

GEORGIA FORESTRY
COMMISSION



Guidelines for Building the GFC Brand While Recognizing the Support of Its Partners





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The GFC Brand

This section focuses on the GFC brand, the importance of having standards for its use, the benefits that are derived from the application of those standards, and the importance of clear communications in establishing brand recognition.



The new Georgia Forestry Commission Brand Signature was created in 2006 to more clearly communicate the overall Mission and Purpose of the GFC:

- Forestland management & forest products marketing
- Clean air management
- Water quality management
- Wildfire prevention, and suppression

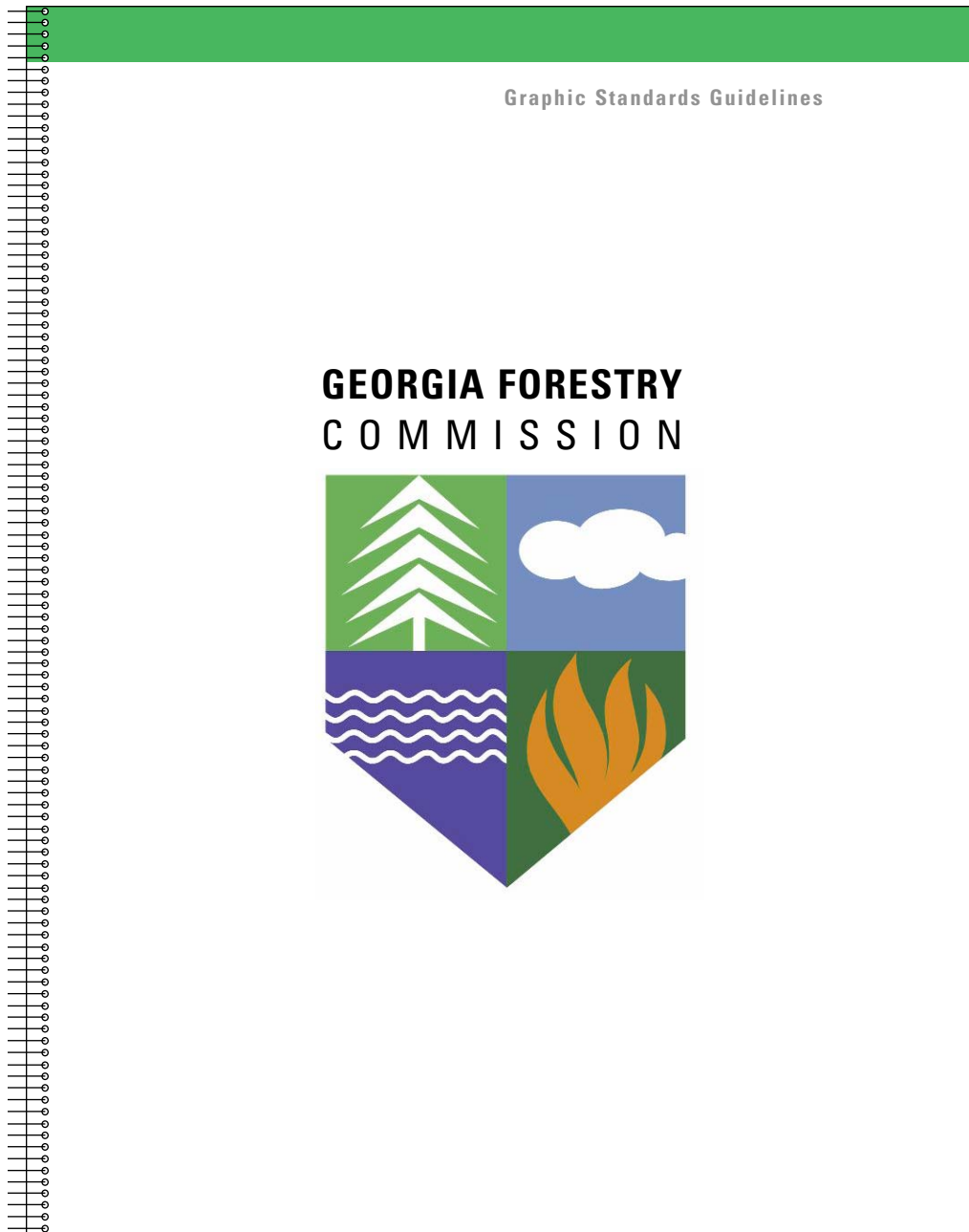
To help ensure the new logo will be an effective tool for building strong recognition of the GFC and its programs will require a commitment among GFC professionals to apply the new signature in a manner that is consistent with the standards that have been developed for its use.

