



GLENVILLE
STATE UNIVERSITYTM

**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, and stationery. 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 University 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 University and any use of those images is subject to approval by the college or its designates. Images covered by this policy include all Glenville State University 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 University names, marks, and symbols, according to established visual and editorial guidelines, on materials to be used for general promotion of the institution.

People external to Glenville State University 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 University's brand identity. Any secondary logos that are to be used on Glenville State University publications or other marketing materials must be approved in advance by the Marketing and Public Relations



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.

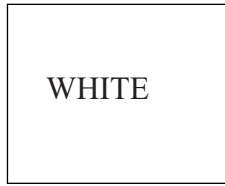
Official Glenville State University Colors

The colors below are the universities official colors designated as Pantone Matching System (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.



PMS 293

Primary Colors



WHITE

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

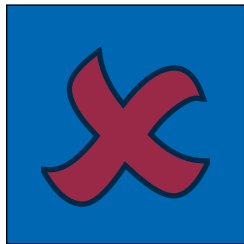
Pantone: White
CMYK: 0, 0, 0, 0
RBG: 255, 255, 255
HEX: #FFFFFF

Secondary Colors



Cool Gray

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



OLD BLUE NO LONGER IN USE



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

Official Glenville State University Logos



GLENVILLE
STATE UNIVERSITY



GLENVILLE
STATE UNIVERSITY

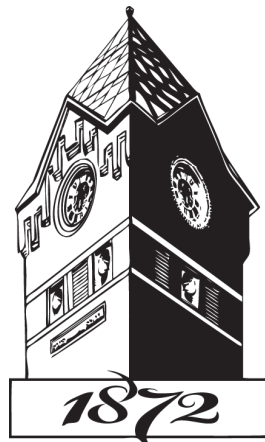
Other Glenville State University Logos



GLENVILLE
STATE UNIVERSITY



GLENVILLE
STATE UNIVERSITY



Any Logo used must meet the updated University Standards

Glenville State University Seal

The official seal of Glenville State University 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 university 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 University Branding Slogans

Glenville State University currently employs “Pioneer your Future” as a branding slogan.

Official GSU Athletics Logo

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.



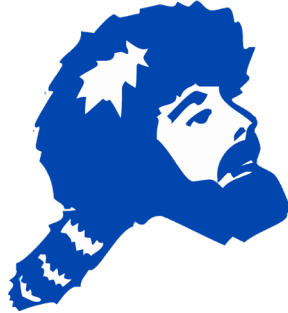
The G is the Athletics Department Primary Logo and is to be used in some capacity when branding Glenville State Athletics.

Other Glenville State University Athletic Logos

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

The Pioneer Pete is to be the secondary logo that can be used as a replacement for the G when necessary and feasible.

Those variations are to the right:



PAC & PAC Vantage Club are strictly for use by administration and with donors



G | Nike | MEC are used to be used on all Athletics related posts/graphics along with fonts provided by the Sports Information Director

Any other logo used in association with GSU Athletics must be approved by both the Sports Information Director and the Marketing and Public Relations Office.

Glenville State University Pioneer Mascot

The Pioneer is the official mascot of Glenville State University.

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: Glenville State University 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 GSU Athletic Director, Joseph Now. In the mid-90s, he drew a second version of the Pioneer at the request of then GSU 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 GSU'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 University. Continuing gratitude is extended to Mr. Rogers for his contribution to the history of the Glenville Pioneer.

Any other logo used in association with GSU must be approved by the Marketing and Public Relations Office.



