

THIS IS OUR LOGO

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EVERYTHING YOU NEED TO KNOW ABOUT HOW AND WHERE TO USE IT FOLLOWS.



JRMC 7013 DESIGN SYSTEM

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## APPROVED ALTERNATIVE LOGOS

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### What makes anything a logo?

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An organization's logo is the most basic kind of visual branding. It serves the same purpose as a person's given name in identifying that person: it identifies the entity. A logo can be an emblem (a design with no words), a wordmark (a graphic made entirely out of letters), or a hybrid of the two.

The ROBLOX logo is displayed in a bold, red, sans-serif font. The letter 'O' is tilted to the right. The letter 'L' contains a white silhouette of a bulldog wearing a red jersey with a white 'G' on it.The University of Georgia logo is a small emblem featuring a red archway over a white building, with the year '1793' in red below it.

**UNIVERSITY OF GEORGIA**

LOGO MAY BE USED IN WHITE WHEN PLACED OVER A  
BACKGROUND

### Logo Color

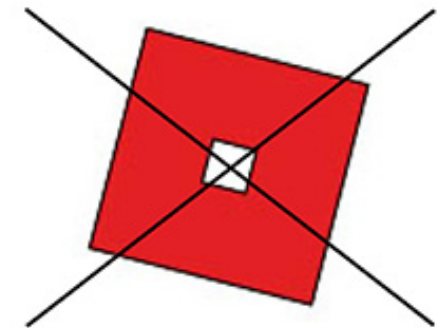
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Classic colors, always in style. Consistent color usage builds brand recognition. The Bulldog Red gives our logo a distinctive visual identity, and provides a point of focus in advertising, signage, and marketing communications.

The ROBLOX logo is displayed in a bold, red, sans-serif font. The letter 'O' is tilted to the right. The letter 'L' contains a white silhouette of a bulldog wearing a red jersey with a white 'G' on it.

FOR LOADING SCREEN ONLY, ALWAYS LOCKED UP WITH UGGA

DO NOT USE THESE VERSIONS  
NEVER USE OLD GOLD (PERIOD)



TYPOGRAPHY

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AVENIR NEXT LT PRO

AVENIR NEXT LT PRO ULTRA LIGHT

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890

AVENIR NEXT LT PRO REGULAR

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890

AVENIR NEXT LT PRO MEDIUM

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890

AVENIR NEXT LT PRO DEMI

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890

AVENIR NEXT LT PRO BOLD

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890

AVENIR NEXT LT PRO HEAVY

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890

## LIGHT GRAY

PMS COOL GRAY 5  
CMYK 31 25 26 0  
RGB 178 178 178  
HEX #B2B2B2  
BLACK 35%

WEB ACCESSIBILITY CONTRAST  
WCAG AAA COMPLIANT AGAINST BLACK  
BACKGROUND ONLY

## MEDIUM GRAY (PREFERRED LOGO COLOR)

PMS COOL GRAY 7  
CMYK 44 35 35 1  
RGB 150 152 153  
HEX #969899  
BLACK 50%

WEB ACCESSIBILITY CONTRAST  
WCAG AAA COMPLIANT AGAINST BLACK  
BACKGROUND ONLY

## DARK GRAY

PMS COOL GRAY 9  
CMYK 56 47 44 10  
RGB 118 119 122  
HEX #76777A  
BLACK 70%

WEB ACCESSIBILITY CONTRAST  
WCAG AAA COMPLIANT AGAINST BLACK  
BACKGROUND OR AS LARGE TEXT OR  
GRAPHICAL OBJECTS AGAINST WHITE  
BACKGROUND.

## BLACK

PMS PROCESS BLACK C  
CMYK 69 65 64 66  
RGB 44 42 41  
HEX #2C2A29  
BLACK 70%

WEB ACCESSIBILITY CONTRAST  
WCAG AAA COMPLIANT AGAINST DARK  
GRAY, MEDIUM GRAY, LIGHT GRAY OR WHITE  
BACKGROUND.

## METALLIC MEDIUM GRAY

PMS 877 C

## METALLIC DARK GRAY

PMS 8402 C

## WHITE

RGB 255 255 255  
CMYK 0 0 0 0  
HEX #FFFFFF

WEB ACCESSIBILITY CONTRAST  
WCAG AAA COMPLIANT AGAINST BLACK BACK-  
GROUND OR AS LARGE TEXT OR GRAPHIC OB-  
JECTS AGAINST DARK GRAY BACKGROUND.

