

# Visual Identity Guidelines

## Visual Identity Guide for GSU Guidelines and Rules



*Governors State*  
UNIVERSITY

1 University Parkway, University Park, IL 60484

# Guide to Visual Standards

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When someone at Governors State University communicates with the public, it affects our reputation. Publications, websites, letterhead, business cards, newsletters and even Facebook posts all contribute to building the GSU brand.

An institution's visual identity externally reflects not only its style and character, but also its strengths and values. Internally, the visual identity conveys a sense of pride and commitment to a common mission. A comprehensive visual identity program projects a message of cohesiveness, leveraging the strength of the university across all audiences.

Of course, no guide can cover all possible situations. If you have questions about the material included here, please contact the Office of Marketing and Communications.

## How to Use This Guide

Office of Marketing and Communications created this guide to help those who design and produce communications that represent the university. If you are working with off-campus designers, you should provide them with a copy of this guide for reference.

# Approved Logo Usage

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To guarantee that our identity is communicated successfully, Governors State University must be vigilant in ensuring that its brand identity is consistent and clear. Our brand is the aggregate of many elements, such as our name, mission, logo, colors and other visual and verbal elements that identify GSU.

The term brand identity describes the vision of how we want the brand to be perceived by our audiences. Our branding guides all marketing and communications initiatives, beginning with the use of the logo. Because the logo is the most visible representation of GSU, there is then a direct link between how the GSU logo is used and our ability to communicate our brand.

# The GSU Triad Logo

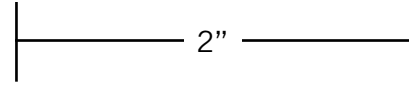
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The official Governors State logo includes the triad symbol and the university name. It is our official identifier and to be used on all Communication pieces. The logo should be prominent and not altered, distorted or reconfigured. The minimum size is 2 inches in length.

There should be at least a “G”’s worth of proportional space around the official logo and that space would be proportional at all sizes in relationship to copy or other elements.

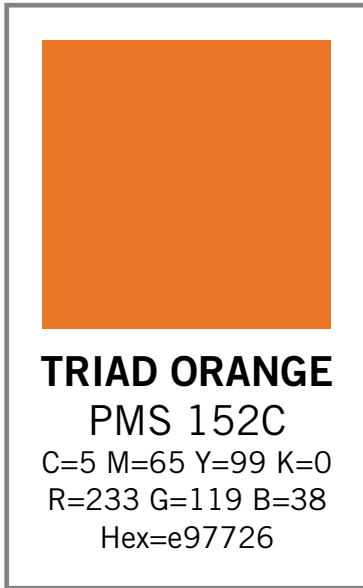
The logo should be prominent in the footer or the upper left corner of document. Also, the logo should have a minimum .25 inch clearance from the edge of any document.

If you are unsure about the size or proportions of the triad logo please contact Office of Marketing and Communications at: [graphics@govst.edu](mailto:graphics@govst.edu).



# The GSU Triad Logo

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Logo can appear in black or white. The triad center will be PMS 152C (C=5, M=65, Y=99, K=0).



When the logo appears in black and white only, the logotype and triad will be black, and the triad center will be white.



Reversing the logo out to all white or a “ghosting” technique of the logo may be applied to appropriate photographs or background elements that are not complicated or busy.

# Departmental Logo

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Official university logos have been created for all colleges. Colleges must use only standard, approved Governors State University logos. Please contact Office of Marketing and Communications for electronic logo art. The university does not have program-specific logos. Program names may be stated in headlines or body copy. A program may not create a version of the Governors State logo with the program name below it. Programs may not create separate program-specific logos. Programs should use the GSU college-specific logo to which their programs belong.

Certain approved external-facing entities, that have stated Missions and objects in addition to and outside those of the university, have been granted the use of an additional logo. These include: The Center for Performing Arts, University Athletics (use for athletics logo on page XX), Nathan Manilow Sculpture Park, GSU Chorale, GSU Foundation, GSU Alumni Association and DLMD.

As GSU grows, we expect to have more external facing groups within the university. When a compelling need arises for such marketing, please contact Office of Marketing and Communications at:

[officeofcommunications@govst.edu](mailto:officeofcommunications@govst.edu).

For logo use, copies and information go to:

[www.govst.edu/marketing/logos](http://www.govst.edu/marketing/logos).

