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, 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
**Visual Identity Program • Print Guide**

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

Flyers, 8.5” x 11”, 2-color spot front

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**Section 6: General Publications**

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

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

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**President’s Ambassadors Program**

**Why VSU 1101 is For YOU!**

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Section 6: General Publications

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

Booklet for Program, 2-color spot, 5.5” x 8.5”

Perforated Tickets, 2.5” x 6”
Banner, 3’ x 10’, full color

Power Point Templates