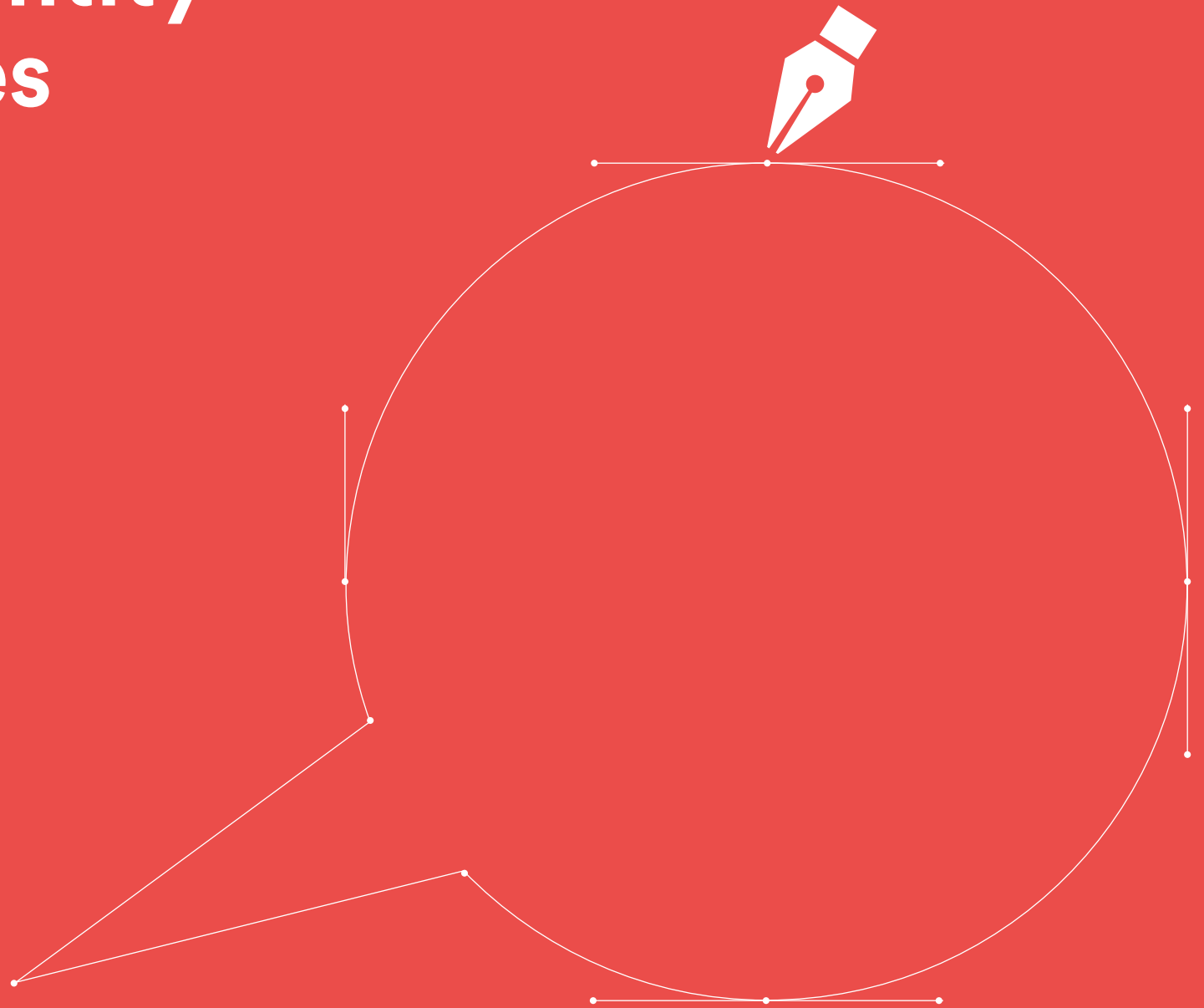


Brand Identity Guidelines



Contents

- 01. Shared Purpose
- 02. Logotype
- 03. Typography
- 04. Colors
- 05. Illustration
- 06. Photography
- 07. Identity System
- 08. Swag

Shared Purpose

It's time to recognize and acknowledge that the opportunity to innovate has not been shared equally. For too long, too many have thought of innovation as the purview of certain types of people working only in specific locations and in a narrow range of industries. The Partnership for Inclusive Innovation believes the right assistance and alliances today can spur innovation for a better Georgia tomorrow.

