BRAND GUIDE · VERSION 1.0

Nic Carroll

Innovation that scales. Security that holds. Leadership that delivers.

The Mark

Drawn from the way Nic signs his N. The loop around it is the C. Use the primary mark by default.



Primary Mark

Navy tile. Default.



Primary, Light

For white pages.



Signature N

Below 24 pixels.



Signature N, Amber

Accent use.



On Dark

Transparent.



On Light

Transparent.



One Color Navy

Print, stamps.



One Color White

On photos.

The Lockup

Use when the name must sit beside the mark: email signatures, letterhead, title slides.





Logo Rules

Do

- Keep clear space of one quarter of the mark's width.
- White N on dark. Navy N on light. The loop stays amber.
- Put a navy or white tile behind the mark on photos.
- Smallest sizes: 24 pixels for the mark, 160 wide for the lockup.

Do Not

- Stretch, rotate, recolor, outline, or shadow the mark.
- Place the mark inside a circle or ring.
- Retype the N in a font.
- Use amber for text on a light background.

Color

About 60 percent navy or paper, 30 percent white surfaces, 10 percent amber.

Navy #0c1a2e	Navy 2 #13263f	Navy 3 #1c3354	Amber #f2b43c	Amber Ink #8a5d00	Sky #8fb8de
Sky Soft #e4eef8	Link Blue #1f5f9e	Paper #f3f5f8	Surface #ffffff	Ink #0f1c2e	Ink Soft #4d5b6e

Contrast, Measured

17.5 to 1
White on Navy. Passes AAA.

9.5 to 1
Amber on Navy. Passes AAA.

5.8 to 1
Amber Ink on White. Passes AA.

1.8 to 1
Amber on White. Fails. Never for text.

Type

Both fonts are open source and included in the package.

HEADLINES AND NUMBERS

Bricolage Grotesque

Weight 700, tight letter spacing. $1.5M · 4,000+ · 100%

BODY AND LABELS

Public Sans

Weights 400 to 600. Plain words, short sentences, result first.

In Use

New websites follow Material Design 3, light scheme, with these colors as the color roles.

CIO · CTO · CISO

Innovation that scales.

See My Case Studies

In use

Policy Library

Every Policy, From Need to Next Review

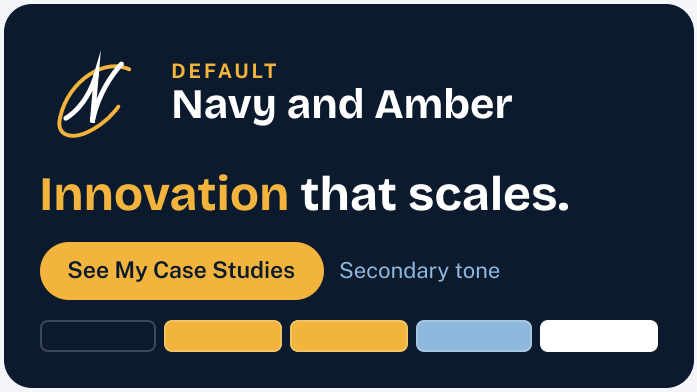
Cards are white with a 12 pixel corner and a thin line border.

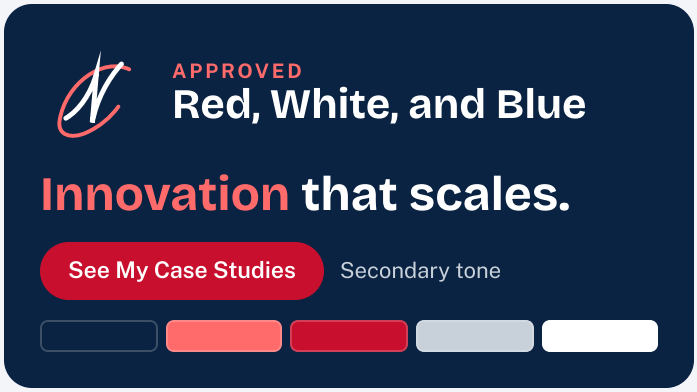
Voice

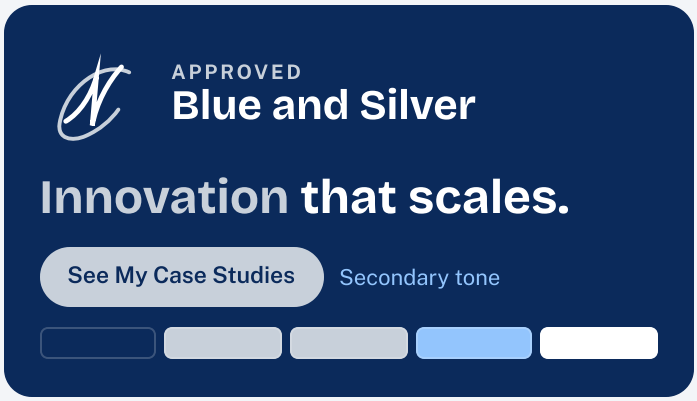
- Never use em dashes or dashes.
- Title Case for headings and buttons.
- Write "Georgia Southern University" in full.
- Lead with leadership, savings, delivery, and security.
- Every number must be true and sourced.
- Demo screens use invented data only.

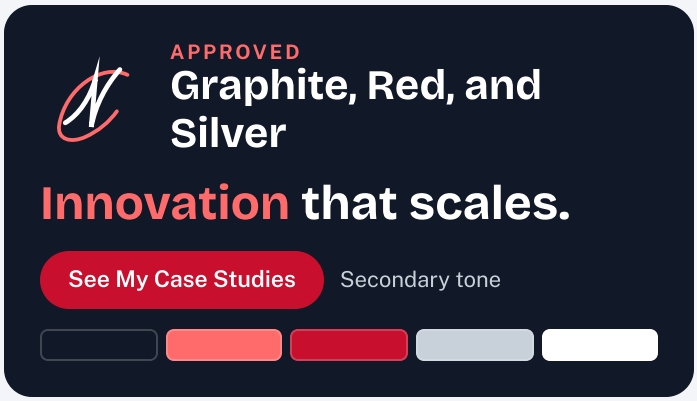
Color Schemes

Four approved schemes. The website has a picker in the top bar. The logo loop follows the active accent.









Rules Every Scheme Must Pass

A scheme changes color values only. Layout, fonts, shapes, and the logo drawing stay the same.

4.5 to 1

Accent on the dark color, text on buttons, links on light pages.

7 to 1

White text on the dark color.

Checked by Script

tokens/check-schemes.py must pass before a scheme ships.

About Red

Do

- True red #c8102e for filled buttons, with white text.
- Lighter red #ff6b6b for red text and lines on dark backgrounds.
- Deep red #b3202e for red text on light backgrounds.

Do Not

- Put true red text on navy. It measures under 4 to 1.
- Use red and amber together as accents in one layout.