GLENVILLE STATE COLLEGE™

Graphic Standards Manual and Editorial Style Guide

Marketing and Public Relations

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Graphic style is the use of logos, typefaces, and colors to create a clearly recognizable image for an institution. Graphic style standards are necessary for Glenville State College to build and communicate a clear institutional brand for its target audiences.

A successful graphic style program will help the college develop strong name recognition by defining a "look" for all materials that audiences instantly identify with Glenville State College. All materials do not have to look exactly alike, but they must all clearly belong to the same family, with wordmarks, logos, typefaces, and colors used consistently.

Glenville State College's graphic style guidelines apply to all brochures, publications, periodicals, and any other types of marketing materials produced by the college for external audiences.

In addition to following this manual for guidelines, recall that the Marketing and Public Relations Office has been tasked to review materials printed in the campus Print Shop, at off-campus printers, and on your office or department printer to assure a consistent college message. These materials include but are not limited to website changes, signage, posters and flyers, invitations, banners, event programs, brochures, newsletters, business cards, stationery, environmental graphics (logo use, color schemes, and design elements within buildings and around campus properties), and retail and licensed products. All press releases issued on behalf of the College must be sent out by the Marketing and Public Relations Office. Any advertising on behalf of the College should also be coordinated through Marketing and Public Relations.

Logo Usage and Permission Policy

Glenville State College has developed a suite of logos, word marks, and related images that together compose the graphic identity of the college. These images are made available upon request from the Marketing and Public Relations Office.

The images are trademarks of Glenville State College and any use of those images is subject to approval by the college. Images covered by this policy include all Glenville State College logos, the college seal, as well as alumni, athletics, and fundraising logos. All are governed by established visual and editorial guidelines.

College faculty and staff may use Glenville State College names, marks, and symbols, according to established visual and editorial guidelines, on materials to be used for general promotion of the institution.

Those external to Glenville State College may not use the college's names, marks, or symbols for any promotional or commercial purpose without obtaining permission from the Marketing and Public Relations Office regarding their plans for use and to ensure those plans do not conflict with the interests of the college.

Secondary Logos
Secondary logos, such as individual logos for departments, programs or centers, are discouraged, but may be approved. Secondary logos reduce the impact and effectiveness of the College's brand identity. Any secondary logos that are to be used on Glenville State College publications or other marketing materials must be approved in advance by the Marketing and Public Relations Office.

Logo Usage

The logo needs at least .25" of clearance around all sides.

The logo may not be reproduced on an angle.

The logo may not be stretched, skewed, or otherwise distorted.

The logo (PMS 293 or black version) may not be placed over a photograph or dark background. Special permission must be requested for placing the logo (white version) over a photograph or dark background.

Official Glenville State College Logos

Glenville State College Athletic Logos

Colors below are the college's official colors designated as PMS 293 Blue and plain white. Where appropriate, the logos can also appear as black only. Any other color usage should be approved by the Marketing and Public Relations Office.

Glenville State College Seal

The official seal of Glenville State College is reserved for official communications that identify the college's policies and proceedings, for academic honors materials such as diplomas and awards, communications from the President's Office, and for official transcripts, and receipts.

The seal may also be displayed for special events on the fronts of podiums, as well as inside and outside college buildings. The seal should not be used in advertising, publications or printed materials that publicize a program, activity, or service of the College. The seal should not be used for items of clothing and, in general, any item for resale.

Though the seal is normally restricted to the above mentioned usages, exceptions may be granted by the Marketing and Public Relations Office.

Glenville State College Branding Slogans

Glenville State College currently employs "Pioneer Your Future" as a branding slogan.

Official Colors

Only approved versions of the Glenville State College logo(s) should only be used and no color substitutions are permitted (i.e.: logos should be displayed in one of the PMS 293, plain white, or black versions only).

