# Valdosta State University
# Visual Identity Program
## Guide

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# Preface

Effective October 2012, Valdosta State University introduced an updated visual identity program. A distinctive visual identity program is critical for Valdosta State University to maintain a clear, consistent image before its various constituencies. This *Visual Identity Program (VIP) Guide* is designed to assist everyone in proper use of the institution's identity marks.

All Valdosta State University identity marks are the property of the Board of Regents of the University System of Georgia. Federal trademark law requires that the use of any trademark be monitored in order to maintain legal claim to that mark. Board of Regents policy requires that individual institutions such as VSU assume oversight of their own marks.

The rules outlined in this publication are necessary to protect and oversee those identity marks. These visual identity rules apply to anyone who might use a Valdosta State identity mark: all colleges, schools, divisions, offices, faculty, staff, students, alumni groups, local businesses, nonprofit organizations, fraternities, sororities, printers, and all other outside vendors. The Office of Creative Design Services (CDS) is charged with monitoring visual identity issues (including logo usage) and guiding all campus units in proper implementation. If you have any questions regarding visual identity, contact Creative Design Services at (229) 333-5980 for assistance. Any questions of usage or style unaddressed by this *Visual Identity Program Guide* are subject to review and approval by Creative Design Services. Thank you for your assistance.

# Section 1: Visual Identity Policy

**Purpose:** The use of any VSU logo, symbol or wordmark must be approved by the Office of Creative Design Services.

This policy applies to all printed materials such as business cards, stationery, and other university publications, as well as signs, video productions, exhibit materials, websites, e-mail, electronic messages, and all other types of communications.

All design work requested by any campus office must be submitted to the Office of CDS for approval and the right of first refusal. All campus printing must be submitted to Printing & Copying Services for the right of first refusal. These conditions must be met regardless of funding source.

The Office of CDS maintains all visual identity standards for Valdosta State University.

## Identifying Valdosta State University

The university's identity marks are designed to distinguish the university from all other institutions of higher education, to help us achieve instantaneous, favorable recognition. The benefits to the university of such an identity are obvious — our institutional name, our identity, our "brand name" becomes associated with quality and value.

The benefits of such recognition do not stop with the overall university, and neither does the necessity for protecting that identity. The individual departments, programs and offices of the university all share in, and contribute to, the identity the university has.

# Section 2: The Visual Identity Program

The visual identity program consists of several components:
- approved configurations of visual elements: the logo, the university seal, the signature/wordmark and the athletic spirit mark
- the standards that govern the use of these elements
- specific colors for print and for Web
- specific typography
- the preferred formats for standard publications
- the preferred editorial style for texts

1. The official Valdosta State colors are Red (PMS 186) and Black.

2. The West Dome logo is the official graphic symbol of the university and is not interchangeable with the university seal or any other logo.

3. All Valdosta State publications will display an approved university logo, the university Web site address and the statement/tag line "A Comprehensive University of the University System of Georgia & an Equal Opportunity Institution."

4. All external design and production using the Valdosta State University logo and seal must be approved by Creative Design Services. All publications must go through the approval process. The approval form is available from Creative Design Services.

5. External use of the approved university logo, athletic spirit mark and/or seal for commercial use will be negotiated and managed by Strategic Marketing Affiliates (SMA) http://www.smaworks.com/.

6. Use of the University seal will be limited to official material such as diplomas, transcripts, certificates, and ceremonial recognition gifts. All use will be approved by the Office of the President or Creative Design Services.

7. All academic, administrative and support units of the university are required to use the approved letterhead style on all stationery, envelopes and business cards which must be designed and typeset by the Creative Design Services unit of University Advancement and must adhere to the accepted and approved layout choices designated by the department. This is to ensure that the branded image of Valdosta State University will be presented in a consistent manner.

8. Once designed and typeset by Creative Design Services, all business cards, stationery and envelopes must by duplicated and printed by Valdosta State's official print shop Printing & Copying Services.

9. All Valdosta State Web sites will display an approved university logo.

10. Web pages, promotional materials and publications will be kept current.

11. All advertising must be approved by Marketing & Community Relations.

12. Instant recognition for the university will only come through consistent use and presentation of the standard set of images, symbols and names in this manual. Please use them.

13. Exceptions to these policies, guidelines and standards must be approved in advance by Creative Design Services.

# Section 3: Official Name Usage, Colors & Typography

We create the image of our University with the correspondence we send, the way we teach, the trips we take in University vehicles and even in our conversations with friends and neighbors. Consider any contact with the public as a marketing or public relations opportunity.

## Basics of Name Use

Consistency is critical to proper identity promotion. The University should always be known by its proper name, Valdosta State University. The full name Valdosta State University should appear the first time it is mentioned in all documents, on the front cover of all publications, in the opening credits of all videos and films, and on all official Valdosta State University Websites. Valdosta State and VSU are acceptable in second and subsequent references.

Even though it is acceptable to use abbreviations on such things as T-shirts, keep in mind that not everybody in the world knows what VSU stands for. The university name must have the registered trademark symbol (Circle R) ® with it.

## Our Division Names

Formal names should be used on all official publications such as letterheads, course listings, legal notices, news releases, etc. Check the VSU Web site or the campus directory for up-to-date administrative office names and department names.

## Official Colors

Most people recognize that color is an important component of the University's visual identity program; consequently, people are frequently concerned about using the "right" University colors. Color should be used carefully to maintain consistency and stature in all VSU communications. Use these colors as much as possible in outreach materials. Avoid using colors of rival universities. It is important to remember that our primary audience is external and that they do not see these colors and/or materials on a daily basis.

The official colors of Valdosta State University and the University's athletic teams are Red and Black. Except for black, these are the only two colors in which the logos may be produced (see examples and additional explanation later in this manual). If you propose to use some other color, if you intend to reproduce the logo on colored paper or a colored background, or if you would like to explore some design not covered in this manual, contact Creative Design Services at (229) 333-5980 for consultation and approval.

## Official Color Values

•PANTONE MATCHING SYSTEM (for spot-color printing)
    Red     PMS 186
    Black   Process

•CMYK (for four-color printing use)
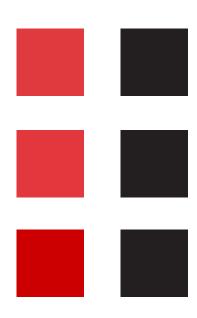    Red     C=0 M=91 Y=76 K=6
    Black   C=56 M=53 Y=51 K=100

•RGB (for electronic media only)
    Red     R=204 G=0 B=0
    Black   R=0 G=0 B=0

•Hexidecimal (for Web use)
    Red     #CC 00 00
    Black   #00 00 00

## Typography

We recommend the following type faces to coordinate with the stationery system in your outreach materials:

**Logo Type Usage**
ITC Galliard BT is the typeface used in the VSU West Dome logo. Do not attempt to recreate the logotype. Camera ready and digital art is available from Creative Design Services.