Opportunity is everywhere, but historically not everyone has had access to it. The Partnership democratizes innovation by nurturing it where it already thrives in metropolitan tech centers and extending it to new areas. We make an extra effort to identify those who don't necessarily identify as stereotypical entrepreneurs — those dreamers and doers who have great ideas, strategies and capabilities but need an extra boost to seize opportunity and achieve their aspirations.

The Partnership has come together for a singular, critical purpose: to activate untapped potential throughout Georgia by catalyzing collaboration among the next generation of innovation leaders and the powerful ecosystem of businesses, urban, suburban and rural communities, universities and government to advance Georgia's economic development for a stronger, more resilient and more equitable future.

Partnership for Inclusive Innovation.
Innovation, opportunity and shared economic success.

Logotype

This is the Partnership logo. It is comprised of our acronym and full name displayed side by side. It uses a simple sans serif font with clean lines and concise forms to best reflect the clarity of our mission. It is a

modern type to pair with our forward thinking goals. The dot for the “i” in the logo, which resembles a push pin, serves as a visual reference to the Partnership’s acronym. This graphic is emblematic of the communication and

collaboration that is essential to our organization and also establishes unique visual differentiation. In a black and white treatment, our red can be used to highlight the acronym within the title for another visual style.

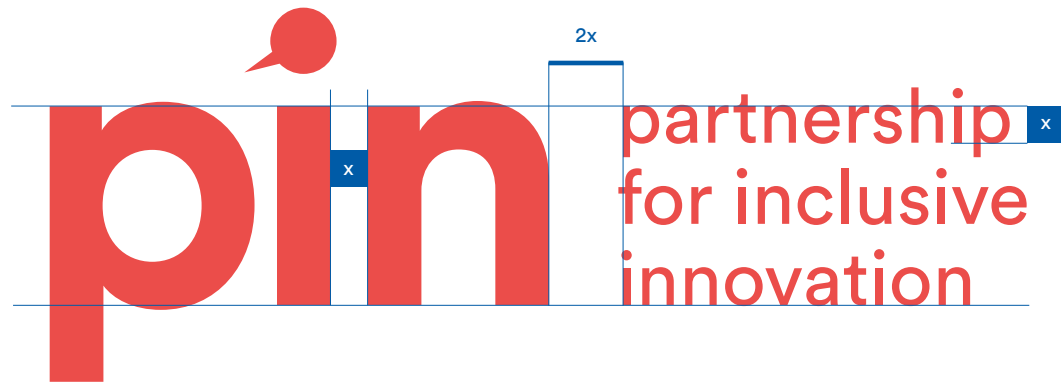


Rationale

The intentional spacing of the logotype contributes to its clean and modern appearance. The spacing between the acronym and the full name is 2x the

width in between the letters 'i' and 'n' of the acronym. Additionally, the height of the letters in the full name is the same as the width of space in between the

'i' and 'n' in the acronym. It is imperative that these proportions and exact measurements never vary and are upheld at all times.

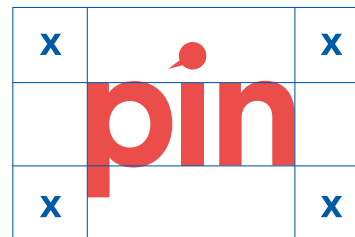
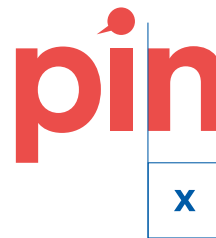


White Space Minimum Size

The logotype works best when it has room to breathe. Always make sure you maintain the minimum (or more!) clear space around the logotype. White space helps

emphasize the clarity and focus of our mission. The minimum white space is 1x, which is equal to the width of the letter 'n' in the logo. When the acronym stands

free from the full name, use 3x spacing. The logo is meant to be larger than 1" or 72 px. When it is smaller than those dimensions, the logo loses its power.



