

# GOV-Logo Guide

The intention of this document is to guide you through the different ways you could use the new logo designs and to better understand which image would fit best in the corresponding scenarios.

It is important to note that the names of these files have different meanings. They all begin with GOV-LOGO, because that is in reference to this project itself. Then, they are followed by one out of 3 different codes that refer to the background color:

- DFE1E referring to the grayer tone
- EEEEEEE referring to the lighter tone; and
- TRANSPARENT, meaning that image was exported without a background.

Finally, the last part of the file names is their intended purpose; a header, a footer, or an image best suited for email signatures.

## For Drive



Zoom appointments are now available.  
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Please note that these appointments are for changes/checks of the Fall 2020 schedule only. All other appointments should wait until after the twelfth class day. You can schedule an appointment [here](#). Prospective Government majors, please see information on **required** Information Sessions below. Adding a course 5-12<sup>th</sup> Class days (Sept. 1 – September 11): We can no longer add students to classes after 5pm on September 11.

The Government Undergraduate Advising Office assists students with: degree requirements, scholarships, study abroad programs, honors programs, petitions, special waivers, scholastic probation, and transfer of credit. We also assist students with class registration, the add/drop process, semester planning, and making appropriate referrals to campus resources.

Please see a Liberal Arts Student Division Advisor in Gebauer Hall (GEB 2.200) to discuss any of the following: Q Drops and Pass/Fail, One Time [Exceptions](#) (OTE), Applying to Graduate, Official Degree Check, etc. Please view our [Advising Syllabus](#) for a complete guide for which advisor you should see.

While advising is not required for students **UNLESS** they are new to the major or on scholastic probation, it is recommended that all GOV majors visit the advising office regularly (especially during the last two years of coursework). Current UT Students:



Images used:

- GOV-LOGO-EEEEEEE-HEADER.png
- GOV-LOGO-EEEEEEE-FOOTER.jpg

These two were chosen to be in the same document to maintain a consistent background color.

It is not recommended to use images with different backgrounds in the same document, unless one of them has a transparent background.



Interested in becoming a Government major? **COVID-19 Changes: As many of you know, the university is no longer open, and we will be hosting virtual information sessions.**

Please register to attend a mandatory information session in order to declare.  
Friday, August 28th, 11 AM | Tuesday, September 1st, 11 AM | Tuesday, September 1st, 2 PM | Tuesday, September 15th, 2 PM | Friday, September 25th, 11 AM | Thursday, October 1st, 2 PM | Monday, October 12th, 10 AM | This session will be conducted via Zoom. The link to the Zoom meeting will be sent to all students who RSVP. Please secure your spot by registering through this link: [RSVP for GOV Internal Transfer Info. Session](#) STUDENTS MUST RSVP by 2 hours before the Information Session starts, otherwise, you will have to attend the next session. There will be more sessions offered throughout the semester. Please continue to check this website for upcoming info session dates and times.

Requirements for the Bachelor of Arts in Government General Area Requirements: To earn a Bachelor of Arts degree in Government, students must complete all degree plan requirements for their appropriate catalog.

[Government Degree Plan \(2018-2020\) Expires Aug. 2026](#) | [Government Degree Plan \(2016-2018\) Expires Aug. 2024](#) | [Government Degree Plan \(2014-2016\) Expires Aug. 2022](#) | [Government Degree Plan \(2012-2014\) Expires Aug. 2020](#)

Major Requirements: A major in Government requires 30 semester hours of GOV coursework, 18 of which must be upper division. GOV 312L or GOV 312P, if taken with GOV 310L, will complete the Core Legislative GOV Requirement. Government 310L, 312L, and 312P can all be included in the hours counted toward the major. A grade of at least a C- is required in all major courses.



Images used:

- GOV-LOGO-DFE1E4-HEADER.png
- GOV-LOGO-DFE1E4-FOOTER.jpg

Once again, these two were chosen to be in the same document to maintain a consistent background color.

In this document the header was also moved to the right to experiment trying to find the optimal header placement.



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Image used:

- GOV-LOGO-EEEEEE-FOOTER.jpg

In this document an image intended to be a footer was chosen as a header to experiment with header and footer styles.

Though the images have an intended purpose you are not restricted to following it. You can experiment with footers as headers, and vice-versa.

