

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

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Community Relations

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