

DIVISION OF COMMUNICATIONS AND MARKETING

Brand Guidelines

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For signage, see the Environmental Graphics Standards Manual provided by the Facilities Department.

SECTION ONE

Introduction

A Key for Our Partners

Using the Guidelines

This is your guide to the Augusta University brand. Consistency in execution is critical to reinforcing our identity. The following pages will provide you with the guidelines and tools to properly implement the Augusta University brand identity system on a university, health system, sub-brand and athletic/spirit level.

Within this document, you will find the proper guidelines for representing institutions and colleges within the university, notes on tone for written communications and options for addressing the many audiences of Augusta University.

Policy requires that anyone creating communications for the university follows these guidelines.

This book was created by the Division of Communications and Marketing to ensure that anyone who communicates on behalf of Augusta University can create consistent, memorable work that accurately portrays the essence of our brand and identity.

It should not be viewed as a set of limitations, but rather as an inspirational starting point to expressing our story.

These guidelines will be revised as the entire university system expands and matures.

Becoming a Part of the Story

A great brand is the sum of many parts.

A big component of any brand's strength is derived from those who iterate it, who help tell its story and maintain its consistency. This document was created to give you the tools to speak for the university to its many audiences, from alumni and staff to potential students and the community at large. It's an opportunity to become part of Augusta University's story.

Brand Development Background

Our Process

This book is the result of a strategic process that began with a broad understanding of the university's communication challenges and opportunities.

The Division of Communications and Marketing put together a team of internal and external branding experts to help tell the visual story of Augusta University. Our communication strategy and design guidelines were founded upon thousands of brand survey responses. In-person meetings with key groups representing the university, from student to staff leadership, were paramount in shaping the brand. A wide variety of logos, marks and systems were created. Options were culled. The most appropriate designs were adjusted, refined and ultimately approved by our president, Dr. Brooks Keel.

SECTION TWO

Our Strategy

Our Vision

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

To be a top-tier university that is a destination of choice for education, health care, discovery, creativity and innovation.

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 provide leadership and excellence in teaching, discovery, clinical care and service as a student-centered comprehensive research university and academic health center with a wide range of programs from learning assistance through postdoctoral studies.

Key Tone Words

Our Tone

These are our key university tone words. They are to be considered when creating university communications. As a brand communicator, it's 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 tone.

These words were chosen by our university community. In preliminary brand surveys, students, faculty and staff in health system and academic roles selected these tone words from a variety of choices across a wide spectrum of adjectives to describe Augusta University.

Professional

Diverse

Scholarly

Friendly

Intelligent

Established

Challenging

Approachable

Innovative

Social

Core Values

Collegiality— reflected in collaboration, partnership, sense of community, and teamwork.

Compassion— reflected in caring, empathy, and social responsibility.

Excellence— reflected in distinction, effectiveness, efficiency, enthusiasm, passion, and quality.

Inclusivity— reflected in diversity, equality, fairness, impartiality, and respect.











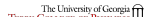



























Integrity— reflected in accountability, ethical behavior, honesty, and reliability.

Leadership— reflected in courage, honor, professionalism, transparency, and vision.

Visual Strategy

A Systematic Approach

Augusta University is a big institution. Like many of those represented here, it has many different audiences, both internal and external. In order to appeal to our broad and diverse body of supporters, students and community, we followed a hybrid execution of the brand. Our university logo is the highest expression of the brand and takes a monolithic approach to our academic and clinical audiences, with the flexibility to be used across all schools, institutions and departments. Our athletic (or “spirit”) marks represent Augusta University in our competitive pursuits, and the seal encompasses all.

					ICON
					LOGO
					COLLEGE
					SPIRIT MARK
					MASCOT
					WORDMARK
N/A	N/A				CLINICAL SYSTEM
					SEAL

SECTION THREE

Seal and Logo

University Seal



Our Seal

The Augusta University seal is the most formal graphic representation of the institution. The mark is rich with symbolism from the history of the consolidated university entities.

The torch represents education and research. The light of the torch is the focal point of the seal just as education and research are the focus of Augusta University. The rays emanating from the torch signify the power of healing.

The oak leaves are a nod to the Arsenal Oak, which predates all of the entities represented on the seal but shares a direct correlation to the Summerville Campus' heritage.

The Old Medical College pediment and columns are placed at the base of the seal, representing the heritage of the Health Sciences Campus and tradition of healing.

The past and future of the university is represented by the sundial markings on the outer ring of the seal.

The date (1828) is the official date of the founding of Augusta University.

University Seal

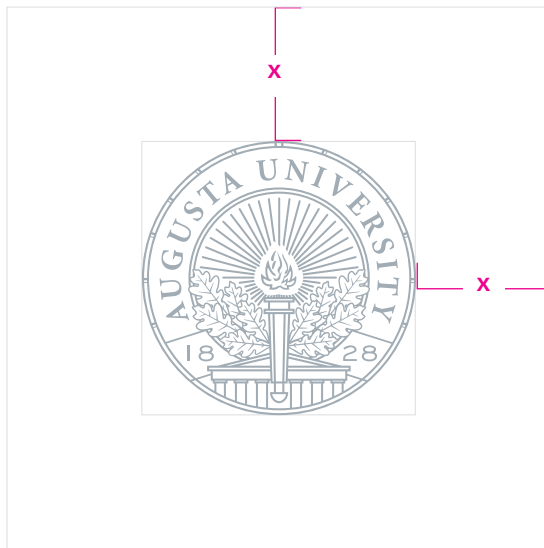


Seal Usage

The university seal may be used only with prior approval of the Provost's office. It should be placed on white backgrounds in either Augusta blue or Augusta grey. When placing the logo on a background color, avoid reversing the mark in white. That creates too much contrast and compromises the subtlety of the design.

The seal may be applied using a variety of printing techniques. For example, the mark may be gold foil embossed, printed using metallic PMS 871 or cast in metal. For these special circumstances, please contact the Division of Communications and Marketing.

SEAL CLEAR SPACE



Size and Clear Space

The seal is the most formal graphic representation of the university. It's important not to crowd the mark with photos, text or graphic elements. In many cases, it is appropriate for the seal to be alone on a layout or spread. Use this guide to create the appropriate amount of clear space around the seal.

If there is a need to use the seal for signage or in a format larger than the maximum size, please contact the Division of Communications and Marketing.

MINIMUM PRINT SIZE

0.75" width/height



MAXIMUM PRINT SIZE

4" width/height





Helvetica Bold
Equal to height of torch pediment

Align the "®" with the outside
edge of the internal rings and the
bottom of the torch

Registration Mark

When used on products/apparel or by external parties, the seal should carry the "®" registered trademark designation. Follow the guidelines below on how to apply the registered trademark to the seal.

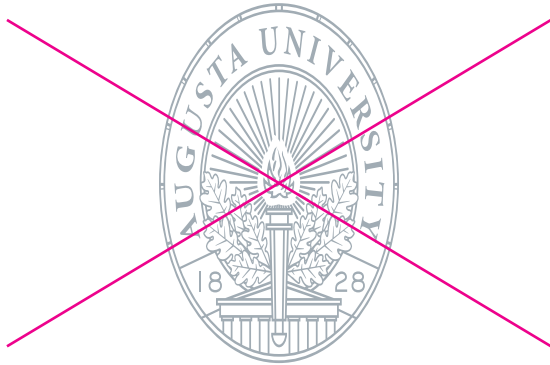
Always keep in mind the production and size when applying the "®" to the seal. Always use designer discretion when determining proportions.

If you have a question or specific need regarding size, color, usage or application of the seal that falls outside of these parameters, please contact the Division of Communications and Marketing.



University Seal

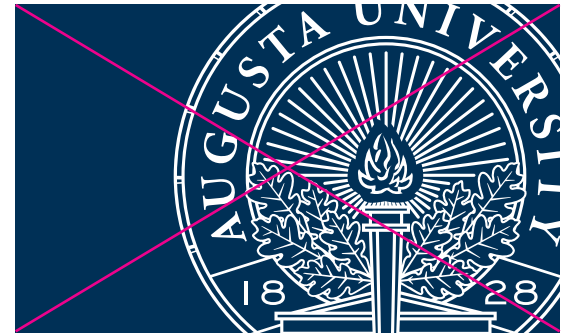
DO NOT STRETCH OR CONDENSE



DO NOT TILT OR ROTATE



DO NOT CROP



DO NOT USE UNAPPROVED COLORS



DO NOT LOCK UP LOGO ELEMENTS



DO NOT ALTER IN ANY WAY



APPROPRIATE USAGE



Seal in Use

The university seal is only to be used in formal applications. The rendering to the left illustrates the look and feel of the seal when gold foil stamped on a university communication. This piece could be a graduation communication or formal stationery for the president or provost.

METALLIC GOLD

SPOT: PMS 871C METALLIC





AUGUSTA
UNIVERSITY

Our Logo

This mark is the embodiment of everything Augusta University. It represents our colleges, clinical assets and institutions. It stands for our shared history and future. 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.



A Common Heritage

The tower, which represents the academic pursuits and aspirations of Augusta University, was designed referencing architectural components from around the city, both new and old. It was created to give all entities within the university a common tradition and to embody the spirit and strength they now share. The tower is not only a metaphorical symbol. It will also be a physical one, and its bell will ring for all.

The Augusta University shield is to become synonymous with its name and with excellence.

**THE SHIELD**

The enclosure containing the representation of the Augusta University tower.

AUGUSTA
UNIVERSITY

UNIVERSITY SIGNATURE

The university signature is custom artwork based on a modified typeface. University communications should never use this original typeface for any reason unless otherwise approved. It should never appear alone or separated from the shield.

Logo Components

The university logo has two primary components – the shield and the signature. The shield is a custom-illustrated representation of the university tower. Its form within the shield creates an "A" initial. The signature is custom typography designed specifically for this use. No other university communication should use this typeface or font. Limiting its usage to the logo will give the mark strength.

STACKED LOGO



Primary Usage

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

LOGO ON BACKGROUNDS

When the logo is placed on a background that is lighter than the primary brand blue, use the white fill in the shield to acquire maximum contrast and impact.