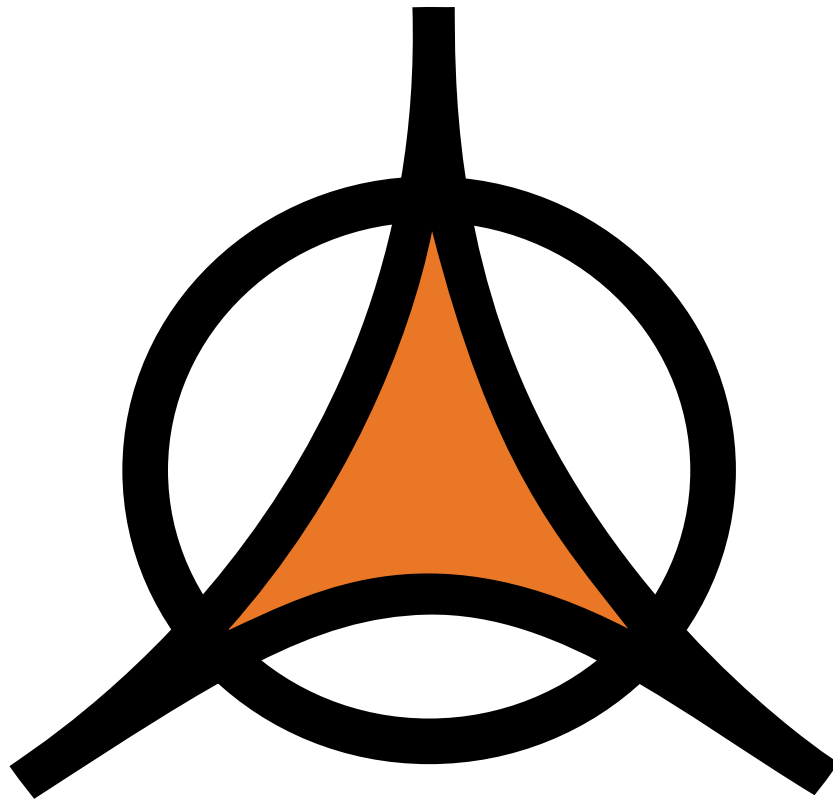


# University Triangle

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## History

The three sides of the “triangle” symbolize the university’s teaching, research, and community service functions. The three lines visually suggest the shape of a rocket, reminding us both that the university was founded within days of Neil Armstrong setting foot on the moon and that the university is a hope-filled, pioneering community, committed to a better future for all men and women. The circle symbolizes the fact that the university is, indeed, a community. Finally, the fact that the tips of the triangle reach beyond the circle indicates the university’s outreach into the region, state, and nation and its commitment to teaching, research, and community service.



The triangle graphic is a unique and recognizable element of the Governors State University identity and can be used as a separate art element to complement communications. The triangle graphic may only be used on communications or designs in which the GSU brand is already clearly defined, where the GSU Triad logo is clearly present or in environments that are clearly defined as Governors State spaces such as the Library, Prairie Place or CPA. The GSU triangle graphic cannot be used as a substitute for the GSU Triad logo or the GSU seal.

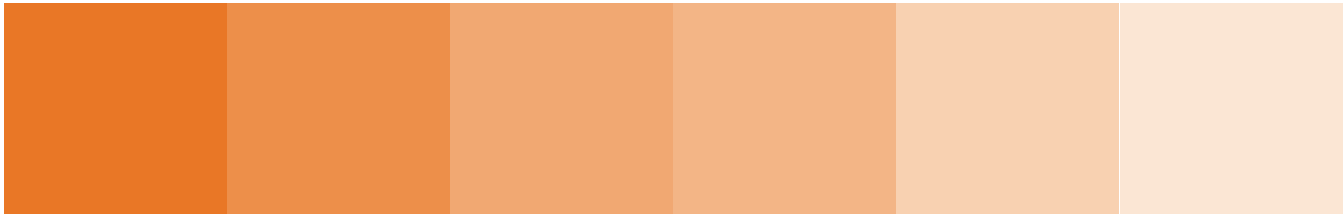
All uses of the triangle as a design element should be approved by Office of Marketing and Communications.

# GSU Official Colors

## PRIMARY COLORS

The university's primary colors are Triad Orange (PMS 152) and Black (PMS 124). These colors would most often be used at 100 percent but also can be screened back to the percentages shown.

At minimum, one of these colors should be present on all visual communication materials.



