Georgia State University Policy

1.00.25 Visual Identity Policies

Policy Summary

Policies covering the use of logos, seals, mascots, and image of the University.

Full Policy Text

For information on this policy, please see: http://commkit.gsu.edu/guidelines/visual-identity/visual-identity-policies/

Administration of Policy

Mandating Authority: President

Responsible Office(s): University Relations, 434 One Park Place, 3-3025

Responsible Executive(s):

Policy History

Approving Body: Other

Rationale or Purpose

The following policies are intended to provide guidelines for and manage the use of the Georgia State University identity program. This program consists of the 1) university logo (logotype plus flame graphic); 2) the university seal; 3) flame graphic (alone); 4) the university mascot Pounce; and 5) the colors and typography as they pertain to business cards, stationery, Web sites and other university publications.

Additional Information

2003

Additional Helpful Resources