



COMMUNICATION TOOLKIT

50th Anniversary Communication Guide

In 2019, Governors State University will celebrate 50 years in Chicago's Southland. This is a unique opportunity to share the university's historic milestones, myriad achievements, and many innovative firsts since its founding in 1969. This is also an opportunity to build support for the future by re-engaging alumni, cultivating new and potential supporters, and making a powerful case for investing in the university's next 50 years.

GOALS

What we hope to achieve

The goals of the 50th anniversary celebration are:

- increase awareness of the people, history, and impact of GSU in the region and state
- build the university's base of supporters, including alumni, parents, faculty, staff, students, and friends;
- generate excitement that will lead to additional opportunities for private philanthropy/gifts;
- communicate GSU's vision for the next 50 years of achievements.

Theme: Continuity and Innovation

The theme, "Continuity and Innovation," has been chosen to connect the range of events and celebrations that will happen throughout the 50th Anniversary celebration.

Blending these two ideas—continuity and innovation—honors the far-sighted visionaries who imagined GSU as an open university—literally without walls—with a mission to serve the underserved. Today, the internet is a classroom without walls, and the greater part of our student population represents the nation's New Majority in higher education—students who are first generation, students of color, adult learners, and veterans.

Unafraid to challenge traditional practices, GSU faculty have always walked a different path. In the university's first decade they wrote comprehensive evaluations of students' work. Today, we have a grading system, but we also offer portfolio-based assessment to award credit for prior learning.

While the university has reshaped itself dramatically in 50 years, at its core GSU remains true to its identity: fearless and agile; warm and welcoming; and forever committed to improving the lives of our students through education. We are GSU.

MESSAGING

What we want to communicate

We have created three messaging pillars to guide our anniversary storytelling efforts that recognize our past, present, and future. These pillars may also help guide campus partners' communications and/or event-planning activities.

Our Roots: Innovation and Creativity

Governors State was created as a model of innovation. Founded in 1969 as an upper-division regional public university, GSU was envisioned as the premier institution for a highly-motivated, but often underserved, student population of returning and transfer students. Located in Chicago's Southland where the prairie meets the city, GSU became the alternative for students seeking a tranquil space to learn.

The university's architectural design—literally a university without walls—and its competency-based curriculum reflected its vision of being an open university making transparency, intellectual curiosity, and diversity hallmarks of our institutional identity. And while walls were later erected, the spirit of innovation and creativity still guide our path today.

Our Transformation

Since our beginning, GSU has been transforming education, but in the fall of 2014, GSU made one of its most dramatic shifts. We admitted our first freshman class, opened our first living-learning residence hall, and launched an athletic program. That same year the university opened new state-of-the-art science and nursing labs in the E & F wings. Today, GSU continues to lead through innovation, offering its students exceptional academic programs, services, and activities. As one of the most diverse universities in the region in terms of both students and faculty, our rich history, cultural amenities, and beautiful campus all contribute to making GSU one of the best universities in the Chicago area.

Our Partnerships

Governors State University is a hub for learning, culture, and innovation within the region. We partner with community organizations, state and local government, entrepreneurs, small businesses, major corporations, and economic development organizations to tackle societal challenges and advance economic growth in the region. Our collaborative efforts focus on imagining and then realizing a shared vision for healthier and more engaged citizens, thriving economies, and other outcomes that lead to a better tomorrow.

MARK

The Governors State University mark provides a visual commemoration of our 50-year milestone. The font used has a contemporary and clean feel. The numeral 5 is raised and has a slight angle, which represents movement, progress, and forward-thinking vision. The numeral 5, connected to the numeral 0, represents connection and engagement to our students, community, and mission. Also, it represents a bond in building and strengthening togetherness as we move forward. The university name and date encircles, and unites, the elements, giving it a feeling of unity and strength. The gold color used on the numerals celebrates the 50-year milestone.

WEBSITE

The 50th anniversary web page on the Governors State University website will go live in November 2018 and will continue to be updated through July 2020. Visitors will find event listings, as well as other highlights and resources. Be sure to check back frequently.

SOCIAL MEDIA

#GovState50, #WhoKnewGSU

GSU units, students, campus partners, alumni, and community members are encouraged to use the hashtag #GovState50 to share anniversary related social media posts.

Use #WhoKnewGSU starting today to share when you meet someone with ties to GSU while you are out and about professionally and personally.

Resources

Using the Mark: GSU units are encouraged to start using the anniversary mark January 2019 to raise awareness of this milestone. Units and campus partners who would like to use the 50th mark on any related collateral or web pages should contact the Office of Marketing and Communications at officeofcommunications@govst.edu or visit www.govst.edu/brand-guide.

50th Anniversary Assets: Various assets (letterhead, stationery, PowerPoint templates, etc.) featuring the 50th mark are also available for GSU departments.

CAMPUS INVOLVEMENT

GSU invites the entire campus community to celebrate with us by organizing a 2019 – 20 program around the commemoration of the 50th anniversary. The 50th Anniversary committee is looking forward to planning events that will celebrate who we are and who we will be in the next 50 years. You will receive a separate communication with details on how to recommend 50th anniversary activities.

Governors State University 50th Anniversary Mark

A temporary mark for Governors State University's 50th Anniversary has been created to celebrate and visually depict the historical significance of the university's first 50 years. Maintaining the visual identity of Governors State remains the primary objective with the 50th Anniversary mark in its usage as a short-term identifier.

Use of the Mark

You may use the official 50th Anniversary mark to promote Governors State University's 50th Anniversary. The marks may not be manipulated or altered in any way.

Questions concerning the use of the university's 50th Anniversary mark or other marks should be directed to the Office of Marketing and Communications at officeofcommunications@govst.edu.

Mark Variations

The mark is available in full color (CMYK), black and white, and white reverse. A version will be provided without the text encircling the "0" for use on smaller promotional items where the text may become unreadable when reduced smaller than a 1" width.

The full version of the mark should be used on letterhead, print collateral, web, and social media.

All versions will be available in .eps (vector, full color (CMYK), and grayscale), .jpg (RGB and grayscale), and .png (RGB and grayscale) file formats all at 300 dpi.

All artwork must be submitted to Office of Marketing and Communications for approval prior to production at officeofcommunications@govst.edu.



Mark Sizes

The mark should not be used any smaller than a 1" width when it has the text surrounding the "0".

If a larger size is needed for signage or other collateral, the .eps version of the mark can be scaled to a much larger size than provided.



1" minimum
width reduction

Mark without Text

The mark, without the text, can be printed no smaller than a 3/4" width if needed for special advertising product imprints such as pens, flash drives, etc.

However, Governors State University's name must appear next to or under the logo whenever possible by using one of the style formats below.



3/4" minimum
width reduction



Governors State University



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Mark Colors

Full color/CMYK

Gold: C=15, M=17, Y=59, K=10

Blue: C=78, M=57, Y=45, K=24

Orange: C=5, M=65, Y=99, K=0



Black and white/Grayscale

100% Black



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