Valdosta State University
Visual Identity Program Guide

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Revised January 2020 — Office of Creative Services

Updated Draft
A distinctive visual identity program is critical for Valdosta State University to maintain a clear, consistent image before its various constituencies. This Visual Identity Program (VIP) Guide is designed to assist everyone in proper use of the institution’s identity marks.

All Valdosta State University identity marks are the property of the Board of Regents of the University System of Georgia. Federal trademark law requires that the use of any trademark be monitored in order to maintain legal claim to that mark. Board of Regents policy requires that individual institutions such as VSU assume oversight of their own marks.

The rules outlined in this publication are necessary to protect and oversee those identity marks. These visual identity rules apply to anyone who might use a Valdosta State identity mark: all colleges, schools, divisions, offices, faculty, staff, students, alumni groups, local businesses, nonprofit organizations, fraternities, sororities, printers, and all other outside vendors. The Office of Communications & Marketing (OCM) is charged with monitoring visual identity issues (including mark usage) and guiding all campus units in proper implementation.

If you have any questions regarding visual identity, contact OCM at (229) 333-5980 for assistance. Any questions of usage or style unaddressed by this Visual Identity Program Guide are subject to review and approval by OCM.

Thank you for your assistance.

Updated Feb 2020

The Office of Communications & Marketing is compose of the following units:

Communications & Media Relations
Digital Media
Marketing & Brand Strategy
Creative Services
Design
Photography
Printing & Copying
Video
Web
Section 1: Visual Identity Policy

**Purpose:** The use of any VSU mark, symbol or wordmark must be approved by the Office of Communications & Marketing (OCM).

This policy applies to all printed materials such as business cards, stationery, and other university publications, as well as advertisements, signs, video productions, exhibit materials, websites, e-mail, electronic messages, and all other types of communications.

All design work requested by any campus office must be submitted to Creative Services for approval and the right of first refusal. All campus printing must be submitted to Printing & Copying Services for the right of first refusal. These conditions must be met regardless of funding source.

The Office of Communications & Marketing (OCM) maintains all visual identity standards for Valdosta State University.

**Identifying Valdosta State University**

The university’s identity marks are designed to distinguish the university from all other institutions of higher education, to help us achieve instantaneous, favorable recognition. The benefits to the university of such an identity are obvious — our institutional name, our identity, our “brand name” becomes associated with quality and value.

The benefits of such recognition do not stop with the overall university, and neither does the necessity for protecting that identity. The individual departments, programs and offices of the university all share in, and contribute to, the identity the university has.
Section 2: The Visual Identity Program

The visual identity program consists of several components:
• approved configurations of visual elements: the University seal, the academic logo, and the 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 V-State 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 mark, the university Web site address, and the statement/tag line “A Comprehensive University of the University System of Georgia and an Equal Opportunity Institution.”

4. All external design and production using Valdosta State University marks must be approved by the Office of Communications & Marketing (OCM). All publications must go through the approval process. The approval form is available from Creative Services.

5. External use of the approved university logo, spirit mark, and/or seal for commercial use is negotiated and managed by Learfield Licensing Partners https://learfieldlicensing.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 OCM.

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 Services (Design Services) unit, 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 Services (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/mark.

10. Web pages, promotional materials, and publications will be kept current.

11. All advertising must be approved by Marketing & Brand Strategy.

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 the Office of Communications & Marketing (OCM).
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 the meaning of VSU. 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 Design Services at (229) 333-5980 for consultation and approval.

Official Color Values

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK</th>
<th>HEX</th>
<th>RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pantone 186 C</td>
<td>12</td>
<td>100</td>
<td>92</td>
</tr>
<tr>
<td>Process Black</td>
<td>75</td>
<td>68</td>
<td>67</td>
</tr>
<tr>
<td>Pantone 304 C</td>
<td>37</td>
<td>0</td>
<td>7</td>
</tr>
<tr>
<td>Warm Red C 3</td>
<td>0</td>
<td>87</td>
<td>80</td>
</tr>
<tr>
<td>Pantone 187 C</td>
<td>22</td>
<td>100</td>
<td>89</td>
</tr>
</tbody>
</table>
Typography

We recommend the following type faces in your outreach materials:

Text Type
The preferred typeface for text is Gotham and Gotham Narrow.

Gotham
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Gotham Narrow
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Display Type
A secondary typeface, Sentinel, is the complementary font used for headlines or other display type.

