



# STUDENT GOVERNMENT ASSOCIATION

## Logo Redesign

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# LOGO

While designing the logo I wanted to keep similar elements of the original, so it is familiar, yet new to students and faculty. From the original logo I kept the squares and the red. The red is powerful and makes a strong impression so I placed the acronym letters in the squares. I decided to not use black because the contrast with the red was too harsh; it would have detracted too much attention away from the S, G, and A. This way it is balanced in its appeal.

SGA is centered in the squares and the text above and below the squares should be aligned with the left and right sides.

Original design:



STUDENT GOVERNMENT ASSOCIATION



*FOR THE STUDENTS, BY THE STUDENTS*

# PROPER USES

1. The normal logo as used on a white background.

2. Grayscale logo.

3. Black and white logo.

4. Normal logo on a dark background.

5. Grayscale logo on a dark background.

6. Black and white logo on a dark background.



# IMPROPER USES

1. Do not change the gray font to black or any other color.
2. Do not change SGA to black or any other color.
3. Do not change to colors behind SGA.
4. Do not squish it to fit a space.
5. Do not stack "Student Government Association" with "For the students, By the students".
6. Do not extend SGA to the squares' sides.
7. Do not shrink SGA or move letters away from the center.
8. Do not make the background one solid color. It'll look too much like the Marvel and Staples logos.



# TYPE

**Berthold Akzidenz Grotesk,  
Super:** used for the acronym SGA.

**Myriad Pro, Bold Italic:** used  
for "For the students, By the  
students".

**Univers, 45 Light:** used  
for "Student Government  
Association".

## PRIMARY

**Berthold Akzidenz Grotesk  
Super**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789@?!

## SECONDARY

**Myriad Pro  
Bold Italic**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789@?!

## TERTIARY

Univers  
45 Light  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789@?!

# COLORS

I liked the limited palette of the original logo, but also wanted to expand upon it. I did not want to use other colors like blue, yellow, green, etc., because it wouldn't have resonated with the university's iconic colors.



PMS Warm Red C  
CMYK = c0 m90 y85 k0  
RGB = r239 g65 b54  
HEX = #F04137



PMS Cool Gray 9 C  
CMYK = c0 m0 y0 k50  
RGB = r147 g1497 b152  
HEX = #808080



PMS 1788  
CMYK = c0 m100 y100 k0  
RGB = r237 g28 b36  
HEX = #F00000



PMS White  
CMYK = c0 m0 y0 k0  
RGB = r255 g255 b255  
HEX = #FFFFFF



PMS 1788 C  
CMYK = c15 m100 y90 k10  
RGB = r235 g38 b41  
HEX = #EB2629

# STATIONERY

Here are some examples how the logo could look on various items.

## Business Card



## Letterhead

