

# Communication

Branding is the process of presenting a consistent image of an organization or agency over an extended period of time in order to reflect the quality and integrity of the organization. In our efforts to standardize our branding, we have created new ways to label our various departments and events.

The elements of this design include:

- One color TCSG logo
  - o (Warm Gray 10)
  - o C: 0 M: 14 Y: 28 K: 55
  - o R: 138 G: 121 B: 103
- Separation Bar
  - o PMS 376
  - o C: 50 M: 0 Y: 100 K: 0
  - o R: 141 G: 198 B: 63
- Program title or Event
  - o Gotham Book Font
  - o PMS 165
  - o C: 0 M: 60 Y: 100 K: 0
  - o R: 245 G: 130 B: 32



Please contact [creative@tcsgeu](mailto:creative@tcsgeu) for a digital copy of any of the attached logos. We will provide you with the necessary file based on the intended use (.png, .jpeg, .tif, or vector graphic).

If using the logo on a dark background, use the TCSG logo in white with the other elements remaining the same. Any document you may use where the TCSG logo appears needs to be updated with the warm gray logo.

In addition to branding our programs, we also seek to standardize our presentations. A Power Point Template will be available for use for all agency presentations. Please maintain the integrity of the presentation by not changing colors or fonts in the template. If you need assistance with your presentation please contact [creative@tcsgeu](mailto:creative@tcsgeu).



Kyle Clay  
Projects Manager  
Communications  
Technical College System of Georgia  
1800 Century Pl. N.E., Suite 400  
Atlanta, GA 30345

Direct: 404.679.1664  
Mobile: 678.591.3653  
Fax: 404.327.1600  
[kclay@tcsgeu](mailto:kclay@tcsgeu)



.25 inches



Adult  
Education



Adult  
Education



Technical  
Education



Data, Planning  
& Research



Governor's Returning  
Veterans Task Force



Accelerating  
Opportunity



Georgia College &  
Career Academies



Technical College  
System of Georgia  
Foundation



Adult  
Education  
Fall Conference



EAGLE  
Exceptional Adult  
Georgian in  
Literacy Education



TCDA  
Technical College  
Directors Association



GOAL  
Georgia Occupational  
Award of Leadership



Rick Perkins  
Award



Enterprise  
Technology  
Summit  
2016



Adult  
Education



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