

SCHOOL OF
ELECTRICAL  COMPUTER
ENGINEERING

PRINT STYLE GUIDE

Summer 2014

LOGO LOCKUPS

SCHOOL OF
ELECTRICAL **[+]** COMPUTER
ENGINEERING



The logo lockup above should always be used in combination with the official GTECE logo. It should NOT be used as a replacement for the official logo. The logo lockup can be reproduced in all black type if needed.



The Logo Lockup and Bracket Plus mark have been created in several colorways to best suite various applications.



To maintain the intergrity of the logo and mark never recreate with type.

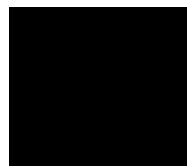


COLORS

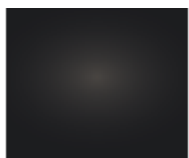
PRIMARY



PMS 124
Georgia Tech Gold
Used as a primary color for headlines and background color.



100% Black



Dark Grey Gradient
Used as a background texture.
Dark = 74/68/63/75
Light = 63/59/61/44

SECONDARY



85% Black



70% Black

TYPOGRAPHY

Design Elements

Helvetica Neue Light Extended
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Body Copy

Helvetica Neue Extended
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Subheadlines & Design Elements

Helvetica Neue Medium Extended
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Cover Titles, Headlines & Design Elements

Helvetica Neue Bold Extended
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

BRACKETS

[+] HEADLINES

When using the Bracket Plus mark inline with copy, the copy height should equal the height of the plus symbol in the mark and the mark should be vertically centered to the copy. The Bracket Plus mark should be used in conjunction with titles and main interior headlines or section headings.

[INLINE COPY **]**

Use brackets to emphasize short bits of copy such as subheads and contact information. When using the brackets to surround copy, the brackets are Helvetica Neue Bold Extended, three point sizes larger, and baseline shifted to be vertically centered with the copy.

LAYOUTS

4 point strokes
Georgia Tech Gold

Type used as design
in various weights
and point sizes in
Georgia Tech Gold.
When using type in
varying weights and point
sizes, set the copy in
all caps to ensure
better visual flow from
letterform to letterform.

Body copy
10 points
100% white

Body copy
11 points
85% Black

Imagery

Use imagery that captures the spirit of creativity and innovation with interesting angles and points of view. Arrange multiple images in a grid pattern with varying sizes and orientations and separate the images with Georgia Tech Gold strokes at the appropriate size for the design.

Typography

Type used as design should use the different weights and sizes of Helvetica Neue Extended. Stack the words in interesting ways, calling out important words and phrases.

Body copy should be between 10 and 14 points in most instances. It should only be placed over images that have enough contrast in color for legibility.

Color

Type used as design should be Georgia Tech Gold. Copy on white backgrounds should be 85% Black. Copy on images or the Dark Grey gradient should be Georgia Tech Gold or White.

Sample 8.5x11 Print Layout