LOGO LOCKUPS

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

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

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.

COLORS

PRIMARY

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

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

SECONDARY

- **100% Black**
- **85% Black**
- **70% Black**
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.

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.
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Sample 8.5x11 Print Layout

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.

Type used as design should be 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.

4 point strokes Georgia Tech Gold

Body copy 10 points 100% white

Body copy 11 points 85% Black