GEORGIA FORESTRY COMMISSION



Basic guidelines for the GFC logo's colors, type fonts, acceptable and unacceptable versions, and usage on printed materials have been developed and are housed in a document that resides in the GFC Communications Department. These standards have been crafted with the same care as those by any major public company or institution wishing to control and protect the enormous equity existing in a brand.

From this point forward, our purpose is to specifically address the use of the GFC logo in combination with other logos that may be requested by GFC Program Managers or partner agencies, as well as the creation of unique GFC Program logos that promote specific agency initiatives and programs. On the following pages, guidelines for using the GFC logo with those of its partners will be discussed and clarified.



Ever wonder why large corporations and institutions passionately protect their logos with consistent standards for their use? It's because of the enormous investment they have made in their brands and what the instant recognition of that brand means to millions of customers. From the illustration below, you can quickly understand what can happen when there are no standards for how a logo can be used.

The GFC logo is no different from those of any major corporation. In order to ensure any logo will be instantly recognized, it must be thoughtfully applied in a consistent manner. It must be applied by design, rather than by chance. Next to its people, the GFC logo is the agency's most important asset. It is the bridge between the GFC and all its constituents and the most effective and efficient way to communicate the very essence of the organization.



Which McDonald's pictured here do you think will best deliver the menu items and service experience that will meet your long-held expectations?

At its core, the GFC logo is the “flag” of the agency. In that sense it represents all that the agency stands for - its people, its programs, its good will, its successes and failures, its relationships with constituents - from landowners to legislators, and its value to Georgia. All that is done under that flag contributes to the equity of the GFC brand.

The benefits of strong brand identification of the GFC are many:

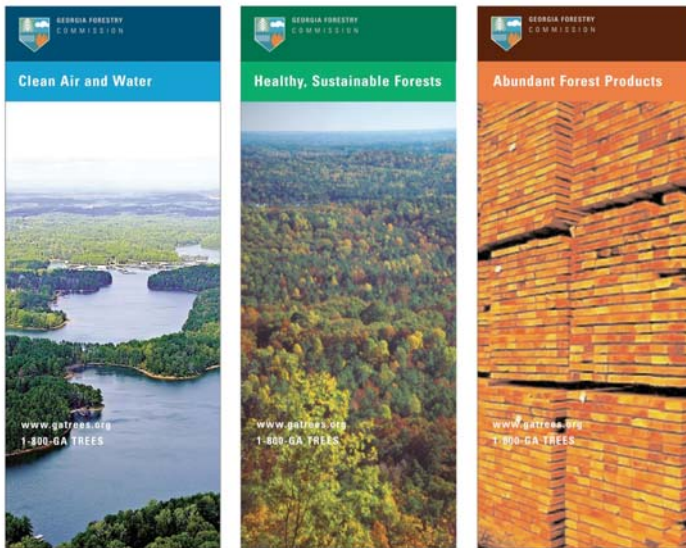
- Confidence in the agency - its people and programs
- Leadership in forest management and sustainability
- Reliance for protection from forest wildfires and diseases
- Worthiness for adequate funding and other resource support

For these reasons and more, it is imperative that wherever the GFC is represented, its brand must be clearly communicated, so the agency is recognized and credited for its activities.

