

Brand Guidelines



**Georgia Cyber
Innovation & Training
Center**

February 2024

Table of Contents

Strategy	3	Trademark	22
Vision	4	Usage Guidelines	23
Mission	5	Assets	24
Key Tone Words	6		
		Color	25
Logo		Color Palette	26
Logo	8		
Components	9	Typography	27
Primary Use	10	Fonts	28
Secondary Use	11		
Size and Space	12	Stationery Suite	29
Improper Use	15	Stationery Samples	30
Sub-Brands	16	Editorial	31
AU Co-Branding	17	Abbreviations	32
Cyber Augusta	18	Boilerplate Statement	32
e1337 Training	19	Campus Definitions	32
Department Lockups	20		

Strategy

Vision

Our Vision

A vision statement is an internal statement: a long-term inspiration and emotional goal of what we want to achieve.

To lead a revolution in cybersecurity through unprecedented collaboration and innovation.

Mission

Our Mission

A mission statement is how you do it - it sets priorities, guides business decisions and lets everyone know what you aim to achieve.

To cultivate an ecosystem where the combined talent of government, academia, and private industry will:

- » deliver affordable and relevant training/education
- » develop the region's cybersecurity workforce
- » solve complex cybersecurity challenges
- » offer unbiased advice to policy-makers
- » facilitate information sharing and service provision

in order to provide our state and the nation with a decisive advantage in cyberspace.

Key Tone Words

Our Tone

These are our key tone words. They are to be considered when creating communications. It is important that your copy, design, layout and composition fit the characteristics of these words so that our message and look remains consistent with the brand tones.

The words, along with our core values, are just a few of the words displayed on the signage for the Nathan Deal Campus for Innovation. The signage serves as the wayfinding entrance to the Georgia Cyber Center and sets the tone for our visitors entering the campus.

Collaborative

Community

Diverse

Entrepreneurial

Excellence

Innovative

Leadership

Research

Training

Vision

Core Values

Agility - demonstrated by our power to think and act quickly. We will plan accordingly, make decisions and execute aggressively, and react to change with speed and ease.

Service - demonstrated by putting the welfare of our state, community, and teammates above our own. We will be fully committed to our mission and to one another.

Passion - demonstrated by the love of what we do and our fierce commitment to carry out our mission. We will face every challenge with unrelenting determination and zeal.

Integrity - demonstrated by always doing what is right - legally, morally, and ethically. We will always match our actions with our words and remain transparent in everything we do.

Respect - demonstrated by treating every person we meet with dignity and kindness. We will value each teammate and their ideas.

Empowerment - demonstrated by a strong commitment to team and an unbound trust among teammates. We will be responsible and accountable for our actions, but are free to make decisions and take appropriate risk to accomplish the mission.

Logo

Logo

Our Logo



Georgia Cyber Innovation & Training Center

This logo embodies the commitment and investment the state of Georgia has made to train the future workforce and promote cybersecurity technology for both private and public sectors through unique innovation, training, and research.

It is crucial that use of this logo be consistent. The following rules concerning its application aim to ensure that we deploy the logo appropriately every time.

Logo Components

THE G FORTRESS

The enclosure containing the representation of a fortress atop the state of Georgia.



Georgia Cyber Innovation & Training Center

SIGNATURE

The signature is custom artwork based on a slightly modified typeface. It should never appear alone or separated from the G-fortress.

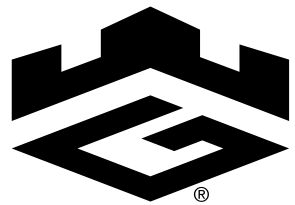
Logo Components

The logo has two primary components - the G Fortress and the signature. The bottom portion of the G Fortress creates a “G” initial and symbolizes the state of Georgia and the solid foundation made up of strong educational institutions, innovative businesses and skilled labor. The top portion of the G Fortress depicts a fortress that symbolizes the protection of citizens of the state and nation.

The signature uses custom typography designed specifically for this use. Limiting its usage to the logo will give the mark strength.