Primary Colors

PMS 293

Pantone: 293
CMYK: 100, 69, 0, 4
RBG: 0, 61, 165
HEX: #003DA5

White

Pantone: White
CMYK: 0, 0, 0, 0
RBG: 255, 255, 255
HEX: #FFFFFF

Secondary Colors

Cool Gray

Pantone: Cool Gray 1
CMYK: 10, 7, 8, 0
RBG: 226, 226, 226
HEX: #E2E2E2

Cool Gray

Pantone: Cool Gray 8
CMYK: 49, 39, 39, 4
RBG: 136, 139, 141
HEX: #888B8D

Black

Pantone: Black
CMYK: 75, 68, 67, 90
RBG: 0, 0, 0
HEX: #000000

Glenville State College Pioneer Mascot

The Pioneer is the official mascot of Glenville State College.

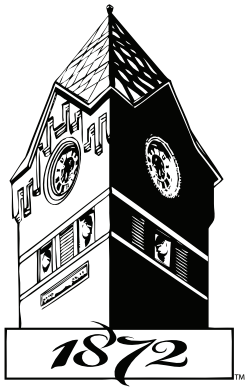
Colors below are the college's official colors designated as PMS 293 (blue). Where appropriate, the logos can also appear as black only. Any other color usage should be approved by the Marketing and Public Relations Office.

About the Pioneer Mascot Images: The late Glenville State College Professor Emeritus James W. "Jim" Rogers has sketched three versions of the Pioneer through the years. Originally, in the early 80s, he drew the pioneer head for his friend and former GSC Athletic Director, Joseph Now. In the mid-90s, he drew a second version of the Pioneer at the request of then GSC Bookstore Manager Debbie Nagy. This version, a bust of the Pioneer, is still used in athletic, alumni, and marketing publications. It also can be found as a bronze replica on GSC's Curtis Elam Athletic Hall of Fame Wall and carved in the President's Mace, which is used at all formal college ceremonies. Finally, in the fall of 2007, Rogers took to his sketch pad once again to draw a full figure version of the Pioneer to be used in campus publications, recruiting brochures, campus signs, mementos, and more.

The drawings were all done at no cost to Glenville State College. Continuing gratitude is extended to Professor Rogers for his contribution to the history of the Glenville Pioneer.

Other Glenville State College Logos

Below are other logos currently sanctioned for use by Glenville State College.



Discontinued Glenville State College Logos

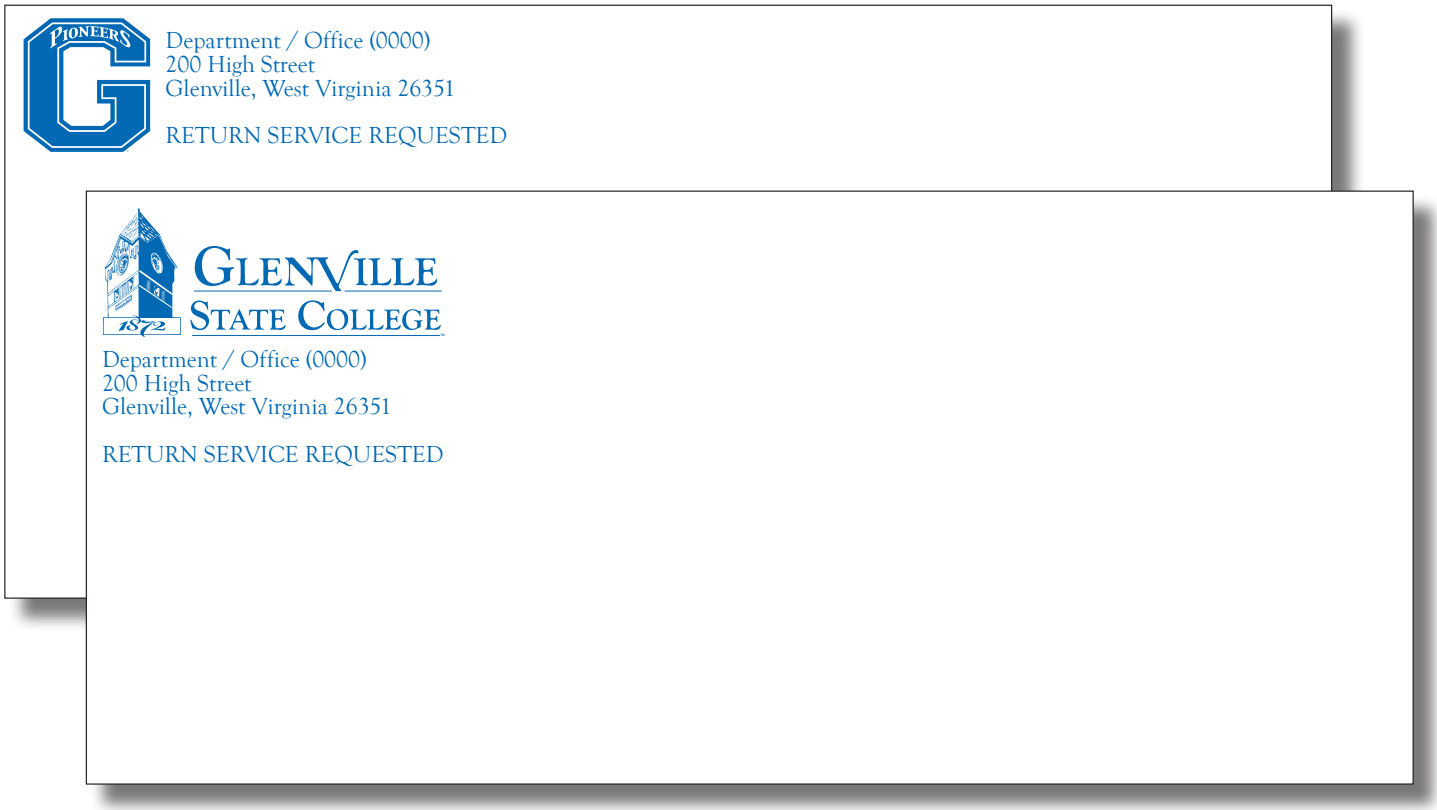
The logos below are not to be used for any publication.

