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Dear friend of the College of Coastal Georgia:

The Athletics Futures Committee the College appointed by the College president in April 2009 voted unanimously to move forward with the addition of eleven new intercollegiate sports offerings, phased in over the course of 2010 – 2015. These include men’s and women’s golf, men’s and women’s tennis, women’s basketball, men’s and women’s cross country, women’s volleyball, men’s and women’s soccer, and men’s baseball. We plan to add one or more of the sports annually.

The Committee was attentive to Title IX requirements, presenting offerings that would provide ample opportunity for women to participate in varsity athletics comparable to men. During academic year 2010 and 2011, the College would continue to play in the National Junior Collegiate Athletics Association (NJCAA). However, to ensure maximum eligibility for students pursuing four year degrees and to reflect the College’s aspirational objectives, the Committee determined that the College should move to the National Collegiate Athletics Association (NCAA), Division II as soon as practical.

In addition to formal teams sports, the Office of Student Life will be developing opportunities for intramural and club sports, and for personal fitness and training.

As part of our long range plan, the Department of Athletics has developed a graphic identity of its own to coincide with the master visual identity of the College. Please take this opportunity to acquaint yourself with the Department of Athletics Visual Identity Standards that will support our departmental mission and strengthen the image of this fine college.

Sincerely,

William “Bee” Carlton, PhD
Director of Athletics
**Transition Period**

A transition period was established to coordinate the changeover from the existing College of Coastal Georgia Department of Athletics visual identity. This allowed for adequate time to create new materials to meet important deadlines and use up stocks of old materials.

The new Athletics logo and visual identity must be used for any new materials or equipment being created after June 1, 2010.

The only exceptions to this will be applications with a long lifecycle, such as signage, architectural elements, existing equipment and the like. All uses of the previous Coastal Georgia Community College logo shall cease immediately. All uses of the previous College of Coastal Georgia athletic logos on printed pieces, websites and equipment shall cease by May 31, 2011.

The Mariner mascot (the fisherman in the yellow raingear) is being phased out. No new uses of the old mascot are permitted.
Introduction

The purpose of these standards is to specify the policies and procedures concerning the use of the official symbols that identify the College Department of Athletics, its programs and its teams. These are designed to ensure that the College and the Athletics programs are promoted in a formalized, professional and uniform manner and to protect the marks from infringement.

These apply to all reproductions of College Department of Athletics and team marks, whether in print or electronic form, including the internet. The College Department of Athletics’ and teams’ names, registered marks, logos and other indicia that are depicted in this document may not be altered, reconfigured or added to in any manner.

All uniforms, equipment, publications, videos, web pages, letterhead, envelopes and business cards must comply with Department of Athletics Visual Identity Standards with respect to the use of official logos unless the College’s Advancement Office grants an exemption.

Intramural teams, boosters or other organizations seeking to develop their own identifying logos cannot incorporate the official College master logo or the logos of the Department of Athletics or its teams without the approval of the Advancement Office. Compliance with standards is an important part of building the College of Coastal Georgia brand. College organizations seeking to use official College and Department of Athletics symbols in a manner not depicted herein may submit proposed applications to the Advancement Office, which will offer advice on proper utilization. A usage that is deemed not to be in compliance with Visual Identity Standards may be submitted to the Advancement Office, which can grant an exception to these guidelines.

The College reserves the right to remove, rescind or withdraw any document or other usage, including electronic publication, which does not comply with these Visual Identity Standards.

All outside vendors contracted to design, print or manufacture Department of Athletics publications, marketing materials, equipment and/or uniforms should be provided with a copy of these guidelines. Logos are available from the Advancement Office.

In the event of a conflict between the Department of Athletics standards and the College’s master standards, the College of Coastal Georgia Visual Identity Standards will supersede the Department of Athletics Visual Identity Standards. Any questions regarding use these elements should be directed to the Advancement Office at 912.279.5701 or via email ia@ccga.edu.
Official Department Name, Team Names and Identifying Marks

The official name of the department is the College of Coastal Georgia Department of Athletics. Any documents or publications communicating programs of the Department should use this name on the cover in one of the recommended typefaces. Web pages, film, video or other digital formats should use the official name on the home page, title page or opening frames as appropriate.

The official logo for the Department of Athletics itself is defined in the hierarchy section on page 9.

As the College of Coastal Georgia is too long to be used as a moniker for use on uniforms and equipment, the shortened “Coastal Georgia” will be used to identify the teams visually.

Until such time as a mascot is developed to replace the yellow rain-slicker-clad fisherman, that logo should no longer be used. The use of the name “Mariners” to identify the teams is acceptable. For instance, “The Mariners defeated XYZ College in basketball on Saturday.”
**Visual Identity System**

The sailing ship image – designed as an acknowledgement to the maritime heritage of coastal Georgia and as a complement to the College’s traditional use of term Mariner to identify College teams – has been carried over into the new Athletics logo.