However, there are exceptions to experimentation. For example, it would not be recommended to use an image created as a footer for an email signature or the other way around because of the very significant file size difference.



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Image used:

- GOV-LOGO-DFE1E4-CIRCLE-HEADE R.jpg

In this document we experimented with the shape of the header to see if a round header would look better than a square header floating above the text.



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Images used:

- GOV-LOGO-TRANSPARENT-HEADE R.png
- GOV-LOGO-TRANSPARENT-FOOTE R.png

In this document the header and footer were both made with no background color in mind to make it seem more professional. A horizontal line was also inserted with google docs tools beneath the image within the header section. (The horizontal line can be found as an option under the Insert section of the document's tools.)

Final Notes: If the size of the header/footer images doesn't fit the document properly, changing their size within google docs to 1 inch in height is always a good solution. Also, feel free to experiment around with these images.

## For E-Mail

These mock-ups show how drafting emails would look like when inserting either of these images in the signature.

Image used:

- GOV-LOGO-DFE1E4-EMAIL.png

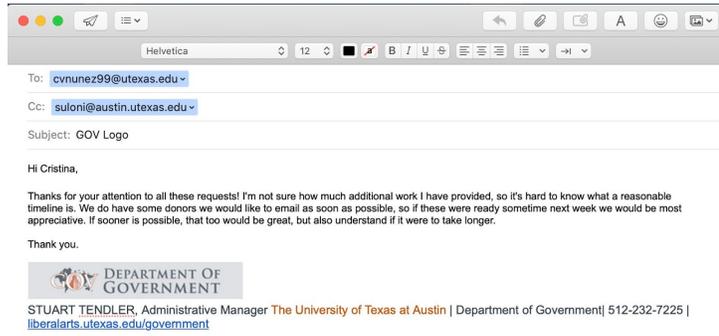
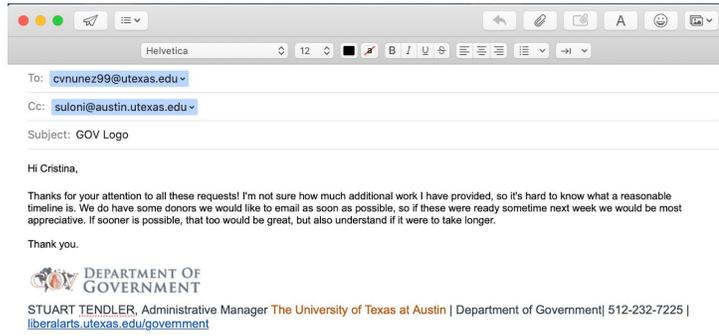


Image used:

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## For Mailchimp



**The following text was sampled from the COLA Department of Government.**

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I am a Button

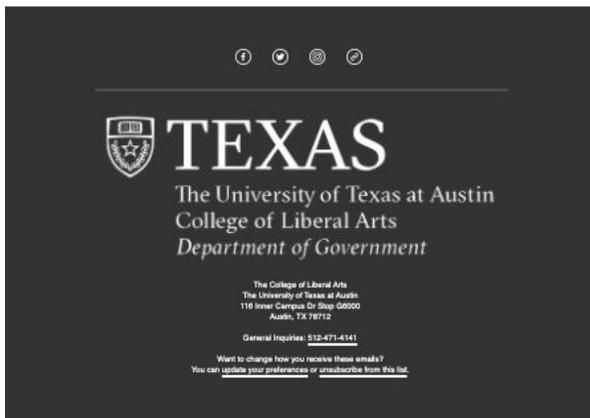
Images used:

- GOV-LOGO-TRANSPARENT-HEADERS.png
- GOV-LOGO-DFE1E4-FOOTER.jpg

Since Mailchimp templates usually include a header, this should give you an idea of how either form of the logo could look in that position.

But you can choose whichever file you feel more comfortable with in terms of preference for the background color (TRANSPARENT or DFE1E4 or EEEEEEE).

Additionally, it is not suggested to put both files in the same email, as was done in this mock-up. The intention here is for you to select either-or since adding both of them will become repetitive.



This email was sent to "EMMALEIGH" why did I get this? unsubscribe from this list update subscription preferences

