

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.

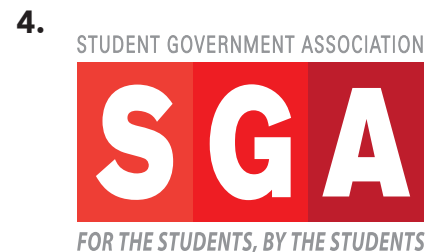
5. Grayscale logo on a dark background.

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 g149 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

