
<tr>
<td>Y 12</td>
<td>Y 94</td>
<td>Y 23.5</td>
</tr>
<tr>
<td>K 4</td>
<td>K 6</td>
<td>K 56</td>
</tr>
</tbody>
</table>

### PROCESS COLOR (CMYK)

For four-color process printed applications.

<table>
<thead>
<tr>
<th>C 100</th>
<th>C 0</th>
</tr>
</thead>
<tbody>
<tr>
<td>M 84</td>
<td>M 94</td>
</tr>
<tr>
<td>Y 12</td>
<td>Y 94</td>
</tr>
<tr>
<td>K 4</td>
<td>K 6</td>
</tr>
</tbody>
</table>

### ELECTRONIC COLOR (RGB)

For electronic (web and on-screen) applications.

<table>
<thead>
<tr>
<th>R 0</th>
<th>R 204</th>
<th>R 102</th>
</tr>
</thead>
<tbody>
<tr>
<td>G 60</td>
<td>G 0</td>
<td>G 102</td>
</tr>
<tr>
<td>B 169</td>
<td>B 0</td>
<td>B 102</td>
</tr>
</tbody>
</table>
The secondary color blue should be used on all marketing and communications materials except stationery.

**SPOT COLOR**

For PANTONE® Color reproduction.

| PANTONE® 647 |

**PROCESS COLOR**

(CMYK)

For four-color process printed applications.

| C  | 100 |
| M  | 56  |
| Y  | 0   |
| K  | 23  |

**ELECTRONIC COLOR**

(RGB)

For electronic (web and on-screen) applications.

| R  | 26  |
| G  | 86  |
| B  | 146 |
### Color Formats

#### Three Colors
This is the only three-color format to be used.
- Blue
- Red
- Grey

#### Two Colors
These are the only two-color formats to be used.
- Blue
- Red
- Blue
- Grey

#### One Color
These are the only one-color formats to be used.
- Blue
- Black

#### Reversed
These are the only reverse color formats to be used.
- White
- Red

**Note:** The AYS signature can only be reproduced in the colors outlined on this page.
A file naming system has been developed to make identification easier.

The signature files should not be changed or edited.

Contact the Dean’s Office if you require a signature file.

**Electronic Files**

<table>
<thead>
<tr>
<th>DESCRIPTION</th>
<th>SPOT (PANTONE®)</th>
<th>CMYK (PROCESS)</th>
<th>RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>AYS-V-BRG.eps</td>
<td>AYS-V-BRG-CMYK.eps</td>
<td>AYS-V-BRG-CMYK.tif</td>
</tr>
<tr>
<td></td>
<td>AYS-V-BR.eps</td>
<td>AYS-V-BR-CMYK.eps</td>
<td>AYS-V-BR-CMYK.tif</td>
</tr>
<tr>
<td></td>
<td>AYS-V-B.eps</td>
<td>AYS-V-B-CMYK.eps</td>
<td>AYS-V-B-CMYK.tif</td>
</tr>
</tbody>
</table>
**Color Backgrounds**

<table>
<thead>
<tr>
<th>do...</th>
<th>don’t...</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1" alt="Signature example 1" /></td>
<td><img src="image2" alt="Signature example 2" /></td>
</tr>
<tr>
<td><img src="image3" alt="Signature example 3" /></td>
<td><img src="image4" alt="Signature example 4" /></td>
</tr>
<tr>
<td><img src="image5" alt="Signature example 5" /></td>
<td><img src="image6" alt="Signature example 6" /></td>
</tr>
<tr>
<td><img src="image7" alt="Signature example 7" /></td>
<td><img src="image8" alt="Signature example 8" /></td>
</tr>
<tr>
<td><img src="image9" alt="Signature example 9" /></td>
<td><img src="image10" alt="Signature example 10" /></td>
</tr>
</tbody>
</table>

The signature can be placed on any color background. The key is to make sure there is adequate contrast between the signature and the background.
The following type styles have been selected for use on all applications to create a consistent identity for all printed and electronic materials.