**Text Type**
The preferred typeface for text is Garamond, a very readable font, and it is widely available in a variety of formats. If, however, it should be unavailable, substitute Times or Times New Roman in its place.

Garamond
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Times New Roman
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

**Display Type**
A secondary typeface, Helvetica Neue LT Std, is the complementary font used for headlines or other display type. If Helvetica Neue LT Std is not available, substitute Helvetica or Arial in its place.

Helvetica Neue LT Std (45 Light)
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Helvetica Neue LT Std (55 Roman)
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

**Helvetica Neue LT Std (95 Black)**
**abcdefghijklmnopqrstuvwxyz**
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**1234567890**

**Publications & Forms**
CDS uses Helvetica Neue LT Std for all the publications (such as this guide) and forms created in house because of its clean, readable characters and variety of weights.

# Section 4: Logos, Marks, Seal & Signatures

## Logo Elements, Appearance & Usage

As the centerpiece of a visual identity program, the West Dome logo will be used on stationery, university publications, office forms, signs, vehicles and other media which communicate the university to its public.

The logo must always remain legible and should never be stretched or distorted. The university logo is to be used as a visual identifier only and not as a major decorative element on a page.

## Logo Reproduction Guidelines

The following guidelines set standards of consistency and unity in the use of the institution's logo.

• The logo must have the trademark symbol (TM) with it when it is reproduced. The logo must be used as designed.

• An approved logo configuration should appear prominently on all publications, such as on the front (or back cover), in a size appropriate to the overall size of the document. The logo should also appear at the opening of a film, video or official university website and on every print advertisement.

• No academic or administrative unit or department should have its own logo. The institution strongly discourages the proliferation of such secondary images so that Valdosta State University can maximize the impact of a single graphic identity for the institution as a whole.

However, certain nonacademic centers, institutes and quasi-institutional programs housed at the university may develop their own graphic symbols and/or logos when such units have legitimate reasons for having their own identity programs (such as strong public outreach or their quasi-institutional status). Center, institute and program logos should not appear next to the university logo or, ideally, even on the same page. When such a logo is placed on a publication cover, the university logo may appear in such places as the title page or back cover.  For further guidance, contact Creative Design Services.

• No competing logos from centers or other units or programs may appear on official Valdosta State University letterhead or business cards, which must follow standard approved formats.

• The university logo may appear with other logos on publications for cooperative programs. (Cooperative programs involve two or more academic, support or auxiliary units of Valdosta State University or a unit of the university and one or more units of outside institutions, organizations or agencies. An example of a cooperative program would be a conference co-sponsored by the Valdosta State University College of Education and the American Red Cross.)

Publications materials, such as posters, brochures and programs, that combine graphic elements from each of the sponsoring agencies may include the use the university logo in an approved form, giving consideration to the most visually compatible configuration. However, the Valdosta State logo should not be used in conjunction with another logo or mark in such a way as to create one image.

## Authorized Artwork

University marks must always be reproduced from authorized original artwork suitable for reproduction and may not be reset. Original artwork is available through Creative Design Services in digital formats for Macintosh- or Windows-compatible systems. Digital images can be provided on CD, via e-mail or Web access. Original artwork is not to be redrawn, re-proportioned or modified in any way.

## The University Logo

The university logo is a trademarked image, and all its configurations should appear in its official colors—unless it is printed in a one-color publication or application in which one of the official colors is not available. In this instance, the logo must always print in one color. Two-color versions must always print exactly as indicated on this page. To ensure uniform color reproduction, logo colors may not be screened. The logo may not reverse out of a dark color.

### Two Color
The logo as it should appear in two  colors, Red (PMS 186) and Black.

### One Color
A one-color version of the logo must always print in 100 percent Black when it is available. When Black is not available, the logo may print in the predominant color ink used in an application. No matter what the color, the logo should not be screened. The logo may not be printed in reverse.

## The University Seal

The Valdosta State University seal is the official hallmark indicating authenticity in both the ceremonial and legal senses. It is used exclusively by the president and reserved for official documents such as diplomas, transcripts, certificates, fine arts and ceremonial recognition gifts. The university seal should never be used for decoration, on letterhead, general use or as a marketing tool. The seal is a registered trademark and must appear with the circle R (®) mark.

## The Athletic Spirit Mark

The VSU Athletic Spirit Mark is a registered trademark and is reserved for use by or in support of the Athletics Program. Only the Athletic Department may use these marks on official departmental stationery. No other university department (Except University Bookstore merchandise) may use these marks without written approval from Creative Design Services. As with any protected logo or trademark, use of these marks and identity standards should be limited to the variations shown.

The VSU Athletic Spirit Mark may be printed in one-color Black, or two-color Red PMS 186 and Black only. The mark may not be modified in any form or fashion, or printed in reverse.

## The Signage Logotype

The logotype is only to be used for signage. Please consult with Creative Design Services regarding its use.

## The University Signature/Wordmark

The phrase Valdosta State University is a registered trademark and the circle R (®) symbol must appear on the lower right corner whenever it stands alone, such as in advertisements or on merchandise.

# Logo Guidelines

## Logo & Control Area

To achieve maximum readability and visual impact, the logo must be surrounded by an appropriate amount of clear space, or control area. No graphics or copy are permitted in this area. The control area should be a minimum of the x-height on all sides. The exact dimension of the control area will vary depending upon the size of the logo you are using. You may use a larger control area than specified, but never smaller.

## Determining & Applying Control Area

## Minimum Size For Use

**Minimum size
1" or 26mm**

## Acceptable Use

These examples of designs were created to meet specific needs that are acceptable and in harmony with the Visual Identity Program. Do not attempt to create your own design. Contact PDS if you have a specific need for a custom variation.

## Improper Use

**The VSU Logo must not be altered in any way.**

**A** Do not place the logo in a containing graphic shape that floats on a page or that floats within a plain area.

**B** Do not place the logo in a background color with insufficient contrast.

**C** Do not place the logo in a background with a coarse texture or background that may obscure the logo.

**D** Do not stretch, condense, skew or tilt the logo. Resize proportionately.

**E** Do not separate the logo or reproportion any element of it.

**F** Do not use the logo smaller than one (1) inch tall.

**G** Do not combine the logo with any other VSU mark or non-VSU logo.

# Retired Marks

These logos, seals and marks have been retired from usage and any materials bearing these marks must be recycled or replaced with the appropriate mark.

