



Logo Guidelines

The Logo Basics

- **The official logo of the University of Georgia College of Veterinary Medicine** includes the university arch, Aesculapian staff with symbol “V” and the words “The University of Georgia College of Veterinary Medicine.” No elements may be excluded from the logo, including the steps, light globes, staff or “V.” (See **Version A** to the right.)
- **A simplified version of the logo** (without the words “The University of Georgia College of Veterinary Medicine”) may be used providing the “The University of Georgia College of Veterinary Medicine” appears in close proximity to the logo. These words must match the font within the body of the publication or Web site. (See **Version B** to the right.)
- **The official font** for “The University of Georgia College of Veterinary Medicine” within the official logo is **Georgia**. No other font may be substituted.
- **The logo cannot be modified or altered in any way.** It cannot be skewed, shortened, lengthened, stretched, condensed or cropped. No other images may obscure the logo or be printed across the logo in any manner.

UNACCEPTABLE EXAMPLES INCLUDE:



Version A



Version B

- **The return address on mailing panels** in College publications may use either (but not both) the College of Veterinary Medicine or the official University of Georgia arch logo:



The University of Georgia
College of Veterinary Medicine
Small Animal Teaching Hospital
Athens, Georgia 30602-7371



The University of Georgia
College of Veterinary Medicine
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- **The logo should always be reproduced from high-resolution** (300 dpi) digital files in order to maintain high quality.
- **The logo must be reproduced in official colors.** The printer's specification for the logo is Pantone 485 (red), Pantone 422 (silver gray), and 100% black and 50% black (*see **Version C** to the right*). In cases where a separate Pantone ink cannot be used, but four-color printing is available, it is possible to simulate the colors as follows:

Pantone 485: 8% CYAN + 98% MAGENTA +
100% YELLOW + 1% BLACK

Silver Gray: 50% BLACK

However, when the basic ink color in a publication is to be something other than black, the logo may be reproduced in that color.



Version C

- **Use of one of the approved logos is required in all visual representations of the College of Veterinary Medicine**, including but not limited to printed publications, departmental Web sites, PowerPoint presentations, video productions, exhibit materials, etc., produced by faculty, staff and students of the College of Veterinary Medicine. Please see the College of Veterinary Web Site Policies and Guidelines (www.vet.uga.edu/logos) to obtain College logos and for further information on where the College logo should appear on departmental Web sites.
- The words "The University of Georgia" must appear on the front cover of all University publications, and one of the logos must appear on or within each publication, preferably on front or back or title page.
- These policies, standards, and guidelines are revised as deemed necessary.