For purposes of understanding the Visual Identity System, the following terms will be used.

The system is made up of the sails image and the Athletics descriptor (the words “Coastal Georgia”). The Athletics logo consists of the descriptor and the sails image together.

The system is designed to be flexible and work in multiple formats, different configurations, small and large sizes and different media.

**COASTAL GEORGIA**

The descriptor is derived from the Adobe Friz Quadrata type font. Do not attempt to recreate it using computer type fonts; it must be used exactly as it is. It may be used in a horizontal format or vertical (stacked). Except as authorized by the Department of Athletics or by the Advancement Office, the descriptor should not be used in lieu of the complete logo or by itself as a logo.

When using the name of the Department or team in text, use the same font and size as the rest of the document.

The Athletics version of the sailing ship differs from the College’s master logo in several ways to be more dynamic and fitting of an Athletics graphic. The sails are rendered in two colors and have a “drop shadow” to indicate motion and energy. It does not contain the hull of the ship or wake depicted in the master logo. The sails themselves are cropped differently, too.

The Athletics, Department of Athletics or team logo should not be combined with or made part of any other logo. If used together with another logo in the same piece or field of vision, the Athletics logo should always be the dominant element. The other logo(s) should be separate and subordinate.
Variations of the Athletics Logo

The primary Athletics logo should be the horizontal format shown to the right.

However, there will be times when the size or shape of the document or other application requires a different format, for instance a vertical or “stacked” version. Under certain circumstances, the elements of the logo may be separated from one another, but should be kept in the same perspective or relative size as when they appear together. These variances must be approved by the Advancement Office.

The Department of Athletics logo may be used in a 2-color form (bright blue sails and typography, dark blue shadow) or a monochromatic form (all black, all blue, all white). If the image is reversed (i.e., to be used with a black or dark background), the white monochromatic version or the version with bright blue sails, grey shadow and white type should be used.

The Athletics logo should appear in its official colors. See page 13.

Do not distort or move the elements of the logo around arbitrarily.

Unauthorized versions may not be used under any circumstances without the expressed written permission of the Advancement Office.
The Brand Hierarchy

Level One, the Athletics Logo

A Department of Athletics brand hierarchy has been established to accommodate the Department name and teams. The official Athletics logo (sails and descriptor) is Level One.

Level Two, the Department Logo and Team/Sport Logo

The Department or Team/Sport is Level Two. In addition to the Athletics logo (Level One), Level Two has two more elements. The “wave” or line appears below the Athletics logo. The Department or Team/Sport appears below the wave.
Application of Athletics Logo in Official Documents

The Athletics Visual Identity Standards have been developed to promote consistency and protect the College’s and the Department of Athletics brand identity. They were not intended to create a template or be a complete set of rules for every conceivable application. Good judgment and good taste must be exercised by anyone creating communications materials and applying in other situations.

Use the official Athletics, Department of Athletics or Team/Sport logo for official publications such as programs, schedules or websites.

The logo should float in a clear area, separated from other text blocks or graphic elements. It’s impossible to pick an exact distance. It might be a half inch on a post card or four feet on an outdoor board. The best way to gauge is to measure the logo you plan to use in the document or application. Measure width of the sails, and divide by two. Be sure the logo is at least that distance away from other graphics and type horizontally. Measure from the top of the sails to the bottom of the type, and divide by two. Be sure the logo is at least that distance away from other graphics and type vertically.
Use of the Athletics Logo in Other Applications

If the amount of space or shape precludes using the official logo or signature, choose the vertical logo or one of the other approved variations.

For publications other than official publications such as newsletters, newspaper ads and so forth, the sail image can be used as a design element to coordinate with a cover or masthead. The official logo must appear somewhere in the publication.

The logo should float in a clear area, separated from other text blocks or graphic elements. It’s impossible to pick an exact distance. It might be a half inch on a post card or four feet on an outdoor board. The best way to gauge is to measure the logo you plan to use in the document or application. Measure width of the sails, and divide by two. Be sure the logo is at least that distance away from other graphics and type horizontally. Measure from the top of the sails to the bottom of the type, and divide by two. Be sure the logo is at least that distance away from other graphics and type vertically.

The logo and visual identity can be also used on uniforms, equipment, merchandise, signage, architectural elements and the like. To be commercially desirable, spiritwear or giftware may adapt the logo or other elements if approved by the Advancement Office.