This is the primary and preferred version of the logo. Always include the registration mark - ®

Primary Use



**Georgia Cyber
Innovation & Training
Center**

Primary Usage

It is encouraged to use the stacked version of the logo. Other versions are only to be used when space is limited.



LOGO ON DARK BACKGROUNDS

When placing the logo on fields of color that are as dark or darker than the primary brand gray, use this version of the mark.

Secondary Use

G Fortress

Our unique mark is to be used on it's own sparingly and only with the partnership of the Brand Strategist.



G-FORTRESS LOGO

Size and Clear Space



Size and Clear Space

When the logo appears on its own, it requires a fixed amount of space around it. Text, photos or other graphic elements should never encroach on this space.

All variations of the logo's clear space are determined by the height of the "G".

It is also encouraged to follow these size guidelines when using the logo. If the logo is too small, it loses legibility. When too large, it overwhelms the design and loses graphic integrity.

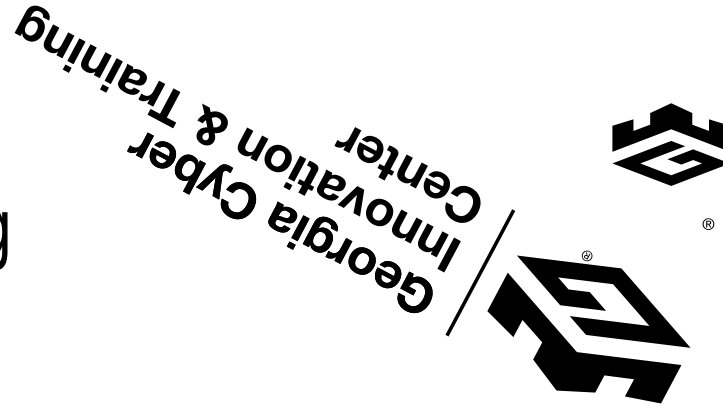
Improper Use

Except for proportionate scaling, the logo may not be manipulated in any way. This includes removing logo backgrounds, changing the logo's colors, using portions of the logo either on their own or when coupled with other marks/design elements.

DO NOT STRETCH OR CONDENSE



DO NOT TILT OR ROTATE



DO NOT USE ALTERED SCALE



DO NOT USE SIGNATURE ALONE



DO NOT USE UNAPPROVED COLORS



Sub-Brands

Cyber Augusta



**Cyber
Augusta**

Cyber Augusta

Cyber Augusta is an educational service provided by the Georgia Cyber Center's Cyber e1337 Training that was designed to help students become cyber-ready.

The logo carries the master logo's look and feel. The type treatments are treated as artwork and follow the same clear space rules as the master logo.

This mark should be used on all communications and collateral promoting Cyber Augusta programs.

Always include the registration mark - ®

e1337 Training



Georgia Cyber Innovation & Training Center

e1337 Training

e1337 Training

e1337 Training is the department that provides training and educational services for K-12, government, and industry.

The logo carries the master logo's look and feel with a slight variation of the "G-fortress." The top fortress remains and the "e" is created below within the boundaries of the "G." The type treatments are treated as artwork and follow the same clear space rules as the master logo.

The "e-fortress" should never be displayed on its own.

This mark should be used on all communications and collaterals promoting training and educational services by the department.

Department Lockups

Option 1:



SIGNATURE

**Georgia Cyber
Innovation & Training
Center**

Georgia Cyber Range

DEPARTMENT

Lockups

Department lockups carry the master logo look and feel. The type treatments are treated as artwork and follow the same clear space rules as the logo.

Logo Elements

Each department has two options for their logo.

Option 1:
The department logo consists of the G-Fortress, signature and office or department name.

Department Lockups

Option 2:



Lockups

Department lockups carry the master logo look and feel. The type treatments are treated as artwork and follow the same clear space rules as the logo.

Logo Elements

Each department has two options for their logo.

Option 2:
The department logo consists of the department name and the G Fortress.

NOTE:
This is for internal use only. Option one is for external use.

