



SSTAGE

Student Support Team
for Georgia Educators

Logo Specifications Guide

Last Update
December 20, 2011

These guidelines specify how the logo and its colors are to be used to create a foundation for visual unity and consistency when used in print and electronic media.



The SSTAGE logo is specifically designed to identify the **Student Support Team for Georgia Educators**. This logo is composed of the representative mark/icon and signature. The new signature is exemplified by a globe with a silhouette of the Great State of Georgia. The GA State silhouette has an negative space carved out which represents a shadow of a child (no age represented) after a great achievement.

FONTS



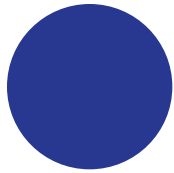
Rockwell
Weight: Regular

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LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz
123456789!@#\$%&

Helvetica Neue (TT)
Weight: Medium

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz
123456789!@#\$%&

COLORS



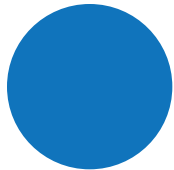
Blue - Secondary
C-100 M-95 Y-5 K-0
R-0 G-13 B-242
HEX #2680FF



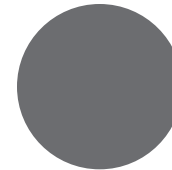
SSTAGE



Gradient
Blue - Primary 56%
Blue - Secondary 44%



Blue - Primary
C-85 M-50 Y-0 K-0
R-38 G-128 B-255
HEX #2680FF



Gray
C-0 M-0 Y-0 K-70
R-77 G-77 B-77
HEX #4D4D4D

ADDITIONAL LOGO OPTIONS AND USAGE



100% Black
Used for non-color copies
and small print.



Grayscale
Used in environments
with limited colors

As a single, cohesive unit, the SSTAGE identity should remain consistent across all applications. The logo's palette of colors, format and font type must not be changed.