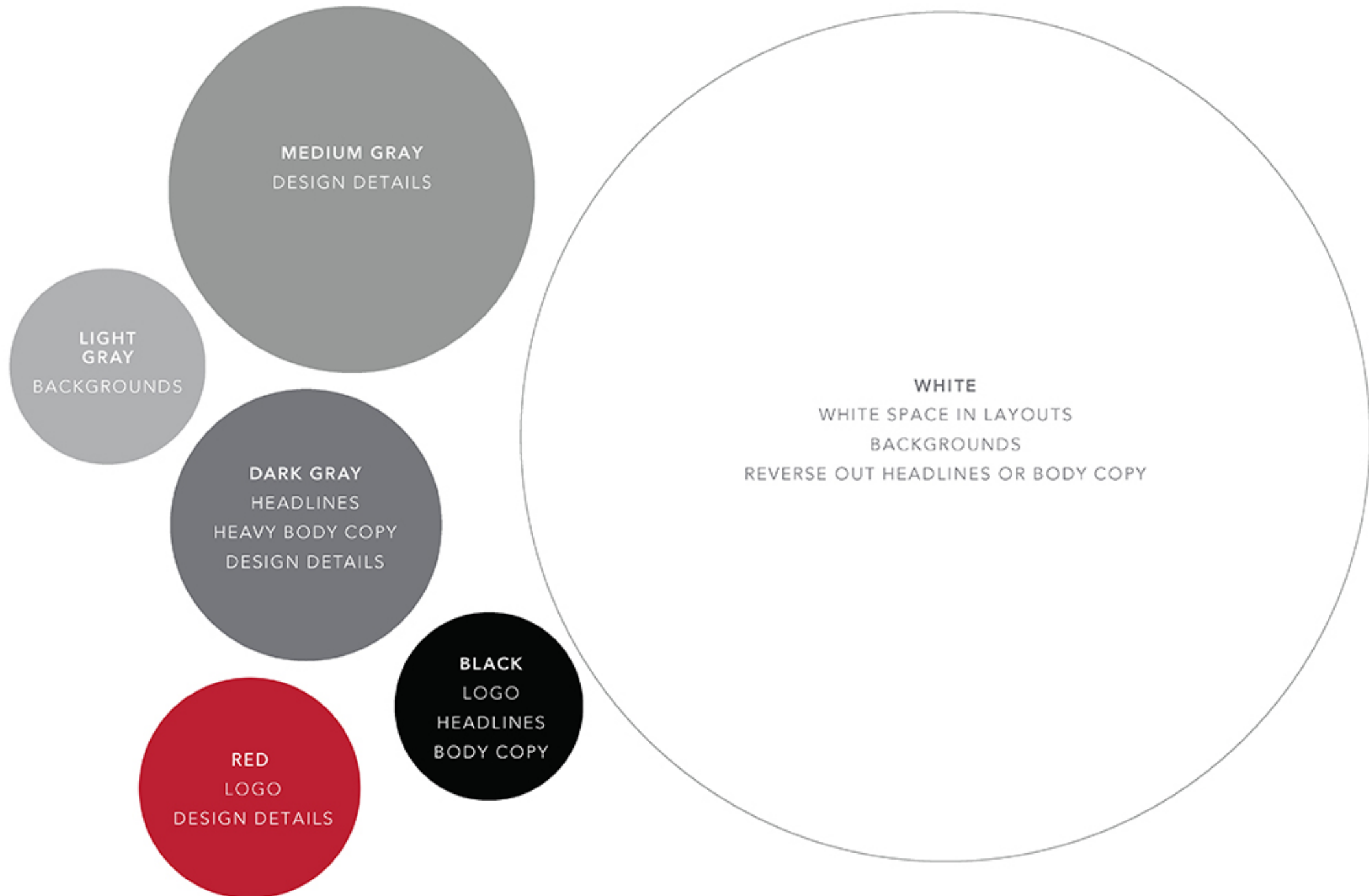
## RED

PMS 200  
CMYK 3 100 79 12  
RGB 186 12 47  
HEX #BA0C2F

WEB ACCESSIBILITY CONTRAST  
WCAG AAA COMPLIANT AGAINST DARK  
GRAY, MEDIUM GRAY, LIGHT GRAY OR WHITE  
BACKGROUND.

## COLOR USAGE

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## Sign up

X



Create an account  
to get up to date  
information  
and free prizes

First Name

Last Name

Email

Password

Emails are the best way to communicate one to one with your users. It lets your users talk with you in person and ask questions if they're into any problem.





The Inventory (previously known as Stuff before 2012) is a feature on Roblox that allows a player to view the items that they own or other items that other users own. The Inventory can hold as many items as the player wants and it may only be edited by the player that owns that inventory.

# Teleport

X



Jump to different locations around the campus

**SPAWN** - Short Description of spawn point

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Teleport to any spot on the campus. Save locations of previous jump points for easy returns.