What Not To Do

Creativity can be fun, but compromising the brand is not. Below are some rules to follow when using the Partnership logotype.

In order to maintain the strength and consistency of the brand, it is important to refrain from making any changes or stylistic decisions

pertaining to the logo. If you have any questions or need more information, contact the Marketing Department directly.



Do not print full color logo on any color other than white.



Do not print full color logo on black.



Do not use shadows or other effects.



Do not print the logo with another color.



Do not alter, rearrange or remove any elements of the logo.



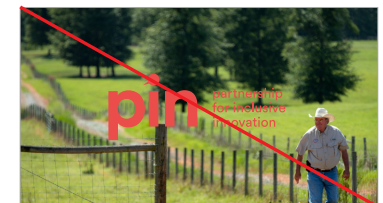
Do not alter, rearrange or remove any elements of the logo.



Do not distort, stretch or squeeze the logo.



Do not rotate the logo.



Do not place the color logotype over photography.

Typography

Circular Std is a geometric sans-serif typeface family consisting of eight weights, ranging from Book to Black. Originally designed in 2008, this font has undergone

continuous development as more styles fill out the collection. This font marries functionality and style with its take on a simple geometric typeface.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&#@?!*{

Book
Medium
Black

Typography Alternative

In cases where we do not have access to the identity type family or when using an old operating system, the suggested font choice is Arial.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&#@?!*{

Black
Bold
Book

Corporate Colors

The power of the Partnership color palette rests in its simplicity. Derived from the three primary colors, these bold shades can be used to draw attention and provide

visual definition between content. The Partnership logo is by default red, but the other corporate colors can be used for visual hierarchy and contrast.

Maintaining this restricted color palette throughout all applications will ensure a cohesive and on-brand look.

Color Guide



R235 G77 B74
C0 M81 Y66 K0
#eb4d4a

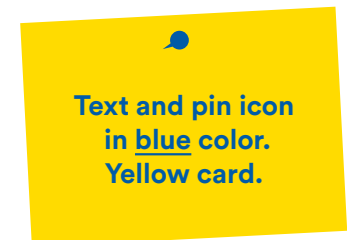
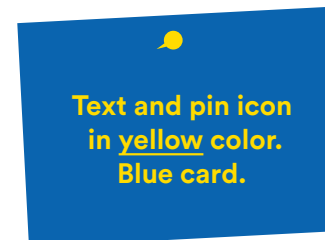
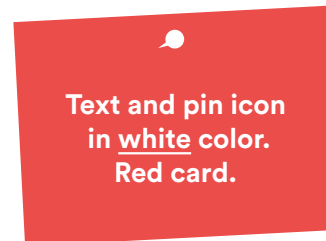


R0 G91 B167
C97 M61 Y00 K02
#005ba6



R255 G219 B0
C2 M11 Y92 K0
#ffdb00

Color Combination

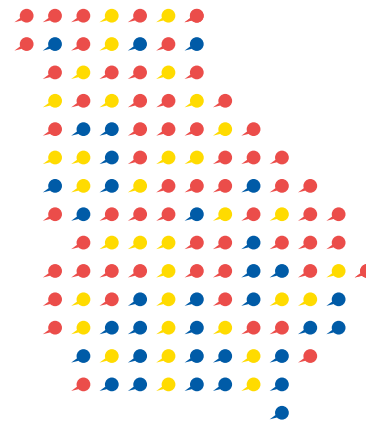
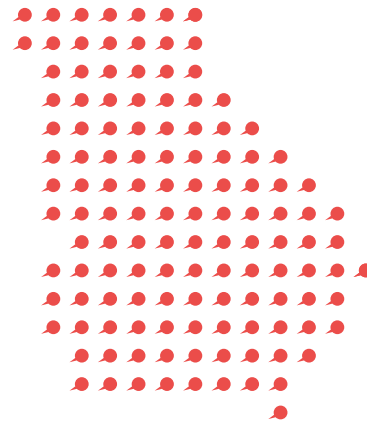


Illustrations Map Versions

Our materials can also feature a map of Georgia in different treatments — both a solid color version, utilizing an arrangement with our push pin graphic, and a version where a photo fills the state.