Sentinel
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Sentinel Bold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Publications & Forms
Design Services 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.

Helvetica Neue LT Std (45 Light)
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Helvetica Neue LT Std (55 Roman)
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Helvetica Neue LT Std (95 Black)
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
Section 4: Marks, Seal & Signatures

Mark Elements, Appearance & Usage

As the centerpiece of a visual identity program, the V-State mark will be used on stationery, university publications, office forms, signs, vehicles, and other media which communicate the University to its public.

The mark must always remain legible and should never be stretched or distorted. The University mark is to be used as a visual identifier only and not as a major decorative element on a page.

Mark Reproduction Guidelines

The following guidelines set standards of consistency and unity in the use of the institution’s mark.

- The mark must have the trademark symbol (Circle R) with it when it is reproduced. The mark must be used as designed.

- An approved mark 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 mark 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 mark or, ideally, even on the same page. When such a mark is placed on a publication cover, the University mark may appear in such places as the title page or back cover. For further guidance, contact Creative 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 mark may appear with other non-university 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 & Human Services and the American Red Cross.

Publication materials, such as posters, brochures and programs, that combine graphic elements from each of the sponsoring agencies may include the use of the University mark in an approved form, giving consideration to the most visually compatible configuration. However, the Valdosta State mark 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 Services. Original artwork is not to be redrawn, re-proportioned or modified in any way.
The University Mark

The University mark [V-State mark with graphically treated Valdosta State University text] is a registered 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 mark must always print in one color. Two-color versions must always print exactly as indicated on this page. To ensure uniform color reproduction, mark colors may not be screened or lightened. The mark may not reverse out of a dark color.

Two Color
The University mark as it should appear in two colors, Red (PMS 186) and Black.

Valdosta State University

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.

Valdosta State University

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.


The Athletic Spirit Mark

The Athletic Spirit Mark is a registered trademark. As with any protected logo or trademark, use of these marks and identity standards should be limited to the variations shown.

The 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.

Acceptable Reversal

Unacceptable Reversal
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

*The V-State mark should not be printed smaller than this due to the loss of detail. The counter in the A will disappear and the white line between the red and black will fill in.
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 Creative Services if you have a specific need for a custom variation.
Improper Use

The VSU Mark must not be altered in any way.

Any modification of VSU’s marks confuses their meaning, diminishes their impact, and is prohibited. Precise mark artwork has been created to accommodate any usage need. Never redraw, translate, or otherwise alter our mark in any way. The following list of incorrect usages must be avoided to maintain the integrity of our system.

Do not distort.  
Do not use unapproved colors.  
Do not switch colors.  
Do not invert the colors.

Do not alter the design.  
Do not rotate.  
Do not place in a shape that floats on a page or plain area.  
Do not combine with any other mark.

Do not alter typography.  
Do not skew.  
Do not place on visually inaccessible backgrounds.

Do use white logo or color screens.  
Do not print inverted logo.
Section 5: Understanding VSU’s Stationery System

All Valdosta State University communications are important to the image and stature of the university. It is important that each department be placed on equal footing with every other department, and that each department enforce the graphic standards set forth in this guide. Letterheads, business cards, memos, and other stationery items are major communication devices. The University sends thousands of these items every year. All stationery items carry the University mark. The University stationery system is the standard for all offices, departments, units, or centers.

Because they are universally used, stationery and business cards are the foundation of the visual identity program and must adhere to identity guidelines. Artwork of all official stationery and business card formats is available through Creative Services.

All stationery must be printed from authorized artwork on campus at Printing & Copying Services to ensure the quality and consistency of the products. Nothing may be added to the imprint of letterhead that is not approved by Creative Services.

Letterhead

No “homemade” letterhead or business cards may be produced or distributed on-campus or off-campus. Letterhead may not be created by photocopying. If you have such products now, please shred and recycle them and order new products.

Digital letterhead/Word template files are available through Creative Services for on-campus and electronic memos. To order letterhead, contact CS.

Business cards

Valdosta State business cards are printed in two colors, with text in Black and the logo in Red (PMS 186) and Black. Business cards are imprinted with the carrier’s name, title, phone numbers, e-mail address, web address and the university address (1500 N. Patterson St., Valdosta, GA 31698); optional lines such as fax, cell, office location and the office or department name can be included. Business cards are printed on 80 lb. white card stock. Heavier stock is available by special order. To order business cards, contact CS.