### Orange

PMS 152C  
C=5, M=65, Y=99, K=0  
R=233, G=119, B=38  
Hex=e97726

### Black

PMS BlackC  
C=0, M=0, Y=0, K=100  
R=35, G=31, B=32  
Hex=231f20



## Secondary Colors



### Blue

PMS 5425C  
C=45, M=13, Y=13, K=20  
R=116, G=158, B=174  
Hex=749eae



### Dark Blue

PMS 7545C  
C=78, M=57, Y=45, K=24  
R=64, G=88, B=102  
Hex=405866



### Light Blue

PMS 5435C  
C=25, M=8, Y=8, K=14  
R=166, G=187, B=197  
Hex=a6bbc5



### Light Grey

PMS Cool Grey 5C  
C=0, M=0, Y=0, K=35  
R=177, G=179, B=182  
Hex=b1b3b6



### Medium Grey

PMS 877C  
C=0, M=0, Y=0, K=60  
R=128, G=130, B=133  
Hex=808285

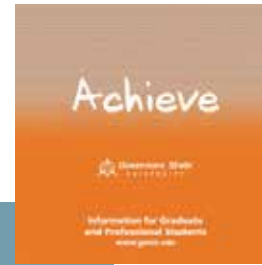


# Design and Layout

An identity system is commonly used in letterhead and other stationery, on Web sites, and in brochures and other marketing materials. There are many other useful and acceptable applications of an identity system, including street and booth banners, promotional giveaways and logo wear. These applications are official representations of the university and must use an approved identity of the university or the unit represented, and may not use any other logo. This is particularly important in applications that will be used off campus, such as booth or other traveling banners, promotional items distributed at fairs, or those for displaying in classrooms.

General look of promotional materials for Governors State University should primarily incorporate the branded colors orange and grey. Secondary colors will be used minimally.

This page shows some examples of acceptable use of GSU identity system applications.



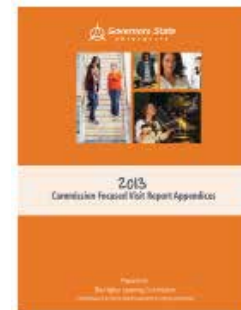
Graduate Student View Book



Transfer Student View Book



2-pocket folder  
Freshman audience



HLC Site Visit Report Cover



Freshman View Book



Display Case Poster



Letterhead Design Sample



International View Book



Graduate Student View Book Inside Spread



Vision Wall Panels

# The Governors State University Intercollegiate, Sports Club and Athletics Logo

The official nickname of all teams that represent the Governors State University Department of Athletics in varsity competition is the Jaguars. The official mascot is Jax the Jaguar. The logos, nicknames and caricature of the Jaguar and Jax are for the use of GSU Athletics, Student Life, Marketing and Enrollment only. Special permission to use the Jaguar logos, nicknames and caricature by internal university entities may be granted by contacting Office of Marketing and Communications.

## Jaguar Color



## Jaguar grayscale



## Jaguar Black and White



## Jaguar One Color



# Athletics Logo

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Below are examples of several sports-specific and custom athletic logos. The basic variations are featured here. However, an athletics logo is available for all Governors State University sports programs. To access your sports logo, please contact Office of Marketing and Communications.



# JAX Illustration

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# Incorrect Usage of Logo

To legally protect the Governors State University logo, we must not alter or distort it in any way. Changes, no matter how small, weaken our logo's protectability and impact and detract from the consistent image we want to project. Even well-intentioned changes can have a negative impact. Illustrated here are common mistakes to avoid. Athletic and Triangle marks follow these same rules against improper use.



Do not stretch the triad



Do not add effects like drop shadow or emboss to triad



Do not add elements to the triad



Do not alter elements to the triad



Do not change position of the triad's graphic elements



Do not put triad in a box



Do not use unauthorized colors for the triad



Do not place on clashing background/colors



Do not add promotional language to the triad

Do not in any other way change the standard triad from the previously defined options. As it is impossible to divine all scenarios, please contact DMMC if there are any questions on use.



Do not use triad at an angle or cut off part of the triad

# JAX the Jaguar Mascot Rental

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Meet JAX the Jaguar, the mighty Mascot of Governors State University! JAX is a fierce predator with three passions. One is entertaining crowds. Two is dancing to music and three is his love for GSU Athletics. JAX's natural habitat is the GSU Gymnasium. However, you can request a private appearance for your GSU events.