For color variation, the solid map can be treated with any of the three corporate colors in the color palette. For the push pin variation, a treatment with just one of the corporate colors is

acceptable, as well as a treatment that includes a combination of all three corporate colors. These maps can be used to display areas of work and add visual variety to content.



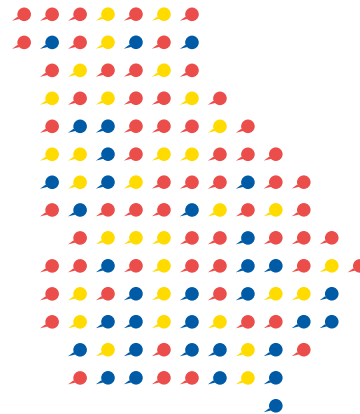
Partnership Illustrations

Different illustrations can be created by using the Partnership symbol in repetition. However, it is vital to always utilize the same distance between each

symbol, similar to a pixelated image. The map of Georgia, found below, is a good representation of this idea. We encourage the use of creativity in forming other

illustrations, maps and lettering while still abiding by the distance rule.

Georgia Map



East Coast



Anniversary Example

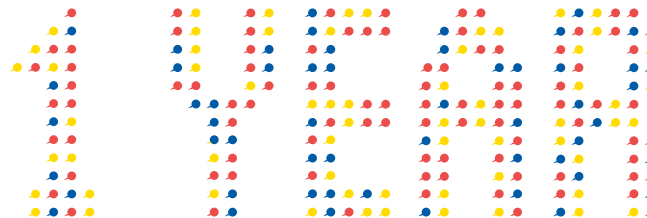
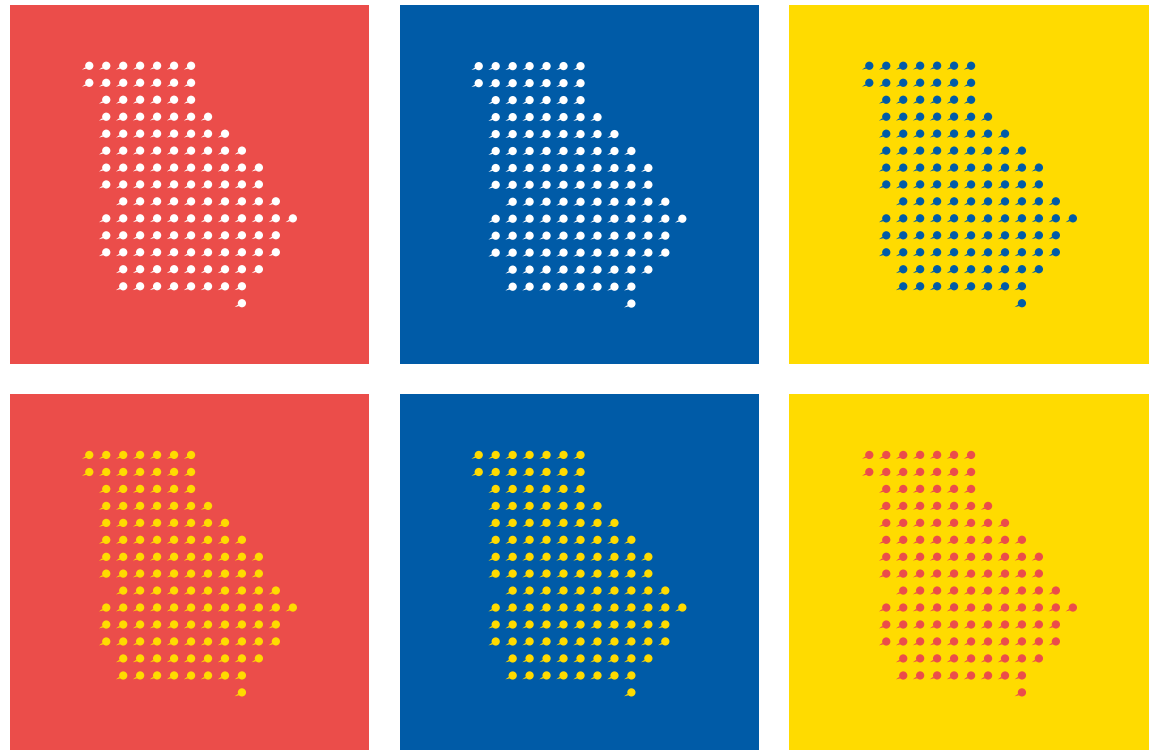