LOGO ON DARK BACKGROUNDS

When placing logos on fields of color that are as dark or darker than the primary brand blue, use this version of the mark. Ensure you do not simply reverse the original mark. This will cause the shield to display incorrectly.



EXTREME HORIZONTAL LOGO

This version of the logo should only be used when vertical space is extremely limited. Please do not use this version of the logo without first gaining approval by the Division of Communications and Marketing.



FOUNDING LOGO

This version of the logo should only be used when approved by the Division of Communications and Marketing. Its primary purpose is for merchandise and promotional materials.

Secondary Usage

The university logo has variations to offer a wide range of utility when creating university communications.



HORIZONTAL LOGO

The horizontal logo may be used when the stacked version will not fit appropriately or the composition of the layout is better suited for this version. It is encouraged to use the stacked version when possible.



SHIELD LOGO

The use of the shield logo by itself is only allowed in specific instances. If you have a question or specific need, please contact the Division of Communications and Marketing.

AUGUSTA UNIVERSITY

AUGUSTA UNIVERSITY

The Signature

The university signature is used to connect entities and sub-brands back to our parent brand. It is not meant to be used as a singular graphic. The shield should always be used in standalone graphics.

CUSTOM TYPOGRAPHY

The font used in the signature has been customized to be unique to our university. It is never appropriate to typeset anything in the original typeface. Do not request the name of or origin of the signature's typeface.

University Logo



MINIMUM PRINT SIZE

1" width

MAXIMUM PRINT SIZE

2.25" width/height



Size and Clear Space

When the logo appears on its own, it requires a fixed amount of clear space around it. Text, photos or other graphic elements should never encroach on this space. There are no standardized placement guidelines for the logo. Designers should use discretion and follow clear space guidelines.

All variations of the logo's clear space are determined by the width of the shield.

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.

If you have a question or specific need regarding size, color, usage or application of the logo that falls outside of these parameters, please contact the Division of Communications and Marketing.

University Logo



MINIMUM PRINT SIZE

1" width



MAXIMUM PRINT SIZE

2.5" width



Size and Clear Space

When the logo appears on its own, it requires a fixed amount of clear space around it. Text, photos or other graphic elements should never encroach on this space. There are no standardized placement guidelines for the logo. Designers should use discretion and follow clear space guidelines.

All variations of the logo's clear space are determined by the width of the shield.

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.

If you have a question or specific need regarding size, color, usage or application of the logo that falls outside of these parameters, please contact the Division of Communications and Marketing.



MINIMUM PRINT SIZE

2" width



MAXIMUM PRINT SIZE

3.5" width



University Logo

DO NOT STRETCH OR CONDENSE



DO NOT TILT OR ROTATE



DO NOT REVERSE THE NEGATIVE



DO NOT USE UNAPPROVED COLORS



DO NOT USE SIGNATURE ALONE



DO NOT ALTER SCALE



University Logo



College Logos

College logos carry the university look and feel. The type treatments are treated as artwork and follow the same clear space rules as the logo. Additional marks or colors are not permitted.

MINIMUM SHIELD SIZE

0.35" width

Logo Elements

Each college logo consists of the university shield, signature, college name and program or department when necessary. The line under the college name creates a sense of balance in the mark and must be the width of the word "Augusta" in the signature.



If you have a question or specific need regarding size, color, usage or application of the logo that falls outside of these parameters, please contact the Division of Communications and Marketing.



HULL



MCG



SCI-MATH



DCG



GRAD SCHOOL



ALLIED HEALTH



EDUCATION



NURSING



PAMPLIN

College Abbreviations

College abbreviations carry the university look and feel. The type treatments are treated as artwork and follow the same clear space rules as the logo. Additional marks or colors are not permitted.

Logo Usage

These logo versions have usage limited to special applications including signage and merchandise.

If you have a question or specific need regarding size, color, usage or application of the logo that falls outside of these parameters, please contact the Division of Communications and Marketing.



AUGUSTA UNIVERSITY
**Division of Enrollment
 and Student Affairs**

Military and Veterans Services

MINIMUM SHIELD SIZE

0.35" width

SIGNATURE



SHIELD



AUGUSTA UNIVERSITY
**Division of Enrollment
 and Student Affairs**

DIVISION NAME



Military and Veterans Services



SUB-DIVISIONAL DEPARTMENT

Avenir Heavy

Divisional Lockups

Divisional lockups carry the university look and feel. The type treatments are treated as artwork and follow the same clear space rules as the logo. Additional marks or colors are not permitted.

Logo Elements

Each divisional mark consists of the university shield, signature, division name and sub-divisional department. The line under the division name creates a sense of balance in the mark and must be the width of the word "Augusta" in the signature. In certain instances and applications, the sub-divisional department could stand alone. This is left to the discretion and approval of the Division of Communications and Marketing.

If you have a question or specific need regarding size, color, usage or application of the logo that falls outside of these parameters, please contact the Division of Communications and Marketing.



AUGUSTA UNIVERSITY
**Division of Enrollment
and Student Affairs**

Financial Aid



AUGUSTA UNIVERSITY
**Division of
Auxiliary Services**

Parking and Transportation

Academic Divisions

These are examples of academic divisions within Augusta University. All divisions have sub-divisional categories. If a department or office does not have sub-groups, it does not qualify as a division.

If you have a question or specific need regarding size, color, usage or application of the logo that falls outside of these parameters, please contact the Division of Communications and Marketing.



AUGUSTA UNIVERSITY
Office of
Multicultural Affairs

MINIMUM SHIELD SIZE

0.35" width

SHIELD



AUGUSTA UNIVERSITY
Office of
Multicultural Affairs

SIGNATURE

OFFICE OR DEPARTMENT

Crimson Text

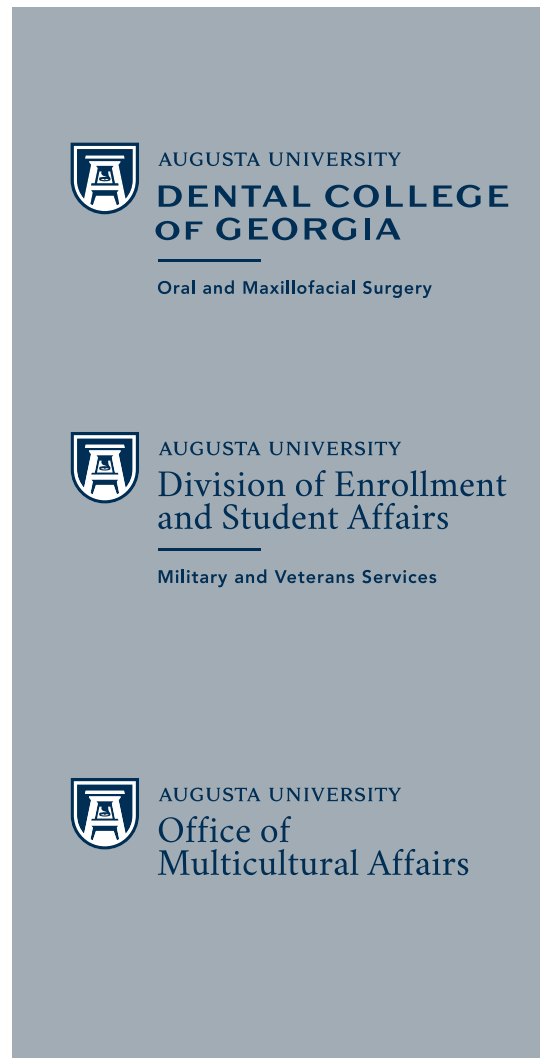
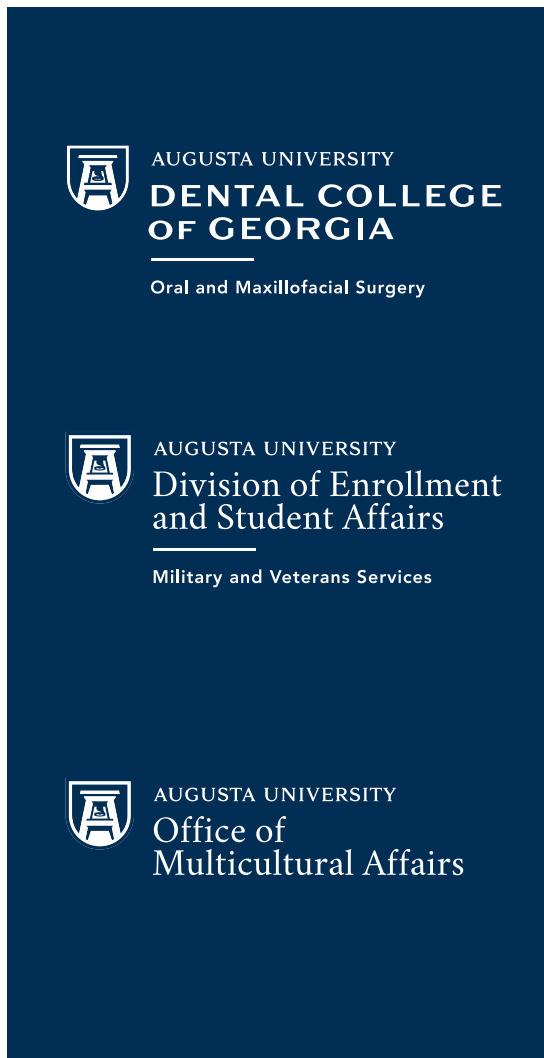
Office Lockups

Office lockups carry the university look and feel. The type treatments are treated as artwork and follow the same clear space rules as the logo. Additional marks or colors are not permitted.

Logo Elements

Each office or department mark consists of the university shield, signature and office or department name. There is no line under the office or department name, which signifies that sub-departments do not exist.

If you have a question or specific need regarding size, color, usage or application of the logo that falls outside of these parameters, please contact the Division of Communications and Marketing.



Logo Usage

When reversing the logo on a background color darker than Augusta blue, use the lockup treatment on the far left. For all mid-tones, use the logo treatment from the Augusta grey illustration.

