Work-Based Learning
New Logo Specifications
February 2023
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New Logo Specifications
February 2023

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Work-Based Learning

New Logo Specifications

Font: Gill Sans Regular - Modified
(Work-Based Learning & Georgia’s Future Workforce - Same point size)
Kerning spaced to align

Work-Based Learning

“WBL” Font:
Gill Sans
SemiBold
Modified

Georgia’s Future Workforce

One Color

• Pantone Blue: 300 Solid Coated
• CMYK Specifications: 100/62/7/1
• RGB Specifications: 0/71/170
• Hex: #005DB9

2/2023
Work-Based Learning
New Logo Specifications

Font: Gill Sans Regular - Modified
(Work-Based Learning & Georgia’s Future Workforce - Same point size)
Kerning spaced to align

Work-Based Learning

“WBL” Font:
Gill Sans
SemiBold
Modified

Georgia’s Future Workforce

One Color

- Pantone Blue: 300 Solid Coated
- CMYK Specifications: 100/62/7/1
- RGB Specifications: 0/71/170
- Hex: #005DB9
Primary Font: Gill Sans SemiBold

One Color

- Pantone Blue: 300 Solid Coated
- CMYK Specifications: 100/62/7/1
- RGB Specifications: 0/71/170
- Hex: #005DB9

2/2023
Work-Based Learning
New Logo Specifications

Secondary Font: Gill Sans Regular

One Color

- Pantone Blue: 300 Solid Coated
- CMYK Specifications: 100/62/7/1
- RGB Specifications: 0/71/170
- Hex: #005DB9
Work-Based Learning
New Logo Specifications

Youth Apprenticeship Logo

Font: Gill Sans Regular - Modified
(Youth Apprenticeship & Georgia's Future Workforce - Same point size)
Kerning spaced to align

Youth Apprenticeship

"WBL" Font:
Gill Sans
SemiBold
Modified

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Work-Based Learning
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Youth Apprenticeship Logo

Font: Gill Sans Regular - Modified
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Kerning spaced to align

Youth Apprenticeship

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Work-Based Learning  
New Logo Specifications

Alternate WBL Logo: Round

One Color

- Pantone Blue: 300 Solid Coated
- CMYK Specifications: 100/62/7/1
- RGB Specifications: 0/71/170
- Hex: #005DB9
Work-Based Learning
New Logo Specifications

Alternate Youth Apprenticeship
Logo: Round

One Color

- Pantone Blue: 300 Solid Coated
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- RGB Specifications: 0/71/170
- Hex: #005DB9
Example Local District Application / Permissible Option

Font: Gill Sans Regular - Modified
(Work-Based Learning & Local District - Same point size)
Kerning spaced to align

Work-Based Learning

WBL

Georgia ABCD High School

“WBL”
Approved Logotype: Black

Support Copy and High School Name to Match School Primary Color

Equal

School Image Area Aligns With Top and Baseline of WBL Logotype

Lion graphic courtesy of vecteezy.com

Equal

2/2023