Illustration Use

The illustrations created with the Partnership push pin graphic can be combined with the corporate colors and superimposed on

different colored backgrounds. Shown below are examples of different color variations that may be used.



Documentary Photography

Use photography to showcase the variety of the Partnership's programs and projects. To demonstrate our forward-thinking spirit, these documentary

photographs should depict innovation, diversity, collaboration and people engaging in meaningful work together.



Corporate Photography

Photography is one of the strongest and most influential graphic resources of the Partnership identity. Therefore, our corporate photography should reflect

the innovative efforts and work of the Partnership. The photos should be modern, displaying ingenuity and technological advancements.



Business Cards

The business cards are intended to display a clear, modern appearance and are printed on heavy white paper. One side should feature the map of Georgia

and the address while the other contains the Partnership logo and relevant personal information.



Circular Std Black 6.8 pt
C0/M82/Y66/K0

Circular Std Book 6.8 pt
C00/M82/Y66/K00

Use colorful maps for visual variation.



Circular Std Black 6.8 pt
C0/M82/Y66/K0

Circular Std Book 6.8 pt
C0/M82/Y66/K0

All Partnership materials should use the same Typography Family: Circular Std Book for text. Black for highlighting information within text.

Letterhead

The Partnership's letterhead combines a modern sensibility with the bold corporate red in the footer. This footer contains a 3° diagonal tilt that evokes

progressiveness in its design. The letterhead body copy should be in black with a font type of 8.5 pt Circular Std Book.



May 19, 2021

Dear Jane,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Sincerely,

John Doe

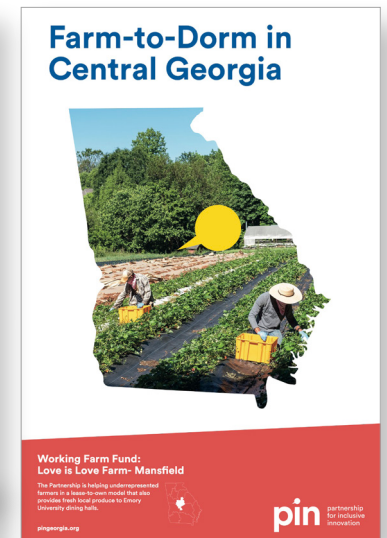
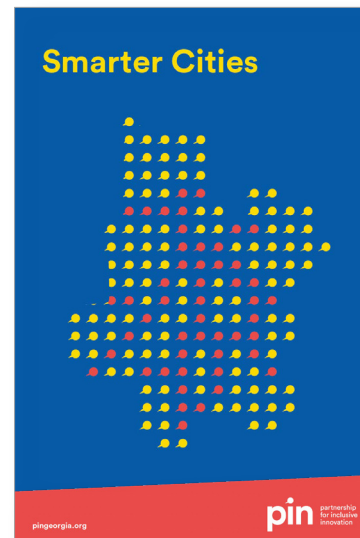
3° tilt

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Posters

The Partnership identity system can utilize various graphics and color treatments for visual interest. A variety of corporate colors, maps and photo treatments can be used

across materials. In these cases, the Partnership logo should be placed in a corner. For instances where a dark background is used, the logo can appear in white.



