

EXTERNAL CO-BRANDING

As the number of partnerships with outside companies, organizations, and academic institutions increase, there is a need to build structure around how to best represent Georgia in these partnerships.

The co-branded entity's logo and the University of Georgia logo should be the same size and proportional to one another. The entity's logo can be smaller, but must never be larger.

The entity's logo and the University of Georgia logo should be separated by the X height of the Georgia wordmark. Ideally, the wordmark and entity logo will appear on opposite sides of the page on documents, displays, etc., being utilized by the co-branded entity. When that's not possible, separate the two entities with the Georgia I-bar.

