AR ATHLETICS

BRAND TOOLKIT

COMBINATION MARK

AR ATHLETICS

AR ATHLETICS

WORDMARK

AR ATHLETICS

AR ATHLETICS

WHY THESE DESIGNS?

We wanted a logo that was simple, but still had dimension. Since our app's main feature is letting users view models of the golf course in augmented reality, we wanted to make sure that our logo communicated this function in a simple, yet effective way. Since we have to follow UGA branding guidelines, it was necessary that we include the bulldog logo along with the text underneath the logo. The colors of the logo were selected from UGA's official color palette.

HOW WILL THEY BE USED?

Our combination mark logo will be used throughout our website, application and on collateral materials. The wordmark, however, will be used more infrequently. In the future, we hope to expand the use of augmented reality to more UGA sports, so we hope to use this wordmark in that expansion.
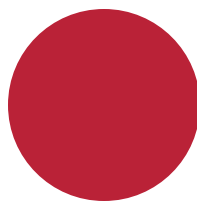
ANY OTHER VERSIONS?

Since we're limited by UGA's branding guidelines, the only possible versions of the logo are on the previous pages. The logo may appear in either full color or black.
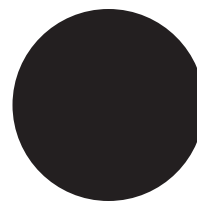
PRIMARY PALETTE
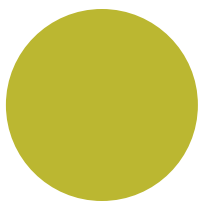
HEDGES
C 14 M 2 Y 100 K 15
R 191 G 184 B 0
HEX #BFB800
PMS 397

BULLDOG RED
C 3 M 100 Y 70 K 12
R 186 G 12 B 47
HEX #BA0C2F
PMS 200

ARCH BLACK
C 0 M 0 Y 0 K 100
R 0 G 0 B 0
HEX #000000
PMS Black

Our primary palette was created using colors from UGA's official color palette. Although "Hedges" green is not a part a part of their primary palette, we were able to use this shade of green since it is a vital part of our brand identity. The colors included in this palette will dominate in all communications materials. Their opacity must remain at 100 percent in all uses.
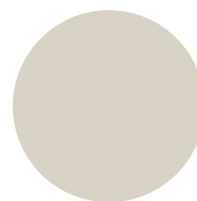
SECONDARY PALETTE

JACKSON OAK
C 25 M 9 Y 100 K 39
R 183 G 191 B 16
HEX #B7BF10
PMS 582
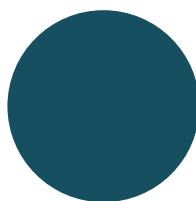
OLYMPIC
C 100 M 12 Y 21 K 44
R 0 G 103 B 127
HEX #004E60
PMS 315

CREAMERY
C 3 M 4 Y 14 K 8
R 214 G 210 B 196
HEX #D6D2C4
PMS 7527

Our secondary palette was created using a combination of colors from some of UGA's secondary color palettes. These colors were used to add dimension to the logo, and may be used in moderation in other materials. Each color in this palette must not make up more than 20% of communication materials. Their opacity must remain at 100 percent in all uses, except for "Creamery," which may be used at 30 percent.

MAIN HEADER

United Sans Cond Heavy

For our main header and logo fonts, we chose United Sans Cond Heavy. Aside from the fact that it was accepted by UGA's branding guidelines, we liked the font because it has a collegiate feel to it, and we feel that it would also transfer well to other sports. This font will be used sparingly– only for large headings or the logo. The font may appear in any colors in our palettes.

SUB HEADER

United Sans SemiCond Medium

We continued to select fonts based off of United Sans Cond Heavy, and saw that this font would compliment it well as a subheader. United Sans SemiCond Medium is cleaner, thinner, has a collegiate feel and is just what we need to balance out our bold main headers. This font will only appear in our primary palette colors.

Body text

Merriweather Sans Book

Based on the tones of our main header and sub header fonts, we decided that using a sans serif body font would be the most visually appealing. This font will only appear in the black used in our primary palette. This font may also be use in italics.

PAGE TEMPLATES