Business Cards

Business card orders may be placed with the Marketing and Public Relations Office. The business card order form can be found online at www.glenville.edu under the Faculty and Staff portal by clicking on Human Resources and then choosing "Forms." Proofs of the order will be supplied to both the individual and the Marketing and Public Relations Office from the GSC Print Shop. All GSC business cards will adhere to one of two standardized templates (general campus or athletic staff) for uniformity.

Office Envelopes

Office envelope orders may be placed with the GSC Print Shop.



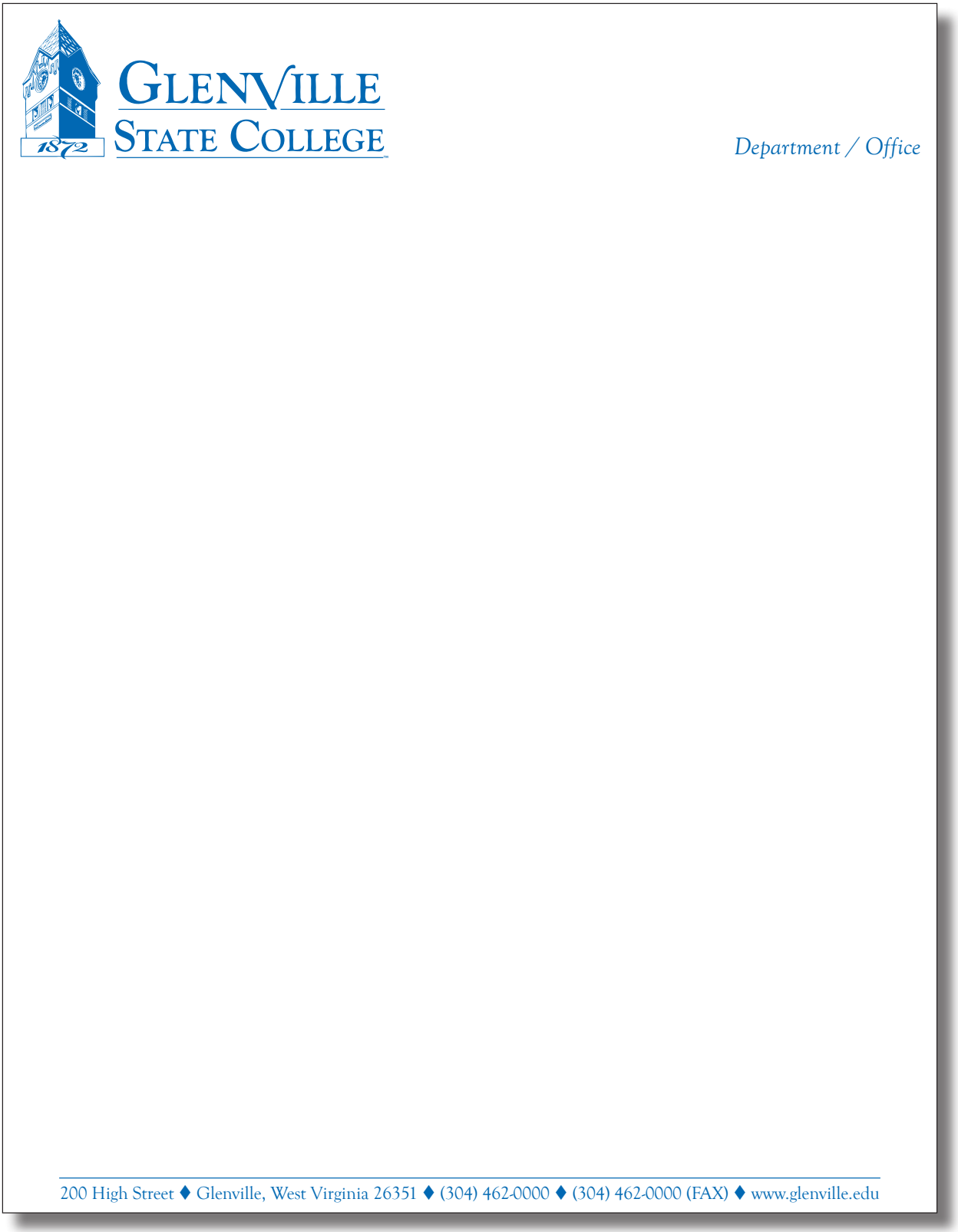
A Note About Addressing Envelopes

According to the United States Postal Service delivery addresses should be either neatly handwritten or printed in a sans serif font, in all capital letters, should use correct and standardized abbreviations, and should avoid commas and periods.

Check with the Campus Post Office or www.usps.com for generally accepted addressing standards.

Letterhead

Letterhead orders may be placed with the GSC Print Shop.



A Note About Letters

Most offices use Times New Roman as a standard font for letters, memorandums, and other various written communications. For optimal readability, it is best to avoid using script fonts. Generally, left and right margins can be set at 1" or 1.25" while top and bottom margins need to be adjusted appropriately when printing on letterhead.

Board of Governors Policy 7

Per Glenville State College Board of Governors Policy 7: "All solicitation and sales of products and articles is prohibited on campus property except by recognized student organizations and other groups directly connected with the College." Solicitation includes advertising for events, retail items, external businesses/restaurants, etc.

Student Organization Flyers

Student Organizations that are promoting events are permitted to develop their own flyers, handouts, etc. These promotional materials must be approved by the Student Activities Director. The documents should follow these basic guidelines:

- If an appropriate college logo is present it must follow the **Logo Usage and Permission Policy** (page 1)
- Fonts and images used should be clear and sized correctly for proper reproduction
- Basic information (time/date/location of the event, sponsoring organization, informational contact, etc.) must be included
- Information on the flyers should be accurate and be free of spelling/grammar errors
- Flyers should be posted only in designated areas (i.e.: display cases, bulletin boards, and informational kiosks) and never on doors, painted surfaces, or windows/glass doors - see **Posting Flyers** for more information (page 8)
- Staff in the Office of Student Life and Marketing and Public Relations Office reserve the right to remove flyers that have been posted without approval or those that violate these guidelines

Posting Flyers

Student organizations and other groups that are directly connected with GSC who wish to post flyers around campus may do so, but only in designated areas. Flyers should never be posted on doors, glass surfaces, walls/painted surfaces, columns, trees, light posts, etc. Improper posting of flyers can lead to obstructed views through doors and windows, damage when flyers are removed from painted or polished surfaces, and a general cluttered look throughout campus. Improperly posted flyers are subject to removal.