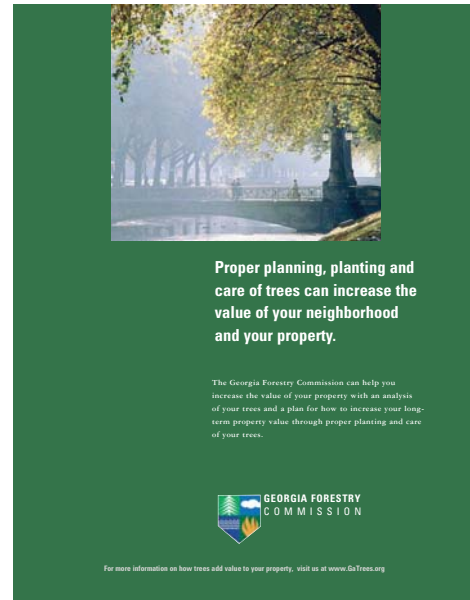


At the heart of a strong brand is consistency. Consistency breeds recognition. Recognition breeds credibility. And, credibility is the critical factor that helps ensure the GFC is properly funded, supported by its constituents, and trusted by all those with whom it interacts. Left to chance, there is no consistency. But, through carefully considered standards, consistency can be controlled.

Along with the consistent application of the GFC logo, there must also be a conscious effort to ensure that the programs and initiatives which are developed and managed by the agency are clearly communicated as those of the GFC. There can be no ambiguity in who is authoring and implementing them, who is responsible for their performance, and who deserves the credit for their success.



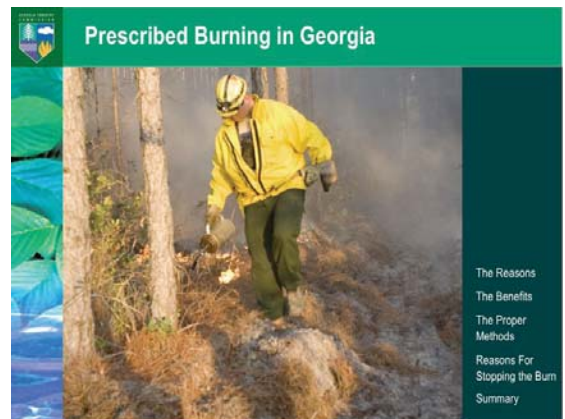
Display Banners



Advertising



Vehicle Markings



PowerPoint Presentations



Roadside Signs



Guidelines for Multiple Logo Usage

In this section, the creation and use of multiple logos on GFC communications materials is discussed, and guidelines for their use are established.



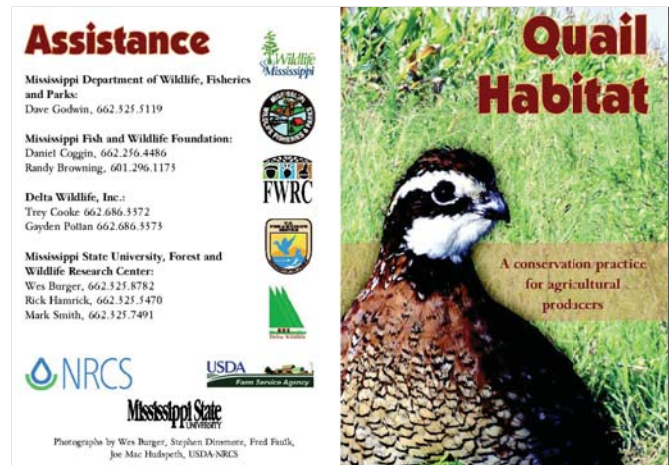
Shown below are samples of the plethora of logos that are representative of the programs that are provided by the GFC and the partners that help fund and support them. This visual overview quickly communicates the pre-eminent challenge facing GFC Communications and Project Management professionals - how to clearly and quickly identify Program sponsorship and communicate GFC brand identity when faced with the prospect of having to use multiple logos.

In the interest of building a recognizable GFC brand among all its constituents, and to help eliminate confusion when communicating or promoting GFC programs and initiatives, it is always desirable and preferable to use only the GFC logo on communications materials. However, when it becomes necessary to include a partner's logo because of financial considerations, the guidelines on the following pages should be consulted.

