

# ARCH SOCIETY

These logo sets include five color variations in the formal, horizontal, and an optional web banner configuration. Each color variation comes in three formats: PNG (transparent background), JPG (raster format) and EPS (vector format).

## WHICH FILE TO USE

VENDORS ----- EPS  
DESIGNERS ----- EPS  
POWER POINT --PNG / JPG  
WORD -----PNG / JPG  
EMAIL -----PNG  
WEB -----PNG / JPG  
BANNERS/SIGNS ---- EPS

## CONFIGURATIONS

FORMAL ----- (-FS-)  
HORIZONTAL ----- (-H-)  
BANNER ----- (-WEB-)

\*XH AVAILABLE ONLY FOR DOUBLE LINE CONFIGURATIONS

## COLOR VARIATIONS

FULL COLOR ----- (-FC)  
TWO COLOR BLACK ---- (-2CB)  
TWO COLOR RED----- (-2CR)  
REVERSE COLOR WHITE (-CW)  
WHITE----- (-W)

## FORMAT VERSIONS

PNG (300dpi)----- (.png)  
JPG (300dpi)----- (.jpg)  
EPS ----- (.eps)



## REFERENCES & RESOURCES

Visit [brand.uga.edu](http://brand.uga.edu) for more information, resources, templates, downloads and policies.



**UNIVERSITY OF  
GEORGIA**  
Arch Society

ARCH-FS-FC

FORMAL  
FULL COLOR

PNG | JPG | EPS



**UNIVERSITY OF  
GEORGIA**  
Arch Society

ARCH-FS-2CB



**UNIVERSITY OF  
GEORGIA**  
Arch Society

ARCH-FS-2CR

FORMAL  
TWO COLOR

PNG | JPG | EPS



**UNIVERSITY OF  
GEORGIA**  
Arch Society

ARCH-FS-CW



**UNIVERSITY OF  
GEORGIA**  
Arch Society

ARCH-FS-W

FORMAL  
REVERSE WHITE

PNG | JPG | EPS



**UNIVERSITY OF GEORGIA**  
Arch Society

ARCH-WEB

OPTIONAL  
WEB BANNER

ARCH-WEB-FC

PNG | JPG | EPS

# ARCH SOCIETY

All schools can choose their ideal lockup configuration, which ensures that they keep existing brand equity and are represented in the way they best see fit. We recommend the formal configurations for external communications; the horizontal configuration for internal communications.

## WHICH FILE TO USE

VENDORS ----- EPS  
DESIGNERS ----- EPS  
POWER POINT --PNG / JPG  
WORD -----PNG / JPG  
EMAIL -----PNG  
WEB -----PNG / JPG  
BANNERS/SIGNS ---- EPS

## CONFIGURATIONS

FORMAL ----- (-FS-)  
HORIZONTAL----- (-H-)  
BANNER ----- (-WEB-)

## COLOR VARIATIONS

FULL COLOR ----- (-FC)  
TWO COLOR BLACK ---- (-2CB)  
TWO COLOR RED----- (-2CR)  
REVERSE COLOR WHITE (-CW)  
WHITE----- (-W)

## FORMAT VERSIONS

PNG (300dpi)----- (.png)  
JPG (300dpi)----- (.jpg)  
EPS ----- (.eps)



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### HORIZONTAL FULL COLOR

PNG | JPG | EPS



**Arch Society**  
**UNIVERSITY OF GEORGIA**

ARCH-H-FC

### HORIZONTAL TWO COLOR

PNG | JPG | EPS



**Arch Society**  
**UNIVERSITY OF GEORGIA**

ARCH-H-2CB



**Arch Society**  
**UNIVERSITY OF GEORGIA**

ARCH-H-2CR

### HORIZONTAL REVERSE WHITE

PNG | JPG | EPS



**Arch Society**  
**UNIVERSITY OF GEORGIA**

ARCH-H-CW



**Arch Society**  
**UNIVERSITY OF GEORGIA**

ARCH-H-W