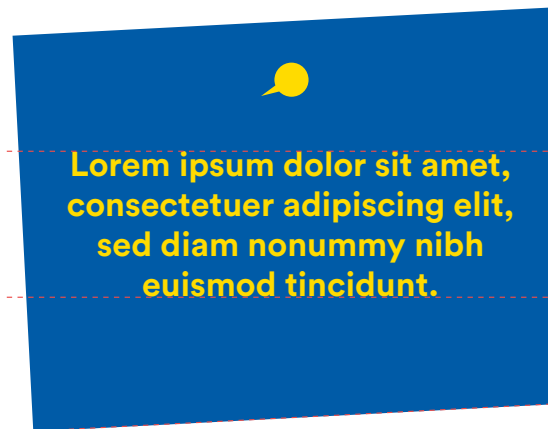
Turn System

When using the angle treatment, photographs and color blocks can be rotated diagonally on a 3° incline. The text and other

graphic elements should remain horizontal and never be rotated. These guidelines must always be upheld with no deviations.



3° tilt



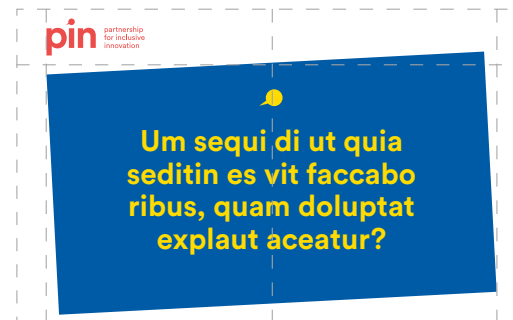
Text always straight

3° tilt

Social Media Ads

Below are examples of how to utilize the rotated elements and how they apply to social media use cases. The combination of these

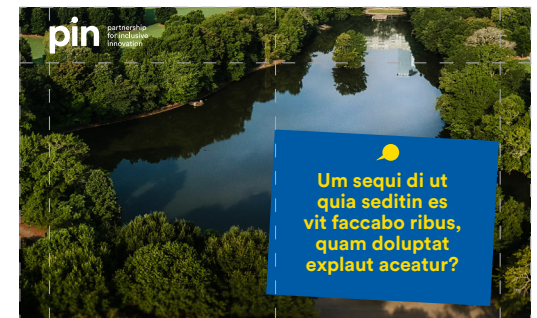
different elements, colors and photographs displays a diverse and flexible system containing many possibilities.



Social Media Ads

Below are further examples of how to utilize the rotated elements and how they apply to social media ads. Each of the different

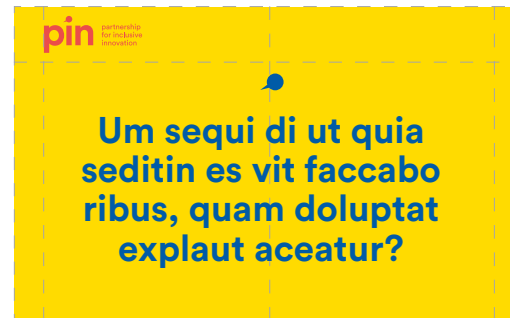
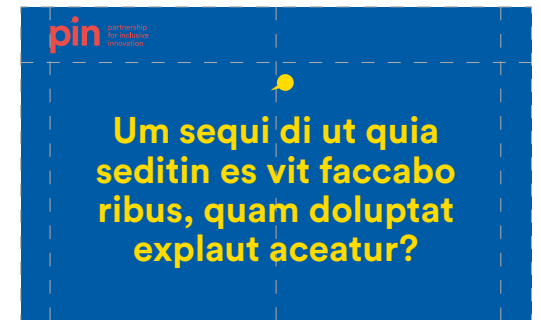
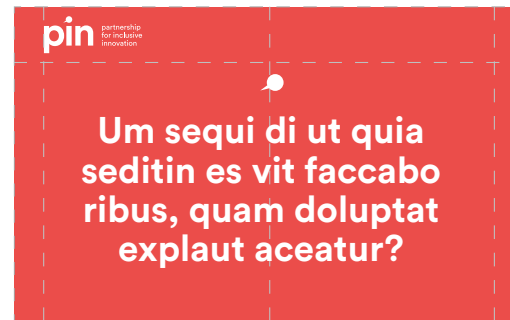
elements shown in the examples below can be altered to fit a variety of different use cases.