The manufacturing limitations for embroidery or silk screening and so forth may make it difficult, impossible or too expensive to reproduce the detail of the wave of drop shadows. Custom ink or thread colors that match the official PMS colors exactly may not be available. Any modification to the Standards for such technical reasons must be approved in advance by the Advancement Office.
Recommended Typefaces

The College of Coastal Georgia Athletics logos are based on the Friz Quadrata type font, although they have been modified somewhat. Friz was selected over the College’s official Gill Sans type because it is more dynamic and appropriate for Athletics use.

However, use complementary type fonts – not Friz Quadrata – for headlines, titles and body copy. Graphic artists and printers have access to a variety of type fonts. Others can be purchased from sources like Adobe.

For official printed publications with heavy text like a program, use Garamond for body copy. Use Gill Sans for headlines and titles. For advertising, use Gill Sans for headlines and the Gill Sans family for body copy. For web pages and emails, use web fonts Calibri, Arial or Verdana, which are similar to the Gill Sans sans serif family.

For computer-generated publications, the alternate fonts recommended are the Arial and Verdana family if Gill Sans is not available. For correspondence on the Department of Athletics letterhead, use Garamond. In Microsoft Word, under the Format dropdown menu, set the Font to Garamond, regular and 12 point. Set the Paragraph Line Spacing to Exactly 17 points or, for long documents, Single space.

Gill Sans

Arial

Garamond

Calibri

Friz Quadrata

Gill Sans

Verdana
**Official Athletics Colors**

The Color Palette for Athletics consists of bright blue (PMS 3005) and dark blue (PMS 302), as well as black and white. The gray used in the drop shadow for reverse applications is PMS 877 Metallic. It can be created with a 40% screen of black, if necessary.

Designers are encouraged to use white or light backgrounds like silver and contrasting type like blue or gray. When a dark background or a photograph is used as the background, white or light colored type reversed out is best.
Official Department of Athletics Stationery

Letterhead

A new stationery package has been developed specifically for the Department of Athletics.

The official letterhead is printed either in three colors – bright blue (PMS 3005) for the Department of Athletics logo and dark blue (PMS 302) for the College name and (PMS 877 Metallic) gray for the address information – or a single color, PMS 3005 or black. To create a letter to imprint on letterhead, set the right and left margins to 1.25 inches, the font to Garamond 12 point regular, and the paragraph line spacing to Exactly 17 points.

Department of Athletics stationery is to be used only for official College of Coastal Georgia Department of Athletics business.

The position of the logo and address must appear in the locations shown on the example shown here. No other symbols or devices should appear on the letterhead.

Information at the bottom of the letterhead is limited to: College name, street address of the College, city, state, and zip plus four and telephone number with area code. (TDD is acceptable, where applicable). Other phone numbers such as fax and 800 may be included.

Logos from certain recognized entities such as a conference or league can be inserted in the lower right corner of official Department of Athletics stationery. The college or Department of Athletics is responsible for securing prior written permission of the entity. The secondary entity logo should be printed in the same color as the address information. Only one additional logo is permissible on stationery.

Logos of a decorative nature are not permitted on Department stationery.

Requests for exemptions to any of the above restrictions must be submitted in writing to the Advancement Office, which will review all requests within two weeks and provide a written response. Templates are available from the Advancement Office.
Envelope

The Department of Athletics has standard #10 envelopes for official correspondence. The logo will appear in blue (PMS 3005) and College name will appear in dark blue (PMS 302) and the return address in will appear in gray (PMS 87 Metallic).

If envelopes are not converted and can only be imprinted on one side, a monochromatic bright blue (PMS 3005) or black may be used, following the same design. To adhere to U.S. postal regulations, no other symbols or devices should appear on the envelope.

Templates are available from the Advancement Office.

Mailing Label

A mailing label is also available.

Business Card

The official business card is printed in three colors: bright blue (PMS 3005) for the logo, title, phone numbers, and email address; dark blue type (PMS 302) for the College name and person’s name; gray (PMS 877) for the website and address.

The layout is able to handle telephone numbers, fax, TDD, Internet address, web page addresses, etc. Only one additional entity logo is permissible on each card. Logos of a decorative nature are not permitted on business cards.

Depending on the use, the Department of Athletics may use this proprietary design or the College standard business card format.

Templates are available from the Advancement Office.
Requests for exemptions to any of the above restrictions must be submitted in writing to the Advancement Office, which will review all requests within two weeks and provide a written response.

**Formal Social Note Card**

There is a formal folded note card for the Department of Athletics. It comes in an A6 size (with a matching 4 3/4” X 6 1/2” envelope). These note cards are appropriate for formal events, printed or engraved in italic font and for handwritten correspondence.

For other, less formal events, the Department of Athletics may wish to create more colorful invitations or announcements in keeping with a marketing strategy (if any) for the event. While a College mark is not required on the front cover of such invitations or announcements, the College Name or logo should appear on the back or inside.