If you have a question or specific need regarding size, color, usage or application of the logo that falls outside of these parameters, please contact the Division of Communications and Marketing.



Health System Mark

This mark is used to signify that a communication is from a health system entity. The spoken form of this mark is "Augusta University Health".

This mark is found on external communications including mass media advertising, the augustahealth.org website, patient billing, etc. For questions regarding usage, please contact the Division of Communications and Marketing. Note that under the monolithic brand strategy, it is appropriate for clinical entities to use the primary Augusta University mark.



REVERSING THE LOGO

Use the color combinations to the left when placing the mark on a brand color.



MINIMUM PRINT SIZE

1" width



MAXIMUM PRINT SIZE

2.5" width



Size and Clear Space

When the logo appears on its own, it requires a fixed amount of clear space around it. Text, photos or other graphic elements should never encroach on this space. There are no standardized placement guidelines for the logo. Designers should use discretion and follow clear space guidelines.

All variations of the logo's clear space are determined by the width of the shield.

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.

If you have a question or specific need regarding size, color, usage or application of the logo that falls outside of these parameters, please contact the Division of Communications and Marketing.



Secondary Marks

The secondary mark is created for signage only. Use of this mark should be approved by the Division of Communications and Marketing. See the Environmental Graphics Standards Manual for more information.

If you have a question or specific need regarding size, color, usage or application of the logo that falls outside of these parameters, please contact the Division of Communications and Marketing.



Health System Lockups

Health system lockups carry the university look and feel. The type treatments are treated as artwork and follow the same clear space rules as the logo. Additional marks or colors are not permitted.

Children's Hospital of Georgia



Formal CHOG Logo

The Children's Hospital of Georgia logo is the official logo of CHOG. Children's Hospital of Georgia refers to our 154-bed facility providing specialized care for pediatric patients. Because of its unique mission, the Children's Hospital of Georgia has a distinct visual identity designed to appeal to its primary audience.



MINIMUM PRINT SIZE

1.125" width



MAXIMUM PRINT SIZE

2.75" width



Size and Clear Space

When the logo appears on its own, it requires a fixed amount of clear space around it. Text, photos or other graphic elements should never encroach on this space. There are no standardized placement guidelines for the logo. Designers should use discretion and follow clear space guidelines.

All variations of the logo's clear space are determined by the width of the shield.

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.

If you have a question or specific need regarding size, color, usage or application of the logo that falls outside of these parameters, please contact the Division of Communications and Marketing.



Non-formal CHOG Logo

The Children's Hospital of Georgia logo featuring Roary is the embodiment of everything CHOG. It represents not only the Children's Hospital of Georgia, but also the many children it serves.



MINIMUM PRINT SIZE

1.25" width



MAXIMUM PRINT SIZE

3" width



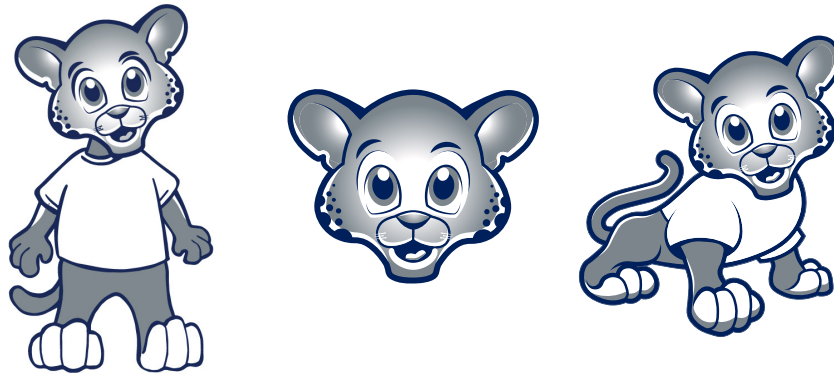
Size and Clear Space

When the logo appears on its own, it requires a fixed amount of clear space around it. Text, photos or other graphic elements should never encroach on this space. There are no standardized placement guidelines for the logo. Designers should use discretion and follow clear space guidelines.

All variations of the logo's clear space are determined by the width of the shield.

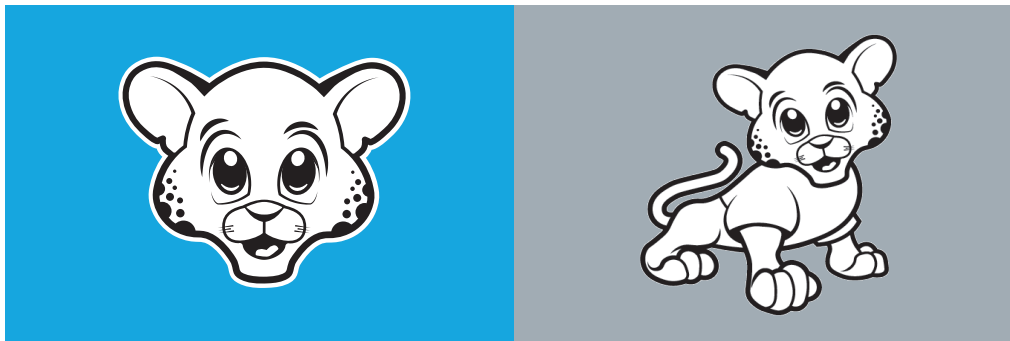
It is also encouraged to follow these size guidelines when using the logo. If the logo is too small, it loses legibility. When too large, it overwhelms the design and loses graphic integrity.

If you have a question or specific need regarding size, color, usage or application of the logo that falls outside of these parameters, please contact the Division of Communications and Marketing.



Roary

Roary is the beloved mascot of the Children's Hospital of Georgia and was created specifically for kids.





**GEORGIA
CANCER CENTER**
AUGUSTA UNIVERSITY

Georgia Cancer Center Mark

The Georgia Cancer Center mark is the official mark of the entity. It carries the university look and feel, with a nod to its clinical affiliation. This mark should be used on all general communications and collateral promoting the Georgia Cancer Center. General merchandise for the Georgia Cancer Center should also use this mark.



**GEORGIA
CANCER CENTER**
AUGUSTA UNIVERSITY

APPROPRIATE USAGE





Size and Clear Space

When the logo appears on its own, it requires a fixed amount of clear space around it. Text, photos or other graphic elements should never encroach on this space. There are no standardized placement guidelines for the logo. Designers should use discretion and follow clear space guidelines.

All variations of the logo's clear space are determined by the width of the shield.

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.

If you have a question or specific need regarding size, color, usage or application of the logo that falls outside of these parameters, please contact the Division of Communications and Marketing.

MINIMUM PRINT SIZE

1" width



MAXIMUM PRINT SIZE

2.5" width





Secondary Usage

The secondary marks can be used in certain instances, based on circumstances and limitations of specific uses. Use of "Augusta University" as a part of the logo should be used in all circumstances. If you have questions or concerns regarding specific usages, please contact the Division of Communications and Marketing.



Alumni Marks

The Augusta University Alumni mark is the official mark of the overall Alumni Association. It carries the university look and feel. This mark should be used on all general communications and collateral promoting alumni events and efforts. General merchandise for alumni should also use this mark.



**MINIMUM PRINT SIZE**

1" width

**MAXIMUM PRINT SIZE**

2.5" width



Size and Clear Space

When the logo appears on its own, it requires a fixed amount of clear space around it. Text, photos or other graphic elements should never encroach on this space. There are no standardized placement guidelines for the logo. Designers should use discretion and follow clear space guidelines.

All variations of the logo's clear space are determined by the width of the shield.

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.

If you have a question or specific need regarding size, color, usage or application of the logo that falls outside of these parameters, please contact the Division of Communications and Marketing.



Specific Alumni Marks

The college-specific alumni marks can be used in college-specific alumni communications and merchandise. If you have questions or concerns regarding specific usages, please contact the Division of Communications and Marketing.

University Logo



Logo in Use

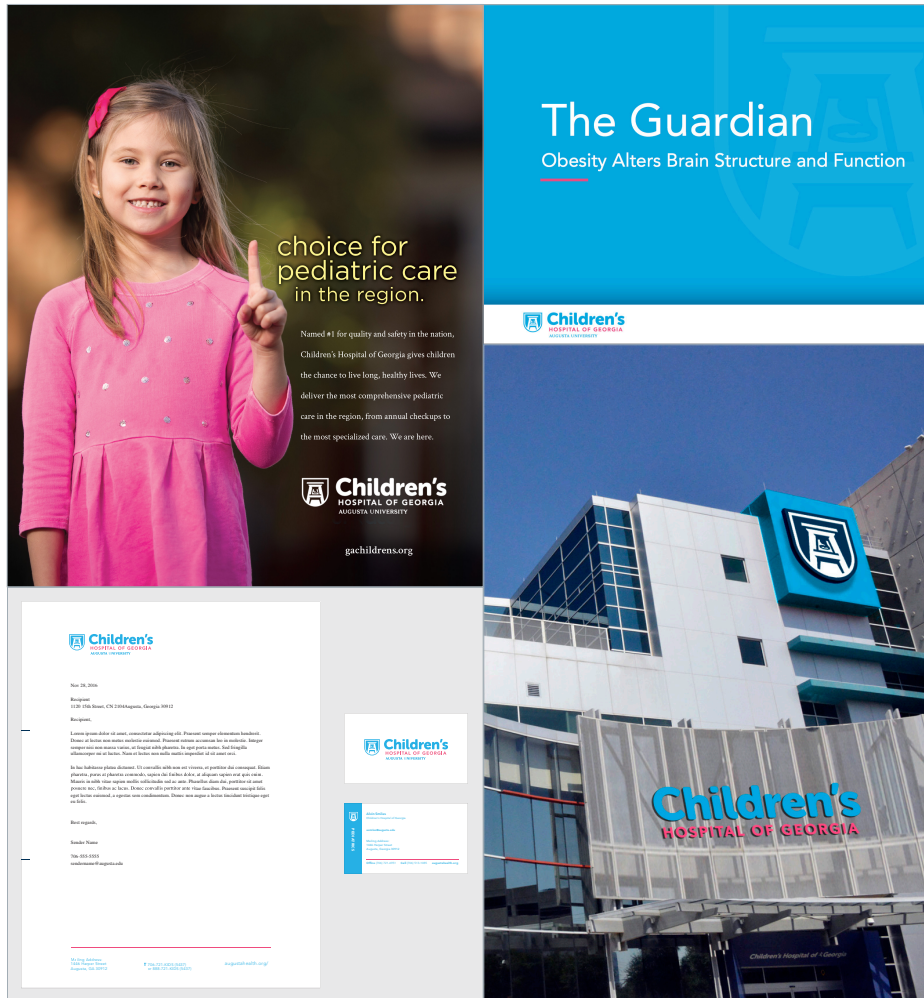
Examples of Augusta University branding in use.