Other Stationery

Standard forms of memo pads, routing slips, fax cover sheets, large envelopes, mailing labels, postcards and business reply mail are also available through Creative Services.
University Stationery

A Comprehensive University of the University System of Georgia and an Equal Opportunity Institution

Section 5: Understanding VSU’s Stationery System
Section 5: Understanding VSU’s Stationery System

Athletics Stationery

VALDOSTA STATE UNIVERSITY
BLAZER ATHLETICS

Department of Athletics
Valdosta State University
1900 N Patterson St
Valdosta GA 31698-0500

A Comprehensive University of the University System of Georgia & an Equal Opportunity Institution
Section 5: Understanding VSU’s Stationery System

Memopads

Note Cards
5.5" W x 4.25" H folded card on 80# card stock, fits A2 size envelope.
Standard Form Templates
This form template, created by the Division of Finance & Administration and Creative Services, is the recommended style for all VSU forms. The header on all forms should contain the VSU mark, name of the form, department name, contact information, and the date. The footer should contain the creation or revision date, department name, name of the form and number of pages. Please contact CS if you need help creating forms.
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 mark must appear on or within each publication, preferably on front, back or title page.
- Always proportionately reduce or enlarge the University mark.
- The university logo should be used in its entirety.
- Do not use the University mark as part of a headline or sentence or as a design element.
- Do not use photocopies of the University mark 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.

The Office of Communications & Marketing is responsible for maintaining visual identity and technical standards for 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 mark.

Working with OCM in the development of printed materials ensures the publications will meet with the standards and guidelines established to maintain the University’s image.

The Office of Communications & Marketing will assist your department with the planning, development and, design of brochures, newsletters, and other publications including the writing of your publication. If your publication must be printed off campus, Printing & Copying Services will assist in finding a qualified and economical printer.

The Office of Communications & Marketing 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 the Office of Communications & Marketing to develop your materials, all publications geared toward external audiences must have written approval from OCM before printing.

After a proof has been developed, departments must get appropriate departmental signatures on a Publications Approval Form, then route it to Creative Services, which will give final approval for printing. Please allow 48 hours for CS approval.
Section 7: Editorial Style

VSU Writing Guide

The VSU Writing Guide — based on the Associated Press Stylebook — is an online reference source for Valdosta State University faculty, staff, and students as they write documents for external audiences. Such documents include departmental newsletters, major internal communications, website content, and promotional brochures.

We strongly encourage University faculty and staff to familiarize themselves with these guidelines — many of them university-related usages — so that the University community presents a consistent standard of writing that appropriately reflects VSU’s commitment to excellence. The guide and grammar resources do not include field-specific writing, and therefore, are not intended to replace writing standards for specific publications or purposes, including academic papers. Specialists within departments are better authorities on such matters.

The guide is located here: https://www.valdosta.edu/brand/writing-and-style-guides/

Direct questions or comments about this style guide to Jessica R. Pope, communications and media relations coordinator in the Office of Communications, at (229) 333-2163 or jrpope@valdosta.edu

Additional Resources

Merriam-Webster Collegiate Dictionary
https://www.merriam-webster.com/

Online Thesaurus
https://thesaurus.com/

University System of Georgia Policies & Procedures
https://www.usg.edu/policies/
Section 8: University Communications

Office of Communications

The Office of Communications exists to advance the University’s mission, achievements, programs, and strategic goals to key constituent groups through the development of strategic communication materials and activities. The office works in collaboration with all university departments and programs to increase the positive opinions and engagement in support for VSU. The office focuses on increasing the visibility and stature of VSU as a premier regional university and assists in the University’s quest to gain national prominence.

The communication staff creates press releases and feature stories for the VSU Web site, as well as other university publications. The office is the primary point-of-contact for all media related inquiries and official dissemination of press releases. The staff pitches ideas to local, regional, and state media outlets, as well as coordinating interviews and photo shoots for media to publish or broadcast university events.

Media Coverage

Representatives from television, radio, and newspapers are often invited to campus for news opportunities. VSU faculty and staff approached by a reporter should contact the Office of Communications at 229-333-2163 to assist with the media inquiry.

Anyone speaking to the media, particularly to television reporters, should dress professionally, and when possible, wear a VSU lapel pin, or wear collegiate sportswear with the VSU insignia. Do not display or wear memorabilia from other universities, as this may undermine your efforts to promote VSU.

