Style Guide
Georgia Department of Education
SCHOOL NUTRITION PROGRAM

For assistance or downloads contact
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Grammatical Consistency

Boilerplate/Mission Statement
School Nutrition is a valuable partner in education, pledging to provide coordinated support for outstanding student achievement through our commitment to excellent service in each of these core areas: Quality Meals, Student and Community Engagement, and Professional Development.

GaDOE Specific Terms
Use “Georgia Department of Education School Nutrition Program” on first reference and “GaDOE SNP” on all subsequent references. “The Program” or “School Nutrition” are also acceptable on second reference for more formal documents. Never use “GADOE” (capital “a”) or “GA DOE” (capital “a” and extra space).

State School Nutrition Director
Dr. Linette Dodson

Hashtags
#FuelingGA
#KeepGAFed

Website and Social Media
https://snp.gadoe.org
Facebook: @GaDOENutrition
Twitter: @GaDOENutrition
Instagram: @gadoe_snp
LinkedIn: In/Gaschool-nutrition-program
School Nutrition is a valuable partner in education, pledging to provide coordinated support for outstanding student achievement through our commitment to excellent service in each of these core areas: Quality Meals, Student and Community Engagement, and Professional Development.
Visual Identity

*Logo, Color Palettes, and Typography*

A consistent visual identity or “look” is a way for our audience to instantly recognize the agency in our publications through the consistent use of the agency’s logo, color palettes, and fonts. Used properly, a visual identity fosters recognition and trust in the agency’s message. Here you will find examples of how to properly use these visual elements compared against improper use.

**Logo**

A logo is perhaps the most recognizable element of an organization’s visual identity and should appear on all public-facing agency communications. The agency’s logo has a distinctive shape and vibrant colors that set it apart from other organizations. The friendly appearance speaks to the agency’s mission to act as a support to schools and districts. The custom “G”, in the shape of a peach, is a reference to a commonly recognized symbol of Georgia. The graduate, frozen in an active pose, refers to the agency’s active commitment to providing access for all students in Georgia to a quality education and a path to graduation.

**ANATOMY OF THE LOGO**

A - Custom “G” Shape, resembling a peach with two leaves, relates the agency to the State of Georgia.

B - “Fueling” and “Future” relates to our commitment to the whole child.

C - “Georgia’s” in Hussar Bold font

D - “Georgia Department of Education School Nutrition” in Myriad Pro font

THIS IS ALSO CALLED THE ‘TAG LINE’
Correct Usage
Consistent and correct usage of the logo preserves the integrity and meaning of the logo. So that the line “Georgia Department of Education School Nutrition” is always readable, the logo has a minimum width of 1 inch and should never be reproduced any smaller. The logo should maintain a protective space or “buffer zone” of no less than the width and height of the “O” in the logo, regardless of its size.

Color
The logo is available in two color formats, full-color and one-color. The full-color logo should always be placed on a white or light-colored, flat background, but never on a dark or highly textured background. The one-color logo may be black on white or light-colored background; white against a dark, solid color; or one of the featured colors of our primary or secondary color palettes (pp. 10-11).
COLOR PALETTES

EXAMPLES OF CORRECT LOGO USAGE

- Full-color on a white background
- One-color black on a white background
- One-color white on a black background
- One-color logos using a middle* color on white
- One-color logos using a middle* color on a lighter shade of the same color

*Light, middle, and dark refer to specific colors on the color palette pages (pp. 10-11).

Icons or Badges

The G is instantly recognizable as GaDOE.
You will see it in your web browser and on all social media accounts.
Additional Logos
For some of our special areas, we have developed 'customized' logos. There are to follow the same guidelines as the GaDOE SNP main logo when it comes to color, size, and placement.
Color Palettes

Use of one of the following color palettes in your documents and presentations helps ensure recognition of agency publications at a glance. As of 2019, the agency is allowing for the use of secondary color palettes as shown on the following page.

**PRIMARY COLOR PALETTE**

- **Orange**
  - Hex color code: EF6400
  - RGB: 239, 100, 0
  - CMYK: 0, 72, 97, 0
  - Pantone Coated: 1585 C
  - Pantone Uncoated: 1585 U

- **Hot Pink**
  - Hex color code: E20177
  - RGB: 226, 1, 119
  - CMYK: 0, 87, 24, 0
  - Pantone Coated: Rubine Red C
  - Pantone Uncoated: Rubine Red C

- **Green**
  - Hex color code: 4A8D29
  - RGB: 74, 140, 39
  - CMYK: 76, 21, 100, 7
  - Pantone Coated: 363 C
  - Pantone Uncoated: 363 U

- **Vibrant Green**
  - Hex color code: AFD622
  - RGB: 175, 214, 34
  - CMYK: 34, 1, 100, 0
  - Pantone Coated: 383 C
  - Pantone Uncoated: 383 U

- **Taupe Brown**
  - Hex color code: 095a30
  - RGB: 15, 90, 54
  - CMYK: 56, 52, 83, 33
SECONDARY COLOR PALETTE - VARIATIONS ON THE PRIMARY PALETTE

**DARK**

- **Dark Orange**
  - Hex color code: #71330B
  - RGB: 113, 51, 11
  - CMYK: 26, 78, 100, 37
  - Pantone Coated: 1585 C
  - Pantone Uncoated: 1585 U

