

Logo and Printing Policies

All logos of the college are trademarked. Any use of any ABAC trademark must be in accordance with this policy. Any use that does not comply with the ABAC trademark policy or does not have written authorization from Public Relations is not authorized. Trademarks exist to help consumers identify, and organizations publicize, the source of products. Some organizations make better products than others; over time, consumers begin to associate those organizations (and their trademarks) with quality. When such organizations permit others to place their trademarks on goods of lesser quality, they find that consumer trust evaporates quickly. That's the precise situation that ABAC seeks to avoid.

OFFICIAL COLORS

For Print

Green: Pantone 357 on coated and uncoated items

Gold: Pantone coated documents 1245 or 110 uncoated items

*In cases where pantone colors are not used (ie: t-shirts or polos) dark or forest green and a gold **NOT** yellow should be used.

For Web

Green: #006600

Gold: # F4CA3A

Official ABAC Logo

May be reproduced in:

- All Black
- All 357 Green
- All white against a contrasting color

Stallion Logo

May be reproduced in:

- Black and white or color
- Head only
- Running stallion with stylized ABAC

Letterhead

All original signed correspondence will be on official letterhead and envelopes. Official letterhead is ivory linen paper with the official college logo printed in black. Official envelopes are ivory linen with the name of the division or department will be in all caps centered above the logo with the ABAC box #, and address on one line under the logo.

- Electronic letter head may be black official logo on white background.

- Mass produced **copies** of original correspondence and receipts may be mailed on white paper in a white envelope with the logo and return address in standard format like the official letterhead.
- Any mailings using the ivory envelopes must have a clear address label.

Letterhead:




ABRAHAM BALDWIN AGRICULTURAL COLLEGE

Office Name

ABAC #, 2802 Moore Highway Tifton, Georgia 31793-2601
229-391-XXXX • Fax 229-391-XXXX
www.abac.edu

Envelopes:

OFFICE NAME




ABRAHAM BALDWIN
AGRICULTURAL COLLEGE

ABAC #, 2802 Moore Highway • Tifton, GA 31793-2601

Business Cards

- Ivory with 357C print
- Official logo of the college centered on top
- Card holder's name centered in all caps, bold
- Title below name in smaller, italicized font
- Bottom:
 - **Left justified:**
 - Address on two lines
 - www.abac.edu
 - **Right justified:**
 - Office number
 - Fax number
 - Email address



ABRAHAM BALDWIN
AGRICULTURAL COLLEGE

JOHN S. DOE
Job Title

ABAC #, 2802 Moore Highway Tifton, Georgia 31793-2601 www.abac.edu	Office (229) 391-XXXX Fax (229) 391-XXXX name@abac.edu
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Other Approved ABAC logos include in either color or black in white:



Printing Policies

All items to be produced with the purpose of recruiting or promoting ABAC on or off campus must be approved by the Office of Public Relations before production begins. These items include but are not limited to:

- Announcements
- Apparel
- Banners
- Brochures
- Decals
- Event Programs
- Exhibit Materials
- Flyers
- News stories
- Promotional Pieces
- Signs
- Video or Audio Productions
- Vehicles