Georgia Aquarium Brand Assets

Express written consent regarding use of name, logo or graphics may be obtained by submitting .jpg or .pdf artwork or proof via email to Kristie Ray, Director of Marketing & Brand, at kray@georgiaaquarium.org or to Nikki Ballweg, Assistant Manager of Marketing, at nballweg@georgiaaquarium.org. Please allow up to 10 business days for approval or edits, though most requests can be processed in as little as 1-2 business day(s). Every effort will be made to process requests in a timely manner.

Georgia Aquarium Logo | Horizontal

This is our primary logo and should be used on white or light backgrounds. Spacing between logo and other elements is the height of 2 G's.

EPS format (link for download)
JPG format (link for download)

Georgia Aquarium Logo | Stacked

This is our secondary logo and should be used when the horizontal logo is not ideal because of available spacing. Spacing between logo and other elements is the height of 2 G's.

EPS format (link for download)
JPG format (link for download)

Georgia Aquarium Logo | White

This logo should be used on a dark background.

Horizontal EPS format (link to download)
Horizontal JPG format (link to download)
Stacked EPS format (link to download)
Stacked JPG format (link to download)

Primary Color

Aquarium Blue
PMS 661
C= 100, M= 86, Y= 14, K= 4
R= 30, G= 66, B= 135
HTML= 1E4287

Secondary Color

Aquarium Gray
PMS Cool Gray 8C
C= 0, M= 1, Y= 0, K= 43
R= 139, G= 138, B= 141
HTML= 8A8A8D

Typography: Avenir

Avenir is our primary body copy font.

Avenir Font Download (link to download)

Typography: Garamond Pro

Garamond Pro is used as an accent to Avenir when there is a need for something more distinguished.

Garamond Pro Font Download (link to download)