Trademark

Usage Guidelines

Trademark Usage Guidelines

The Georgia Cyber Innovation & Training Center's trademarks and brands are among our most valuable assets. In order to preserve and protect these brands, it is essential that they are used properly. We are committed to enforcing the protection of our marks and the reputation they represent.

These guidelines apply to Georgia Cyber Center employees, resident partners, outside vendors, and other third parties.

Do's and Don'ts

Any company interested in marketing, manufacturing and/or selling a product/service to consumers through retail distribution channels (including the Internet) using any Georgia Cyber Innovation & Training Center trademarks must obtain permission to do.

You must use the full name of the Georgia Cyber Innovation & Training Center. Abbreviations such as: "GCITC", "GCC", "the Center", "the Cyber Center" are not permitted.

Any individual or organization using any of the Georgia Cyber Center marks or logos agree to do so in accordance with Brand Guidelines and any subsequent updated versions.

Any use of the Georgia Cyber Center assets may not be obscene or pornographic, and you may not be disparaging defamatory, or libelous to the Georgia Cyber Center, its services, or any other person or entity.

No individual or organization may use any Georgia Cyber Center mark or logo in any manner that suggests or implies the Georgia Cyber Center supports or endorses a point of view, personal or political opinion, business activity, or program that is not official Georgia Cyber Center business.

Assets



**Georgia
Cyber
Center**

Georgia Cyber Innovation & Training Center Logos

The following is an illustrative list of logos and trademarks owned by the Georgia Cyber Center. The absence of a service mark or logo from the list does not constitute a waiver of the Georgia Cyber Center's trademark rights in that name or logo.



**Georgia Cyber
Innovation & Training
Center**

Georgia Cyber Center Word Marks

Georgia Cyber Center ®

Cyber Augusta ®

Cyber Georgia ®



**Cyber
Augusta**



**Cyber
Georgia**

Color

Approved Colors

PRIMARY PALETTE

BLACK
CMYK: 0/0/0/100
RGB: 0/0/0
WEB: #000000

COOL GREY 7
CMYK: 43/34/33/1
RGB: 154/155/157
WEB: #9a9b9d

Primary Use

The official colors are black (PMS black) and grey (PMS cool grey 7).

Colors in the secondary palette can be incorporated into design and layout of communications.

SECONDARY PALETTE

ACCENT BREAKER BAY
CMYK: 72/41/43/10
RGB: 80/120/127
WEB: #50787f

SM ORANGE
CMYK: 9/80/97/1
RGB: 220/88/42
WEB: #dc582a

ACCENT GREY
CMYK: 62/53/49/21
RGB: 99/100/103
WEB: #636467

HM GREEN
CMYK: 30/0/100/0
RGB: 193/215/46
WEB: #c1d72e

Typography

Fonts

Helvetica Neue

1. Heading

Helvetica Neue Bold

Beaquia es dolo eic te quatectus esenimus inelique pa quamus im iduntiscia que simpori orepera volorem idessum dita comnisc iatius, cuptat que aut pelessimillo quiae nonsed ut derio. Simintendis aperat volendamus, sunt temporatquae nullupta venis essit earit vit molorest, untNihit hil id quam cus aperovita idusaesto exerita volupis conet, esequ dolluptas quidunt que samus.

2. Sub-Headers

Helvetica Neue Medium

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FONT AVAILABILITY

Helvetica Neue font is available for Georgia Cyber Innovation & Training Center team members. Please contact Office of Outreach and Engagement.

3. Body

Helvetica Neue Regular

Beaquia es dolo eic te quatectus esenimus inelique pa quamus im iduntiscia que simpori orepera volorem idessum dita comnisc iatius, cuptat que aut pelessimillo quiae nonsed ut derio. Simintendis aperat volendamus, sunt temporatquae nullupta venis essit earit vit molorest, untNihit hil id quam cus aperovita idusaesto exerita volupis conet, esequ dolluptas quidunt que samus.