University Logo



APPROPRIATE USAGE



Logos in Use

The formal CHOG logo is found on external and formal communications including:

- Mass media advertising
- CHOG website
- Stationery
- Business cards
- Research presentations
- Signage

Note: the Children's Hospital of Georgia logo may be used in conjunction with the Roary mascot logos.

Children's Hospital of Georgia

APPROPRIATE USAGE



Logos in Use

Roary and the non-formal CHOG logo are used on a wide variety of internal communications, especially communications directed towards children. Roary can also be used in community and event communications including:

- Merchandise and promotional items (apparel, lapel pins, water bottles, balloons, etc.)
- Event banners and back drops
- Scrubs
- Internal signage/wayfinding at CHOG

Note: Roary should appear in conjunction with the Children's Hospital of Georgia wordmark whenever possible.

SECTION FOUR

Spirit Marks



What is a Spirit Mark?



Not only does Augusta University have high academic and clinical standards, we've also set the bar pretty high athletically. Our spirit marks are built to engage the Jaguar Nation and represent our fierce competitive spirit on the field, court and course. We envision an Augusta unified by its obsession with our teams and university, where everyone flies the banner and repeats the cheer of "Go Jags!"

The Victory A

"A" is for Action

The Victory A is the primary spirit mark for Augusta University. Its usage can cross over from community-related spirit communications to athletics.



The Victory A



Registration Mark

When used on products/apparel or by external parties, the Victory A logo should carry the “®” registered trademark designation. Follow the guidelines below on how to apply the registered trademark to the mark.

Always keep in mind the production and size when applying the “®” to the Victory A logo. Always use designer discretion when determining proportions.

If you have a question or specific need regarding size, color, usage or application of the logo that falls outside of these parameters, please contact the Division of Communications and Marketing.

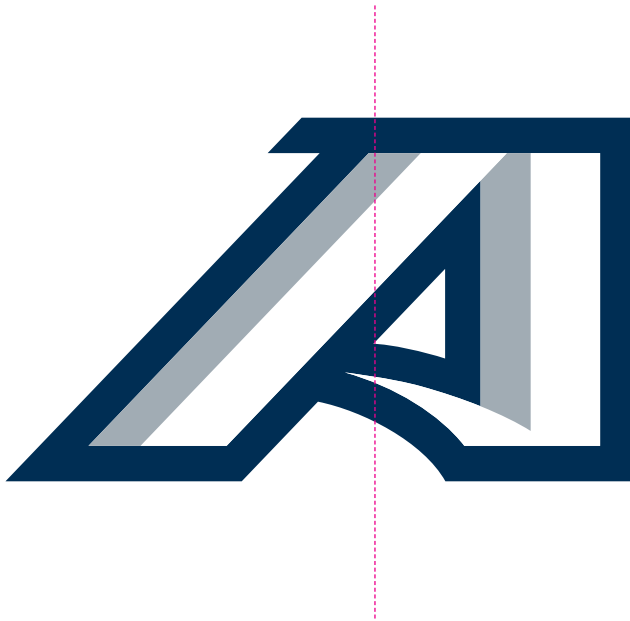
The Victory A



Background Colors

All Victory A logo files have been built with a white stroke or border around the mark for application on various backgrounds.

VISUALLY CENTER THE LOGO



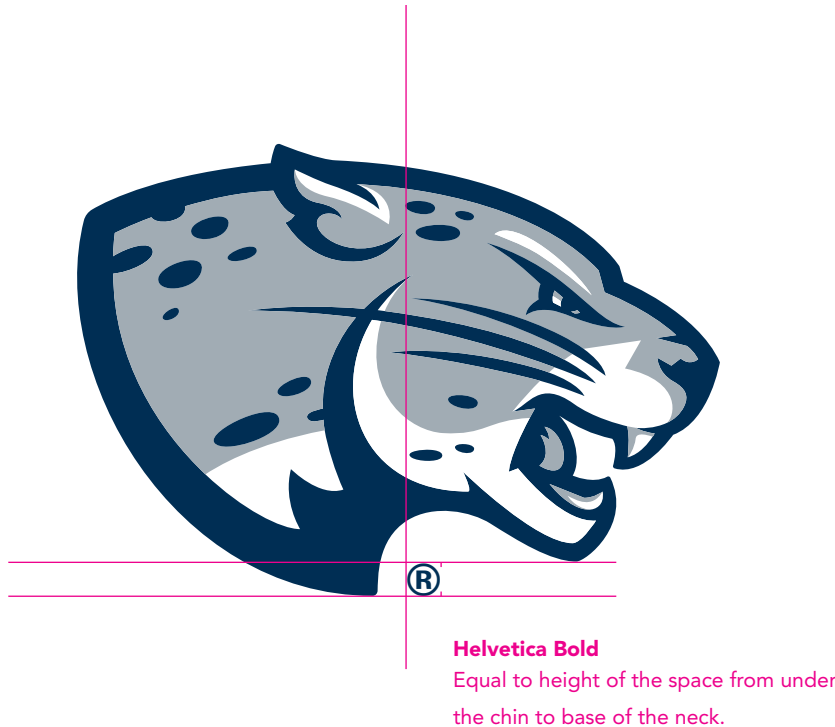
Centering

Special attention should be paid when vertically centering the Victory A. Because of its unique design, the mathematical center does not align with the visual center. Therefore, the Victory A should always be aligned with the vertical visual center (shown left).

Our Mascot

Augustus the jaguar is the official mascot of Augusta University. Our university was the first to incorporate a jaguar as its mascot.





Registration Mark

When used on products/apparel or by external parties, the Augustus logo should carry the “®” registered trademark designation. Follow the guidelines below on how to apply the registered trademark to the mascot.

Always keep in mind the production and size when applying the “®” to the Augustus logo. Always use designer discretion when determining proportions.

If you have a question or specific need regarding size, color, usage or application of the logo that falls outside of these parameters, please contact the Division of Communications and Marketing.



TWO COLOR

Augusta blue & Augusta grey



ONE COLOR

Augusta blue



Using Color

The Augustus logo comes in 2 and 1 color versions. Please use the appropriate logo when applying the mark to various materials and backgrounds.

STROKE VS. NO STROKE

When placing the logo on a light colored background, it may not need the white stroke or border as seen below.





AUGUSTA

Primary Use

The wordmark is used on spirit-related communications to promote the university in a variety of applications.



AUGUSTA

CUSTOM TYPE

This is not a font. Each letter has been drawn custom to our university. Do not request this font to be used for any other word.

Athletic Badges



Primary Use

Athletic badges are to be used in limited instances for the university.

If your department would like to use an athletic badge, please contact the Division of Communications and Marketing.



Team Badges



Secondary Spirit Wordmarks

JAGUARS

JAGUARNATION

JAGNATION

GO JAGS

Secondary Uses

These wordmarks are used on spirit-related communications to promote the university in a variety of applications.

CUSTOM TYPE

This is not a font. Each letter has been drawn custom to our university. Do not request this font to be used for any other word.

SECTION FIVE

Color



Approved University Colors

PRIMARY PALETTE

UNIVERSITY BLUE
 SPOT: PMS 540C or 540U
 CMYK: 100 / 57 / 12 / 61
 RGB: 0 / 51 / 89
 WEB: 003359

UNIVERSITY GREY
 SPOT: PMS 429C or 429U
 CMYK: 21 / 11 / 9 / 22
 RGB: 165 / 172 / 175
 WEB: A5ACAF

Primary Use

The official logo colors are blue (PMS 540), grey (PMS 429) and white. No other logo colors are acceptable.

PMS 542 blue is used as an accent to the university logo. The high key blue accent is PANTONE Process Cyan and should only be used with athletic communications.

Address questions about approved university colors to the Division of Communications and Marketing.

Note: College colors will remain the same per academic standards. Please work with the Division of Communication and Marketing to understand appropriate use of college colors.

SECONDARY PALETTE

CLINICAL BLUE
 SPOT: PMS 631C or 631U
 CMYK (U): 58 / 0 / 13 / 0
 CMYK (C): 73 / 0 / 11 / 0
 RGB: 60 / 182 / 206
 WEB: 3CB6CE

ATHLETIC BLUE
 SPOT: PMS Process Cyan
 CMYK: 100 / 0 / 0 / 0
 RGB: 0 / 174 / 239
 WEB: 00AEEF

ACCENT BLUE
 SPOT: PMS 542C or 543U
 CMYK (U): 49 / 9 / 6 / 1
 CMYK (C): 64 / 19 / 1 / 4
 RGB: 100 / 160 / 200
 WEB: 64A0C8

ACCENT GREEN
 SPOT: PMS 802C NEON
 CMYK: 54 / 0 / 100 / 0
 RGB: 68 / 214 / 44
 WEB: #44D62C

University Color Palette

FORMAL



CASUAL / SPIRIT



HEALTH SYSTEM



ATHLETICS



Using Color

Please use the appropriate balance of university brand colors in all communications. Use the grid to the left as a guide to understanding how to use color based on audience or communication type.

CAMPAIGN COLORS

In some instances, campaign-specific colors can be incorporated into design and layout. Do not use unapproved colors.

