TECHNICAL COLLEGE
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SYSTEM OF GEORGIA

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 this color palette as a guide for those involved in creating media of all types for the agency.

Primary Logo and Branding Colors

PMS Warm Gray 10
C:0 M:14 Y:28 K:55
R:138 G:121 B:103

PMS 165
C:0 M:60 Y:100 K:0
R:245 G:130 B:32

PMS 362
C:70 M:0 Y:100 K:9
R:73 G:169 B:66

PMS 376
C:50 M:0 Y:100 K:0
R:141 G:198 B:63

PMS 389
C:20 M:0 Y:85 K:0
R:213 G:224 B:78

Secondary Branding Colors

PMS Warm Gray 2
C:0 M:2 Y:5 K:9
R:233 G:227 B:220

PMS 137
C:0 M:35 Y:90 K:0
R:251 G:176 B:52

PMS 109
C:0 M:10 Y:100 K:0
R:255 G:221 B:0

PMS 587
C:5 M:0 Y:40 K:0
R:244 G:243 B:174

PMS 299
C:85 M:19 Y:0 K:0
R:0 G:157 B:220

PMS 300
C:100 M:44 Y:0 K:0
R:0 G:121 B:193

PMS Rubine Red
C:0 M:100 Y:15 K:0
R:237 G:3 B:124

Approved Fonts

Gotham Book
Gotham Bold

Arial Regular
Arial Italic
Arial Bold

Logo Treatments

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