Style Guide

Georgia Department of Education

SCHOOL NUTRITION PROGRAM

For assistance or downloads contact
Kelli Cook, *Strategic Marketing & Communications Manager*
kelli.cook@doe.k12.ga.us

Fueling Georgia's Future
Georgia Department of Education School Nutrition

JULY 2020

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 - “eorgia'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.

MINIMUM SIZE

Minimum width
In print: 1 inch
Digital: 130 pixels
DON'T USE TAG

BUFFER ZONE

Buffer is equal to the width
and height of the “O” of the logo.

LOGO WITH NO TAG LINE

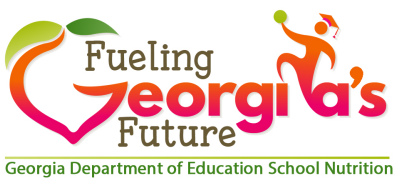
When using the logo in a small space it is best to leave off the tag line.

Rule of thumb:
If you can't read it, don't print it.

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).

FULL-COLOR



ONE-COLOR

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 midde* 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: 695a36
RGB: 105, 90, 54
CMYK: 50, 52, 83, 33

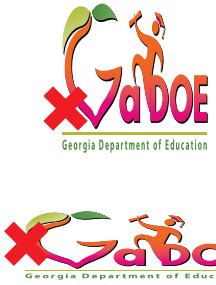
SECONDARY COLOR PALETTE - VARIATIONS ON THE PRIMARY PALETTE

DARK	Dark Orange Hex color code: 71330B RGB: 113, 51, 11 CMYK: 26, 78, 100, 37 Pantone Coated: 1685 C Pantone Uncoated: 1685 U	Dark Pink Hex color code: 8A154B RGB: 138, 21, 75 CMYK: 25, 97, 48, 16 Pantone Coated: 229 C Pantone Uncoated: 229 U	Dark Green Hex color code: 1A4A0A RGB: 26, 74, 10 CMYK: 77, 29, 89, 52 Pantone Coated: 350 C Pantone Uncoated: 350 U	Dark Vibrant Green Hex color code: 4D6308 RGB: 77, 99, 8 CMYK: 54, 24, 99, 45 Pantone Coated: 378 C Pantone Uncoated: 378 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: 00285C RGB: 0, 40, 92 CMYK: 90, 68, 24, 52 Pantone Coated: 2955 C Pantone Uncoated: 2955 U	Dark Aqua Hex color code: 004331 RGB: 0, 67, 49 CMYK: 82, 32, 65, 58 Pantone Coated: 3165 C Pantone Uncoated: 3165 U	Dark Blue-Green Hex color code: 214B23 RGB: 33, 75, 35 CMYK: 84, 29, 88, 52 Pantone Coated: 3305 C Pantone Uncoated: 3305 U	Dark Yellow-Green Hex color code: 54591D RGB: 84, 89, 29 CMYK: 48, 36, 94, 48 Pantone Coated: 5815 C Pantone Uncoated: 5815 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: 3125 C Pantone Uncoated: 3125 U	Blue-Green Hex color code: 62B864 RGB: 98, 184, 100 CMYK: 74, 0, 82, 0 Pantone Coated: 3275 C Pantone Uncoated: 3275 U	Yellow-Green Hex color code: C9D325 RGB: 201, 211, 37 CMYK: 21, 7, 99, 1 Pantone Coated: 397 C Pantone Uncoated: 397 U
LIGHT	Light Blue Hex color code: B2CFFA RGB: 178, 207, 250 CMYK: 37, 10, 0, 0 Pantone Coated: 297 C Pantone Uncoated: 297 U	Light Aqua Hex color code: B8EADC RGB: 184, 234, 220 CMYK: 33, 0, 20, 0 Pantone Coated: 310 C Pantone Uncoated: 310 U	Light Blue-Green Hex color code: BDF7BF RGB: 189, 247, 191 CMYK: 32, 0, 33, 0 Pantone Coated: 317 C Pantone Uncoated: 317 U	Light Yellow Green Hex color code: F6F9BA RGB: 246, 249, 186 CMYK: 4, 0, 37, 0 Pantone Coated: 587 C Pantone Uncoated: 587 U

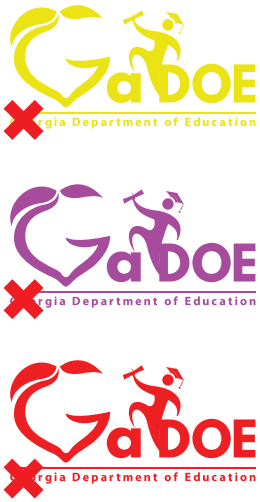
EXAMPLES OF INCORRECT LOGO USAGE FOR BOTH GaDOE and GaDOE SNP



Do not “squish” the logo veritcally 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 apply colors from outside the approved color palettes to the one-color 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 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