## Retired Marks

These logos, seals and marks have been retired from usage and any materials bearing these marks must be recycled or replaced with the appropriate mark.

## Retired Marks

These athletic logos and spirit marks have been retired from usage and any materials bearing these marks must be recycled or replaced with the appropriate mark.

# Section 5: Understanding VSU's Stationery System

All Valdosta State University communications are important to the image and stature of the university. It is important that each department be placed on equal footing with every other department and that each department enforce the graphic standards set forth in this guide. Letterheads, business cards, memos and other stationery items are major communication devices. The university sends thousands of these items every year. All stationery items carry the university logo. The university stationery system as shown in the following pages is the standard for all offices, departments, units or centers unless otherwise prescribed in this guide.

Because they are universally used, stationery and business cards are the foundation of the visual identity program and must adhere to identity guidelines. Artwork of all official stationery and business card formats is available through Creative Design Services.

All stationery must be printed from authorized artwork on campus at Printing & Copying Services to ensure the quality and consistency of the products. Nothing may be added to the imprint of letterhead that is not approved by Creative Design Services.

No "homemade" letterhead or business cards may be produced or distributed on-campus or off-campus. Letterhead may not be created by photocopying. If you have such products now, please shred and recycle them and order new products.

## Letterhead

Valdosta State letterhead prints in two colors, Red (PMS 186) and black on 24lb. white paper. A mailing address, web address, phone and fax number are required on letterhead. Location information including building name, entrance, floor and room number are optional. An e-mail address and a motto/tagline are also optional.

To enhance the university's professional image, University offices and departments must use the official printed letterhead, not copies for all off-campus correspondence. Letters should be composed in Garamond, Times or a similar serif font, 12-point type, single-spaced. All text should be left justified. Margins should be at least 1 inch on the left and right sides, 2 inches on the top and 1-1/2 inches on the bottom. (Note: These are the minimum margins allowed. For shorter letters, use larger margins as needed to make correspondence visually pleasing.)

Digital letterhead/Word template files are available through Creative Design Services for on-campus and electronic memos. To order letterhead, contact CDS.

## Envelopes

The Valdosta State envelope comes in the standard No. 10 size for business correspondence. The university address (Department Name, Valdosta State University, 1500 N. Patterson St., Valdosta, GA 31698-0000) is beside the logo. In compliance with U.S. Postal Service requirements, the return address must be more than 2-$^3/_4$ inches above the bottom of the envelope. Follow the same format on return addresses for brochures and flyers that are self-mailing. Envelopes are printed in Red (PMS 186) and Black on white envelopes.

The U.S. Postal Service has established guidelines for addressing business envelopes. Its optical character readers (OCRs) look for the address within a rectangular space on each piece of mail, called the "OCR read area." There must be 2-$^3/_4$ inches clearance between the department name and the lower edge of the envelope. The last line of the address must be at least $^5/_8$ inch above the lower edge of the envelope. Print text in all caps and omit punctuation, except the hyphen in the ZIP+4 code. Use abbreviations whenever possible. "Address Service Requested" may be within the OCR read area. If you have questions or for more information about proper addressing and endorsements, call Campus Mail Services at (229) 333–5672.

Other envelope sizes are available in one and two colors, depending on your need or use.
To order envelopes, contact CDS.

# Business cards

Valdosta State business cards are printed in two colors, with text in Black and the logo in Red (PMS 186) and Black. Business cards are imprinted with the carrier's name, title, phone numbers, e-mail address, web address and the university address (1500 N. Patterson St., Valdosta, GA 31698); optional lines such as fax, cell or pager, office location and the office or department name can be included. Business cards are printed on 80 lb. white card stock. Heavier stock is available by special order. To order business cards, contact CDS.

**University Stationery**

**Athletics Stationery**

Valdosta State University
Blazer Athletics

Department/Office Name
Name Wrap or Optional Line
Valdosta State University
1500 N Patterson St
Valdosta GA 31698–0000

Address Service Requested

Valdosta State University
Blazer Athletics

A Regional University of the University System of Georgia & an Equal Opportunity Institution

**Jane/John Q. Public**
Title Goes Here

| | |
|---|---|
| OFFICE | 229.123.4567 |
| FAX | 229.987.6543 |
| E-MAIL | username@valdosta.edu |
| WEB | www.valdosta.edu |
| ADDRESS | Department/Office/Etc |
| | 1500 N. Patterson St. |
| | Valdosta, GA 31698–0000 |

**Valdosta State University**
Blazer Athletics

**College/Department/Division/Office Name/Etc.**
"Optional Line"— College of/Division of/Etc.
**Location** Building • Entrance # • Floor • Room #0000 • **Address** 1500 N. Patterson St. • Valdosta, GA 31698–0000
**Phone** 229.000.0000 • **Toll Free** 800.000.0000 • **Fax** 229.000.0000 • **Web** www.valdosta.edu • **E-mail** username@valdosta.edu
A Regional University of the University System of Georgia & an Equal Opportunity Institution
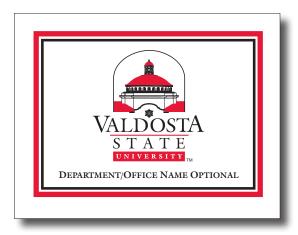
# Other Stationery

Standard forms of memo pads, routing slips, fax cover sheets, large envelopes, mailing labels, postcards and business reply mail are also available through Creative Design Services.
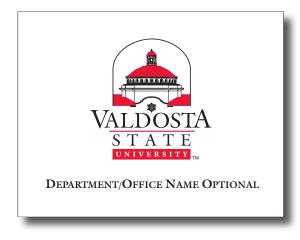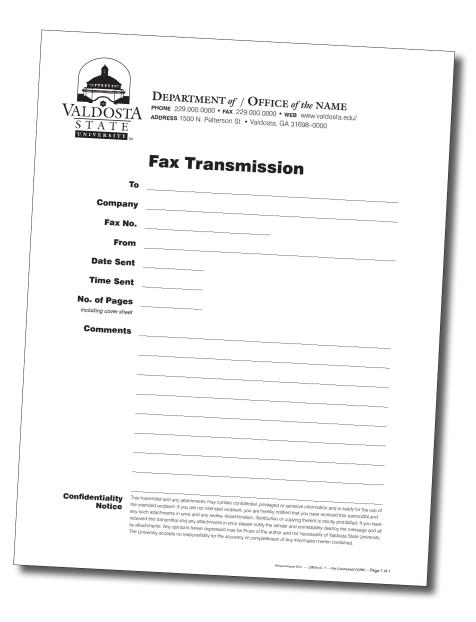
## Memopads



