



# LOGO MANUAL & STYLE GUIDE



State Bar  
of Georgia

# LOGO MANUAL & STYLE GUIDE

The State Bar of Georgia exists to foster among the members of the State Bar of this state the principles of duty and service to the public; to improve the administration of justice; and to advance the science of law. All persons authorized to practice law in this state are required to be members.

To ensure consistency in promoting the image of the State Bar, please follow the Logo Manual & Style Guide, which explains how to properly use all State Bar registered marks and logo types. Through the consistent use of this brand identity, we can reinforce the State Bar's role of serving the public and the justice system.

**NOTE:** Outside organizations must have prior permission to use these registered marks and logo types. For information and approvals contact the Communications Department at 404-527-8761.

## STATE BAR REGISTERED MARK



## STATE BAR LOGO

The State Bar of Georgia logo is comprised of the registered mark and type treatment of “State Bar of Georgia” in ITC Benguiat Book. ***Unless otherwise noted, all departments, committees, boards, sections and programs shall use the State Bar’s logo on their materials.***



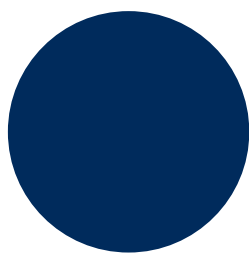
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## STATE BAR SEAL

The use of the State Bar’s seal is limited to applications in which the State Bar’s official identity is required (i.e., awards, recognition plaques, certificates, resolutions, etc.).



## STATE BAR COLOR & TYPEFACE



PANTONE 295

	R: 0
C: 100	G: 40
M: 69	B: 85
Y: 8	
K: 54	

HEX: #002855

### TYPEFACES

State Bar: ITC Benguiat Book  
Also used: Myriad Pro

# PROPER STATE BAR LOGO USAGE

To ensure continued and current proper use of the State Bar logo, the State Bar requires that its logo is used:

1. On printed matters, namely, quarterly magazines, bi-monthly newspapers, annual membership directories, and informational and educational handbooks, brochures, pamphlets and newsletters all concerning law and legal services related subjects.
2. When providing association services, namely, promoting the practice of law on behalf of the members of the State Bar of Georgia; conducting opinion polls to evaluate member responses to judicial candidates' qualifications; and promoting public awareness of the interests and concerns of the legal profession in the community.
3. In conjunction with meeting arranging, namely, organizing and hosting annual and midyear meetings of the membership of the State Bar of Georgia; educational services, namely, conducting classes and seminars in the field of law, including classes and seminars on the subject matter of law practice management; and educational services, namely, preparing soon-to-be-released prison inmates for their return to society by providing job training in the field of basic principles of work, identifying career and educational choices and understanding the role of the employer, management, and supervisors, and courses in the field of business.
4. When providing confidential alcohol and chemical dependency counseling (such use will primarily be the responsibility of the State Bar's Lawyer Assistance Program).
5. When regulating the practice of law by issuing informal advisory opinions regarding State Bar members' ethical activities, by handling grievances against State Bar members, and by mediating and arbitrating disputes regarding fees of State Bar members; providing information relating to the practice of law to State Bar members and easy-to-understand information on the law to the general public by providing a website in the field of law; and providing information relating to the practice of law by monitoring legislative activities to ensure the State Bar of Georgia is aware of legislation that will impact the practice of law and is prepared to comment on behalf of its members when necessary.

Please contact the Communications Department at 404-527-8761 if you have any questions regarding proper use of the State Bar logo.



## POLICIES

1. The State Bar follows The Associated Press Stylebook. There are very few cases where the State Bar's style deviates from AP style. For a list of exceptions, contact the Communications Department.
2. Requests to use the State Bar's marks, logos or seal by outside organizations (such as local or specialty bars, vendors, law-related organizations) will be evaluated by the Communications Department and Office of the General Counsel on a case-by-case basis.
3. State Bar members are not allowed to use the State Bar's marks, logos or seal on their website. They may add text that states they are a member of the State Bar of Georgia, but the use of the State Bar's marks, logos or seal is prohibited.
4. In order to protect our registered marks, we must be sure to include the appropriate mark, logo or seal whenever possible. You may submit samples of uses to John Shiptenko in the Office of the General Counsel.
5. In order to promote consistency in branding and due to the complexity, time and expense of trademarking logos or phrases, the State Bar will only trademark and protect the State Bar's logo, the Young Lawyers Division logo and the words "Cornerstones of Freedom." All other sections, committees, departments, boards and programs may not have their own logo and, if they wish to use a personalized logo, must use the State Bar's logo with a rule line and name beneath in Myriad Pro type. Please see page 7 for example of usage. Please contact the Communications Department if you want to use the State Bar's logo plus the name.



