



# GOVERNORS STATE UNIVERSITY BRAND GUIDE



**Governors State**  
UNIVERSITY

An Illinois Public University

MARCH 2026

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# INTRODUCTION

The brand of Governors State University (GovState) is its institutional identity. As a communicator within GovState, you maintain the integrity of the GovState brand by adhering to guidelines in our brand standards guide, so that in all expressions, our brand appears consistent in voice and identity.

Use the Brand Standard Guide to build your communications, from messaging to design to logo usage.

The university's mission drives every decision we make—it is our DNA.

## Mission Statement

Governors State University is committed to offering an exceptional and accessible education that prepares students with the knowledge, skills, and confidence to succeed in a global society.

## GOVSTATE BRAND VOICE

- Welcoming and community-focused.
- Student-centered and always helpful.
- Genuine and humble, with a touch of humor.
- Experts, yet speak to our audiences at their own comfort levels.

# TONE & AUDIENCES

While our brand voice remains consistent throughout all of our communications, our tone may shift depending on the audience of the communication. For example, an email to prospective students may read differently than to their parents; a viewbook for undergraduate students will be less formal than its graduate student counterpart; an informative video for students will be more relatable to them than one focused to faculty.

Don't forget: the key to creating *effective* communications is to **write to your intended audience on all platforms.**

### Our most common audiences:

- Students & Prospective Students
- Alumni and Donors
- Parents
- Faculty & Staff
- Government Relations / Elected Officials
- Local, National, and Global Communities
- Business Partners
- Contributing and Participating Individuals / Families
- Visitors to Cultural Centers and Events

*For questions about executing Governors State University Brand, please contact the Office of Marketing and Communications at: [officeofcommunications@govst.edu](mailto:officeofcommunications@govst.edu).*

# THE LOGO

## Overview

The official Governors State University logo includes the Triad symbol and the university name. It is our official identifier and is to be used on all communication pieces. The logo should be prominent and neither altered, distorted, nor reconfigured.

### Primary Color Logo

The Triad center should be Orange (PMS 152C or CMYK 5, 65, 99, 0).



### Secondary/Vertical Color Logo



### Primary Black and White Logo

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



### Secondary/Vertical Black and White Logo



### Reversed Logo

The logo can be reversed out to white from a dark background (above a 50% screen) and appropriate photographs or background elements that are not complicated or busy. The background must be dense enough so the logo is easily read. Reproducing the logo in a screen percentage is never permitted.

When the logo appears in white, the logotype and Triad will be white, and the Triad center can be orange or white.



# Logo Restrictions

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

## Clear Zone

There should always be at least one “G’s” worth of space around the official logo. Whether the logo is going on a standard letter-size flyer or being printed on a long banner, use the “G” as your unit of measure to keep the logo and the space around it in proper proportion.

The logo should always be prominent in the footer or the upper left corner of a document. The logo should also be placed a minimum .25 inch from the edge of any document.



## Minimum Size

There is no maximum size limit, but use discretion when sizing the logo. Avoid reproductions of the logo at widths smaller than 2 inches.



# Logo Usage

The logo should not be altered in any way.

**Do not** resize any part of the logo (Triad or type) either larger or smaller, or alter the proportions of the elements or logo as a whole.

## Correct Usage



## Incorrect Usage

**Do not** move or resize any part of the logo.



**Do not** remove the Triad from the logo.



**Do not** alter the color of the logo (Triad or type).



**Improper Use of the Logo**

**Do not** use effects on logo (multiply, screen, overlay, etc.).



**Do not** use the logo over busy backgrounds.



**Proper Use of the Logo**

**Do** use the logo on images with darkened overlays and darkened gradients.



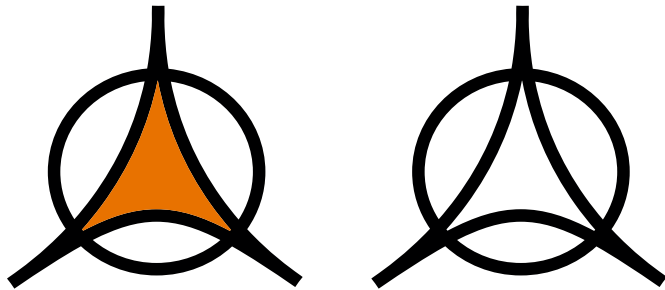
# The Governors State University Triad and Seal

## The Triad

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 GovState brand is already clearly defined, where the GovState 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 GovState triangle graphic cannot be used as a substitute for the GovState Triad logo or the GovState seal.



