

Guidelines for GSA Division/Section Logo Revisions

1 May 2011

Background

A task force was formed at the October 2010 Section/Division business meetings for the purpose of reviewing the current logo landscape, and recommending guidelines (for approval by Council) to assist components in developing or updating their own identities, along with a process for having logos officially sanctioned by GSA headquarters. The aim is for GSA Section and Division logos to graphically support the GSA brand and also define the components as they themselves deem best.

Task Force members:

Monica Gowan, Division Liaison to Council
Dan Larsen, Section Liaison to Council
Ed Harvey, Hydrogeology Division
Joan Fryxell, Geology & Society Division
Wesley Hill, GSA Liaison with Sections and Divisions
Christa Stratton, GSA Director of Communications & Marketing

Sections and Divisions approved moving forward with the taskforce's recommendations at their 1 May 2011 business meetings during the Council/Leadership weekend retreat. Sections and Divisions expressed their desire for continuing graphics support from GSA Headquarters in developing and rendering the new designs. These guidelines are intended to come before Council on the consent agenda during the October 2011 business meeting.

- ❖ The Taskforce recommends the following guidelines for Section and Division logos in order to:
 - Create logos that uniformly relate to GSA as the parent organization and present a consistent recognizable brand
 - Allow for graphical expression of the unique interests represented by various GSA components
 - Ensure high quality logos and that are reproducible for multiple applications
 - Document logos and their usage guidelines through GSA headquarters for easy reference by Section/Division leadership

- ❖ Each Division or Section may select a layout from the authorized logo design options (**see p. 4-5**):
 - **Horizontal** GSA logo template with component name centered across the bottom or stacked flush-left at the bottom
 - **Vertical** GSA logo template with component name centered across the bottom or stacked flush-left at the bottom
 - The dotted lines in each template define the area that components may fill with their own logo design.
 - The box size of the logos will vary slightly with the length of the Section/Division names.

- ❖ **Common elements** of each logo include:
 - The GSA logo (vertical or horizontal option) in all caps with registered trademark symbol, in Baker Signet font

- Section/Division name below, in Baker Signet, all caps, at a given % smaller than the GSA name
 - A bounding box with rounded corners (2 pt. line thickness and 0.1667" corner radius at 100% will scale with logo)
 - Colors: Standard GSA logo, purple bounding box and purple Section/Division names
Purple = PMS 268: CMYK 82C-100M-0Y-12K
Dark green = PMS 3305; CMYK 100C-0M-61Y-61K
- ❖ **The custom element** of Section/Division logo designs:
- May NOT use GSA purple or green (specified above)
 - May NOT incorporate the “swoosh” element of the GSA logo or the belt buckle of the GSA seal in their design
 - GSA highly recommends that the custom element of component logos be simple and iconic, rather than very busy and detailed. Complex designs do not reproduce well at smaller sizes.
 - Original vector art is highly recommended (e.g. created with Adobe Illustrator) as opposed to photographic or scanned art (pixels), as eps files are infinitely scalable without loss of resolution (for posters and large-sized applications).
 - GSA recommends that custom elements do NOT repeat the Society or Division/Section name in their design
 - Custom logo elements may be circular, square, rectangular or irregular in shape, as long as they fit into the specified area of the template.
 - Color is not limited except as noted above. Logos should be able to reproduce well in black and white or grayscale.
- ❖ Assistance and Approval from HQ
- Components can submit their finished logo to GSA Communications for approval, OR
 - They may submit their custom element and preferred layout to GSA for assistance placing it in the logo template according to the proper specifications, OR
 - They may submit a rough design idea for their custom element if assistance in rendering the illustration is desired.
 - GSA will provide Sections/Divisions with various file formats of their logo (tiff, jpg, eps, gif) upon request.
- ❖ The consistent logo format should be used by Sections and Divisions on:
- Web pages and social media pages
 - Business correspondence: letterhead, envelopes, business cards, etc.
 - Newsletter mastheads
 - Meeting circulars, flyers, brochures, posters, book covers, award programs, and full-sized printed matter
- ❖ Alternate Usage
- GSA recognizes that in some instances small spaces for logo placement may prevent use of the complete logo template. For example, small promotional merchandise, such as lapel pins, may not lend themselves to displaying both the GSA logo and the components’ custom graphic element.

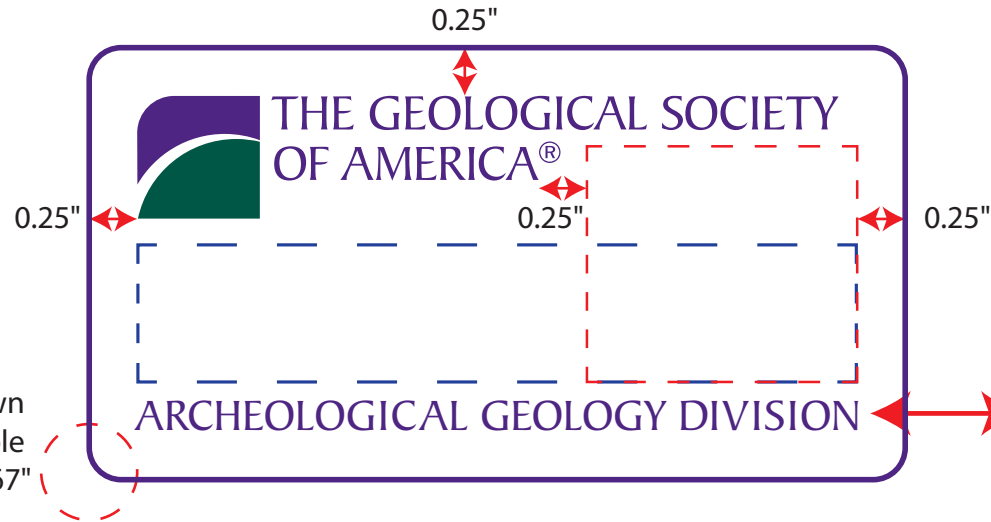
If merchandise is intended for marketing within and to the Section or Division membership only, it may be permissible for the custom Section or Division element of the logo to appear alone outside of the GSA logo template.