- **Dark Pink**
  - Hex color code: #8A154B
  - RGB: 138, 21, 75
  - CMYK: 55, 47, 16
  - Pantone Coated: 229 C
  - Pantone Uncoated: 229 U

- **Dark Green**
  - Hex color code: #1A4A0A
  - RGB: 26, 74, 16
  - CMYK: 72, 21, 100, 7
  - Pantone Coated: 350 C
  - Pantone Uncoated: 350 U

**MIDDLE**

- **Orange**
  - Hex color code: #EF6400
  - RGB: 239, 100, 0
  - CMYK: 0, 72, 97, 0
  - Pantone Coated: 1585 C
  - Pantone Uncoated: 1585 U

- **Hot Pink**
  - Hex color code: #E20177
  - RGB: 226, 1, 119
  - CMYK: 0, 87, 24, 0
  - Pantone Coated: Rubine Red C
  - Pantone Uncoated: Rubine Red U

- **Green**
  - Hex color code: #4A8D29
  - RGB: 74, 140, 39
  - CMYK: 76, 21, 100, 7
  - Pantone Coated: 363 C
  - Pantone Uncoated: 363 U

- **Vibrant Green**
  - Hex color code: #AFD622
  - RGB: 175, 214, 34
  - CMYK: 34, 0, 100, 0
  - Pantone Coated: 383 C
  - Pantone Uncoated: 383 U

**LIGHT**

- **Light Orange**
  - Hex color code: #F4DDCB
  - RGB: 244, 221, 203
  - CMYK: 1, 17, 18, 0
  - Pantone Coated: 155 C
  - Pantone Uncoated: 155 U

- **Pink**
  - Hex color code: #F2C9D8
  - RGB: 242, 201, 216
  - CMYK: 1, 27, 2, 0
  - Pantone Coated: 250 C
  - Pantone Uncoated: 250 U

- **Light Green**
  - Hex color code: #D6F9D1
  - RGB: 214, 249, 209
  - CMYK: 21, 0, 24, 0
  - Pantone Coated: 372 C
  - Pantone Uncoated: 372 U

- **Light Vibrant Green**
  - Hex color code: #ECF9C1
  - RGB: 236, 249, 193
  - CMYK: 11, 0, 33, 0
  - Pantone Coated: 587 C
  - Pantone Uncoated: 587 U

SECONDARY COLOR PALETTE - COOL COLORS

**DARK**

- **Dark Blue**
  - Hex color code: #0066B2
  - RGB: 0, 102, 178
  - CMYK: 100, 50, 5, 2
  - Pantone Coated: 3005 C
  - Pantone Uncoated: 3005 U

- **Aqua**
  - Hex color code: #51B898
  - RGB: 81, 184, 152
  - CMYK: 81, 0, 55, 0
  - Pantone Coated: 312 C
  - Pantone Uncoated: 312 C

- **Blue-Green**
  - Hex color code: #62B864
  - RGB: 98, 184, 100
  - CMYK: 5, 0, 29, 0
  - Pantone Coated: 3275 C
  - Pantone Uncoated: 3275 U

**MIDDLE**

- **Blue**
  - Hex color code: #0066B2
  - RGB: 0, 102, 178
  - CMYK: 100, 50, 5, 2
  - Pantone Coated: 3005 C
  - Pantone Uncoated: 3005 U

- **Aqua**
  - Hex color code: #51B898
  - RGB: 81, 184, 152
  - CMYK: 81, 0, 55, 0
  - Pantone Coated: 312 C
  - Pantone Uncoated: 312 C

- **Blue-Green**
  - Hex color code: #62B864
  - RGB: 98, 184, 100
  - CMYK: 5, 0, 29, 0
  - Pantone Coated: 3275 C
  - Pantone Uncoated: 3275 U

**LIGHT**

- **Light Blue**
  - Hex color code: #82CFFA
  - RGB: 138, 207, 250
  - CMYK: 32, 0, 20, 0
  - Pantone Coated: 297 C
  - Pantone Uncoated: 297 U

- **Light Aqua**
  - Hex color code: #8B877C
  - RGB: 138, 207, 250
  - CMYK: 32, 0, 20, 0
  - Pantone Coated: 297 C
  - Pantone Uncoated: 297 U

- **Light Blue-Green**
  - Hex color code: #66C2A5
  - RGB: 102, 194, 165
  - CMYK: 21, 79, 4, 0
  - Pantone Coated: 397 C
  - Pantone Uncoated: 397 C

- **Light Yellow Green**
  - Hex color code: #C9D325
  - RGB: 201, 211, 37
  - CMYK: 21, 79, 4, 0
  - Pantone Coated: 587 C
  - Pantone Uncoated: 587 U
Examples of incorrect logo usage for both GaDOE and GaDOE SNP

- Do not “squish” the logo vertically or horizontally.
- Do not use the full-color or one-color black logo on dark backgrounds.
- Do not use old versions of the logo.
- Do not use the one-color white logo on light backgrounds.
- Do not put a box around the logo.
- Do not outline or apply a drop shadow to the logo.
- Do not apply colors from outside the approved color palettes to the one-color logo.
- Do not place the logo on busy or textured backgrounds.
- Do not overprint the logo.
- Do not use the logo at a size smaller than the minimum size.
- Do not distort, rotate, move, or scale individual elements of the logo.
- Do not skew the logo.