Submitting News

Send news tips, story ideas, achievements, and events to news@valdosta.edu. Two weeks advance notice is preferable to obtain maximum coverage.

Seizing Opportunities for Promotion

The quality of any organization is reflected by the quality of its publications. Each year, the University produces hundreds of brochures, manuals, guides, and other printed materials. Each is an ambassador of the University, so it is important that the message and design elements remain consistent with all official university publications and communications materials.

University publications must include:
• The words “Valdosta State University” conspicuously placed on the front cover
• The University mark
• The University Web address
• Use of Red and Black ink when feasible
• Use of photos and images that capture the student body and beauty of the VSU campus
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 mark. Where possible, all university ads should:

1. Include the University web address.
2. Include the VSU University mark.
3. Use Red and Black ink.
4. Use images of the VSU campus.

One of the key functions of the Office of Communications & Marketing is to integrate advertising. While the office does not attempt to control advertising by individual departments and offices, it is extremely important to notify the Office of Communications & Marketing about all advertising. By doing so, the Office of Communications & Marketing can avoid conflict and duplication, and can combine efforts and save money.

All advertising and marketing must be approved by Marketing & Brand Strategy. For more information, please contact Marketing & Brand Strategy unit at 229-333-6020.

Marketing

We strive to provide leadership and guidance to the university on the best practices related to marketing programs and services to targeted audiences with measurable results.

In order to better support Valdosta State in recruiting students and promoting our services, we offer consultations in the following areas:

Market Identification
The key to any successful marketing project is making sure you send your message to the audience that needs to hear it. Identifying your ideal audience is the first step toward delivering relevant, targeted content to the people your program serves. We provide marketing consultations to identify your audience through focus groups, constituent research, market trends, and best practices in higher education. Consultations are no cost to campus constituents, but departments should plan ahead to allow development time to run the campaign.

Campaign Development
If your department or program is looking to expand in a strategic way, we offer campaign development consultation. We’ll work closely with your team to develop a comprehensive campaign that promotes your offering using a combination of targeted traditional and digital marketing strategies that align closely with the institutional brand. Consultations are no cost to campus constituents, but departments should plan ahead to allow development time and budget to run the campaign.

Brand Strategy
The university brand is a strong symbol of the spirit, tradition, and excellence of Valdosta State University. For the institution to be successful, all of the systems and units within the university must speak the same language, so to speak; consistently builds recognizability and strength of message with our audiences. VSU marketing staff are trained in brand strategy and offer consultations to campus units wanting to incorporate the VSU brand into their marketing and recruiting materials at no cost.

For more information, please contact Marketing & Brand Strategy unit at 229-333-6020.
Section 10: Licensing Program

The Licensing Program

VSU has an official licensing program managed by Learfield Licensing Partners ("LLP") learfieldlicensing.com. This means that Valdosta State University requires all commercial products bearing VSU marks to display the "Collegiate Licensed Products" (CLP) label (www.clpa.us). The label signifies that the item is officially licensed by Valdosta State University and that a portion of the sales price is returned to the University for the benefit of its students and programs. The label also serves as an assurance to customers that the products meet quality standards and have been approved by the University.

Suppliers who are not licensed are not permitted to use VSU logos or marks for any use until they complete a licensing agreement, and an annual licensing fee. The application form can be obtained online at http://learfieldlicensing.com/wp-content/uploads/2015/07/license_application.pdf. It is an infringement on Valdosta State University’s registered names, trademarks, and logos to produce VSU merchandise without written authorization.

Design Approval

Valdosta State University Licensing Property must approve the quality and propriety of all products bearing Valdosta State University marks. It is the purpose of the provision to prevent the use of marks on items in the manner that could cause ridicule or embarrassment to the University, or that could jeopardize the substantial goodwill that the University possesses in its marks.

Prior to any production, manufacturers must submit all artwork to Learfield’s Trademarx approval system. Artwork samples may be submitted online. Samples clearly must show how the logo and/or marks will be used, and all colors used on the product should be designated. Any revisions in the product or artwork must be re-submitted for approval. VSU will determine which items might be offensive to standards of good taste and reserves the right to rescind approval of products which do not meet or exceed quality and propriety standards.