PRIMARY UNIVERSITY PALETTE

UNIVERSITY BLUE
 SPOT: PMS 540C or 540U
 CMYK: 100 / 57 / 12 / 61
 RGB: 0 / 51 / 89
 WEB: 003359

UNIVERSITY GREY
 SPOT: PMS 429C or 429U
 CMYK: 21 / 11 / 9 / 22
 RGB: 165 / 172 / 175
 WEB: A5ACAF

Primary Use

The official Children's Hospital of Georgia colors are blue (PMS 2995), pink (PMS 1915) and white.

Official university logo colors are blue (PMS 540), grey (PMS 429) and white are also acceptable for Children's Hospital of Georgia usage.

PRIMARY CHOG PALETTE

CHOG BLUE
 SPOT: PMS 2995
 CMYK: 87 / 1 / 0 / 0
 RGB: 0 / 169 / 224
 WEB: 00A9E0

CHOG Pink
 SPOT: PMS 1915
 CMYK: 0 / 77 / 21 / 0
 RGB: 234 / 80 / 132
 WEB: EA5084

COLOR BALANCE



SECTION SIX

Embroidery



The University Logo



SHIELD



FOUNDING LOGO

Embroidery

The University Logo should be embroidered with just the shield, including navy and white threads.

The founding mark should be preserved for elevated applications.

Navy - Madeira 40 - 1243

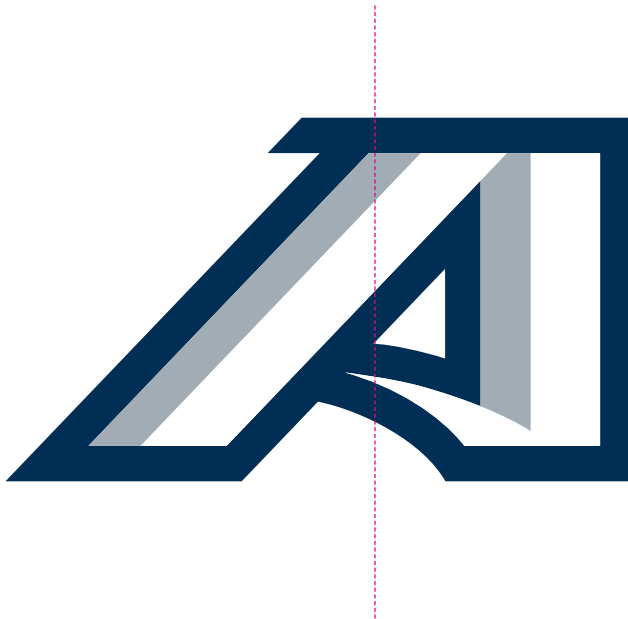
White - Madeira 40 - 1004

SIZE AND PLACEMENT

The recommended height for embroidery of the shield on apparel is 2.5" high and should be placed on the wearer's left chest. Embroidery on apparel should not exceed 3" high.

The Victory A

VISUALLY CENTER THE LOGO



Embroidery

The Victory A should always be embroidered in its full color rendering, including navy, grey and white threads.

Special attention needs to be paid to the following:

- Do not omit the white outline
- The center should always be filled with white

Navy - Madeira 40 - 1243

Grey - Madeira 40 - 1011

White - Madeira 40 - 1004

A one color version of the Victory A is available for use only with the approval of by the Division of Communications and Marketing.



Embroidery

Augustus should always be embroidered in his full color rendering, including navy, grey and white threads.

Special attention needs to be paid to the following:

- Do not omit the white outline on dark backgrounds

Navy - Madeira 40 - 1243

Grey - Madeira 40 - 1011

White - Madeira 40 - 1004



Lab Coats

Lab Coats are to include both Shield Logo as well as wearers first and last name followed by any medical abbreviations.

Shield - 3" high Shield Logo, Wearers Right Chest When on a White Coat embroider blue only.

Names - Width not to exceed width of pocket, centered 1" above pocket Line One (Avenir Heavy) - first and last name followed by any medical abbreviations line two (Avenir Book) - participating college, department or program embroider blue only.

Navy - Madeira 40 - 1243

White - Madeira 40 - 1004

Orders should be placed through the Augusta University JagStore.



SHIELD



NON-FORMAL LOGO

Embroidery

The Children's Hospital of Georgia Logo should be embroidered with just the shield, including blue and white threads.

The non-formal mark should be preserved for elevated applications.

CHOG Blue - Madeira 40 - 1095

CHOG Pink - Madeira 40 - 1354

White - Madeira 40 - 1004

SECTION SEVEN

Typography



PRIMARY ACADEMIC TYPEFACE

Crimson Text

1. Roman

Lorem ipsum dolor sit amet, purus a ut, integer non facilisi ipsum. Cras felis lacus ante etiam dignissim. Nunc curae quis, malesuada nulla id. Orci aenean dolor auctor nulla. Arcu amet nunc, pede nulla nunc mauris mi nec. Ipsum sed vivamus, turpis feugiat integer eu magna nisl sed, quos amet, class proin, vitae vitae.

2. Italic

Lorem ipsum dolor sit amet, purus a ut, integer non facilisi ipsum. Cras felis lacus ante etiam dignissim. Nunc curae quis, malesuada nulla id. Orci aenean dolor auctor nulla. Arcu amet nunc, pede nulla nunc mauris mi nec. Ipsum sed vivamus, turpis feugiat integer eu magna nisl sed, quos amet, class proin, vitae vitae.

3. Semibold

Lorem ipsum dolor sit amet, purus a ut, integer non facilisi ipsum. Cras felis lacus ante etiam dignissim. Nunc curae quis, malesuada nulla id. Orci aenean dolor auctor nulla. Arcu amet nunc, pede nulla nunc mauris mi nec. Ipsum sed vivamus, turpis feugiat integer eu magna nisl sed, quos amet, class proin, vitae vitae.

4. Crimson Text Roman Characters

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789

5. Webfont

Crimson Text (Google Fonts)

6. Crimson Download: https://www.google.com/fonts/download?kit=bAeUdukrRW-ruYLOzLidHSEznm_SBTwoxm6PORu858

SYSTEM FONT SUBSTITUTE

If Crimson Text is unavailable, use this font as a substitute.

Times New Roman

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789

PRIMARY CLINICAL TYPEFACE

Avenir

1. Roman

Lorem ipsum dolor sit amet, integer non facilisi ipsum. Cras felis lacus ante etiam dignissim. Nunc curae quis, malesuada nulla id. Orci aenean dolor auctor nulla. Arcu amet nunc, pede nulla nunc mauris mi nec. Ipsum sed vivamus, turpis feugiat integer eu magna nisl sed, quos amet, class proin, vitae vitae.

2. Oblique

Lorem ipsum dolor sit amet, integer non facilisi ipsum. Cras felis lacus ante etiam dignissim. Nunc curae quis, malesuada nulla id. Orci aenean dolor auctor nulla. Arcu amet nunc, pede nulla nunc mauris mi nec. Ipsum sed vivamus, turpis feugiat integer eu magna nisl sed, quos amet, class proin, vitae vitae.

3. Heavy

Lorem ipsum dolor sit amet, integer non facilisi ipsum. Cras felis lacus ante etiam dignissim. Nunc curae quis, malesuada nulla id. Orci aenean dolor auctor nulla. Arcu amet nunc, pede nulla nunc mauris mi nec. Ipsum sed vivamus, turpis feugiat integer eu magna nisl sed, quos amet, class proin, vitae vitae.

4. Avenir Roman Characters

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789

5. Avenir Download: <http://www.linotype.com/1245613/avenir-family.html>

WEBFONT AND SYSTEM FONT SUBSTITUTE

If Avenir is unavailable, use this font as a substitute. Windows may substitute Segoe UI or Arial for Helvetica. Preference, in order, per availability is: Helvetica, Segoe UI, Arial.

Helvetica

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789

PRIMARY ATHLETICS TYPEFACE

Forza

1. Book

Lorem ipsum dolor sit amet, integer non facilisi ipsum. Cras felis lacus ante etiam dignissim. Nunc curae quis, malesuada nulla id. Orci aenean dolor auctor nulla. Arcu amet nunc, pede nulla nunc mauris mi nec. Ipsum sed vivamus.

2. Bold Italic

Lorem ipsum dolor sit amet, integer non facilisi ipsum. Cras felis lacus ante etiam dignissim. Nunc curae quis, malesuada nulla id. Orci aenean dolor auctor nulla. Arcu amet nunc, pede nulla nunc mauris mi nec. Ipsum sed vivamus.

3. Bold

Lorem ipsum dolor sit amet, integer non facilisi ipsum. Cras felis lacus ante etiam dignissim. Nunc curae quis, malesuada nulla id. Orci aenean dolor auctor nulla. Arcu amet nunc, pede nulla nunc mauris mi nec. Ipsum sed vivamus.

4. Forza Book Characters

abcdefghijklmnopqrstuvxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789

5. Webfont

Teko (Google Fonts)

6. Teko Download: <https://www.google.com/fonts/download?kit=ii26cztTKZSIzVGlu3qzlg>

7. Forza Download: <http://www.typography.com/fonts/forza/overview/>

SYSTEM FONT SUBSTITUTE

If Forza is unavailable, use this font as a substitute. Windows may substitute Segoe UI or Arial for Helvetica. Preference, in order, per availability is: Helvetica, Segoe UI, Arial.

Helvetica

abcdefghijklmnopqrstuvxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789

CUSTOM ATHLETICS TYPEFACE

ROAR

0123456789

0123456789

CUSTOM TYPE

This is not a font. Each number and letter has been drawn custom to our university. Athletic and spirit communications should use the approved athletics typeface, Forza. Other uses should be approved by the Division of Communications and Marketing.

ELIGENDI SUSPENDISSE MAURIS

Lorem Ipsum Sum Estas Vonostras

Metus at vivamus sit vitae.

Lorem ipsum dolor sit amet, purus a ut, integer non pede erat urna facilisi ipsum. Cras felis lacus pulvinar ante etiam dignissim. Nunc curae quis, malesuada nulla id.