**Note:** The type used in the AYS signature is customized. Always use the electronic files provided for the signature.

**GILL SANS LIGHT**

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890$%&@?!.,;”
```

**GILL SANS**

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890$%&@?!.,;”
```

**GILL SANS BOLD**

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890$%&@?!.,;”
```

**GILL SANS LIGHT ITALIC**

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890$%&@?!.,;”
```

**GILL SANS ITALIC**

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890$%&@?!.,;”
```

**GILL SANS BOLD ITALIC**

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890$%&@?!.,;”
```
February 21, 2005

Dear Mr. Doe:


Sincerely,

Sallie Barker
Project Director
Envelope Standard

**Size**
- #10

**Color**
AYS Signature:
- Blue PMS 286
- Red PMS 186
- Grey PMS 404

**Typography**
Address: Gill Sans
Size
9" x 12"

Color
AYS Signature:
- Blue PMS 286
- Red PMS 186
- Grey PMS 404

Typography
Center: Gill Sans
Address: Gill Sans
SIZE
2” x 3.5”

COLOR
AYS Signature:
– Blue PMS 286
– Red PMS 186
– Grey PMS 404

TYPOGRAPHY
Name: Gill Sans Bold
Address: Gill Sans

Julie Brown
Director of Development
Office of the Dean
404-651-3927 office
404-861-6740 cell
404-651-3996 fax
juliebrown@gsu.edu
www.andrewyoungschool.org
14 Marietta Street NW, Suite 628
Atlanta, GA 30303
Mail:
Office of the Dean
PO Box 3992
Atlanta, GA 30302-3992
STATIONERY

Mailing Label

SIZE
4” x 3”

PAPER
Avery #5164

COLOR
AYS Signature:
– Blue PMS 286
– Red PMS 186
– Grey PMS 404

TYPOGRAPHY
Gill Sans

OFFICE OF THE DEAN
P.O. Box 3992
Atlanta, Georgia 30302-3992

ANDREW YOUNG SCHOOL OF POLICY STUDIES

Mr. Steven Smith
Sun Building, Suite 300
777 ABC Avenue
Miami, FL 12345
**PAPER**
Avery # 5931

**COLOR**
AYS Signature:
- Blue PMS 286
- Red PMS 186
- Grey PMS 404
NEWS RELEASE

DATE

Contact:

Headline

Body copy of text. This news release form was designed according to the new AYS identity standards. This news release form was designed according to the new AYS identity standards. This news release form was designed according to the new AYS identity standards. This news release form was designed according to the new AYS identity standards.

Georgia State University, a unit of the University System of Georgia, is an equal opportunity educational institution and it is an equal opportunity/affirmative action employer.

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Atlanta, Georgia 30303

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Georgia Health Policy Center
P.O. Box 2992
Atlanta, GA 30302-2992

404-651-0833 TEL
404-651-3996 FAX
ghps@gsu.edu
www.aysps.gsu.edu

ANDREW YOUNG SCHOOL OF POLICY STUDIES
SIZE
8.5” x 5.5” - 3-Panel

PAPER
TBD

COLOR
4-Color Process
Our evolution has been grounded in academic excellence, managed by outstanding faculty leadership, and strengthened by partnerships and programs throughout the world. Who has seen the benefits of this evolution? Who has discovered our resources? Organizations ranging from The World Bank to the American Cancer Society, countries such as Indonesia and Russia, as well as the Governor’s Office of Georgia and the International City Managers Association.

Most importantly, the students of the Andrew Young School are our greatest resource. These students inject energy and imagination into their work in economics, public administration and urban studies, and policy analysis. And when they leave, they take some of it with them to provide effective and visionary leadership—in the real world. Your world.

www.andrewyoungschool.org

Fiscal Policy Summer Training Courses

Our evolution has been grounded in academic excellence, managed by outstanding faculty leadership, and strengthened by partnerships and programs throughout the world. Who has seen the benefits of this evolution? Who has discovered our resources? Organizations ranging from The World Bank to the American Cancer Society, countries such as Indonesia and Russia, as well as the Governor’s Office of Georgia and the International City Managers Association.

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