Representative Samples of GFC Program Logos



Typical Logo Proliferation on Printed Material



Representative Samples of Partner Logos



There are four distinct ways GFC programs and initiatives are structured and communicated:

1. Those which are originated, funded and implemented solely by the GFC
2. Those which are originated, partially funded and implemented by the GFC, with additional funding provided by outside source(s)
3. Those which are originated, implemented and funded by an equal partnership between the GFC and outside source(s)
4. Those which are originated, funded and implemented by an outside source, but supported in part through funding and/or implementation support from the GFC

These criteria should always be considered when creating communications support for promoting all GFC programs and initiatives. There must be a clear path of accountability for each program and how all the affiliations are structured, leaving no room for ambiguity or confusion.

It is critical then, that there be standards for how all these relationships are communicated, so accurate responsibility and credit is properly assigned. The most important tool for how this can be accomplished is the thoughtful use of the GFC logo along with the appropriate recognition of other support partners. This begins with the four fundamental elements of identifying GFC Programs and partner relationships as shown below.

Elements For Identifying GFC Programs and Partner Relationships

To clearly and quickly identify the Programs of the GFC, as well as support brand recognition, the appropriate combination of these four elements must be used in accordance with the guidelines presented on the following pages.

These guidelines represent the most sensible method for maintaining the strong recognition of the GFC brand, while accommodating the need for recognizing the support of the GFC partners. While no system is going to be ultimately satisfying to all parties for providing the desirable level of brand recognition for everyone, this one strikes a compromise, which has the customer in its best interests.



GFC Logo

WATER QUALITY
P R O G R A M



GFC Program Logo (when appropriate)



Partner Logo (when appropriate)

A Program of the Georgia Forestry Commission
with support from the U.S. Forest Service

Program Descriptor (Customized for each partner)

There has been a historic trend to create or use available, distinct, program logos to identify and promote key programs of the GFC. Often, these logos are used in place of, or in combination with, the GFC logo. For people within the GFC who are familiar with the programs and logos, this seems only natural and fitting. However, for the large audience of constituents for whom these programs are developed, it is confusing with regard to who is actually responsible.

While it is good marketing to create a unique identity for a GFC Program, it should be done in such a way as to make it absolutely clear that this is a program of the GFC, and that is where the responsibility and credit resides. Therefore, it is incumbent upon GFC professionals to develop a system of program identifiers that communicate the uniqueness of the program, but within the framework of the GFC family. The examples below illustrate a “before” and “after” program logo family concept.

Before



After



Partners are a critical resource for GFC program funding and support. Without their contributions, many programs and their features would not be possible. It is therefore prudent and desirable to recognize these contributions and support in a manner that is consistent with the level of support, the importance of the relationship, and the level of recognition required by the partner.

The level of partner recognition should be considered on a case-by-case basis. Fundamentally, there are three levels of recognition that can be used to classify the relationship:

Level 1. Equal partnership (50-50 partners)

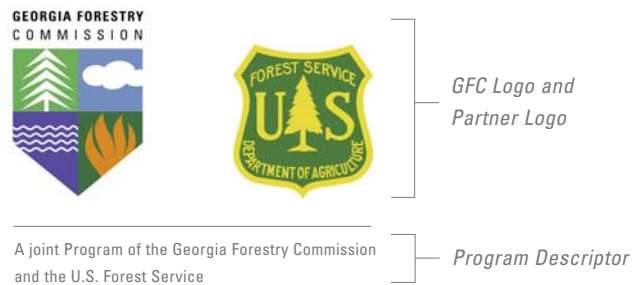
Level 2. Partial partnership (From 60-40 to 80-20 partners)

Level 3. Limited partnership (Anything below 80-20 partners)

Shown below is a system concept for recognizing these different levels of contribution and support.

Whenever a Program is a 50-50 partnership of the GFC and a partner, the preferred method of partner identification is to use the "Program Descriptor" copy tag along with the GFC logo. However, it is permissible to use both logos together for the purpose of identifying Program sponsorship if that is what is required by the partner. In those situations, the GFC logo should always appear first. There should be a "Program Descriptor" copy tag used in each situation to define the Program's sponsorship. To eliminate confusion, there should only be a GFC contact for constituents to call for additional information.