If ever in doubt about the proper use of a logo, contact the Communications Department at 404-527-8761 for clarification.

## LOGO USAGE



1



2



3

1. In most cases, logo 1 should be used, although technically, any of the three logo versions above can be used interchangeably.
2. The logo should either appear in Pantone 295, black or white.
3. The logo can be reversed (white) and placed on any colored background.
4. The logo should never be redrawn or recreated. The ratio of the typeface and the icon should never be changed.
5. The logo should be placed on all State Bar collateral materials (brochures, fliers, pamphlets, magazines, newsletters, videos, agendas, forms, policies, contracts, guidelines, manuals, promotional and educational resources, website pages, social media, etc.), especially those provided to State Bar members and the public. In all instances the logo should be displayed in a straightforward and uncrowded manner. Space requirements and design considerations will determine which of the three logo versions is most effective.
6. If any department is printing the logo through an outside vendor, the design must be approved by the Communications Department.

## IMPROPER USAGE

Logo should not be stretched vertically or horizontally.



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Logo should always have space around it.



Ca que hui crenatrum paredo, egi  
igilissent. Aric furite inirioresid conc  
rei etro vitil hi, C. Bi in viverteribus  
opossimum, C. Ut virtiliam is tur  
aperum ac vivid tam unt. Oltorei  
sulicam iam  
ducerferei tem  
non Etracci  
viviris di, clus. Bonsullaris, cut  
virmilnem o etis, novideo ad aperi  
prat. i poenihil unu mor acid criticibu  
nte. Eticibu ntemus, novideo ad  
aperi prat. i poenihil unu mor.



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Ca que hui crenatrum paredo, egi  
igilissent. Aric furite inirioresid conc  
rei etro vitil hi, C. Bi in viverteribus  
opossimum, C. Ut virtiliam is tur  
aperum ac vivid tam unt. Oltorei  
sulicam iam ducerferei tem non  
Etracci viviris di, clus. Bonsullaris,  
cut virmilnem o eticibu ntemus,  
novideo ad aperi prat. i poenihil unu  
mor acid criticibu nte.

Logo should not be printed on a dark background unless it is the sword-holder by itself.



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## SAMPLE RULE LINE & NAME BENEATH LOGO USAGE

As mentioned in Policy 5 on page 4, the State Bar will only trademark and protect the State Bar's logo, the Young Lawyers Division logo and the words "Cornerstones of Freedom." All other sections, committees, departments, boards and programs may not have their own logo and, if they wish to use a personalized logo, must use the State Bar's logo with a rule line and name beneath in Myriad Pro font. Please contact the Communications Department for guidance when using the State Bar's logo plus the name.

The guidelines found below specific to ICLE are for illustrative purposes only and apply to all sections, committees, etc., that use a Rule Line and Name Beneath logo.



1

The Institute of Continuing Legal Education of the State Bar of Georgia ("ICLE") logo is comprised of the State Bar of Georgia's logo with "Institute of Continuing Legal Education" spelled out beneath, with rule line(s). Logo 1 or 2 may be used, depending on what looks best for the use.

The same color, typeface and policies apply to the ICLE logo as the State Bar's logo.

This logo must be placed on all collateral materials (brochures, fliers, pamphlets, meeting booklets, videos, magazines, newsletters, agendas, forms, contracts, guidelines, promotional resources, website pages, social media, etc.), especially those provided to State Bar members and the public.



2

### TYPEFACE

State Bar: ITC Benguiat Book  
Type below logo: Myriad Pro



# YOUNG LAWYERS DIVISION MARK

1



The Young Lawyers Division (“YLD”) registered mark may be used in black or reversed (white) on a color background. The same policies apply to the YLD registered mark as the State Bar’s logo.

2



> Typeface: Arial

> The YLD mark includes both the graphic and the words. Both must be used.