Lorem ipsum dolor sit amet, purus a ut, integer non facilisi ipsum. Cras felis lacus ante etiam dignissim. Nunc curae quis, malesuada nulla id. Orci aenean dolor auctor nulla. Sed amet felis luctus sollicitudin in, arcu amet nunc, pede nulla nunc mauris mi nec. Ipsum sed vivamus, turpis feugiat integer eu magna nisl sed, quos amet, class proin, vitae vitae.

Massa posuere cras libero, at pharetra sem risus sed, justo in arcu aptent vitae. Auctor ac eros ut eu ut in. Ut convallis vel, mollis sit in justo in leo sodales, facilisis non lacinia lorem consequat, nihil duis non nunc, orci scelerisque ipsum telluellerisque. Quam tristique,

architecto lobortor, ultricies et facilisis, aenean mauris pulvinar, odio nunc tempor morbi.

Mauris magna eget congue in amet eget, at mi lobortis. Ut feugiat odio, pede neq ultrices turpis, in justo sed tincidunt at vivamus sit vitae, amet fringilla dolor pellentesque, id integer, sapien laoreet amet etiam senectus, mollis odio non.

Note: Always set paragraph styles to unjustified text (ranged left), with hyphenation turned off.

HEADER SETUP

Avenir Black
Size: 10/14 pt
Kerning: Metrics
Tracking: 0

HEADLINE

Crimson Text Roman
Size: 36/48 pt
Kerning: Metrics
Tracking: 0

SUBHEAD

Avenir Light Oblique
Size: 18/28 pt
Kerning: Metrics
Tracking: 0

INTRO COPY

Crimson Text Italic
Size: 16/22 pt
Kerning: Metrics
Tracking: 0
Leading: 6 pts over size

BODY COPY

Crimson Text
Size: 8/12 pt
Kerning: Metrics
Tracking: 0
Leading: 6 pts over size

ELIGENDI SUSPENDISSE MAURIS

Lorem Ipsum Sum Estas Vonostras

Metus at vivamus sit vitae.

Lorem ipsum dolor sit amet, purus a ut, integer non pede erat urna facilisi ipsum. Cras felis lacus pulvinar ante etiam dignissim. Nunc curae quis, malesuada nulla id.

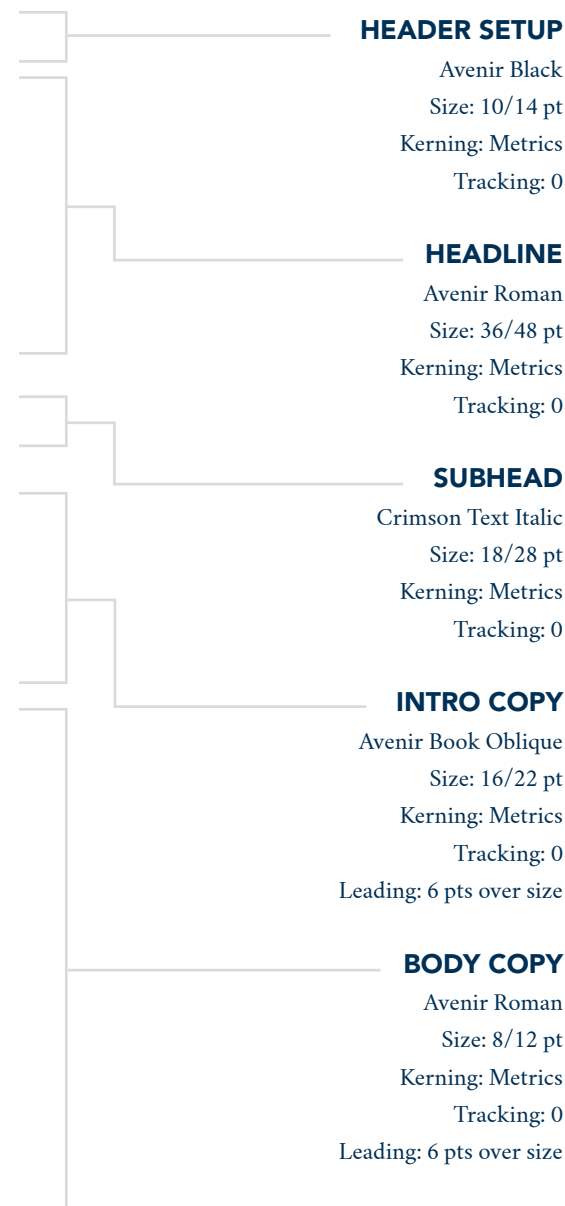
Lorem ipsum dolor sit amet, purus a ut, integer non facilisi ipsum. Cras felis lacus ante etiam dignissim. Nunc curae quis, malesuada nulla id. Orci aenean dolor auctor nulla. Sed amet felis luctus sollicitudin in, arcu amet nunc, pede nulla nunc mauris mi nec. Ipsum sed vivamus, turpis feugiat integer eu magna nisl sed, quos amet, class proin, vitae vitae.

Massa posuere cras libero, at pharetra sem risus sed, justo in arcu aptent vitae. Auctor ac eros ut eu ut in. Ut convallis vel, mollis sit in justo in leo sodales, facilisis non lacinia lorem consequat, nihil dui non nunc, orci scelerisque ipsum telluellerisque. Quam tristique,

architecto lobortor, ultricies et facilisis, aenean mauris pulvinar, odio nunc tempor morbi.

Mauris magna eget congue in amet eget, at mi lobortis. Ut feugiat odio, pede neq ultrices turpis, in justo sed tincidunt at vivamus sit vitae, amet fringilla dolor pellentesque, id integer, sapien laoreet amet etiam senectus, mollis odio non.

Note: Always set paragraph styles to unjustified text (ranged left), with hyphenation turned off.



ELIGENDI SUSPENDISSE MAURIS

LOREM IPSUM SUM ESTAS

Metus at vivamus sit vitae.

Lorem ipsum dolor sit amet, purus a ut, integer non pede erat urna facilisi ipsum. Cras felis lacus pulvinar ante etiam dignissim. Nunc curae quis, malesuada nulla id.

Lorem ipsum dolor sit amet, purus a ut, integer non facilisi ipsum. Cras felis lacus ante etiam dignissim. Nunc curae quis, malesuada nulla id. Orci aenean dolor auctor nulla. Sed amet felis luctus sollicitudin in, arcu amet nunc, pede nulla nunc mauris mi nec. Ipsum sed vivamus, turpis feugiat integer eu magna nisl sed, quos amet, class proin, vitae vitae.

Massa posuere cras libero, at pharetra sem risus sed, justo in arcu aptent vitae. Auctor ac eros ut eu ut in. Ut convallis vel, mollis sit in justo in leo sodales, facilisis non lacinia lorem consequat, nihil dui non nunc, orci scelerisque ipsum telluellerisque. Quam tristique,

architecto lobortor, ultricies et facilisis, aenean mauris pulvinar, odio nunc tempor morbi.

Mauris magna eget congue in amet eget, at mi lobortis. Ut feugiat odio, pede neq ultrices turpis, in justo sed tincidunt at vivamus sit vitae, amet fringilla dolor pellentesque, id integer, sapien laoreet amet etiam senectus, mollis odio non.

Note: Always set paragraph styles to unjustified text (ranged left), with hyphenation turned off.

HEADER SETUP

Avenir Black
Size: 10/14 pt
Kerning: Metrics
Tracking: 0

HEADLINE

Forza Bold
Size: 36/72 pt
Kerning: Metrics
Tracking: 0

SUBHEAD

Forza Bold Italic
Size: 18/28 pt
Kerning: Metrics
Tracking: 0

INTRO COPY

Forza Book Italic
Size: 16/22 pt
Kerning: Metrics
Tracking: 0
Leading: 6 pts over size

BODY COPY

Avenir Roman
Size: 8/12 pt
Kerning: Metrics
Tracking: 0
Leading: 6 pts over size

SECTION EIGHT

Stationery





AUGUSTA
UNIVERSITY

December 22, 2015

Recipient
1120 15th Street, BC 1109
Augusta, Georgia 30912

Recipient,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent semper elementum hendrerit. Donec at lectus non metus molestie euismod. Praesent rutrum accumsan leo in molestie. Integer semper nisi non massa varius, ut feugiat nibh pharetra. In eget porta metus. Sed fringilla ullamcorper mi ut luctus. Nam et lectus non nulla mattis imperdiet id sit amet orci.

In hac habitasse platea dictumst. Ut convallis nibh non est viverra, et porttitor dui consequat. Etiam pharetra, purus at pharetra commodo, sapien dui fimbis dolor, at aliquam sapien erat quis enim.

Mauris in nibh postere nec, fin eget lectus euismod eu felis.

Best regards,

Sender Name

(706) 555-5555
sendername@at



AUGUSTA
UNIVERSITY

Barry LaCroix
Director of Construction

blacroix@augusta.edu

Mailing Address: 1120 15th Street, BC 1109
Augusta, Georgia 30912

Office Location: 2500 Walton Way, Benet
Augusta, Georgia 30909

Office 706-721-6951 Call 706-513-1085 augusta.edu



AUGUSTA UNIVERSITY

**PAMPLIN COLLEGE OF ARTS,
HUMANITIES, AND SOCIAL SCIENCES**

1120 15th Street, BC 1109
Augusta, Georgia 30912

JAMES M. HULL COLLEGE OF BUSINESS
Knox School of Accounting

Mailing Address:
1120 15th Street, BC 1109
Augusta, Georgia 30912

Office Address:
2500 Walton Way, Benet
Augusta, Georgia 30909

T (706) 721-6951
F (706) 721-6952

augusta.edu

Stationery

The university business system is the most widely used communications tool available to the university and presents an opportunity to convey a positive image every time it is used. Each component, from business cards to letterhead and envelopes, represents Augusta University and works to strengthen the visual identity of the institution.

Please note that it is appropriate and recommended all entities including the health system use the primary stationery suite featured here.

SCALE

Components shown here at 50 percent of actual size.



