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.

![Two Color Logo](image)

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.

![One Color Logo](image)

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.

![University Seal](image)
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.

Valdosta State University®
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.
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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.