Policies for Off-Campus Organizations, Businesses, and Suppliers

1. The use of any Valdosta State University name, trademark, or logo by any organization, business, or individual must be approved in writing by the Office of Communications & Marketing prior to its use. Copy and design approval are also required for any use. This includes use by all nonbusiness groups or individuals, charities, and other nonprofit organizations. There can be no exception to this rule. The University must monitor every use in order to protect its marks under federal trademark law and to adhere to Regents policy.

2. The use of any Valdosta State University name, trademark, or logo on any product or in connection with a manufacturer, wholesaler, screen printer, in-store producer, or any other supplier must be managed under a license agreement. Anyone wishing to become a licensed vendor may do so by completing an application form and paying a one-time licensing fee. The application form can be obtained online at http://learfieldlicensing.com/wp-content/uploads/2015/07/license_application.pdf. It is essential that artwork for all Valdosta State University-marked items be approved prior to production and distribution.

3. No licensee can be granted exclusive rights for the production of any item bearing Valdosta State University marks.

4. It is a violation of federal trademark law to alter the Valdosta State University names, trademarks, or logo in any way, or to incorporate them or any portion of them into the name or trademark of any business or organization.

5. Royalties on Sales

Items that are purchased or produced by any group or individual for resale or giveaway will be subject to a royalty payment or a rights fee.
6. Advertising
The use of any Valdosta State University name, trademark, or logo is prohibited in advertisements and commercials that promote non-Valdosta State University entities. Licensees and retailers of licensed merchandise may use the marks in the promotion of their licensed Valdosta State University merchandise only. Advertisement copy approval is required.

7. Associated Use
Written authorization and copy approval must be obtained from the Office of Communications & Marketing prior to any activity which would associate the names, trademarks, or logo of Valdosta State University with those of any business or organization. This includes any association which indicates support for Valdosta State University or any of its programs. The use of the Valdosta State University names, trademarks, or logo is strictly prohibited when such use does or will imply endorsement by the university.

Please Note: These rules and procedures are necessary to ensure our compliance with Regents policy and federal trademark laws, and to ensure fairness and propriety in the use of the Valdosta State University names, trademarks, and logo within university guidelines. Contact the Office of Communications & Marketing for any use of the Valdosta State University marks or any questions concerning them.

Policies for Campus Organizations and Support Groups

1. The use of any Valdosta State University name, trademark, or logo by any organization or individual must be approved in writing by the Office of Communications & Marketing prior to its use. This includes use by campus clubs and organizations as well as by academic departments and other divisions of the school, any informal campus groups, individuals, students, outside support groups, or charitable organizations. Written approval must be obtained for each specific use. There can be no exception to this rule. The university monitors every use in order to protect its marks under federal trademark law and to adhere to Regents policy.

2. The use of any Valdosta State University name, trademark, or logo on any product or in connection with a manufacturer, wholesaler, screen printer, or any supplier must be managed under a license agreement. It is essential that all Valdosta State University-marked items be approved and licensed by Learfield Licensing Partners prior to production and distribution.

3. Items for Resale
Valdosta State University-marked items that are purchased or produced by any division, group, or individual for resale will be subject to a royalty payment. All such items must be approved in writing in advance and any items purchased must come from a licensed supplier.

4. Items for Use by Group Members Only
Valdosta State University-marked items that are purchased or produced by any division, campus organization, or student group for use by its own members will not be subject to a royalty payment. All such items must be approved in writing and any items purchased must come from a licensed supplier.

5. Items to be Given Away
Valdosta State University-marked items that are purchased or produced by any division, group, or individual for giveaway purposes will not be subject to a royalty payment. All such items must be approved in writing in advance (as explained in #1 above), and any items purchased must come from a licensed supplier (as explained in #2 above).

Please Note: We do not intend to make it difficult to obtain written approval. Licensing and/or written approval is necessary to ensure that university guidelines are adhered to when a name, trademark, or logo is used. Your cooperation will enable us to help you use the names and logo in a way that will serve your needs, while allowing us to uphold Regents policy, and to protect our marks and logo under federal trademark law. Please contact Creative Services for more details or for help with trademark use.
Section 11: Appendix/Supplemental

Best Practices Guide

Presenting: Tips for Better Publications

DON'T:
- Use more than three different type fonts per publication.
- Use hard-to-read type fonts or sizes (no smaller than 9-point for body copy) or too-large sizes that rudely shout at the reader.
- Forget to include the university logo and web address.
- Alter the university’s identity marks.
- Use identity marks other than university-approved marks.
- Use dull, poor quality, or inappropriate photographs in your publication.
- Clutter or crowd your pages.
- Try to emphasize everything.
- Fall in to the FOUR-IN-ONE TRAP! You don’t need ALL CAPS, underscoring, bold face, and exclamation marks (!) to show emphasis. In trying to emphasize everything, we emphasize nothing.
- Use the wrong method of mailing for your publication. Refer to Campus Mail Services for guidance.