Level 1 - Equal Partnership



When a Program is partially sponsored by a GFC partner, the preferred method of partner recognition is simply using the "Program Descriptor" copy tag. However, it is permissible to use the partner's logo when requested, but always in a subordinate manner. In those situations, the partner's logo should not be larger than 1/3 the size of the GFC logo, and sufficiently separated visually from the GFC logo. If there are multiple partners, only the GFC logo is permitted, and the partners are recognized by the "Program Descriptor."

Level 2 - Partial Partnership



A Program having either a single limited partner, or multiple partners, cannot accommodate the use of partner logos - only the "Program Descriptor" copy tag that defines the sponsorship arrangement. This eliminates confusion about Program origin and implementation, while providing adequate recognition for partner(s).

Level 3 - Limited Partnership



There may be rare occurrences where the GFC provides financial or implementation support for programs that originate with local, regional or state organizations. In these situations, the GFC becomes a supporting partner in the relationship, and the standards of identification should mirror those found in the Partner Identifiers section - only in reverse.

Depending upon the level of support provided to the organization by the GFC, and the organization's own standards for recognition, the GFC should require the same levels of recognition afforded its own partners in terms of program identification, as shown below.

Level 1 - Equal Partnership



A joint Program of the Georgia Urban Forest Council and the Georgia Forestry Commission

Level 2 - Partial Partnership



A Program of the Georgia Urban Forest Council with support from the Georgia Forestry Commission



Level 3 - Limited Partnership



A Program of the Georgia Urban Forest Council with support from the Georgia Forestry Commission



Standards for Using Multiple Logos

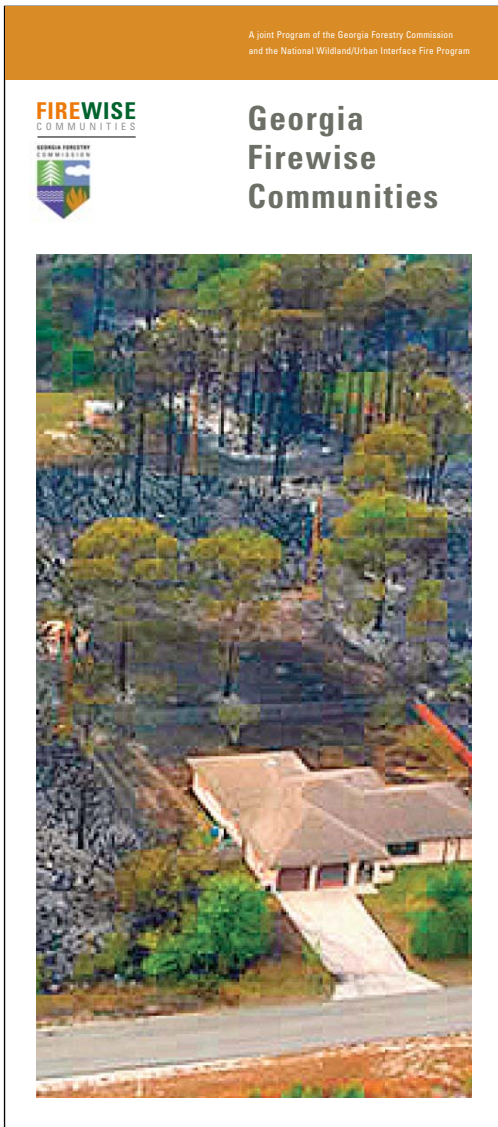
The purpose of this section is to show by example, the proper application of the various methods of identifying the sources providing the GFC Programs to its constituents.

It is important to note that these are guidelines - not rules, and every situation must be considered on its own merits. However, the principles set forth here should help guide the GFC and its partners to find common ground in delivering clear communications to its customers.