## Note Cards
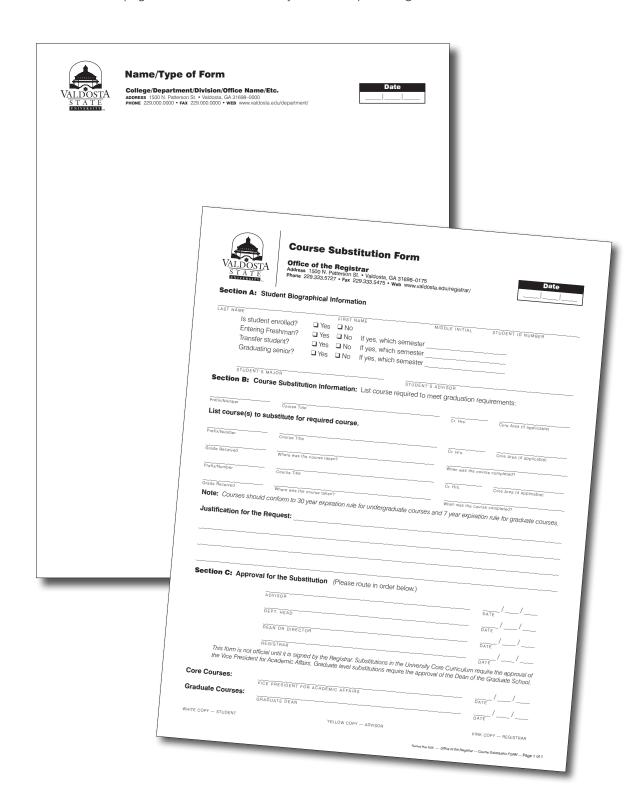5.5" W x 4.25" H folded card on 80# card stock, fits A2 size envelope.

### Fax Cover Sheet

This is also available as a custom Word template. Please contact CDS to have a file setup for your office.

**DEPARTMENT** *of* / **OFFICE** *of the* **NAME**
**PHONE** 229.000.0000 • **FAX** 229.000.0000 • **WEB** www.valdosta.edu/
**ADDRESS** 1500 N. Patterson St. • Valdosta, GA 31698–0000

# Fax Transmission

To _____

Company _____

Fax No. _____

From _____

Date Sent _____

Time Sent _____

No. of Pages _____
*including cover sheet*

Comments _____

_____

_____

_____

_____

_____

_____

_____

**Confidentiality Notice**
This transmittal and any attachments may contain confidential, privileged or sensitive information and is solely for the use of the intended recipient. If you are not intended recipient, you are hereby notified that you have received this transmittal and any such attachments in error and any review, dissemination, distribution or copying thereof is strictly prohibited. If you have received this transmittal and any attachments in error please notify the sender and immediately destroy the message and all its attachments. Any opinions herein expressed may be those of the author and not necessarily of Valdosta State University. The University accepts no responsibility for the accuracy or completeness of any information herein contained.

Revised October 2012 — Office of...? — *Fax Coversheet FORM* — Page 1 of 1
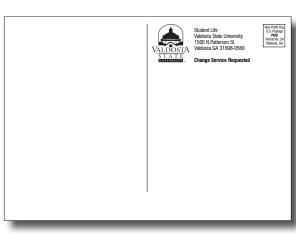
## Standard Form Templates

This form template, created by the Division of Finance & Administration and CDS, is the recommended style for all VSU forms. The header on all forms should contain the VSU logo, name of the form, department name, contact information, and the date. The footer should contain the creation or revision date, department name, name of the form and number of pages. Please contact CDS if you need help creating forms.
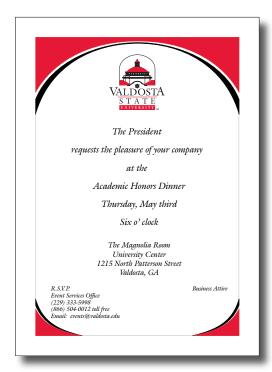
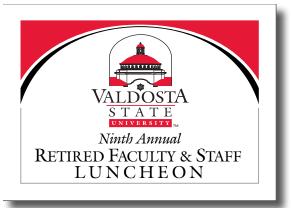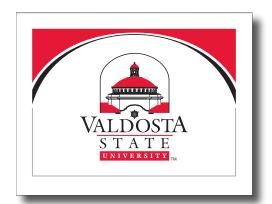## Large Envelopes, BRM Envelopes. Postcards and Mailing Labels

**Department/Office Name**
 **Name Wrap or Optional Line**
Valdosta State University
1500 N Patterson St
Valdosta GA 31698–0000

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

**BUSINESS   REPLY   MAIL**
FIRST-CLASS MAIL      PERMIT NO.39      VALDOSTA, GA

POSTAGE WILL BE PAID BY ADDRESSEE

**JOHN DOE
VALDOSTA STATE UNIVERSITY
1500 N PATTERSON ST
VALDOSTA GA  31602–9989**

*A Regional University of the University System of Georgia & an Equal Opportunity Institution*

**Department/Office Name**
 **Name Wrap or Optional Line**
Valdosta State University
1500 N Patterson St
Valdosta GA 31698–0000

**3" x 5" Crack & Peel Label**

Student Life
Valdosta State University
1500 N Patterson St
Valdosta GA 31698-0566

Non-Profit Org.
U.S. Postage
**PAID**
Permit No. 24
Valdosta, GA

**Change Service Requested**

**Department/Office Name**
 **Name Wrap or Optional Line**
Valdosta State University
1500 N Patterson St
Valdosta GA 31698–0000

**Avery 5164 Mailing Label**
**6 per sheet  •  3.75"W x 3.125"H**

## Invitations

A range of invitation templates using different logo configurations are available from Creative Design Services. They may be printed in one or two colors, with or without envelopes or reply cards. All invitations using the university logo should print on white paper.
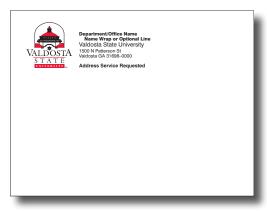


**One-sided Card**



**Folded Card**
*text outside & inside*



**Folded Card**
*text inside*



**Matching Envelopes**

# Section 6: General Publications

To ensure that your newsletters, brochures, fliers and other publications use the Valdosta State University identity properly, please follow these guidelines:

- The words "Valdosta State University" must appear on the front cover of all university publications, and the logo must appear on or within each publication, preferably on front, back or title page.
- Always proportionately reduce or enlarge the university logo.
- The university logo should be used in its entirety.
- Do not use the university logo as part of a headline or sentence or as a design element.
- Do not use photocopies of the university logo as camera-ready art.
- Use VSU's colors whenever possible.
- Refer to Section 7 for matters of editorial style.