DO:
- Use one clean, readable type font with different weights or italics for emphasis where needed.
- Use a standard, easily read, 9- to 12-point type size for body copy of your newsletter or brochure.
- Use consistent type sizes for headlines, subheads, and body text.
- Use larger size type, and dull paper for older audiences.
- Leave adequate leading, margin, and gutter space.
- Limit the number of graphics or clip art per page.
- Make sure clip-art styles match.
- Leave a comfortable amount of white (or breathing) space around headlines — add at least a pica/.25” of space above a headline to separate it from the previous story.
- Include at least a pica of space around text inside boxes.
- Decide on the few most important things to emphasize, and subordinate everything else to these items.
- Emphasize main topics through headlines. Headlines look attractive in boldface and slightly larger type sizes than body text.
- Include the University mark in the proper way (see guidelines).
- Include attractive, action-oriented photos that communicate the message of the nearby text.
- Check with the Office of Communications & Marketing before you start your publication to:
  1. Ensure the most appropriate and least expensive method of printing and mailing for your publication needs; and
  2. Ensure the proper postal indicia accepted by the U.S. Postal Service.
- Note that the zip code for VSU is 31698 and the zip code for Business Reply Mail is 31698.
Glossary

Bleed — Bleed is the extra area outside of a finished document that designers must allow if they want images that are butting up to the edge of the page to be cropped properly.

Because printed documents are guillotined (trimmed) in large batches, it is impossible for the printer to guarantee that every sheet will be cropped exactly on the crop-marks. Printers will generally specify that graphics must extend into the bleed areas by at least .125". In larger print jobs, it is sometimes necessary to allow up to .25".

Bitmap — A bitmap image is a graphics file that is made up of pixels. Its quality and usable size are defined by the number of pixels per square inch (PPI). In direct contrast to a vector graphic image, bitmap images will lose quality if they are enlarged, and gain quality if they are reduced in size. As such, they are resolution dependent.

Photographic images are bitmaps. Many of the most common file formats used professionally by graphic designers, pre-press and web designers are bitmaps. For example, TIFF, JPEG, GIF and native Photoshop PSD files (although these can now combine vector and bitmap information). Some graphics file formats are capable of being either vector or bitmap, for example EPS – Encapsulated Postscript and WMF - Windows Meta Files.

Boldface — a heavier version of a typeface.

Brand — A brand is a graphic, font, image, or a series of concepts that defines a company’s, or product’s, identity.

By establishing a strong and identifiable brand, a company or organization is trying to convey to its consumers a sense of familiarity and trust of its products, over that of its competitors.

CMYK (Cyan, Magenta, Yellow, Black) — the subtractive primaries, or process colors, used in color printing. Black (K) is added to enhance color and contrast.

Column width — the measurement from the left to the right side of a column of type.

Entity — Something that exists as a particular unit of another unit.

EPS — An Encapsulated PostScript (EPS) file is a self-contained PostScript graphic file that contains vector image data. The ‘Encapsulated’ part means that graphics applications, such as Adobe InDesign and Adobe Illustrator, can use the information to lay out a page.

In practice, what this means for designers is that line art drawings made in programs such as Illustrator can be saved, exported, and printed as PostScript files. An EPS graphic file has the advantage of all vector images, in that it can be enlarged to any size, without a loss of quality. However, it should be noted that it is also possible to have imported bitmap images embedded in, or saved as, EPS file formats. These graphics will lose visual quality as they are expanded in size.

Flush left (or flush right) — type set up to align at the left (or right).

GIF (Graphics Interchange Format) — a file format popular on the World Wide Web because of its small size. Limited to 256 colors, therefore not generally suitable for printing.

Gutter — the blank area between facing pages or between columns on a page.

Halftone screen — printing devices that control tonal and density values of an ink color.

Identification program — a program that establishes a standard for an institution’s identity and conveys strategies, methods, and standards for communications activities.
**Indicia** — markings on bulk mailings used as a substitute for stamps or cancellations (most will be a non-profit mailing).