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PACCG
PIONEER ATHLETIC CLUB



Discontinued Glenville State University Colors and Logos

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

Any Logo used must meet the updated University Standards



OLD BLUE NO LONGER IN USE



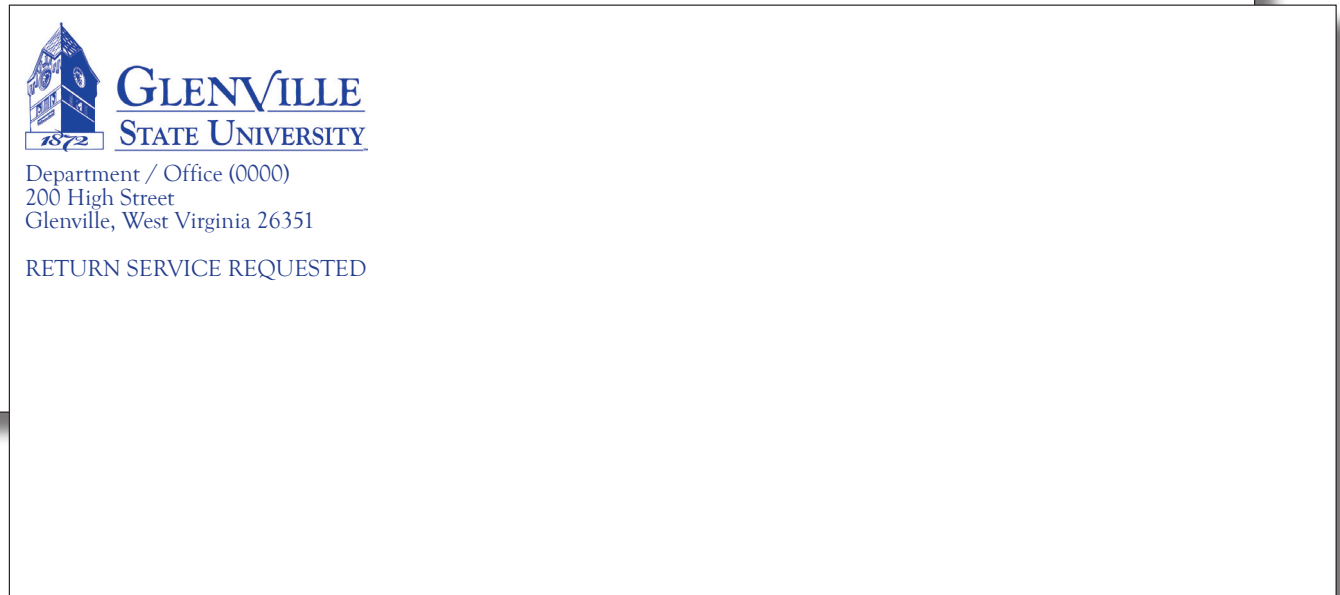
Business Cards

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 GSU Print Shop. All GSU 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 GSU 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 GSU Print Shop.



GLENVILLE
STATE UNIVERSITY

Department / Office

200 High Street ♦ Glenville, West Virginia 26351 ♦ (304) 462-0000 ♦ (304) 462-0000 (FAX) ♦ www.glenville.edu

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 University 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 University.” Solicitation includes advertising for events, retail items, external businesses/restaurants, etc.

Typography

Goudy Old Style Regular

The quick brown fox jumps over the lazy dog. 1234567890

Goudy Old Style Bold

The quick brown fox jumps over the lazy dog. 1234567890

Goudy Old Style Italic

The quick brown fox jumps over the lazy dog. 1234567890

■ Goudy Old Style is the official typeface of Glenville State University. A stylized version of the font is used in the official university logos.

Times New Roman Regular

The quick brown fox jumps over the lazy dog. 1234567890

Times New Roman Bold

The quick brown fox jumps over the lazy dog. 1234567890

Times New Roman Italic

The quick brown fox jumps over the lazy dog. 1234567890

■ Times New Roman is one of the preferred typefaces for internal and external communications including correspondence, memorandums, visual presentations, and online applications.

Tahoma Regular

The quick brown fox jumps over the lazy dog. 1234567890

Tahoma Bold

The quick brown fox jumps over the lazy dog. 1234567890

Tahoma Italic

The quick brown fox jumps over the lazy dog. 1234567890

■ Tahoma is one of the preferred typefaces for internal and external communications including correspondence, memorandums, visual presentations, and online applications.

Acceptable Typography for **Social Media** and **Print Materials** can include the follow when approved:

-Industry Inc (Base)

-League Spartan (Base)

Any other typography used must be approved by the Sports Information Director (Athletics) and the Marketing and Public Relations Office.

Email Signature

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 University employees and delivered via the GSU email system should feature standardized email signatures

Official Glenville State University 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 University's mission, purpose and goals. No mottos, quotations, taglines or other statements may be added to the approved Glenville State University email signature. No borders, backgrounds, photos, GIFs, emojis, logos or other images may be used in conjunction with the Glenville State University email signature.

Intellectual Property

In efforts to protect the intellectual property of Glenville State University, 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 University 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, GSU 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 GSU 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 GSU 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 University marks on them, those vendors you utilize should be licensed to use GSU 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 GSU 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 University'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 GSU artwork, contact the Marketing and Public Relations Office.

Social Media

Social Media pages associated with GSU and GSU Athletics should be relevant to the posting page and a clear representation of the Universities branding and mission statement.

Social media pages designed to represent official Glenville State University 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 University. Doing so helps to establish GSC's presence on social media and aims to eliminate confusion with fake or unofficial pages.