Suggested and acceptable places for posting flyers include: classroom bulletin boards, the three-panel display board in the Luanna T. Smith Amphitheater, corkboards throughout various building hallways, the flyer kiosks and sign holders in the Mollohan Campus Community Center, the flyer kiosk in the Fine Arts Center lobby, the board in the Waco Center kitchenette/lounge in the Department of Land Resources area, the display strip in the Robert F. Kidd Library elevator, sign holders in the Science Hall elevator, display cases in the Science Hall hallway, boards in Goodwin Hall, and the boards outside of the suites at Pioneer Village.

Flyers should be displayed using thumbtacks, push pins, or staples (bulletin boards) and by utilizing the available clear plastic sign holders (kiosks). In instances where neither of those options are available, low-adhesive tape or poster gum should be used. Nails and packing, masking, double-sided, duct, gaffers, and other types of tape with strong adhesive should never be used to hang flyers.

Intellectual Property

In efforts to protect the intellectual property of Glenville State College, the institution has entered into a contract requiring the protection of its trademarks in order to create exclusivity for the brand. As a result of this requirement the College has determined certain marks to be placed under intent to trademark status in order to provide the necessary protections of the Federal Trademark Law. To help in the licensing and enforcement aspects of this endeavor, GSC has contracted with Learfield Licensing, one of the three expert firms in this field.

Although the overall impact to the majority of the staff and faculty on campus is minimal, there are few important aspects that should be noted in regard to the use of the marks (logos) on and off campus and production of items with the marks on them.

- Any printing projects completed by the GSC Print Shop will utilize the properly notated logos with the incorporated TM symbol. If you submit something to be printed that displays an old logo, you will be asked to either update the file or submit a working file so the change can be made for you. If your area currently has printed materials featuring logos without the incorporated TM symbol, you may use those until they run out.

- If you are an individual who has incorporated a GSC mark into your e-mail signature block or if you utilize any mark in an electronic document or template such as letterhead, memo, or presentation, you must change these marks to the new artwork, which is available from the Marketing and Public Relations Office. Note that these logos may be used for electronic communication or insertion into electronic documents only and are not appropriate for use elsewhere.

- In regard to production of items with the marks, if you are an individual who has ordered or orders promotional materials (i.e. coffee mugs, pens, flash drives, etc.) with any of the College marks on them, those vendors you utilize should be licensed to use GSC marks before placing any future orders. Learfield Licensing, who has a working relationship with nearly all such vendors, will contact the vendors to ensure they are in compliance with the process for receiving GSC artwork. Any future orders of such products will have the artwork provided via Learfield's Trademarx system, which relieves the individual ordering from getting any protected artwork to them. The process also allows Learfield the ability to ensure any use of the College's marks are licensed uses, and royalties are collected when the products are offered for sale. Any promotional materials ordered for internal use on campus or as giveaways will be royalty-free.

If you have questions about this process or need to find out if a vendor is licensed to utilize GSC artwork, contact the Marketing and Public Relations Office.

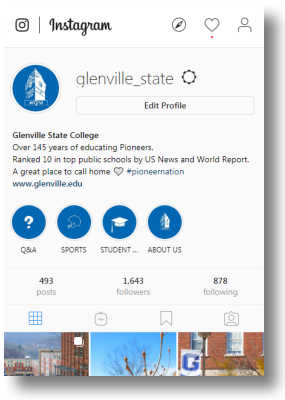
Social Media

Social media pages designed to represent official Glenville State College offices, departments, programs, etc. should be identified with profile pictures or cover photos that utilize an official GSC logo. Anyone managing such a social media page should contact the Marketing and Public Relations Office to request a custom profile picture image to match their page. Additionally, steps should be taken to make sure that the page, whether in the name of the page or in the description, identifies itself as an official representation of Glenville State College. Doing so helps to establish GSC's presence on social media and aims to eliminate confusion with fake or unofficial pages.

Photography, videos, and other graphics posted on social media pages should be clear, sized properly, and be an appropriate representation of GSC.

Note that this entry is not intended to be a comprehensive guide regarding social media pages that are used to represent Glenville State College online. For more information, contact the Marketing and Public Relations Office or view the Social Media Style Guide at www.glenville.edu/marketing/social-media

(Above) Example of a Twitter page (header photo, profile icon, about, etc.)



(Left) Example of an Instagram page (profile icon, about, etc.)