## The Seal

The official seal of Governors State University was commissioned by first GovState president William E. Engbretson in 1969, the year of the university’s founding. That was also the year of the Apollo 11 moon landing. Our nation was gripped with the spirit of exploration, and so our seal reflects that moment in history.

The shape itself is reminiscent of star, both what we shoot for and who our students are. It is an equilateral triangle placed within a circle. The triangle’s sides represent GovState’s commitment to teaching, research, and service within the community; the radiating arc around it stands for limitless expansion.

**The seal is reserved for use by the President's Office and official university publications.**



## Sub Brands

Official university logos have been created for all colleges. Colleges must use only standard, approved Governors State University logos.

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 GovState college-specific logo to which their programs belong.



Other sub brand logos are the LOCK-UP logo brands that provide a more pronounced version that can be used for collateral and communication.



### **An Illinois Public University**

It is important that prospective students understand who Governors State University is. GovState is an Illinois Public University and we offer the benefits of a state university close to you, your community and your goals.



The official Governors State University logo is the Triad with Governors State University.

This logo is a supplemental logo to be used in communications and marketing purposes.

### **We Are GovState**

It's official, #WeAreGovState! The university abbreviation for Governors State University is more than shorthand; it represents who we are. Whether you are a student, faculty member, leader, entrepreneur, healthcare professional, business mogul, or social worker – you are an embodiment of GovState, and together, we are GovState!

GovState helps the university stand out online against other universities that use GSU as an abbreviation. With an official trademark, all publications from the university are required to use GovState for a unified brand experience.



## Athletics Logo

The official nickname of all teams that represent the Governors State University Department of Athletics in varsity competition is the Jaguars.

**The logos, nicknames, and illustration of the Jaguar are for the use of GovState Athletics, Student Life, Marketing, and Enrollment only.** Below are examples of several sports-specific and custom athletic logos. The basic variations are featured here. However, a general athletics logo is available for all Governors State University sports programs.

*To access your sports logo, or seek special permission to use the Jaguar logos, and nicknames for internal university entities, please contact the Office of Marketing and Communications at: [officeofcommunications@govst.edu](mailto:officeofcommunications@govst.edu).*



## Meet Jax the Jaguar!

Meet Jax the Jaguar! Jax the Jaguar is our GovState Mascot! Separate from the fighting Jaguar, Jax is the GovState hype cat, the epitome of Jaguar pride, and our go-to for school spirit. Jax illustrations and costume use are generally available for all colleges, departments, and student organizations with CSEAL approval.



### Here are some guidelines for how to safeguard Jax's imagery or costume!

- Jax must always be upright on two legs, never on all fours.
- Jax must always wear clothes, typically a GovState shirt and shorts but he can never appear without clothing.
- The Jax costume needs a minimum height requirement of 5'7"
- Jax should never appear with copyrighted material, which can include music, merch, or accessories.
- The Jax costume should never be seen in costume pieces. When not being worn, he needs to be in his bag.

# TYPOGRAPHY

Typography is vital to our expression of GovState’s brand identity. Typefaces help convey the personality and emotion at the heart of our brand.

If you do not have the Primary Font on your computer, use an Alternate Font as a substitute. *If you have a particular need that requires the use of any other font (special events, galas, dinner invitations, etc.), please contact the Office of Marketing and Communications at: [officeofcommunications@govst.edu](mailto:officeofcommunications@govst.edu).*

## Main Typeface

### Trade Gothic

Trade Gothic is a versatile font that has multiple styles and flexible use. It can be used in headlines as well as body copy. Its ability to go from heavy to light also increases its accessibility.

### Alternate Fonts

When Trade Gothic is not available, Helvetica or Arial can be used as a replacement.

Trade Gothic Light

*Trade Gothic Light Oblique*

Trade Gothic Regular

*Trade Gothic Regular Oblique*

**Trade Gothic Bold**

***Trade Gothic Bold Oblique***

Trade Gothic Extended

**Trade Gothic Extended Bold**

## Secondary Typeface

### Garamond

Garamond is a classic serif font that matches well with our main typeface. It also has a large selection of styles and uses that will allow our designs to be flexible and fluid.

### Alternate Fonts

When Garamond is not available, Times New Roman can be used as a replacement.

Adobe Garamond Regular

*Adobe Garamond Regular Italic*

**Adobe Garamond Semi Bold**

*Adobe Garamond Semi Bold Italic*

**Adobe Garamond Bold**

***Adobe Garamond Bold Italic***

## GovState Athletic Typeface

### Alfa Slab One

Alfa Slab is a bold font that works well with our sports program. It can be displayed in large formats and used for headlines and as decorative titles such as banners, signage and collateral. It should not be used as body copy however.

