

## GRAPHIC STANDARDS:

### Primary Logo, Composite Logo, Seal

- Logo Components
- Color
- Size and Position
- Area of Isolation
- Usage



THE GEOLOGICAL SOCIETY  
OF AMERICA

The Geological Society of America (GSA) logo is an important tool that we use to communicate who we are, what we offer, and what distinguishes us from other geoscience organizations. The logo represents the identity of our Society and the progressive, forward-looking image we wish to portray. It may be used on all Society promotional materials provided such usage adheres to these guidelines.

The following graphic standards define the correct use of the GSA primary logo, the composite logo and the seal.

The new GSA logo is intended for use on all marketing and promotional materials. The Seal will be reserved for official purposes—such as awards and medals—only.

### Primary Logo



The Mark

THE GEOLOGICAL SOCIETY  
OF AMERICA

The Name Element

### Composite Logo



The Seal



The Mark

THE GEOLOGICAL SOCIETY  
OF AMERICA

The Name Element

### • Approved versions: Primary and Composite Logos



THE GEOLOGICAL SOCIETY  
OF AMERICA



THE GEOLOGICAL SOCIETY  
OF AMERICA



THE  
GEOLOGICAL  
SOCIETY  
OF AMERICA

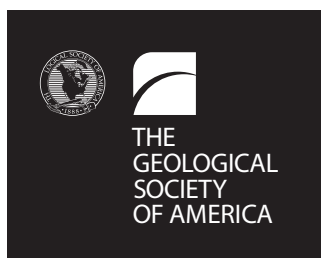


THE  
GEOLOGICAL  
SOCIETY  
OF AMERICA

The GSA mark should never appear without the name element.

• Other Approved Logo Versions:  
Reversed

When reversing the logo a solid color background is preferred, but a photographic background is acceptable providing proper contrast between the background and the logo is maintained. In this way, the logo remains clearly readable. Use only the one-color version—not the grayscale—for this purpose.



Gray area of logo is a 40% screen of black.

Seal is a 60% screen of black when used with grayscale version of the mark.



One-color



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Grayscale



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Outline – ONLY for use over photography



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When using the logo over a photographic background, use of the outline logo is an option. Depending on the placement of the logo, you may overprint the photo with all logo elements in black or reverse out of the photo with all logo elements in white. Make sure proper contrast between the logo and photograph is maintained in the positioning of the logo on the photograph. The smallest acceptable usage of the outline version of the logo is .3125" (5/16" or ~2 picas) for the width of the mark. The weight of the outline should not be finer than .5 points.

## SIZE and POSITION

Only one GSA logo – EITHER primary OR composite – should appear on a page or section of advertising material, whether for print or electronic media. The recommended placements are either the upper left or lower right corner. The logo must be within the printable area of all electronic materials.

The minimum size of the logo is 0.3125 (5/16 inch or 2 picas), as measured horizontally from the edges of the mark element.

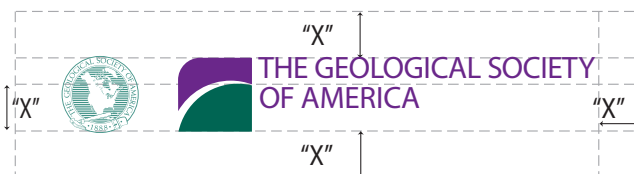
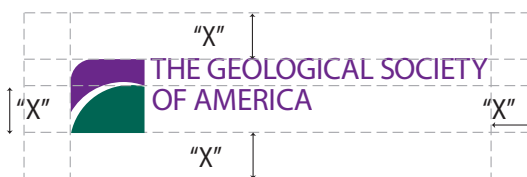
When the logo is scaled, the proportions must be constrained.



There is no maximum usage size for the logo. However, when it is larger than four inches across (on an item such as a banner or exhibit) use a “vector” version of the logo. An Adobe Illustrator EPS is an example of a commonly used format for vector artwork.

## AREA of ISOLATION

Area of isolation refers to the area surrounding the logo that may not contain other graphic elements or type, as illustrated by the diagram to the right. This area of isolation also dictates the placement of the logo on a page relative to the edge of the page, i.e. the logo may not be placed closer to any edge of a page where that area is smaller than the area of isolation. The area of isolation is determined to be the distance from the tip of the white arc to the lower right corner of the mark element for both the primary and composite versions of the logo, regardless of the size of the logo.



## COLOR: Print Materials

The GSA logo is two colors, which are based on colors from the Pantone® Color Matching System (PMS). The standard colors listed below should always be used to ensure consistency in the visual appearance of items bearing the logo. Always match color to the Pantone® Color Matching System guide—not to this document!

- **Standard colors** for printing on either coated (glossy) or uncoated (non-glossy) paper



Whenever possible, use the 2-color PMS or 4-color CMYK versions of the logo. However, if usage is restricted to one color, use the black, white, or grayscale version of the logo.

- **Equivalent CMYK color builds** can be substituted as follows:

PMS 268 / Purple	C 82%	M 100%	Y 0%	K 12%
PMS 3305 / Green	C 100%	M 0%	Y 61%	K 61%

## COLOR: Electronic Usage

When the GSA logo is used electronically and the availability of “high color” (16 bit) or “true color” (24 bit) rendering is assured, the following True RGB or True Hexadecimal color values must be used. When the logo is used in electronic media where color palette availability is uncertain as in an extranet Web application, use the RGB or Web Hexadecimal color values.

	PMS 268	PMS 3305
True RGB	77 / 25 / 121	0 / 88 / 74
True Hex	4D1979	00584A
Web RGB	51 / 0 / 102	0 / 102 / 51
Web Hex	330066	006633

## GUIDELINES on USE of the GSA SEAL

- You may not alter the proportions of the Seal in any way. It must remain circular.
- You may not alter the elements of the Seal in any way.
- The Seal may not be used as a background graphic element except as approved on a case-by-case basis by the Society.
- The Seal must not “bleed” off the page or be partially obscured under any circumstances.
- Maintaining readability of the Seal is a paramount concern when determining reproduction size. Recommended minimum size for print reproduction (when used alone without the mark) is 0.375 (3/8) inch. For electronic reproduction, the recommended minimum size is 1.0 inch at 72 dpi.
- When using a reversed version of the Seal by itself, recommended minimum size for print reproduction is 0.5 inch.



0.375"

Minimum Print Size



1.0"

Minimum Electronic Size



0.5"

Minimum Print Reversed Size

## ASSISTANCE

Please feel free to contact us if you need assistance with any of the GSA graphic standards, with the use of the GSA logo, or if you need electronic files of the various logo versions/formats.

Geological Society of America Brand Manager

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