> Because the High School Mock Trial Program (HSMT) is a program of the YLD, the YLD mark must be used with the HSMT logo whenever possible.

## PROPER YLD MARK USAGE

To ensure continued and current proper use of the YLD mark, the State Bar requires that this mark is used:

1. On printed matters, namely, quarterly magazines, bi-monthly newspapers, annual membership directories, and informational and educational handbooks, brochures, pamphlets and newsletters all concerning law and legal services related subjects.
2. When providing association services, namely, promoting the practice of law on behalf of the younger members of the State Bar of Georgia; and promoting public awareness of the interests and concerns of the legal profession in the community.
3. In conjunction with educational services, namely, conducting classes and seminars in the field of law; and meeting arranging, namely, organizing annual and midyear meetings for the younger members of the State Bar of Georgia.
4. In conjunction with public assistance services, namely, informing the public of the scope of legal services, and providing charitable legal services to the elderly, poor and needy.

Such use will primarily be the responsibility of the State Bar’s YLD. The YLD mark should be placed on all YLD and HSMT collateral materials (brochures, fliers, pamphlets, magazines, newsletters, videos, agendas, forms, policies, guidelines, manuals, promotional and educational resources, website pages, social media, etc.), especially those provided to State Bar members and the public.

# CORNERSTONES OF FREEDOM® MARK

The words “Cornerstones of Freedom” are the mark.

## CORNERSTONES OF FREEDOM® LOGO

The Cornerstones of Freedom® logo is comprised of the Cornerstones of Freedom® mark and the State Bar of Georgia logo as shown below.



## PROPER CORNERSTONES OF FREEDOM® LOGO USAGE

Any State Bar program or project that receives funds from the Cornerstones of Freedom® program must contain the following on the materials (website, handbooks, PSAs, videos, etc.) in some combination of the following three:

1. The logo above; and/or
2. The words “Cornerstones of Freedom®” including the registered mark in the narrative of the materials. Examples:
  - The Suicide Awareness Campaign PSAs were made possible by funding from the State Bar of Georgia’s Cornerstones of Freedom® program.
  - (Project funded by the Cornerstones of Freedom® program of the State Bar of Georgia.)
  - This animated video is part of the Virtual Museum of Law, presented by the State Bar of Georgia’s Law-Related Education Program and funded by the Cornerstones of Freedom® program.
  - This PSA is brought to you by the Cornerstones of Freedom® program of the State Bar of Georgia, which promotes understanding of the law and its role in society through a public education program about democracy, the rule of law, the legal profession and the judicial system.
3. The State Bar’s logo, combined with #2 above.

The same color, typeface and policies apply to the Cornerstones of Freedom® logo as the State Bar’s logo.

## OTHER BAR PROGRAM LOGOS

The following logos are not registered. While they do unofficially represent their respective program, it should always be made clear that they are State Bar programs wherever they are used. This can be done visually by using the State Bar's logo in conjunction with the program logo or using the State Bar's name within the accompanying text.



R: 0 G: 0 B: 0  
HEX: #000000



R: 255  
G: 230  
B: 0



R: 246  
G: 210  
B: 0



R: 0  
G: 83  
B: 143



R: 21  
G: 104  
B: 179

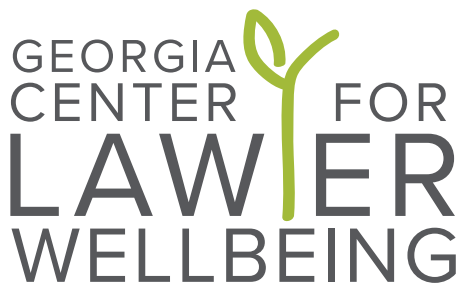


R: 169  
G: 30  
B: 49



R: 238  
G: 31  
B: 50

**TYPEFACE:**  
Big Fish  
Ensemble



R: 88 G: 88 B: 91  
HEX: #58585B



R: 163 G: 187 B: 58  
HEX: #A3BB3A

**TYPEFACE:**  
Proxima Nova Regular



R: 0 G: 0 B: 0  
HEX: #000000



R: 231 G: 160 B: 23  
HEX: #E7A017

**TYPEFACE:**  
Trade Gothic LT Std

! If needed, contact the Communications Department at 404-527-8761 for clarification.