**Alfa Slab One**

# COLOR PALETTE

GovState's color scheme sets the tone for who we are: a bold, transformative, and unique learning community. Correct color usage helps reinforce our brand and our identity.

## Primary Colors

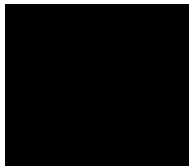
The university's primary colors are Triad Orange (PMS 152), Black (PMS Black C) and Dark Blue (PMS 7545C). These colors should most often be used at 100 percent but can be screened as an accent color if used for smaller amounts.

*If you are unsure about screens or correct color usage, please contact the Office of Marketing and Communications at: [officeofcommunications@govst.edu](mailto:officeofcommunications@govst.edu).*



### ORANGE

PMS 152C  
CMYK: 5, 65, 99, 0  
RGB: 233, 119, 38  
HEX: e97726



### BLACK

PMS BlackC  
CMYK: 0, 0, 0, 100  
RGB: 35, 31, 32  
HEX: 231f20



### DARK BLUE

PMS 7545C  
CMYK: 78, 57, 45, 24  
RGB: 64, 88, 102  
HEX: 405866

## Secondary Accent Colors

In addition to the primary color palette, GovState brand also includes a secondary color palette to expand and complement the overall look and feel of the brand. These colors should only be used in a supporting role and should not overpower the Primary Colors.



### LIGHT GRAY

PMS 428C  
CMYK: 0, 0, 0, 35  
RGB: 181, 181, 181  
HEX: b5b5b5



### DARK GRAY

PMS 877C  
CMYK: 0, 0, 0, 60  
RGB: 130, 130, 130  
HEX: 828282



### LIGHT BLUE

PMS 5455C  
CMYK: 25, 8, 8, 14  
RGB: 177, 189, 197  
HEX: B1BDC5



### POWDER BLUE

PMS 5425C  
CMYK: 45, 13, 13, 20  
RGB: 134, 158, 172  
HEX: 869EAC

# CORRECT FONT COLORS

## Font Colors

The university's primary font colors are Black (PMS Black C) and Dark Blue (PMS 7545C). These colors should most often be used at 100 percent.

**DARK BLUE TEXT**

**BLACK TEXT**

## Use Orange Color For Fonts

The use of the Primary Orange color for fonts should only be used in print and if only the font size is no smaller than 14 points.

The use of the Primary Orange font should be used as a headline or in large print format such as posters, banners and signage.

## ORANGE TEXT

**WHITE TEXT**

**ORANGE  
TEXT**

**WHITE  
TEXT**

## Correct Use of Colors for Fonts

**DARK FONTS**

**WHITE FONTS W/ DARK BG**



## Incorrect Use of Font Colors

The use of the Primary Orange font should not be used against the Dark Background and conversely the Dark Font against the Primary Orange background.

**ORANGE FONTS W/ DARK BG**

**DARK FONTS W/ ORANGE BG**

**ORANGE  
TEXT**

**ORANGE  
TEXT**

# ONLINE ADA COMPLIANT USE OF COLORS

GovState must abide to the American Disabilities Act and Section 508 statutory mandates as a federally funded and state agency.

**The American Disabilities Act** is a civil rights law that encompasses the broader reach of society to protect individuals with disabilities against discrimination in all areas of “public accommodation” in regards to commerce.

**Section 508** is a federal law that requires information and communication technology (ICT) developed, procured, maintained or used by federal agencies to be accessible to people with disabilities.

What this means is that GovState must use colors in its communication that provides accessible visibility for those visually impaired.

## Use High-Contrast Colors

Some users may have difficulty seeing text if the color contrast is low. Therefore, we recommend using colors that have a high contrast ratio, such as black and white or black and yellow.

The color contrast throughout your messaging should ensure that all elements are distinguishable on the page. For instance, text should stand out rather than blend into the background.

**Which is why we are phasing out the use of the orange color fonts and the orange color background with white fonts.**

## Questions about ADA Compliance

*If you are unsure about ADA Compliance or correct color usage, please contact the Office of Marketing and Communications at: [officeofcommunications@govst.edu](mailto:officeofcommunications@govst.edu).*

## Incorrect Use of Colors

ORANGE FONTS

WHITE FONTS W/ ORANGE BG

ORANGE  
TEXT

WHITE  
TEXT

BRIGHT  
TEXT

BRIGHT  
TEXT

## Incorrect Use of Colors Low in Contrast

ORANGE FONTS W/ DARK BG

DARK FONTS W/ ORANGE BG

ORANGE  
TEXT

ORANGE  
TEXT

## Correct Use of Colors for High Contrast

DARK FONTS

WHITE FONTS W/ DARK BG

DARK  
TEXT

WHITE  
TEXT

BRIGHT  
TEXT

DARK  
TEXT

# PHOTOGRAPHY

Photography helps tell GovState's story. How do we translate our key characteristics into imagery?