## How to request an appearance by JAX?

JAX appearance requests must be submitted using the Mascot Appearance Request form at: [www.govst.edu/](http://www.govst.edu/)

All requests should be received at least three weeks prior to the event. There are no exceptions to this rule. Requests will be responded to within five to seven business days. Submitting a request does not guarantee an appearance.

In the event that an appearance must be cancelled, athletic department personnel must be given three days prior notice. JAX is available for appearances throughout the year; however, the summer months and winter break may be harder to fulfill.

## How much does it cost?

Appearance fees vary based on the type of appearance.

- Internal Division of Student Affairs appearances are free of charge.
- University appearances are at minimum \$25 per hour.
- External appearances will be determined on a case-by-case basis.

JAX fees are necessary to maintain the upkeep of the mascot costume's cleanliness, as well as to provide funding for additional staff support for JAX when traveling outside of the division of Student Affairs Department or off GSU's campus. For more information on the guidelines for requesting JAX to appear at your event, check out the website and make your reservation.

# Typography - Approved University Fonts

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Font choice is integral to the expression of a brand. Fonts convey the personality and emotion at the heart of the brand. After careful consideration, Governors State University will continue using Trade Gothic and adopt two new font families: Helvetica Neue, a straightforward and clean font, and Didot, a formal, professional.

Mook will no longer be a university font. Individual departments, colleges and schools are responsible for purchasing their own font licenses.

Office of Marketing and Communications purchases fonts from various font providers. When purchasing fonts for your own use, please consider that pricing may vary between font providers. When you choose a font provider, be sure that the font you are purchasing is the correct version of the font family and include the specific faces specified in these visual standards.

## Common font providers that carry the fonts required by the visual standards:

- [www.myfonts.com](http://www.myfonts.com)
- [www.fonts.com](http://www.fonts.com)
- [www.linotype.com](http://www.linotype.com)
- [www.fontshop.com](http://www.fontshop.com)

## Typography

TRADE GOTHIC Light  
*TRADE GOTHIC Light Oblique*  
TRADE GOTHIC Regular  
*TRADE GOTHIC Oblique*  
**TRADE GOTHIC bold**  
***TRADE GOTHIC Bold Oblique***

Helvetica Ultralight  
*Helvetica Ultralight Italic*  
Helvetica Light  
*Helvetica Light Italic*  
Helvetica Regular  
*Helvetica Italic*  
**Helvetica Medium**  
**Helvetica Bold**  
***Helvetica Bold Italic***


Didot  
*Didot italic*  
**Didot Bold**

# Letterhead

GSU offices and departments should use the official letterhead for all off-campus correspondence. Letters should be written in Trade Gothic, at 11-point font size, single spaced. All text should be left justified.

Department specific information is always in the upper right. For department specific templates, contact:

[graphics@govst.edu](mailto:graphics@govst.edu).

 <b>Governors State</b> UNIVERSITY	<i>College of Arts and Sciences</i> <i>Division of Communication,</i> <i>Visual &amp; Performing Arts</i> University Park, IL 60484 708.534.4010 Fax: 708.534.7895 <a href="http://www.govst.edu/cas">www.govst.edu/cas</a>
<p>Date Inside Address</p> <p style="text-align: center;"><b>SAFE AREA</b></p> <p>Dear:</p> <p>Elibeatetur, tem rest eos asitem cumqui nes aperfernatem audam et untion repe et optatassit fugitiure vent occatem fugit autemporesto omnis ad ex et omnimi, incia sam quam asi acea eius veri volorro dit, quossit alitasi dolum, as anda num volecab oribus num rem fugitium ipit ventiam erum des deliquas exere sitiatiium invelit eiur?</p> <p>Nequunt ea non comnia doluptatur simustrunt fugiatiusae solorendae essitae et pore nim explabo. Aque nus a sus as endam ium ature vendaeetur rerae non rae cusamus. Perum lit vendenimus dolores equunt quis eaqui site volendebit molum nobitat odist, sit ad eum fuga. Ut dolessi tatio. Et iusdam, con pa valor sunt et dolut aciisim is nis parent pore, nonsequi non con nonseque cum rerro omnis eos adit drectur?</p> <p>Excepuditi blabor saped mil iderrum quae aute vero volligendam alit eiciae voloreped et fugiature, ut eosam, aut moluptatis endus, officip saestiasi alit excest ratibus dolut optati resequias aruptas et molessustiam quat eiunt aut etur mos dernam recepraee doluptur mi, et alia quunt latio intur aut mi, con nus ilicidiam repedisiet hit aliquat estrum volorero blaboritis sincim iur?</p> <p>Sincerely,</p> <p>Closing</p>	

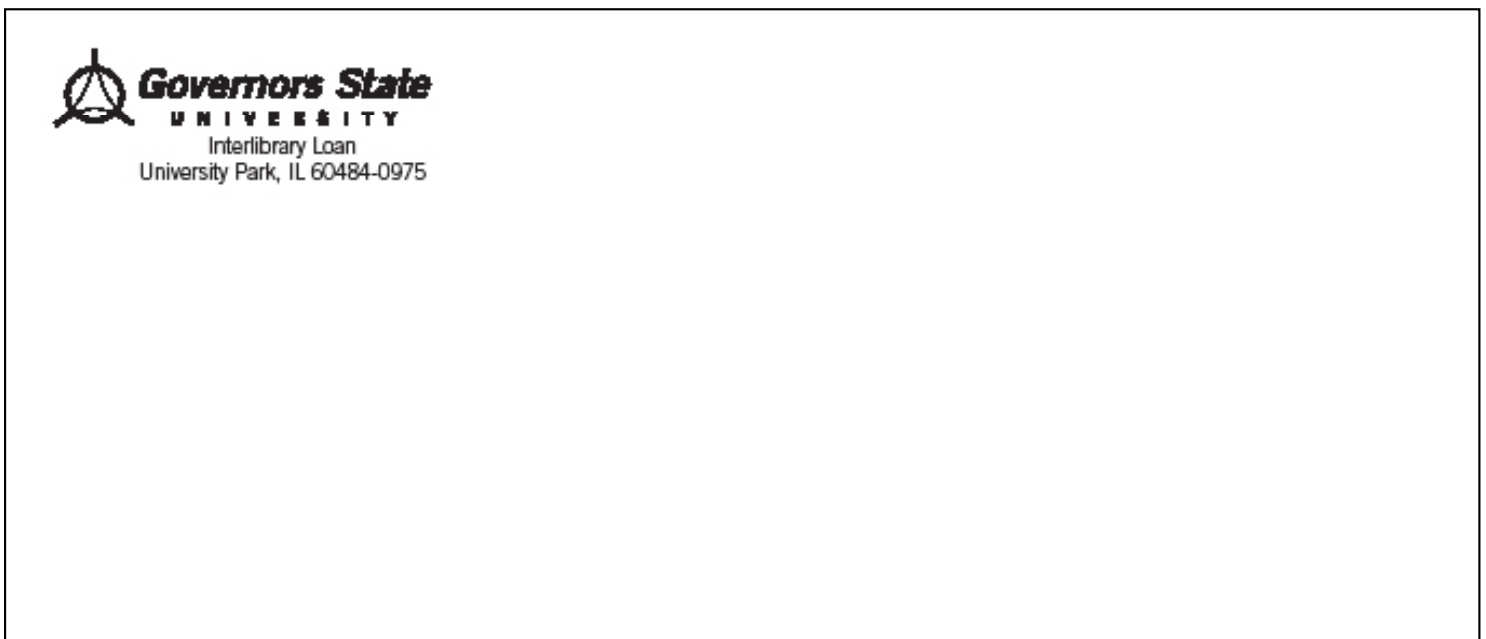
Trade Gothic or Arial



# Envelopes

GSU envelopes come in a number of sizes with No. 10 used for business correspondence. A7, A6 and others used for cards and other forms of communication.

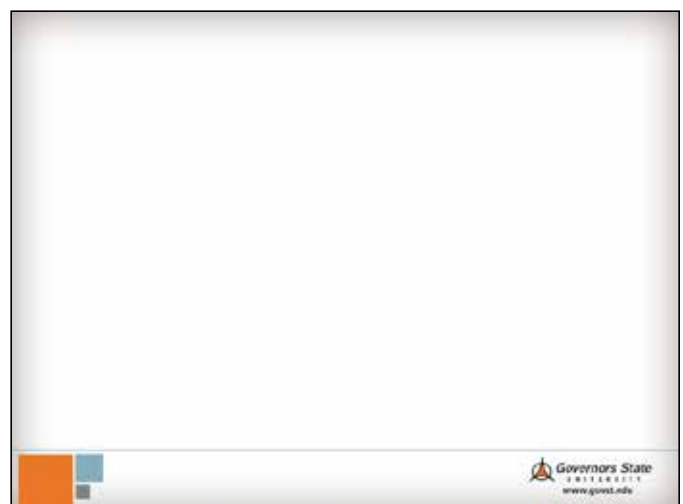
The U.S. Postal Service has established guidelines for addressing business envelopes. Its optical character readers (OCRs) look for the address within a rectangular space on each piece of mail, called the "OCR read area." There must be 2-3/4 inch clearance between the department name and the lower edge of the envelope. The last line of the address must be at least 5/8 inch above the lower edge of the envelope. Print text in all caps and omit punctuation, except the hyphen in the ZIP+4 code. Use abbreviations whenever possible. Postal endorsement (Return Service Requested) must be 1/4 inch below the return address.



# Powerpoint

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Office of Marketing and Communications offers PowerPoint templates to use for presentations, reports, etc. The templates can be downloaded at [www.govst.edu/marketing](http://www.govst.edu/marketing). To request a college specific PowerPoint, contact the Office of Marketing and Communications. To request assistance with additional presentation programs, contact the Office of Marketing and Communications.



# Newsletter

Governors State University Newsletters follow a standard, uniform format. To keep with the format, people may not use Microsoft Publisher templates as they do not match the approved newsletter standard format and are a problem for our printers. Newsletter requests should be sent to Office of Marketing and Communications. Newsletter templates may be provided to specific departments depending on the frequency of distribution and the department's needs. Contact the Office of Marketing and Communications concerning a template. All newsletters must be reviewed by the Office of Marketing and Communications prior to publication and/or distribution.



## Social Work Field Newsletter

[www.govst.edu/chhs](http://www.govst.edu/chhs)

Fall 2013 Issue 1

### Field Focus

**Field Work**—The signature pedagogy of social work education. Preparing the next generation of social workers.

- Integrating Theory with Practice
- Empowering Clients
- Promoting Social Justice



**Giesela Grumbach** is the new Director of Field Education

### Practice Wisdom

#### The Engaged Learner

According to Sweitzer and King (2009), the engaged learner has what it takes to be successful in the internship. Engaged interns invest in learning when they:

- are** self-motivated
- are** intellectually curious
- are** strategic in problem solving
- take** responsibility for their own learning
- have** a deep desire to succeed
- persist** despite adversity
- work** independently
- work** collaboratively

#### Giving Feedback

You might be in situations at the site as well as in an internship seminar where you are asked to give feedback to a peer, a co-worker or even a supervisor. Effective Feedback is specific and concrete, as opposed to vague and general. It should refer to very specific aspects of the situation being discussed. Feedback is usually best delivered using an “I” statement, rather than a “you” statement.

Sweitzer, F. and King, M. (2009). *The Successful Internship*. (4<sup>th</sup> edition). Belmont, CA: Brooks/Cole Cengage Learning.



### Cornerstone of Experience

As a student entering the professional world of Social Work, you will develop practice skills, but more importantly, the theoretical fundamentals that will form the cornerstone of your success in this vocation you have chosen.

I would encourage you to be engaged, collaborate and make the best use of your internship instructors, seminar liaisons, practice instructors and classmates—all of whom will contribute to your having the greatest academic experience.

We have a unique opportunity to impact the lives of individuals who have a myriad of vulnerabilities. In order to be effective, we must develop the highest skill level. I am personally gratified to participate in a small way in your professional education and growth.

Levi Glass  
University Lecturer  
Social Work Department



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# Business Cards

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GSU Business cards follow a standard format and are processed by an outside vendor.

## Process for ordering business cards:

- 1) Follow the below link to enter your business card proof detail.
- 2) Enter a requisition in Datatel for the quantity/type ordered to the Vendor: **BCT (#239191 in Datatel)** using printing object code. Requisition is submitted, your work is done. A PO will be issued, and the business cards will be received in approximately one week.

Create and enter your business cards through [www.orderprinting.com](http://www.orderprinting.com)

Enter the following GSU-specific account number and password to begin the ordering process:

**Account:** 40333494

**Password:** gsu

If you have any questions, please call Procurement office at 708.534.4056.

**For customized business card design, such as two sided or bi-lingual,** contact the Office of Marketing and Communications.



# Social Media Platforms

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Using the Governors State University Triad logo on social media platforms is acceptable but the use must follow established graphic standards. For additional standards regarding content and presentation, please visit our social media guide at: [xxxxxx](#).