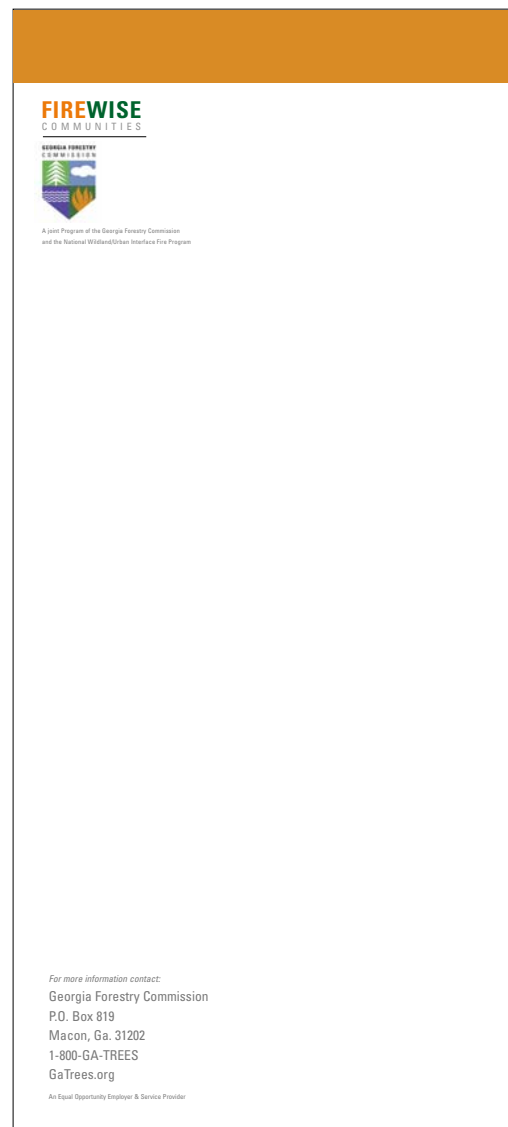


When using an approved GFC Program Logo to identify a specific GFC Program, this logo can be used in place of the regular GFC logo and in the same manner. The “Program Descriptor,” explaining the Program’s sponsorship, is used in the bar at top to describe the Program.

On the back of the brochure, the GFC Program logo is again used in place of the regular GFC logo and the “Program Descriptor” is used below the logo to describe the Program.



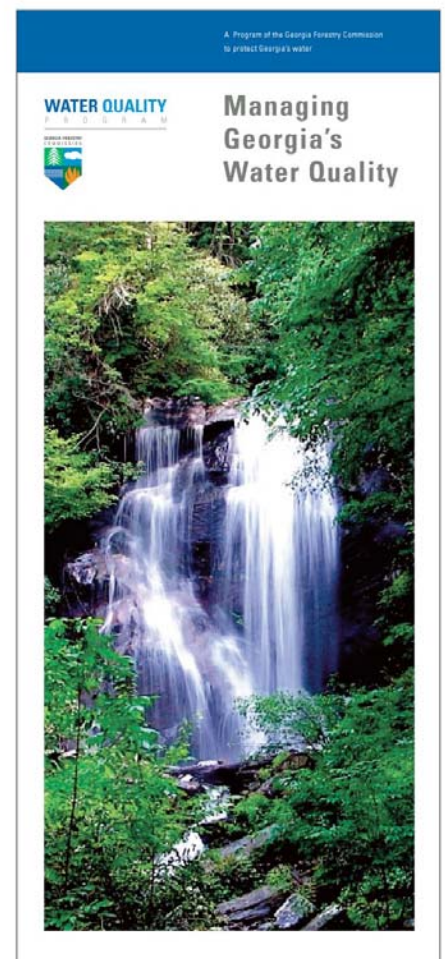
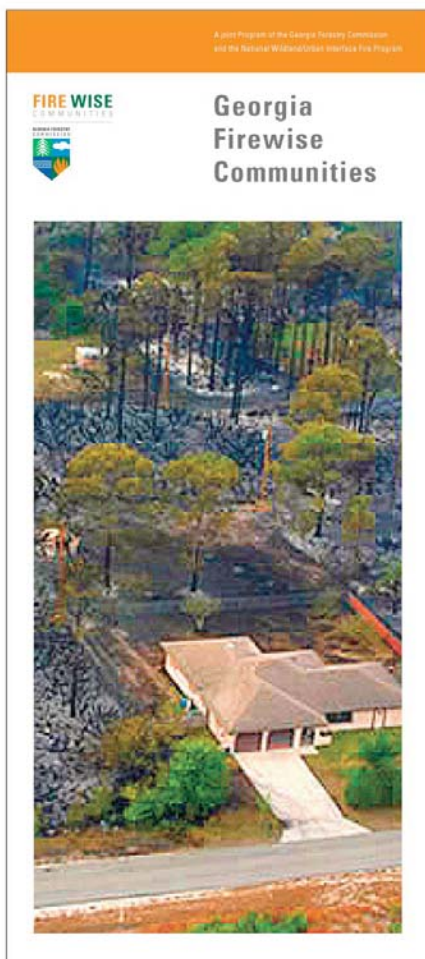
Front