**STACKED
LOGO**

LETTER CONTENT

December 22, 2015

Recipient
1120 15th Street, BC 1109
Augusta, Georgia 30912

Recipient,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent semper elementum hendrerit. Donec at lectus non metus molestie euismod. Praesent rutrum accumsan leo in molestie. Integer semper nisi non massa varius, ut feugiat nibh pharetra. In eget porta metus. Sed fringilla ullamcorper mi ut luctus. Nam et lectus non nulla mattis imperdiet id sit amet orci.

In hac habitasse platea dictumst. Ut convallis nibh non est viverra, et porttitor dui consequat. Etiam pharetra, purus at pharetra commodo, sapien dui finibus dolor, at aliquam sapien erat quis enim. Mauris in nibh vitae sapien mollis sollicitudin sed ac ante. Phasellus diam dui, porttitor sit amet posuere nec, finibus ac lacus. Donec convallis porttitor ante vitae faucibus. Praesent suscipit felis eget lectus euismod, a egestas sem condimentum. Donec non augue a lectus tincidunt tristique eget eu felis.

Best regards,

**FOLD
MARK**

University Suite

Mauris in nibh vitae sapien mollis sollicitudin sed ac ante. Phasellus diam dui, porttitor sit amet posuere nec, finibus ac lacus. Donec convallis porttitor ante vitae faucibus. Praesent suscipit felis eget lectus euismod, a egestas sem condimentum. Donec non augue a lectus tincidunt tristique eget eu felis.

Best regards,

Sender Name

(706) 555-5555
sendername@augusta.edu

COLLEGE/DEPT/ENTITY/UNIT

JAMES M. HULL COLLEGE OF BUSINESS
Knox School of Accounting

Mailing Address:
1120 15th Street, BC 1109
Augusta, Georgia 30912

Office Address:
2500 Walton Way, Benet
Augusta, Georgia 30909

T (706) 721-6951

F (706) 721-6952

augusta.edu

ADDRESSES

PHONE/FAX

URL

University Suite



BUSINESS CARD BACK

This is the front of a business card for Barry LaCroix. On the left side, there is a dark blue vertical bar with the Augusta University logo at the top and the text 'PLANNING, DESIGN AND CONSTRUCTION' written vertically in white. The main white area contains the following information:

Barry LaCroix
Director of Construction

blacroix@augusta.edu

Mailing Address: 1120 15th Street, BC 1109
Augusta, Georgia 30912

Office Location: 2500 Walton Way, Benet
Augusta, Georgia 30909

Office 706-721-6951 Cell 706-513-1085 **augusta.edu**

This is the front of a business card for Mary LaCroix. On the left side, there is a dark blue vertical bar with the Augusta University logo at the top and the text 'MEDICAL ASSOCIATES' written vertically in white. The main white area contains the following information:

Mary LaCroix
Director of Clinical Operations

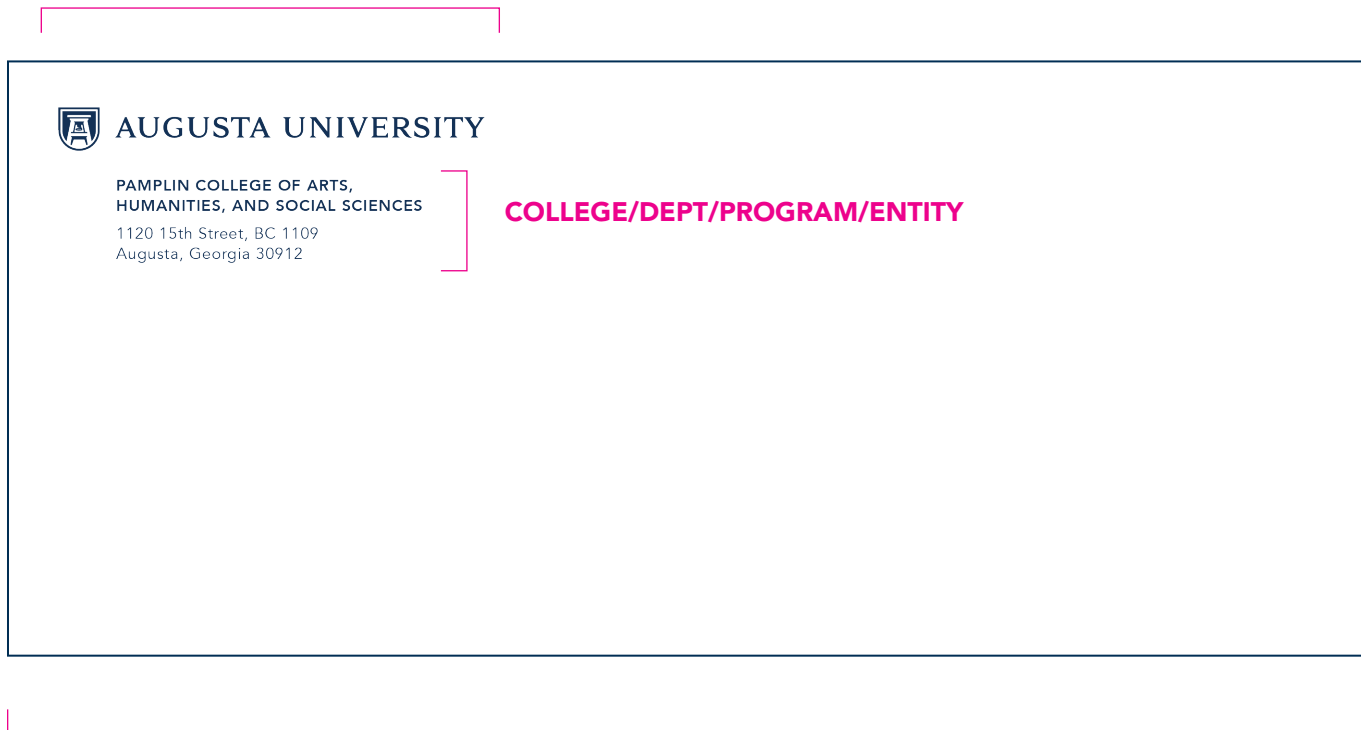
mlacroix@augusta.edu

Mailing Address: 1120 15th Street, HT-1220
Augusta, Georgia 30912

Direct 706-721-3575 Fax 706-721-4785 **augustahealth.org**

BUSINESS CARD FRONT

EXTENDED HORIZONTAL LOGO



No. 10 ENVELOPE

SECTION NINE

Editorial



EDITORIAL STYLE

Augusta University uses the Associated Press stylebook with select exceptions. Those exceptions, along with other commonly asked questions regarding editorial style, are noted below. For more information, contact the Division of Communications and Marketing at 706-721-7406 or marketing@augusta.edu. The AP Stylebook is available for purchase at the JagStore.

Academic Degrees—Other than in lists and business cards, do not follow a name with “letter” degrees. Establish credentials in the body of copy, if necessary: “John Doe earned a master’s degree in nursing from The Ohio State University.”

Academic Programs—“Program” is capitalized if it is part of the official name of the program:

- the Study Abroad Program
- the Honors Program
- the MD/PhD Program
- the PhD in Nursing Program

Acronyms—Readily understood and approved acronyms are acceptable on subsequent reference (DOD, DOE, UGA, USG, NIH, CDC, etc.), but in general, avoid alphabet soup and do not place these readily understood

acronyms in parentheses after a first reference. However, do place acronyms that your audience would not quickly recognize in parentheses after the first reference.

Universities, offices, institutes, foundations, associations, departments, etc., can often be shortened in subsequent references as “the university,” “the office,” “the foundation,” etc. These shortened references should not be capitalized.

Base article usage on the sound of the first letter of the acronym: an SRS, an MCG, a CURS.

Augusta University—Is the enterprise consisting of nine colleges and schools, the health system, and its satellite campuses. Always use “Augusta University” on first reference. Refer to as “Augusta” or “AU” on second and subsequent references. Informal references such as “the university” are acceptable. When using “Augusta” in second and subsequent reference, be certain it is clear you are not referring to the city of Augusta.

Augusta University Health—Refers to the combination of all cooperating health care organizations and locations within Augusta University including the Augusta University Medical Center, Children’s Hospital of Georgia, and Medical Associates. Refer to as “Augusta University Health” on first reference. Second and

subsequent references when referring to the entire health system are “Augusta University,” “AU Health,” “Augusta University’s health system,” or “the health system at Augusta University.” Informal references such as “the health system” are acceptable. “AUHealth” (without the space), “AUHS” and “AUH” are not acceptable in any use.

Brand references may be used at the discretion of the Division of Communications and Marketing such as “Augusta Health” as represented in the url augustahealth.org.

Health care practices are named as follows: Augusta University Breast Health Center, Augusta University Orthopaedics, Augusta University Sports Medicine, Augusta University Medical Associates at West Wheeler and Lake Oconee. Second and subsequent references: Breast Health Center, Orthopaedics, Sports Medicine, West Wheeler, Lake Oconee, respectively.

Augusta University Medical Associates—Spell out entire name on first reference. On second and subsequent references, use “Medical Associates” or “AU Medical Associates.” AUMA is reserved for use in lists.

Augusta University Medical Center—Spell out entire name on first reference. On second and subsequent references, use “the medical center” or “AU Medical Center.” AUMC is reserved for use in lists.

Editorial Standards

Bullet Points—Make bullet points consistent in structure: All should be full sentences or fragments, not a combination of both. However, if you have two sets of bullet points in a document, you do not need to make them consistent with each other — just within themselves.

Punctuate bullets consistently. That is, if one bullet ends with a period, end all with a period, following these rules:

- If all bullets are sentences, end each one with a period or question mark.
- If all bullets are phrases or fragments, use no end punctuation. Avoid using semicolons between bullets.

Campus—Campus is capitalized when it is part of the name of our campuses.

- Summerville Campus
- Health Sciences Campus

But: Summerville and Health Sciences campuses

CAMPUS NAMES

Forest Hills Campus—The Augusta campus that is home to the Christenberry Fieldhouse, Forest Hills Golf Course and the university's Golf House and Practice Facility.

