

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

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

1234567890

Times New Roman

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

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)

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

1234567890

Helvetica Neue LT Std (55 Roman)

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

1234567890

Helvetica Neue LT Std (95 Black)

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

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.