In the past, VSU has presented a somewhat hodgepodge image to its various constituencies. The quality of publication design has been uneven. The University's visual identity program as embodied in these standards provides the focus for producing publications of consistently high quality.

Creative Design Services is responsible for maintaining visual identity and technical standards to publications and should be consulted during the planning and production of any publication directed to external audiences. We check publications for consistency with University mission and goals, and compliance with state and federal legal requirements, Board of Regents policy and U.S. postal regulations.

Materials such as bulletins and newsletters intended for internal audiences may be produced by Printing & Copying Services and should follow these guidelines as closely as possible. Publications produced by students and materials designed for special events are exempt from the graphic standards except in their use of the university logo.

Working with Creative Design Services in the development of printed materials ensures the publications will meet with the standards and guidelines established to maintain the university's image.

Creative Design Services will assist your department with the planning, development and design of brochures, newsletters and other publications. The office will work with the Office of Communications to coordinate the writing of your publication. And, if your publication must be printed off campus, the office will assist in finding the best price at a local printer.

The Office of Communications provides consistency of information and style and ensures that public information about VSU is

* Clear, concise and accurate
* Meets the requirements of various academic and administrative units
* Meets the requirements of the Board of Regents of the University System of Georgia
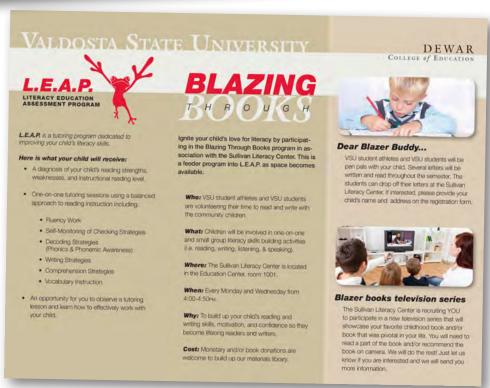* Reflects the stated image and priorities of the university.

Regardless of whether you use Creative Design Services to develop your materials, all publications geared toward external audiences must have written approval from CDS before printing.

After a proof has been developed, departments must get appropriate departmental signatures on a Publications Approval Form, then route it to Creative Design Services, which will give final approval for printing. Please allow 48 hours for CDS approval.

The following are samples of publications designed by CDS.
*Samples will be updated with the West Dome university logo when they become available.*

**Brochure, 4-color process, 8.5" x 11", three panel, full bleed, tri-fold**

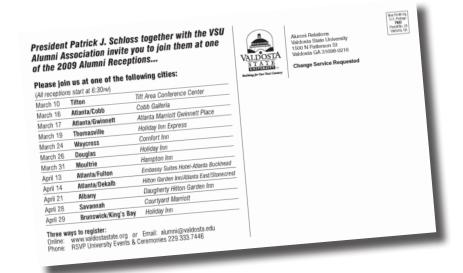**Brochure, 4-color process, 9" x 16", four panel, full bleed, double parallel fold**

**Brochure, 2-color spot,  8.5" x 11", three panel, full bleed, tri-fold**

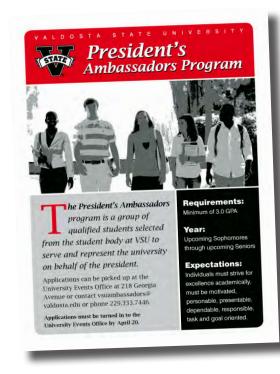**Post Card, 5" x 8.5", 4-color process front, 1-color back, bleed & trim**

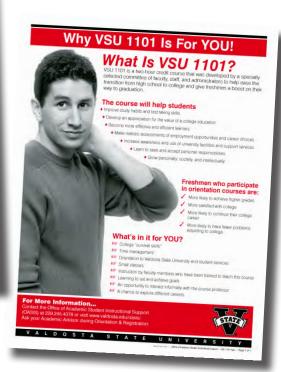**Posters 10" x 16", 4-color process & 2-color spot, bleed & trim**

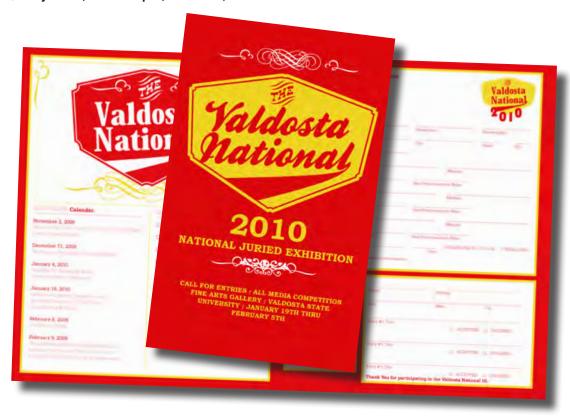**Flyer, 8.5" x 11", 4-color process front, 2-color spot back**



**Flyers, 8.5" x 11", 2-color spot front**

**Mailer/Entry Form, 2-color spot, 11" x 17", folds down to 5.5" x 8.5"**
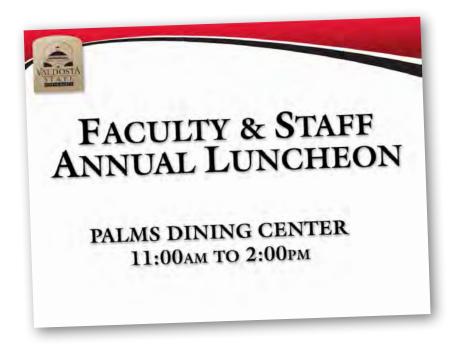


**Booklet for Program, 4-color, 5.5" x 8.5"**





**Perforated Tickets, 2.5" x 6"**

**Banner, 3' x 10', full color**



**Power Point Templates**

# Section 7: Editorial Style

## VSU Writing Guide

The VSU Writing Guide — based on the Associated Press Stylebook — is an online reference source for Valdosta State University faculty, staff and students as they write documents for external audiences. Such documents include departmental newsletters, major internal communications, website content and promotional brochures.