4. Helvetica Neue Regular Characters

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

5. System Font Substitute - Arial

If Helvetica Neue is not available, use this font as a substitute.

Arial - Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Fonts

Utopia

1. Heading Utopia Bold

Beaquia es dolo eic te quatectus esenimus invelique pa quam im iduntiscia que simporepera volorem idessum dita comnisc iatius, cuptat que aut pelessimillo quiae nonsed ut derio. Simintendis aperat volendamus, suntotemporatquae nullupta venis essit earit vit molorest, untNihit hil id quam cus aperovita idusaesto exerita volupis conet, esequedolluptas quidunt que samus.

2. Sub-Headers Utopia Bold

Beaquia es dolo eic te quatectus esenimus invelique pa quam im iduntiscia que simporepera volorem idessum dita comnisc iatius, cuptat que aut pelessimillo quiae nonsed ut derio. Simintendis aperat volendamus, suntotemporatquae nullupta venis essit earit vit molorest, untNihit hil id quam cus aperovita idusaesto exerita volupis conet, esequedolluptas quidunt que samus.

FONT AVAILABILITY

Utopia font is available for Georgia Cyber Innovation & Training Center team members. Please contact Office of Outreach and Engagement.

3. Body Utopia Regular

Beaquia es dolo eic te quatectus esenimus invelique pa quam im iduntiscia que simporepera volorem idessum dita comnisc iatius, cuptat que aut pelessimillo quiae nonsed ut derio. Simintendis aperat volendamus, suntotemporatquae nullupta venis essit earit vit molorest, untNihit hil id quam cus aperovita idusaesto exerita volupis conet, esequedolluptas quidunt que samus.

4. Utopia Regular Characters

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Stationery

Stationery Suite



Stationery

Each piece contained in the stationery suite presents an opportunity to convey a positive image every time it is used. Each component, from business cards to letterhead and envelopes, represents the Georgia Cyber Innovation & Training Center and works to strengthen the visual identity of the organization.

SUITE AVAILABILITY

Templates for stationery suite are available for Georgia Cyber Innovation & Training Center team members. Please contact the Office of Outreach and Engagement.

Editorial

Editorial Guide

Abbreviations

Spell out the entire name, Georgia Cyber Innovation & Training Center for the initial mention. Shortening our name to Georgia Cyber Center in subsequent mentions is acceptable. Use of the acronym “GCC” or “GCITC” is not acceptable in any use.

Boiler Plate

The Georgia Cyber Innovation & Training Center is a unique public/private collaboration among academia, government, and the private sector. It is designed to meet the growing need for cybersecurity talent by addressing the cybersecurity workforce shortage with creative training solutions while shaping a culture of innovation.

The Hull McKnight building is home to certificate, undergraduate, graduate, and doctoral level programs in information technology, cybersecurity and cyber sciences offered by Augusta University and Augusta Technical College. Training to meet the current and future workforce needs for private industry as well as federal, state, and local government is a key focus in the Georgia Cyber Center’s first building.

The Shaffer MacCartney building fosters innovation and entrepreneurship while serving as a hub for technology startups. It also includes leasable space available to firms and organizations supporting the state’s cybersecurity ecosystem. Resident partners can leverage the center’s strategic resources while benefiting from the world-class collaboration between industry leaders, startup companies, academic institutions and federal/state government entities.

Campus

The Nathan Deal Campus for Innovation is the entire property formerly known as the Golf and Gardens Hall of Fame. The Georgia Cyber Innovation & Training Center is located on the Nathan Deal Campus for Innovation.

The Georgia Cyber Center consists of two buildings, the Hull McKnight and Shaffer MacCartney buildings.

The Hull McKnight building opened on July 10, 2018 and is named after two Augusta natives, James M. Hull and William D. McKnight, who helped to envision Augusta, Georgia as the hub of cybersecurity.

The Shaffer MacCartney building opened on January 10, 2019 and is named after Michael Shaffer and Teresa MacCartney, who played central roles in establishing the Georgia Cyber Center.



Georgia Cyber Innovation & Training Center

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