Back

By utilizing a system of GFC Program identifiers that integrate the GFC logo into a common typographic format, it is possible to achieve a unique look for each program that is consistent with the GFC brand style.

Shown below are representative samples of brochure covers that illustrate the common family system of different Programs of the agency. Individually unique, yet collectively common, they form the basis of a consistent presentation that helps ensure easy brand recognition.



There are two places on the brochure where GFC and partner identification is used - the cover and the back. The permanent standard for logo usage on all covers is to use only the GFC logo, because the Program is being implemented in Georgia and there is limited space availability. The “Program Descriptor,” explaining the Program’s sponsorship is used in the bar at top to identify the partner relationship.

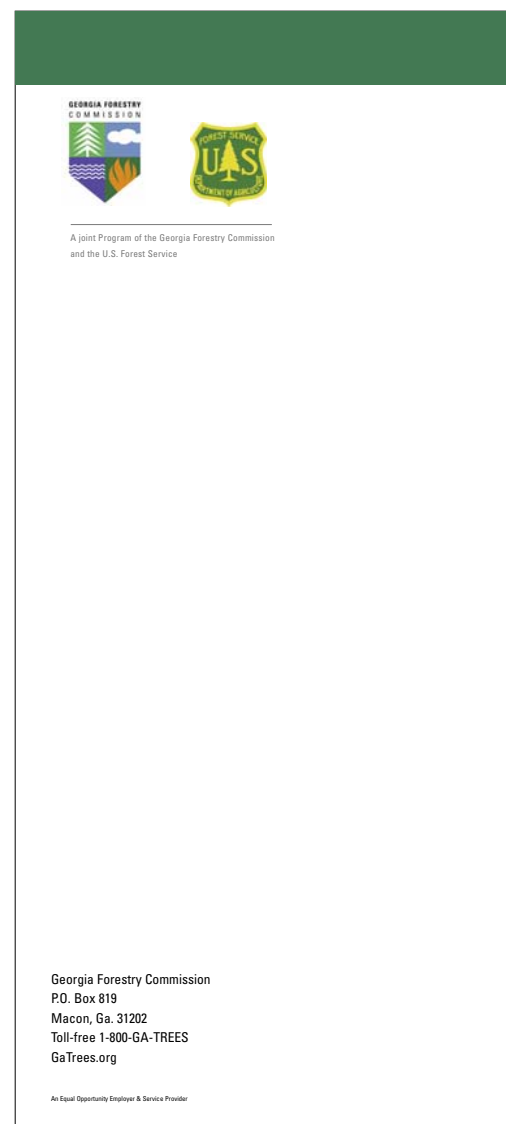
On the back of the brochure, there is ample space to use both the GFC and partner logo (if required). Additionally, the “Program Descriptor” should be used as well to define the relationship. At the bottom, the contact information should reflect a GFC contact, as the Program is being implemented in Georgia.

Due to space limitations and to prevent confusion, only the GFC logo should appear on brochure covers. Partner recognition is provided in the bar at top.



Cover

Partner identifiers, which comply with usage guidelines are permitted only on the back of the brochure, along with the appropriate “Program Descriptor.”