## Preview Avatar in-game clothing

Blocky  Rounded  Woman  Man



[Download model](#)

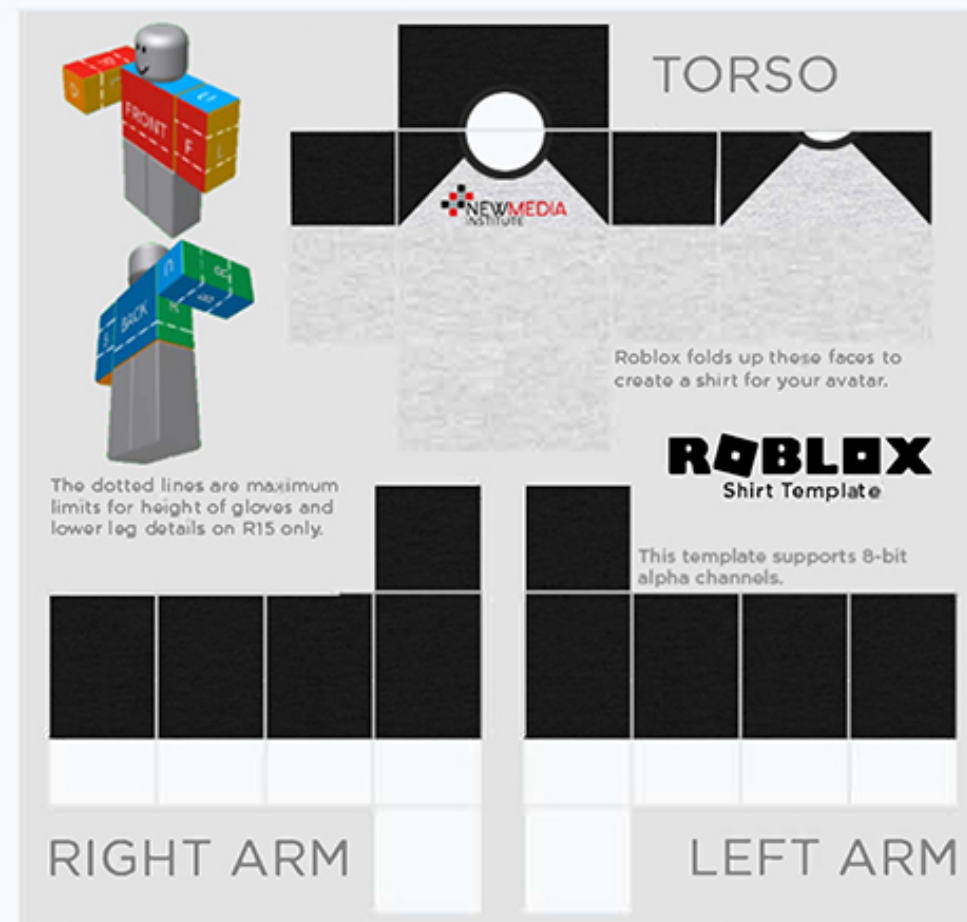


Download the 3D model and create a texture in Procreate, Blender, or any other software you like. Then drop the texture back in this app to generate the Roblox-ready templates.

Shirt

Pants

v0.0.5



[X Unload](#)

[Download](#)



Need a template? Use the [Shirt](#) and [Pants](#) from the [official documentation](#).

Preview your avatar clothes on an R15 avatar without going through Roblox Studio. Simply drag and drop or paste a template to see how it looks in 3D.

X

## Information



### The Arch

UGA claims that it wasn't referred to as "the Arch" until around the 20th century.

**Tell me more**

A tour information guide works in a variety of places such as museums, historical landmarks, cities, and other areas that are of interest to tourists. They educate a group of people on the culture and heritage of the topics on their tour.

An aerial view of a campus featuring a large green lawn, numerous trees, and several buildings. The scene is captured from a high angle, showing the layout of the grounds and the surrounding landscape.

X

## Information



### The Arch

UGA claims that it wasn't referred to as "the Arch" until around the 20th century.

[Tell me more](#)

Use case .  
The Infographic UI should be placed to the side so the Player can see the area being described.

X

## Information



### The Arch

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[Tell me more](#)

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**Use case.**  
The teleport user interface shouldn't take up the entire display. It's best if it's off to the side, where it won't get in the way of the user's vision of the map as they consider their spawn

# Teleport

X



Jump to different locations around the campus

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Sketchup is used for general 3D modeling



Poliigon is a 2D texture repository that works with all 3D modeling softwares



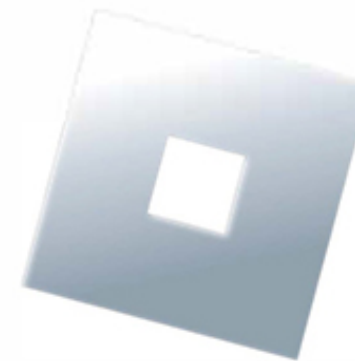
Scaniverse use Lidar from iPhone Pro to capture objects in 3d



Photoshop is advanced photo editing software use to create anything in the world



Blender is an advanced 3D modeler used for complex shapes or texturing advanced 3D models



Roblox is the gaming engine where all the magic happens

## Tool Stack