Email Signatures

In order to ensure a strong, consistent brand identity and to help establish credibility for employees who communicate via email, all emails created by Glenville State College employees and delivered via the GSC email system should feature standardized email signatures.

Official Glenville State College email signatures establish credibility for our faculty and staff by clearly identifying them and their roles at the institution. Signatures should not contain extraneous information that may not align with the College's mission, purpose, and goals. No mottos, quotations, taglines or other statements may be added to the approved Glenville State College email signature, as these may be misunderstood as representing the College's official positions, values, or views. No borders, backgrounds, photos, GIFs, emojis, logos or other images may be used in conjunction with the Glenville State College email signature.

A standard confidentiality statement, located below the employee signature, may also accompany the email signature on all outgoing emails:

> *CONFIDENTIALITY NOTICE: This e-mail and any attachments are for the information and use of the intended recipient(s) and may contain confidential, legally privileged content protected by the Family Educational Rights and Privacy Act (FERPA). If you are NOT the intended recipient, any disclosure, copying, dissemination, distribution or use of this communication, its contents or any attachment is strictly prohibited. If you have received this e-mail in error, please notify us immediately by returning it to the sender indicating it was received in error. Please delete and destroy the original message and any copy of it from your computer system. Thank you for your cooperation.*

Click here for additional information on how to set up an email signature and a customizable template.

Reference

Alumnae/Alumni

• Alumni refers to a group of persons (male, female, or mixed) who attended GSC. Use alumnus when referring to one male or alumna when referring to one female. Use alumnae when referring to an all female group of graduates.
• Graduates of Glenville State College are referred to singularly as alumna and alumnus, and alumnae/alumni as a group. Alumnae/alumni are referred to by full name and year of graduation on first reference as follows: Thomas Gates '78.
• The name of the official alumnae/alumni body is the Alumnae & Alumni of Glenville State College (note ampersand).
• The name of the office on campus responsible for coordinating alumnae/alumni relations is the Alumni Affairs Office.
• The building in which you can find the Alumni Affairs Office is the Alumni Center.

Buildings and spaces on campus

• It may be acceptable to omit the first name of the person for whom a building was named (Heflin Administration Building, Mollohan Campus Community Center). Below is a list of Glenville State College's buildings and spaces.

- Alan B. Mollohan Campus Community Center
    - Mollohan's Restaurant
    - Robert C. Byrd Conference Center
    - Rusty Musket Cyber Cafe
- Alumni Center
- Clark Hall
- Clemons Tower
- Crime Scene House
- Dora Heflin Garden
- Field House
- Fine Arts Center
- Goodwin Hall
- Harry B. Heflin Administration Building
    - Ernest H. Smith Technology Lab
    - Presidents Auditorium
- I.L. & Sue Morris Stadium
    - D. Banks Wilburn Track
    - Jack Woodyard Room
- Louis Bennett Hall
- Luanna T. Smith Amphitheater
- Morris Criminal Justice Training Center
- Nature Trail
- Physical Education Building
    - Jesse R. Lilly, Jr. Gymnasium
- Pickens Hall
- Pioneer Village
- Pioneer Stage - Bluegrass Music Education Center
- President's Home
- Past President's Wall
- Science Hall
- Riverfront Residence
- Robert F. Kidd Library
    - Berlin B. Chapman Special Collections Room
    - Claude and Ethel Kemper Room
- Waco Center *(note this is not written in all capital letters)*
    - Landaplenty Center Mike Ross & Ike Morris School of Natural Resources
    - McPherson Court

Department, Office, Degree, and Program Names

• At GSC, all academic departments are "Department of …," when referred to formally. The names of departments and offices are capitalized when they refer to specific GSC units: Department of Business, Office of Financial Aid
• When used informally, however, they are not capitalized: business department faculty.

Pioneer

• Always capitalized when referring to GSC's mascot and anyone who has attended GSC.

Telephone numbers

• Use parentheses around the area code, follow with a space and the phone number: (304) 462-7361; (800) 924-2010
• It is preferred to use an extension number if it is listed as a direct inward dial phone number (i.e.: (304) 462-6394 instead of (304) 462-7361 ext. 6394)
• If appropriate, denote the extension as part of the phone number as follows: (304) 462-7361 ext. 6394

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