## Tips:

Use photography that shows interaction between students and faculty. Immerse the viewer in the collaboration that happens during the learning process.

### Focus

Have a clear subject that allows the audience to place themselves in the subject's world. Cropping photos to limit the background noise can help immerse the viewer into the scene.

### Interaction

Use photography that shows the relationships between students and faculty and students helping each other. Show how the commitment that the GovState community shows each other strengthens bonds.

### Dynamic Angles

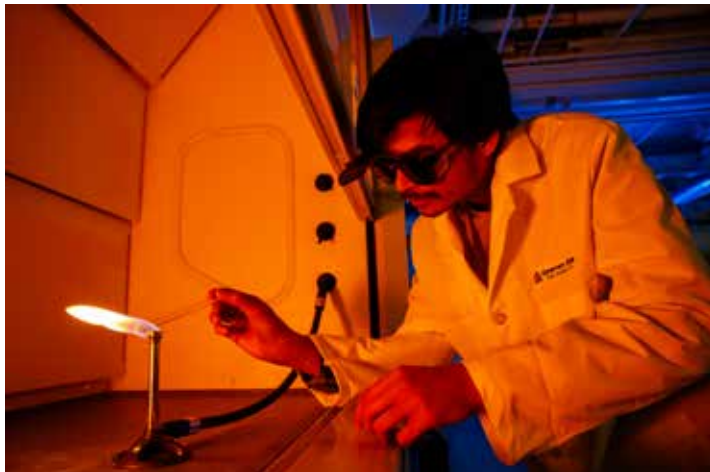
Photography with varying angles can create an engaging composition. Try to avoid taking photos that are just straight on the subject.

*For access to Governors State University's online gallery, please contact the Office of Marketing and Communications at: [officeofcommunications@govst.edu](mailto:officeofcommunications@govst.edu).*

*To request a photographer, please submit a workzone ticket. All photography requests must be made through the Office of Marketing and Communications.*



# PHOTOGRAPHY



# STATIONERY

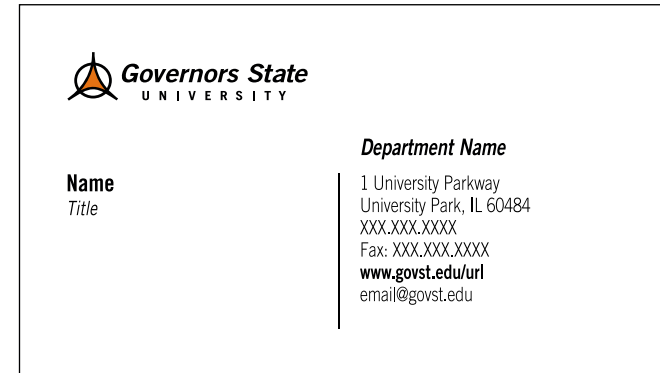
For all stationery needs and department specific templates, please contact the Office of Marketing and Communications at: [officeofcommunications@govst.edu](mailto:officeofcommunications@govst.edu).

## Letterhead

GovState offices and departments should use the official letterhead for all off-campus correspondence. Letters should be written in Trade Gothic (or an approved Alternate Font such as Helvetica Regular, or Arial), at 11-point font size, single spaced. All text should be left justified.