- In these cases, custom Section and Division logo elements should incorporate clarifying text into designs, such as “GSA North-Central Section” or “GSA Environmental & Engineering Geology Division”. Text should remain in purple (or black, or white) Baker Signet, all caps.
- Please direct questions to GSA Communications, communications@geosociety.org.

❖ Phase-in period

A two-year phase-in for adoption of these recommended guidelines was established, with the goal of having all Sections and Divisions using new compliant logos by GSA’s 125th Anniversary Meeting in October 2013. Components may continue to use up supplies of existing logo materials. Discussions within Sections and Divisions should begin now with regard to bringing logos into agreement with these new standards.

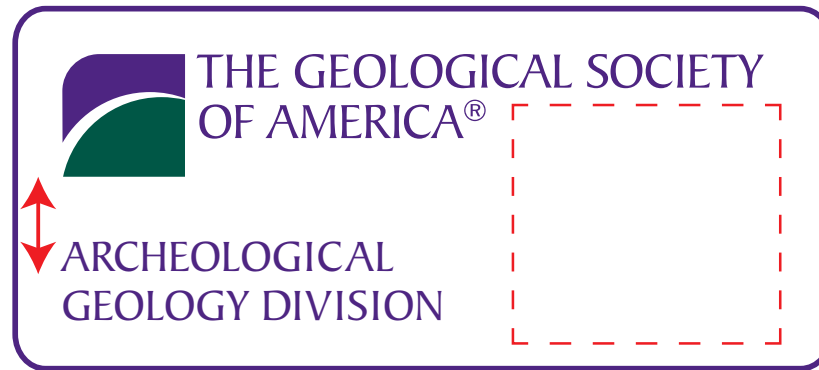
Space around "live" images at this size = 0.25". Space increases proportionally.



Rounded corner box shown at this size = 2 pt. GSA purple
Corner Radius at this size = 0.1667"

Division's name must be the same font as The Geological Society: Baker Signet Roman, 17 pt. at this size, over 18.5 pt. leading, and all capital letters. GSA purple, or 87.85% smaller than GSA point size.

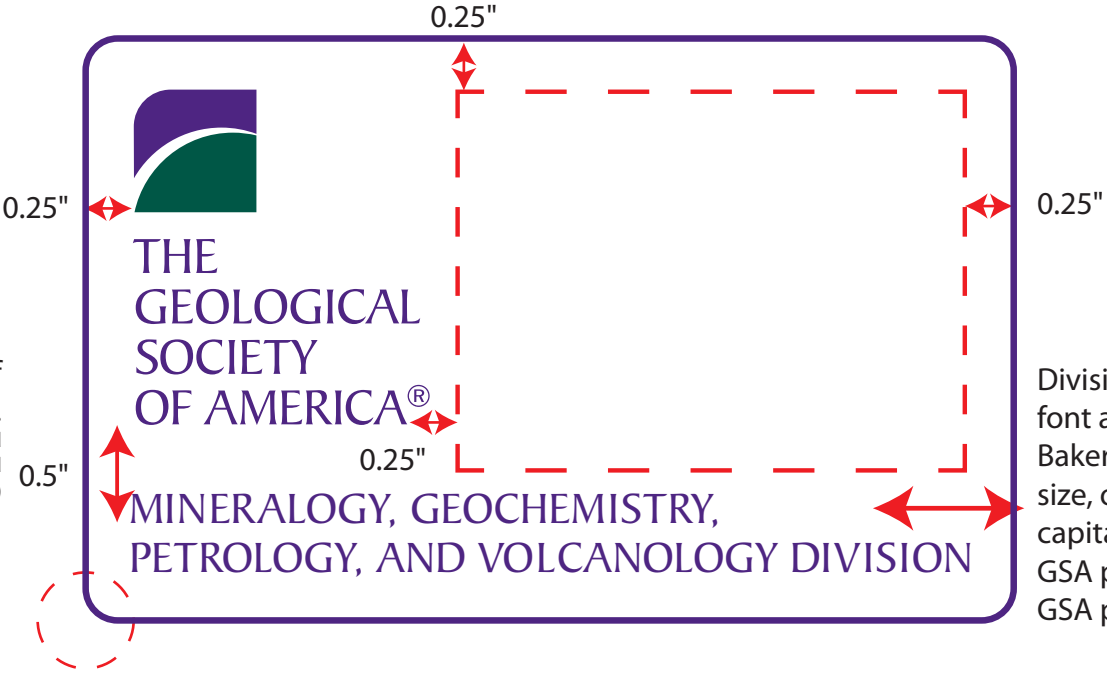
Baseline-to-baseline the first line of text in Division's name minimally 0.5".
(Note: Space can increase along with height of rounded corner box according to length of Division's name and Division's logo graphic placement)



GSA purple CMYK = 82.100.0.12
PMS = 268 C
RGB = 77.25.121

GSA green CMYK = 100.0.61.61
PMS = 3305 C
RGB = 0.86.74

Space around "live" images at this size = 0.25". Space increases proportionally.



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