We strongly encourage university faculty and staff to familiarize themselves with these guidelines — many of them university-related usages — so that the university community presents a consistent standard of writing that appropriately reflects VSU's commitment to excellence. The guide and grammar resources do not include field-specific writing, and therefore, are not intended to replace writing standards for specific publications or purposes, including academic papers. Specialists within departments are better authorities on such matters.

The guide is located here: http://www.valdosta.edu/communications/styleguide/index.shtml

Direct questions or comments about this style guide to the Office of Communications at (229) 333-7177 / 2163
http://www.valdosta.edu/administration/communications/communications-staff.php

## Additional Resources

**VSU Quick Reference Guide**
http://www.valdosta.edu/communications/styleguide/referenceguide.shtml

**University of Georgia Editorial Style Guide**
http://www.uga.edu/styleguide/

**Merriam-Webster Collegiate Dictionary**
http://www.merriam-webster.com/

**Online Thesaurus**
http://thesaurus.com/

**University System of Georgia Policies & Procedures**
http://www.usg.edu/policies/

# Section 8: University Communications

## Office of Communications

The Office of Communications exists to advance the university's mission, achievements, programs and strategic goals to key constituent groups through the development of strategic communication materials and activities. The office works in collaboration with all university departments and programs to increase the positive opinions and engagement of support for VSU. The office focuses on increasing the visibility and stature of VSU as a premier regional university and assists in the university's quest to gain national prominence.

The communication staff creates press releases and feature stories for the VSU Web site as well as other university publications. The office is the primary point-of-contact for all media related inquires and official dissemination of press releases. The staff pitches ideas to local, regional, and state media outlets, as well as coordinating interviews and photo shoots for media to publish or broadcast university events.

## University Publications

The office produces a variety of publications and assists university departments to develop printed resources for distribution (internally and externally). The office also produces the *President's Annual Report*, the *Valdosta State Scholar* research magazine, and the *Valdosta State University Voice* magazine, which is distributed to more than 45,000 alumni and friends of the university.

## Media Coverage

The office maintains an online listing of faculty and staff areas of expertise for use by the media and general public. *The Experts Guide* is designed to assist reporters and media representatives in locating VSU faculty and staff who are available to offer analysis, information and/or commentary on issues within their area of expertise. The Speakers Bureau is a comprehensive listing of university faculty and staff who are available to speak to local civic, service, professional and educational organizations, groups and/or civic clubs. *The Experts Guide* and Speakers Bureau are updated as information is received. Visit the site at www.valdosta.edu/news/experts/ .

Representatives from television, radio and newspapers are often invited to campus for news opportunities. VSU faculty and staff approached by a reporter should contact the Office of Communications at 229-333-5952 to assist with the media inquiry.

Anyone speaking to the media, particularly to television reporters, should dress professionally and when possible wear a VSU lapel pin or wear collegiate sportswear with the VSU insignia. Do not display or wear memorabilia from other universities, as this may undermine your efforts to promote VSU.

## Submitting News

Send news tips, story ideas, achievements and events to news@valdosta.edu. Two weeks advance notice is preferable to obtain maximum coverage.

## Seizing Opportunities for Promotion

The quality of any organization is reflected by the quality of its publications. Each year, the university produces hundreds of brochures, manuals, guides and other printed materials. Each is an ambassador of the university, so it is important that the message and design elements remain consistent with all official university publications and communications materials.

**University publications must include:**
- The words "Valdosta State University" conspicuously placed on the front cover
- The university logo
- The university Web address
- Use of red and black ink when feasible
- Use of photos and images that capture the student body and beauty of the VSU campus

# Section 9: Advertising & Marketing

## Advertising

Advertising comes in a multitude of formats and is a highly visible communication device. It makes an important impression and therefore should have a stature and quality that bespeak the university's achievements and excellence. The goal is to make VSU ads instantly identifiable as VSU ads and thereby strengthen the university's public image. All advertising must include the full name of the university and the university logo. Where possible, all university ads should:

1. Include the university web address.
2. Include the VSU V-State logo.
3. Use Red and Black ink.
4. Use images of the VSU campus.

One of the key functions of Marketing & Community Relations is to integrate advertising. While the office does not attempt to control advertising by individual departments and offices, it is extremely important to notify M&CR about all advertising. By doing so, M&CR can avoid conflict and duplication and can combine efforts and save money.

All advertising and marketing must be approved by Marketing & Community Relations.
Please contact M&CR at (229) 333-7444 for more information.

## Marketing

Please contact M&CR at (229) 333-7444 for more information.

## Community Relations

Please contact M&CR at (229) 333-7444 for more information.

# Section 10: Websites

## Website Guide

This section of the guide was approved as a separate document/guide for use in 2007. The current document was updated in April 2014 to reflect changes made necessary by the latest website redesign and changes to the current VIP guide. The document is currently located online here: http://www.valdosta.edu/administration/advancement/creative-design-services/documents/website-guide.pdf

# Section 11: Licensing Program

## The Licensing Program

VSU has an official licensing program managed by Strategic Marketing Affiliates (SMA) www.smaworks.com. This means that Valdosta State University requires all commercial products bearing VSU marks to display the "Officially Licensed Collegiate Products" (OLCP) label. The label signifies that the item is officially licensed by Valdosta State University, and that a portion of the sale price is returned to the university for the benefit of its students and programs. The label also serves as an assurance to customers that the products meet quality standards and have been approved by the university.

Suppliers who are not licensed are not permitted to use VSU logos or marks for any use until they complete a licensing agreement and pay a one-time licensing fee. The application form can be obtained online at www. smaworks.com. It is an infringement on Valdosta State University's registered names, trademarks, and logos to produce VSU merchandise without written authorization.

**Design Approval**
SMA must approve the quality and propriety of all products carrying marks representative of Valdosta State University. It is the purpose of this provision to prevent the use of the marks on items in a manner that could cause ridicule or embarrassment to the university, or that could jeopardize the substantial goodwill that the university possesses in its marks.

Prior to any production, manufacturers must submit all artwork to SMA for approval. Artwork samples may be submitted online. Samples clearly must show how the logo or marks will be used, and all colors used on the product should be designated. Any changes in the product or artwork must be resubmitted for approval after the changes are made. VSU will determine which items might be offensive to standards of good taste, and reserves the right to rescind approval of products which do not meet or exceed quality and propriety standards.