**Institutional colors** — the combination of colors chosen to represent the institution and used wherever possible.

**Institutional identity** — the totality of all visual impressions of an institution. This includes, but is not limited to, the institutional trademark, stationery, color, advertising, publication packages, and vehicle graphics.

**Institutional identity standards manual** — a manual that promotes consistency in the identity projected by an institution. The manual is a tool intended to help achieve a more effective and cohesive identity for the institution.

**Institutional image** — the combination of general impressions and feelings about an institution that people receive from direct and indirect experiences.

**Integrated Marketing** — Marketing is the theory and practice of creating and sustaining exchange relationships. Traditionally, it involves price, product, place, and promotion. To be successful, marketing must build and sustain honest relationships over time, so that the desired transactions will follow. Integrated marketing focuses on a holistic approach. It combines the power of marketing, advertising, and public relations and involves the entire organization in communicating a consistent message designed to produce strategic results. (Definition adopted by the Integrated Marketing Committee.)

**Italic** — type in which the letters are slanted to the right.

**JPEG/JPG** — JPEG is a type of file format used to compress the size of images. The downside is that there is some loss of quality in a JPEG image. This can be limited by using a high quality setting, but this results in a larger file size.

JPEGs are used less in graphic design for print these days, due to the relative cheapness of large storage devices, such as hard disks, CDs, and portable hard disks — which allow the use and storage of non-compresed graphic file formats, such as TIFF and EPS. The JPEG format is largely used to keep the file size of web images (especially photographic images) down, to enable faster downloads.

**Justified** — Justified text is when a paragraph of text is set to the full width of the line length, so that it aligns flush on both sides.

**Justification** — Justification is the varying of the spaces between words in a justified block of text. This can help ensure a more readable and visually pleasing block of body copy.

**Kerning** — the adjustment of horizontal spacing between individual characters.

**Leading** — the vertical spacing between lines of type.

**Logo** — the name, trademark, or symbol of a company or institution, such as Valdosta State University.

**Margin** — The margin is the blank edge area of the printed page, outside of the type area.

**Mascot** — the symbol of a group of people, whether the group is an athletic team or other organization.

**Pantone Matching System (PMS)** — The definitive international reference system for selecting, specifying, matching, and controlling ink colors. It allows designers to ‘color match’ specific colors when a design enters production stage—regardless of the equipment used to produce the color.
PDF — Portable Document Format is the Postscript file format used by Adobe Acrobat. It is a cross-platform file format designed to preserve the integrity of a document, regardless of the software that was used to create it.

Nowadays PDF files are a very common format for sending files off to be professionally printed. Because it is a ‘closed’ format, to some degree, and can also accommodate a number of security features, it is ideal for integration into an organized proofing system involving writers, editors, clients, and (of course) designers and pre-press professionals.

Perfect Binding — a book binding in which a layer of adhesive holds the pages and cover together.

Perfect binding puts all the pages or signatures together, roughens and flattens the edge, then a flexible adhesive attaches the paper cover to the spine. Paperback novels are one example of perfect binding.

Pica — a unit of measure equaling 12 points. Six picas equal one inch.

Point — the standard unit of measure for type. There are 72 points to the inch.

Ragged — multiple lines of type set with either the left or right edge uneven.

Reversed — changing something from black to white, or white to black

Roman (regular) — type that has a vertical emphasis (compare to italic). The regular or standard form of a typeface.

Saddle Stitch — A printed document is saddle stitched by stapling its sheets at the fold of the spine, over a mechanical saddle. Saddle stitching is used for thin magazines, brochures and journals.

Thicker documents often have to be perfect bound.

Signature — the institution’s name and seal used as a unit in a variety of arrangements to identify the institution, its divisions or activities.

TIFF (Tagged Image File Format) — a high-quality graphics file format suitable for desktop publishing and printing and capable of retaining information about various color depths and resolutions.

Trademark — a word, name, symbol, device, or any combination of these used by an institution or corporation to distinguish a product or service from those of competitors. Usually registered and protected by law.

Type family — all the variations of one base style of typeface design.

URL (Uniform Resource locator) — a web address

Visual communications design — information, ideas, and concepts transmitted by visual means. It is a logical problem solving process, not the arbitrary application of style.

White space — the space between or surrounding visual elements and text blocks. It should be used as a design element.