Back

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Cover



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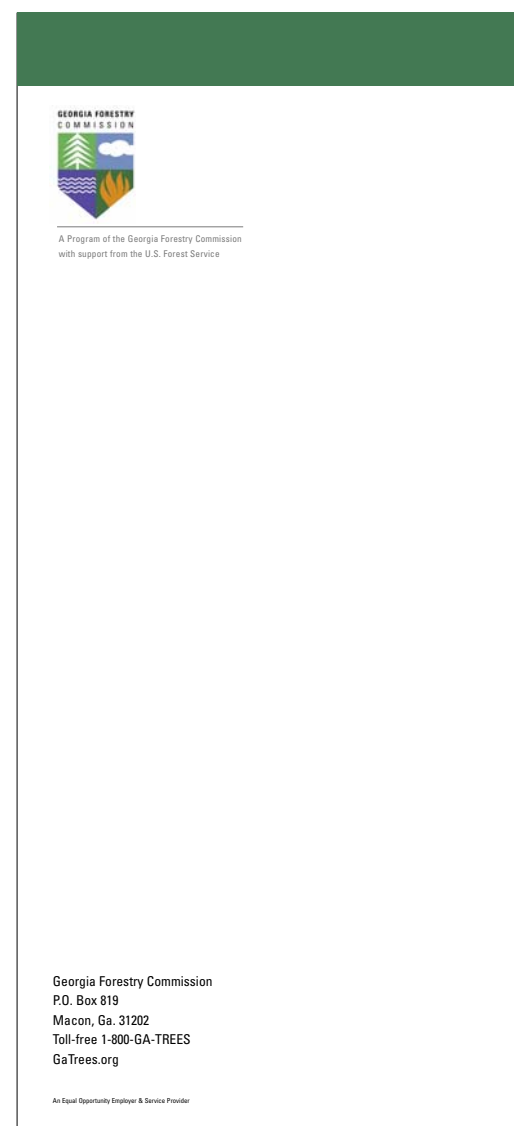
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Cover



Back

The use of multiple logos on signs is strongly discouraged, as the space is at a premium and needs to be utilized to deliver the message in as few words as possible to ensure readability.

The illustration below shows the maximum size a partner logo can be used, which is no larger than 1/3 the size of the GFC logo.

This format should be followed for Equal and Partial partnership.

SOUTHERN PINE BEETLE PREVENTION
Non-Commercial Thinning Practice

**GEORGIA FORESTRY
COMMISSION**

1-800 GA-TREES GaTrees.org

Partially funded by 

Because of limited space and the need to communicate clearly and quickly, the use of partner logos is strongly discouraged. Should it be a mandatory requirement to secure support, the partner logo can be used no larger than 1/3 the size of the GFC logo and with the “Program Descriptor.”

To enhance recognition of the partner logo in advertising, it is recommended that sufficient white space be placed around it to aid readability and to separate it from the critical information field surrounding the GFC logo. Supplemental partner identification can also be communicated within headlines, subheads and body copy.

THE LOW-COST, HIGH-REWARD WAY TO SOUTHERN PINE BEETLE PREVENTION.



The Southern Pine Beetle Eradication Program sponsored by the Georgia Forestry Commission and the USDA U.S. Forest Service.

The purpose of this cost share program is to help landowners implement various silvicultural practices that will either prevent, or minimize, impacts of future southern pine beetle infestations or to restore areas already impacted by them.

The primary silvicultural practices that are targeted under this prevention program are those that enhance the health and vigor of existing pine stands by managing stand density and competition levels.

Limited funds are available for establishing low - density pine or hardwood stands that should resist southern pine beetle attacks in the future.

Technical assistance will be provided to landowners by the local county GFC forester who will take applications, evaluate the site, and then determine the steps the landowner should take to expect successful results.



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1-800 GA-TREES | GaTrees.org

A joint Program of the Georgia Forestry Commission and the U.S. Forest Service 

Each year, there needs to be a very public expression of appreciation to the partners that support the programs and efforts of the GFC. This is good business for all involved, and it helps GFC's constituents understand that there's more at work here besides their tax dollars.

The vehicle would be a half-page ad in the Atlanta Journal Constitution, which could be replicated in other major newspapers across the state. A copy of the ad should be sent to each of the partners featured in the ad along with a personal letter of thanks from Robert Farris.

Thanks for keeping Georgia's forests on your mind this year.

The Georgia Forestry Commission would like to thank the following organizations on behalf of the people of Georgia for their support of many of the the programs that help keep our forests sustainable, protected and properly managed. Without their help, a lot of what we are able to provide to the taxpayers, landowners, municipalities and associations would not be possible.