## Policies for Off-Campus Organizations, Businesses, and Suppliers

1. The use of any Valdosta State University name, trademark, or logo by any organization, business, or individual must be approved in writing by the Office of Creative Design Services prior to its use. Copy and design approval are also required for any use. This includes use by all nonbusiness groups or individuals, charities, and other nonprofit organizations. There can be no exception to this rule. The university must monitor every use in order to protect its marks under federal trademark law and to adhere to Regents policy.

2. The use of any Valdosta State University name, trademark, or logo on any product or in connection with a manufacturer, wholesaler, screen printer, instore producer, or any other supplier must be managed under a license agreement. Anyone wishing to become a licensed vendor may do so by completing an application form and paying a one-time licensing fee. The application form can be obtained online at www.smaworks.com. It is essential that artwork for all Valdosta State University-marked items be approved prior to production and distribution.

3. No licensee can be granted exclusive rights for the production of any item bearing Valdosta State University marks.

4. It is a violation of federal trademark law to alter the Valdosta State University names, trademarks, or logo in any way, or to incorporate them or any portion of them into the name or trademark of any business or organization.

5. Royalties on Sales
 Items that are purchased or produced by any group or individual for resale or giveaway will be subject to a royalty payment or a rights fee.

6. Advertising
The use of any Valdosta State University name, trademark, or logo is prohibited in advertisements and commercials that promote non-Valdosta State University entities. Licensees and retailers of licensed merchandise may use the marks in the promotion of their licensed Valdosta State University merchandise only. Advertisement copy approval is required.

7. Associated Use
Written authorization and copy approval must be obtained from the Office of Marketing & Community Relations prior to any activity which would associate the names, trademarks, or logo of Valdosta State University with those of any business or organization. This includes any association which indicates support for Valdosta State University or any of its programs. The use of the Valdosta State University names, trademarks, or logo is strictly prohibited when such use does or will imply endorsement by the university.

Please Note: These rules and procedures are necessary to ensure our compliance with Regents policy and federal trademark laws, and to ensure fairness and propriety in the use of the Valdosta State University names, trademarks, and logo within university guidelines. Contact the Office of Creative Design Services for any use of the Valdosta State University marks or any questions concerning them.

## Policies for Campus Organizations and Support Groups

1. The use of any Valdosta State University name, trademark, or logo by any organization or individual must be approved in writing by the Office of Creative Design Services prior to its use. This includes use by campus clubs and organizations as well as by academic departments and other divisions of the school, any informal campus groups, individuals, students, outside support groups, or charitable organizations. Written approval must be obtained for each specific use. There can be no exception to this rule. The university monitors every use in order to protect its marks under federal trademark law and to adhere to Regents policy.

2. The use of any  Valdosta State University name, trademark, or logo on any product or in connection with a manufacturer, wholesaler, screen printer, or any supplier must be managed under a license agreement. It is essential that all  Valdosta State University-marked items be approved and licensed by SMA prior to production and distribution.

3. Items for Resale
Valdosta State University-marked items that are purchased or produced by any division, group, or individual for resale will be subject to a royalty payment. All such items must be approved in writing in advance and any items purchased must come from a licensed supplier.

4. Items for Use by Group Members Only
Valdosta State University-marked items that are purchased or produced by any division, campus organization, or student group for use by its own members will not be subject to a royalty payment. All such items must be approved in writing and any items purchased must come from a licensed supplier.

5. Items to be Given Away
Valdosta State University-marked items that are purchased or produced by any division, group, or individual for giveaway purposes will not be subject to a royalty payment. All such items must be approved in writing in advance (as explained in #1 above) and any items purchased must come from a licensed supplier (as explained in #2 above).

Please Note: We do not intend to make it difficult to obtain written approval. Licensing and/or written approval are necessary to ensure that university guidelines are adhered to when a name, trademark, or logo is used. Your cooperation will enable us to help you use the names and logo in a way that will serve your needs, while allowing us to uphold Regents policy and to protect our marks and logo under federal trademark law. Please contact the Office of Creative Design Services for more details or for help with trademark use.

# Section 12: Appendix/Supplemental

# Best Practices Guide

## Presenting: Tips for Better Publications

**DON'T:**

- use more than three different type fonts per publication.
- use hard-to-read type fonts or sizes (no smaller than 9-point for body copy) or too-large sizes that rudely shout at the reader.
- forget to include the university logo and web address.
- alter the university's identity marks.
- use identity marks other than university-approved marks.
- use dull, poor quality or inappropriate photographs in your publication.
- clutter or crowd your pages.
- try to emphasize everything.
- fall in to the FOUR-IN-ONE TRAP! You don't need ALL CAPS, underscoring, bold face and exclamation marks (!) to show emphasis. In trying to emphasize everything, we emphasize nothing.
- use the wrong method of mailing for your publication. Refer to Campus Mail Services for guidance.

**DO:**

- use one clean, readable type font with different weights or italics for emphasis where needed.
- use a standard, easily read, 9- to 12-point type size for body copy of your newsletter or brochure.
- use consistent type sizes for headlines, subheads and body text.
- use larger size type and dull paper for older audiences.
- leave adequate leading, margin and gutter space.
- limit the number of graphics or clip art per page.
- make sure clip-art styles match.
- leave a comfortable amount of white (or breathing) space around headlines — add at least a pica/.25" of space above a headline to separate it from the previous story.
- include at least a pica of space around text inside boxes.
- decide on the few most important things to emphasize and subordinate everything else to these items.
- emphasize main topics through headlines. Headlines look attractive in boldface and slightly larger type sizes than body text.
- include the university logo in the proper way (see guidelines).
- include attractive, action-oriented photos that communicate the message of the nearby text.
- check with Creative Design Services before you start your publication to:
  1. ensure the most appropriate and least expensive method of printing and mailing for your publication needs; and
  2. ensure the proper postal indicia accepted by the U.S. Postal Service.
- note that the zip code for VSU is 31698 and the zip code for Business Reply Mail is 31698.

# Glossary

**Bleed —** Bleed is the extra area outside of a finished document that designers must allow if they want images that are butting up to the edge of the page to be cropped properly.

Because printed documents are guillotined in large batches, is it impossible for the printer to guarantee that every sheet will be cropped exactly on the crop-marks. Printers will generally specify that graphics must extend into the bleed areas by at least .125". In larger print jobs, it is sometimes necessary to allow up to .25"'.

**Bitmap —** A bitmap image is a graphics file that is made up of pixels. Its quality and usable size are defined by the number of pixels per square inch (PPI). In direct contrast to a vector graphic image, bitmap images will lose quality if they are enlarged and gain quality if they are reduced in size. As such, they are resolution dependent.

Photographic images are bitmaps. Many of the most common file formats used professionally by graphic designers, pre-press and web designers are bitmaps. For example, TIFF, JPEG, GIF and native Photoshop PSD files (although these can now combine vector and bitmap information). Some graphics file formats are capable of being either vector or bitmap, for example EPS – Encapsulated Postscript and WMF - Windows Meta Files.

**Boldface** — a heavier version of a typeface.

**Brand —** A brand is a graphic, font, image or a series of concepts that defines a company's, or product's, identity.

By establishing a strong and identifiable brand, a company or organisation is trying to convey to its consumers a sense of familiarity and trust of its products, over that of its competitors.

**CMYK** (Cyan, Magenta, Yellow, Black) — the subtractive primaries, or process colors, used in color printing. Black (K) is added to enhance color and contrast.

**Column width** — the measurement from the left to the right side of a column of type.

**Entity** — Something that exists as a particular unit of another unit.

**EPS —** An Encapsulated PostScript (EPS) file is a self-contained PostScript graphic file that contains vector image data. The 'Encapsulated' part means that graphics applications, such as Adobe Illustrator, Freehand and CorelDraw can use the information to lay out a page.

In practice, what this means for designers, is that line art drawings made in programs such as Illustrator and Freehand can be saved, exported and printed as PostScript files. An EPS graphic file has the advantage of all vector images, in that it can be enlarged to any size, without a loss of quality. However, it should be noted that it is also possible to have imported bitmap images embedded in, or saved as, EPS file formats. Theses graphics will lose visual quality as they are expanded in size.

**Flush left** (or flush right) — type set up to align at the left (or right).

**GIF** (Graphics Interchange Format) — a file format popular on the World Wide Web because of its small size. Limited to 256 colors, therefore not generally suitable for printing.

**Gutter** — the blank area between facing pages or between columns on a page.

**Halftone screen** — printing devices that control tonal and density values of an ink color.

**Identification program** — a program that establishes a standard for an institution's identity and conveys strategies, methods and standards for communications activities.

**Indicia** — markings on bulk mailings used as a substitute for stamps or cancellations (most will be a non-profit mailing).

**Institutional colors** — the combination of colors chosen to represent the institution and used wherever possible.

**Institutional identity** — the totality of all visual impressions of an institution. This includes, but is not limited to, the institutional trademark, stationery, color, advertising, publication packages and vehicle graphics.

**Institutional identity standards manual** — a manual that promotes consistency in the identity projected by an institution. The manual is a tool intended to help achieve a more effective and cohesive identity for the institution.

**Institutional image** — the combination of general impressions and feelings about an institution that people receive from direct and indirect experiences.

**Integrated Marketing** — Marketing is the theory and practice of creating and sustaining exchange relationships. Traditionally, it involves price, product, place and promotion. To be successful, marketing must build and sustain honest relationships over time so that the desired transactions will follow. Integrated marketing focuses on a holistic approach. It combines the power of marketing, advertising, and public relations and involves the entire organization in communicating a consistent message designed to produce strategic results. (Definition adopted by the Integrated Marketing Committee.)

**Italic** — type in which the letters are slanted to the right.

**JPEG/JPG** — JPEG is a type of file format used to compress the size of images. The downside is that there is some loss of quality in a JPEG image. This can be limited by using a high quality setting, but this results in a larger file size.

JPEGs are used less in graphic design for print these days, due to the relative cheapness of large storage devices, such as hard disks, CDs and portable hard disks – which allow the use and storage of non-compresed graphic file formats, such as TIFF and EPS. The JPEG format is largely used to keep the file size of web images (especially photographic images) down, to enable faster downloads.

**Justified** — Justified text is when a paragraph of text is set to the full width of the line length, so that it aligns flush on both sides.

**Justification —** Justification is the varying of the spaces between words in a justified block of text. This can help ensure a more readable and visually pleasing block of body copy.

**Kerning** — the adjustment of horizontal spacing between individual characters.

**Leading** — the vertical spacing between lines of type.

**Logo** — the name, trademark or symbol of a company or institution, such as Valdosta State University.

**Margin** — The margin is the blank edge area of the printed page outside of the type area.

**Mascot** — the symbol of a group of people, whether the group is an athletic team or other organization.

**Pantone Matching System (PMS)** — The definitive international reference system for selecting, specifying, matching and controlling ink colors. It allows designers to 'color match' specific colors when a design enters production stage—regardless of the equipment used to produce the color.

**PDF** — Portable Document Format is the Postscript file format used by Adobe Acrobat. It is a cross-platform file format designed to preserve the integrity of a document, regardless of the software that was used to create it.

Nowadays PDF files are a very common format for sending files off to be professionally printed. Because it is a 'closed' format, to some degree, and can also accommodate a number of security features, it is ideal for integration into an organized proofing system involving writers, editors, clients and (of course) designers and pre-press professionals.

**Perfect Binding** — a book binding in which a layer of adhesive holds the pages and cover together.

Perfect binding puts all the pages or signatures together, roughens and flattens the edge, then a flexible adhesive attaches the paper cover to the spine. Paperback novels are one example of perfect binding.

**Pica** — a unit of measure equaling 12 points. Six picas equal one inch.

**Point** — the standard unit of measure for type. There are 72 points to the inch.

**Ragged** — multiple lines of type set with either the left or right edge uneven.

**Reversed** — changing something from black to white or white to black

**Roman** (regular) — type that has a vertical emphasis (compare to italic). The regular or standard form of a typeface.

**Saddle Stitch** — A printed document is saddle stitched by stapling its sheets at the fold of the spine, over a mechanical saddle. Saddle stitching is used for thin magazines, brochures and journals.

Thicker documents often have to be perfect bound.

**Signature** — the institution's name and seal used as a unit in a variety of arrangements to identify the institution, its divisions or activities.

**TIFF** (Tagged Image File Format) — a high-quality graphics file format suitable for desktop publishing and printing and capable of retaining information about various color depths and resolutions.

**Trademark** — a word, name, symbol, device or any combination of these used by an institution or corporation to distinguish a product or service from those of competitors. Usually registered and protected by law.

**Type family** — all the variations of one base style of typeface design.

**URL** (Uniform Resource locator) — a web address

**Visual communications design** — information, ideas and concepts transmitted by visual means. It is a logical problem solving process, not the arbitrary application of style.

**White space** — the space between or surrounding visual elements and text blocks. It should be used as a design element.