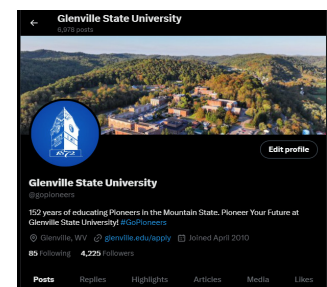
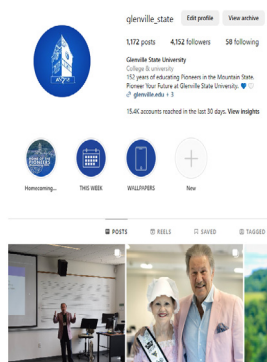
Photography, videos, and other graphics posted on social media pages should be clear, sized properly, and be an appropriate representation of GSC.

Note that this entry is not intended to be a comprehensive guide regarding social media pages that are used to represent Glenville State University online. For more information, contact the Marketing and Public Relations Office.

(Right) Example of a Facebook page (header photo, profile icon, about, etc.)



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



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

See Updated University Social Media Style Guide for more regulations and information pertaining to Glenville State University Social Media

Social Media

Guidelines and Best Practices

At Glenville State University, we are guided by several key principles in the advancement of our mission and vision. These principles are student-centered, community, diversity, integrity, leadership, innovation, and service. The University has adopted these guidelines to assist the campus community in the safe, legal, and effective use of all social media outlets, to protect users' personal and professional reputations, and to uphold the fundamental principles and reputation of the University.

Glenville State University uses social media to engage with past, present, and future Pioneers through shared information and open dialogue with the University. The University is represented on a variety of platforms including Facebook, Instagram, Twitter, LinkedIn, and YouTube and strives to maintain a unified, cohesive voice across all platforms.

Athletic teams, departments, and organizations on campus also run social media pages on behalf of the University. These pages should be maintained by the individuals in the department or organization and are overseen by the Office of Marketing and Public Relations.

SOCIAL MEDIA GOALS

- To engage with current students, future students, and parents.
- To increase awareness of the endeavors of the student body and college as a whole.
- To enhance and support the University's image and branding efforts.
- To increase alumni engagement and funding.

SOCIAL MEDIA VOICE AND TONE

Who we are: Lighthearted. Fun. Engaged. Glenville State University values education and is always striving to push the barriers of what can be accomplished.

Our tone: Friendly and enthusiastic. We love engaging with others, and we believe in the University and its mission.

OFFICIAL GSU ACCOUNTS

The following are official accounts for Glenville State University:

Facebook: Glenville State University

Twitter: @gopioneers

Instagram: @glenville_state

YouTube: Glenville State University

LinkedIn: Glenville State College

OFFICIAL GSU ATHLETICS ACCOUNTS

The following are official accounts for Glenville State University Athletics:

Facebook: Glenville State Pioneers

Twitter: @GSUpioneers

Instagram: @gsu_pioneers

YouTube: @glenvillestateathletics

BRANDING AND STYLE

PROFILE AND COVER PHOTOS

Upon creation of a new social media account, the Office of Marketing and Public Relations will provide a picture that is to be used as the profile picture on all accounts. The GSU-branded profile photos must be used on all accounts at all times. Cover photos can be selected by the organization, but must be relevant and high quality.

Academic + Department Account Examples



Athletics + Team Account Examples



ALL GSU MANAGED SOCIAL MEDIA PAGE CHANGES INCLUDING: PROFILE PICTURES, POSTS, IMAGES, GRAPHICS, VIDEOS MUST BE APPROVED BY THE MARKETING AND PUBLIC RELATIONS OFFICE AND THE SPORTS INFORMATION DIRECTOR

NAMING CONVENTIONS

All Twitter and Instagram accounts created to represent a department, organization, or team on campus must include "GSU" within their handle.

Example: @GSUSocialSciences, @GSU_activities, @GSU_softball

Facebook accounts should be named as, "The Glenville State University Department of [insert department]" or "The Glenville State University [insert organization or athletic team]."

BIOS AND DESCRIPTIONS

All social media accounts representing the college should have a completed bio stating their affiliation with Glenville State University.

Example: "The official Instagram account for the Glenville State University [insert]."

All bios must also include a link to www.glenville.edu.

Posting Flyers

Student organizations and other groups that are directly connected with GSU 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.

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



Style Guide and Reference

To help all of us at Glenville State University write in a clear, concise, and contemporary style, this guide uses *The Chicago Manual of Style* as a primary reference source and the *Associated Press Style Guide* for guidance when writing press releases.

To ensure consistency across all of our communications, please follow these guidelines.

Alumnae/Alumni

- Alumni refers to a group of persons (male, female, or mixed) who attended GSU. 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 University 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 University* (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 University'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 GSU, all academic departments are "Department of . . .," when referred to formally. The names of departments and offices are capitalized when they refer to specific GSU 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 GSU's mascot and anyone who has attended GSU.

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



GLENVILLE
STATE UNIVERSITY[™]

Marketing and Public Relations

200 High Street

Glenville, WV 26351

(304) 462-4115

www.glenville.edu