Health Sciences Campus—The Augusta campus that is home to the College of Allied Health Sciences, the

College of Nursing, the Medical College of Georgia, The Dental College of Georgia, and The Graduate School.

Riverfront Campus— The Augusta campus that is home to the future Georgia Cyber and Innovation Training Center.

Summerville Campus—The Augusta campus that is home to the College of Education; College of Science and Mathematics; Hull College of Business; and Pamplin College of Arts, Humanities and Social Sciences.

Cancer Center—On first reference, spell out the entire name: the Georgia Cancer Center at Augusta University. On second and subsequent references: the Cancer Center.

Capitalization—Capitalize formal names: The Dental College of Georgia, the Department of Anesthesiology, the Section of Pediatric Cardiology, etc. Lowercase informal references: the university, the health system, the medical school, the dental school, the department, the section, etc.

Email addresses and websites should be lowercase.

(Exception: some international web addresses)

Children's Hospital of Georgia—The acronym CHOG is acceptable on second and subsequent reference. (CHoG is not acceptable.)

Christenberry Fieldhouse—Athletic building on the Forest Hills Campus. Fieldhouse is always one word.

Colleges—Augusta University colleges are written on first reference, for example: the Medical College of Georgia at Augusta University; the Pamplin College of Arts, Humanities and Social Sciences at Augusta University; the College of Education at Augusta University. Second and subsequent references: Medical College of Georgia or MCG; Pamplin College or Pamplin, College of Education, respectively.

Commas in a Series—Use commas to separate elements in a series, but do not put a comma before the conjunction in a simple series: The flag is red, white and blue. He would nominate Tom, Dick or Harry.

Put a comma before the concluding conjunction in a series, however, if an integral element of the series requires a conjunction: I had orange juice, toast, and ham and eggs for breakfast.

Use a comma also before the concluding conjunction in a complex series of phrases: The main points to consider are whether the athletes are skillful enough to compete, whether they have the stamina to endure the training, and whether they have the proper mental attitude.

Commas with Introductory Clauses and Phrases—

A comma is used to separate an introductory clause or phrase from the main clause: When he had tired of the mad pace of New York, he moved to Dubuque.

The comma may be omitted after short introductory phrases if no ambiguity would result: During the night he heard many noises.

But use the comma if its omission would slow comprehension: On the street below, the curious gathered.

Compound Modifiers—When a compound modifier precedes a noun, use hyphens to link all the words in the compound except the adverb “very” and all adverbs that end in -ly:

- a first-quarter touchdown
- a bluish-green dress
- a full-time job
- a well-known man
- a know-it-all attitude
- a very good time
- an easily remembered rule.

Many combinations that are hyphenated before a noun are not hyphenated when they occur after a noun:

- The team scored in the first quarter.
- She works full time.
- His attitude suggested that he knew it all.

But when a modifier that would be hyphenated before a noun occurs instead after a form of the verb “to be,” the hyphen usually must be retained to avoid confusion:

- The man is well-known.
- The woman is quick-witted.
- The children are soft-spoken.
- The play is second-rate.
- All our employees are full-time.

Courtesy Titles—The only courtesy titles used are “Dr.” and formal titles, such as “President” or “Provost,” and then only on first reference. “Mr.,” “Mrs.,” “Miss” and “Ms.” are not used. The courtesy title “Dr.” is used for any kind of doctor (MD, PhD, DMD, EdD, etc.), an exception to Associated Press style. The title precedes the full name in the first reference but is not used on subsequent references.

Examples:

- Dr. John Smith has been named chair of the National Society of Physicians. Smith, a 1988 graduate of the Medical College of Georgia at Augusta University ...

- Dr. Mary Smith has been named chair of the National Society of Dentists. Smith, a 1988 graduate of The Dental College of Georgia at Augusta University ...
- Augusta University President John Smith has been named chair of the National Society of Educators. Smith, who earned a doctorate in education from the University of ...
- Jane Williams has been named chair of the National Society of Wordsmiths. Williams, who earned a bachelor’s degree in journalism ...

Dates—Use Arabic figures, without st, nd, rd or th.

Dates in Body Text—AP style is “event time date place”:

The Jazz Extravaganza will be held at 7 p.m. on Saturday, Oct. 31, 2015, in the Maxwell Theatre.

Degrees and Fellowships—Augusta University style does not place periods in “letter” degrees or fellowship acronyms.

NOTE: *Other than in lists and business cards, do not follow a name with “letter” degrees. Establish credentials in the body of copy, if necessary: “John Doe earned a master’s degree in nursing from The Ohio State University.”*

Departments, Divisions and Sections—When referring to a specific department or section, capitalize it.

Editorial Standards

Examples:

- Department of Anesthesiology
 - Section of Pediatric Cardiology
 - Department of Art
 - Art Department (an exception to AP style)
 - Bob Smith has an appointment in Cardiology.
- But the general use of a term such as “cardiology” is lowercase: Dr. Jones' training is in cardiology.
- Dr. John Smith, professor of neurology, said (job title after the name)
 - Dr. John Smith, professor in the Department of Neurology, said (department name used, not part of his title)

Event Programs (lists in)—

(Ex: White Coat Ceremony program):

- Jack Jones, RN
- Angela Williams, MD, PhD

First Names—First names are acceptable on every reference for children (age 18 and younger). The same is occasionally true of adults referred to in feature stories. The tone of the story should dictate first-name usage in these cases. When in doubt, use last names on second and subsequent references.

Health care—Two words. (n. and adj.)

J. Harold Harrison, M.D. Education Commons—

Always referred to as J. Harold Harrison, M.D. Education Commons on first reference. On second and subsequent reference, it is referred to as the Harrison Education Commons.

Multiple Titles—Use only one title to precede a name: Dr. John Doe or Augusta University President John Doe. Never Augusta University President Dr. John Doe.

Nicknames—Use as part of a first reference only if subject prefers it and is commonly called by it. If preference is unclear, use formal name (William rather than Bill).

Numerals—Spell out one through nine and first through ninth; starting with 10 and 10th, use figures. Exceptions: Always use figures for ages (“She is 2 years old”) and percentages (“9 percent”), and spell out a numeral at the beginning of a sentence (“Twelve committee members attended ...”)

Satellite Campuses— Satellite Campuses are written on first reference, for example, Southwest Campus of the Medical College of Georgia at Augusta University; second and subsequent references: MCG Southwest Campus.

Temporary Titles—The title-holder’s preference applies: interim or acting.

Tenses—Articles should be written in the past tense, except for occasional feature articles that may be written in the present tense, depending on the tone of the story. The tense should be consistent throughout the article. (Example of present tense: “Augusta University is a great place to work,” says John Doe, vice president in the Department of Wordsmithing.)

Headlines and photo captions are written in the present tense.

Titles—

Academic and General—

When a formal job title appears before a person's name, capitalize it.

When it appears after a person's name or alone, do not capitalize it.

Examples:

- President Mary Smith said
- Dr. Mary Smith, president of Augusta University and CEO of Augusta University Health, said (Augusta University and Augusta University Health will always be capitalized.)

Editorial Standards

- John Smith, vice president for marketing and communications, said (This is his job title; therefore, "marketing and communications" is lowercase.)

- John Smith has been named vice president for communications and marketing at Augusta University. (Again, "vice president for communications and marketing" is his job title; therefore, "marketing and communications" is lowercase.)

- John Smith holds the position of vice president in the Division of Communications and Marketing at Augusta University ("Division of Communications and Marketing" is not being used as part of his job title; therefore, it is capitalized.)

Capitalize and spell out formal titles such as professor or dean when they precede a name. Lowercase elsewhere.

Examples:

- Professor Mary Smith said
- Dr. Mary Smith, professor of history, said
- Dr. Mary Smith, professor in the Department of History, Anthropology and Philosophy, said
- Dean John Smith said
- Dr. John Smith, dean of the Pamplin College of Arts, Humanities and Social Sciences, said (The name of the college will always be capitalized.)
- Vice President for Enrollment and Student Affairs Mary Smith, said

- Dr. Mary Smith, vice president for enrollment and student affairs, said (This is her job title; therefore, "enrollment and student affairs" is lowercase. However, Dr. Mary Smith holds the position of vice president in the Division of Enrollment and Student Affairs.)

Named and endowed chairs and professorships are always capitalized.

Examples:

- John Smith, Morris Eminent Scholar in Art, said
- Morris Eminent Scholar in Art John Smith, said
- Dr. Mary Smith, Cree-Walker Professor of Education and director of Augusta University's Literacy Center, said

Emeritus:

- Professor Emeritus Mary Smith, said
- Dr. Mary Smith, professor emeritus of anthropology, said
- Dr. Mary Smith, professor emeritus in the Department of History, Anthropology and Philosophy, said
- Dean Emeritus John Smith said
- Dr. John Smith, dean emeritus of the Pamplin College of Arts, Humanities and Social Sciences, said

Titles following names in lists or on business cards are capitalized.

Presidential Signature—The presidential signature is the only exception any guidelines previously state.

Brooks A. Keel, PhD
President, Augusta University
CEO, AU Health System

Web Addresses—When placing a web address on promotional material, such as posters, verify that the address works. If the address works without the use of the protocol "http://" or the abbreviation for World Wide Web (www), do not use them. Example: The web address for Augusta University is written "augusta.edu" (an exception to Associated Press style). If a web address occurs at the end of a sentence, end punctuation is used. All urls should be lowercase. Example: The web address for Augusta University is augusta.edu.

BOILERPLATE

Augusta University is Georgia's innovation center for education and health care, training the next generation of innovators, leaders and health care providers in classrooms and clinics on three campuses in Augusta and satellite locations across the state. Groundbreaking research at Augusta is dedicated to improving and enriching the human experience as we seek to create a healthier, more prosperous Georgia. Nearly 9,000 students choose Augusta for experiential learning that blends arts and application, humanity and the health sciences. Augusta is home to the state's only public academic health center, where world-class clinicians are bringing the medicine of tomorrow to patient care today. augusta.edu augustahealth.org.



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