

# GEORGIA READS TOGETHER

## LOGO STANDARDS SHEET (version 1.0)

08.14.26

This logo is the primary image for the Georgia Reads Together 2027 branding theme and identity.

As a general rule:  
Never stretch, condense, skew or otherwise alter the logo and it's graphic positioning in any way.

Use this standards sheet as a guide and to ensure brand implementation consistency across all mediums.

### FONTS

The Georgia Reads logotype is a custom designed image to reflect the brand's personality and uniqueness.

Font Family: Effra

**A B C D E F G H I J K L M N O P**

**1 2 3 4 5 6 7 8 9 0**

**A B C D E F G H I J K L M N O P**

**1 2 3 4 5 6 7 8 9 0**

**A B C D E F G H I J K L M N O P**

**1 2 3 4 5 6 7 8 9 0**

**A B C D E F G H I J K L M N O P**

**1 2 3 4 5 6 7 8 9 0**

**A B C D E F G H I J K L M N O P**

**1 2 3 4 5 6 7 8 9 0**

### COLOR PALETTE

To ensure consistency when reproducing the Georgia Reads Together Identity, refer to the following color palette #HEX codes and example gradients and color splats.

#### LOGO (PRIMARY):

GEORGIA★READS  
*Together*

#### LOGO (STACKED):

GEORGIA  
READS★  
*Together*

#### ONE COLOR VERSIONS:

GEORGIA★READS  
*Together*

GEORGIA  
READS★  
*Together*

GEORGIA★READS  
*Together*

GEORGIA  
READS★  
*Together*

When a one color version is required always use PMS 2685 or Black to ensure best quality. For Co-Branding either use Black or the Partner primary brand color.

#### BACKGROUND USAGE:

GEORGIA★READS  
*Together*

GEORGIA★READS  
*Together*

GEORGIA★READS  
*Together*

GEORGIA★READS  
*Together*

GEORGIA★READS  
*Together*

GEORGIA★READS  
*Together*

Use PMS 2685 as a solid background with a solid white or PMS 7579 logo version. On lighter backgrounds it is preferred to use the full color logo.

#### CLEAR SPACE:

GEORGIA★READS  
*Together*

GEORGIA  
READS★  
*Together*

For best usage try to keep other logos, graphics and images at least a "GA" distance from the logo.

#### MISUSAGE:



GEORGIA★READS  
*Together*



GEORGIA★READS  
*Together*



GEORGIA★READS  
*Together*



★ GEORGIA READS  
TOGETHER



GEORGIA★READS  
*Together*



GEORGIA  
★ READS ★  
TOGETHER

#### PRIMARY PALETTE:



#492F90  
PMS: 2685



#9C3092  
PMS: 254



#10A751  
PMS: 7481

#### SECONDARY PALETTE:



#000000



#00A3A6



#00C0D5



#00D9FF



#FF9A00



#EF00C6

#### GRADIENTS:

