

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 be 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.