Social Media Ads

Below are more examples of the combination of corporate colors and how they apply to social media ads. Like the examples shown on the previous page, each of these

designs can be modified to suit numerous different uses. One such possibility is the rotation of certain elements of the social ads below.



Social Media Sizes

The Partnership logo should appear in social media profiles as shown below, with the white logo on the red circle. Below, the current banner measurements for

LinkedIn and Twitter are shown. There is a possibility these measurements will change in the future, so be sure to review any social media profiles regularly.

LinkedIn



Avatar
400 x 400 px

Twitter



Avatar
400 x 400 px

Sample Sizes

Post simple
520 x 320 px

Post simple
1024 x 512 px

Post + link
520 x 272 px

Post + link
600 x 335 px

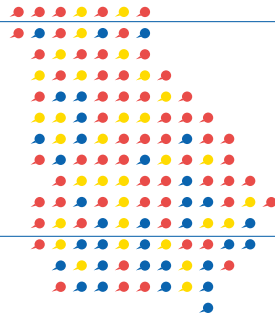
Powerpoint

These are sample slides from the Partnership power point template. These slides maintain the consistent branding across different

templates for a variety of designs to pair with the information deck. Utilizing the power point template in presentations ensures

our brand and messaging are cohesive and displays a professional, clean look.

Partnership for Inclusive Innovation



Circular Std Bold 32 pt

Strategic Engagement Board Committee Meeting
Co-Chairs: Chris Womack and Jana Kanyadan

Circular Std Book 20 pt



Our Mission

To advance established and emerging innovators for a stronger Georgia

- **Strategic Engagement Committee Objective**
To guide and implement next level of strategic engagement across the state and nationally, including local government officials, national foundations for increase opportunity and development of the Partnership and Impact Fund

Circular Std Bold 32 pt

Circular Std Bold 20 pt
Circular Std Book 20 pt

Agenda

WELCOME & PIN 1-YEAR IMPACT		08:30 – 09:30am	
Welcome & new member introduction	08:30 – 08:45am	Lt. Governor Geoff Duncan – Lt. Governor, State of Georgia G.P. "Bud" Peterson – Board Chair, President Emeritus and Regents Professor, Georgia Tech	
1-year impact	08:45 – 09:15am	Debra Lam – Executive Director, Partnership for Inclusive Innovation	
Discussion and closing	09:15 – 09:20am	All	
PIN STRATEGIC PLANNING		09:20 – 10:00am	
Inclusive innovation market research Board discussions	09:20 – 09:45am	Rich Wang – Director, Jabian Consulting Matt Cheetham – Senior Manager, Jabian Consulting	
National pr proposal Board discussions	09:45 – 09:55am	TBD – Jackson Spalding	
Key takeaways and closing	09:55 – 10:00am	Debra Lam – Executive Director, Partnership for Inclusive Innovation Lt. Governor Geoff Duncan – Lt. Governor, State of Georgia G.P. "Bud" Peterson – Board Chair, President Emeritus and Regents Professor, Georgia Tech	

Circular Std Bold 12 pt
Circular Std Book 12 pt

pin

Swag

Partnership swag is created to celebrate our brand. Using the Partnership logo in merchandise raises awareness of our brand and brings attention to our organization.

This collection intends to unify our organization around a single brand look.



pingeorgia.org
75 5th St. NW, Suite 3000
Atlanta, GA 30308
inclusiveinnovation@gatech.edu