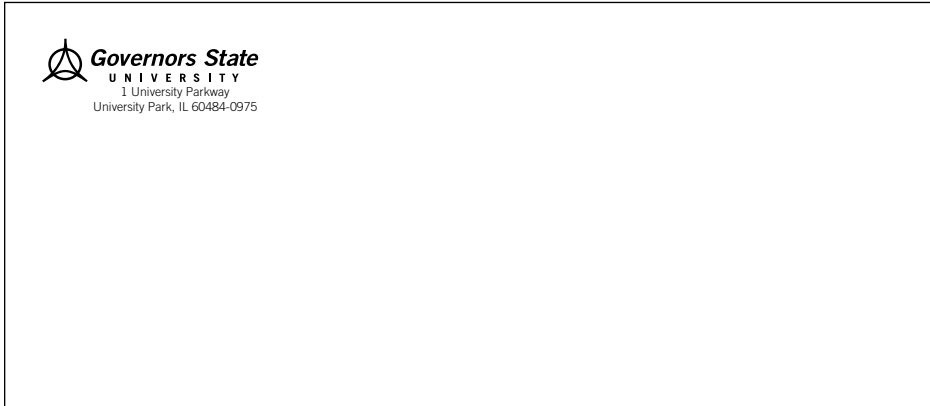


## Business Card



## Envelopes

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



# PRESENTATIONS

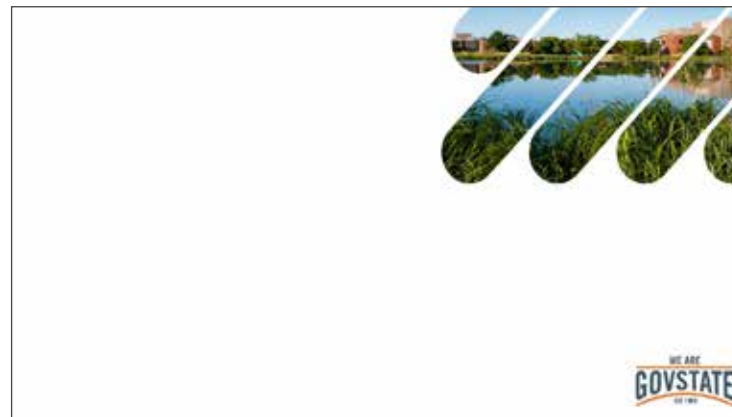
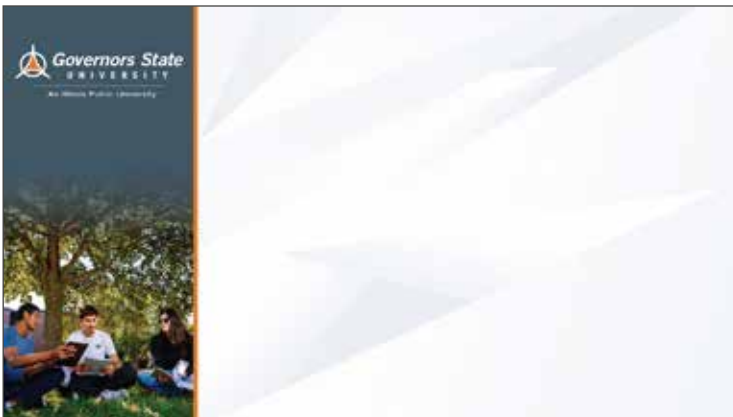
## PowerPoint

The Office of Marketing and Communications offers PowerPoint templates to use for presentations, reports, etc. The templates can be downloaded at:

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

To request a college specific PowerPoint template, please contact the Office of Marketing and Communications at: [officeofcommunications@govst.edu](mailto:officeofcommunications@govst.edu).

### Template Samples



## Background Patterns

The Office of Marketing and Communications offers branded background patterns to use for your presentations, reports, etc. The images can be downloaded by clicking on the patterns below.



## Screen Savers



# SOCIAL MEDIA

Social Media is our way of engaging the entire GovState community online; from Facebook to YouTube to Instagram and TikTok, we are socially active! We use our voice and presence on social media platforms to continually enhance the visual and digital experience of our brand. All of our content highlights our institutional excellence, innovation, student life, athletics, and everything that makes us who we are.

- 1. Content Style:** All posts on social media are tailored to the platform we are on. LinkedIn is our number one spot to connect with our esteemed alumni, faculty experts, and dedicated staff. You won't see silly videos, emojis, or a dancing mascot there – you'll need to go to TikTok for that.
- 2. Security:** Aligned with national best practices, all affiliated GovState social media pages must be registered with the Office of Marketing/ Communications and represent the best of our university. To request an official GovState social media page, please submit a ticket to Workzone or contact [socialmedia@govst.edu](mailto:socialmedia@govst.edu) for more information.
- 3. Hashtags:** #GovState #WeAreGovState #GovStateAlumni #GovStateGrad



# EMAIL SIGNATURE

Your email communications are official documents of Governors State University and should contain a consistent brand signature. The Governors State University's email signature contains the university logo, and basic information of the account holder. The signature is only to be used on an official Governors State University email account. Other use is prohibited.

Your email signature should include your name, title, department, address, business phone number and email address.



**First and Last Name** ————— Helvetica Bold  
**University Title** ————— Helvetica Bold Oblique  
University Department  
1 University Parkway  
University Park, IL 60484 ————— Helvetica Regular  
Ph: ###.###.####  
name@govst.edu

## How To Add a Signature To Your Email

### *Create and add an email signature in new Outlook for Windows:*

1. On the View tab, select View Settings.
2. Select Accounts > Signatures.
3. Select New signature, then give it a distinct name.
4. In the editing box below the new name, type your signature, then format it with the font, color, and styles to get the appearance you want.
5. Select Save when you're done.
6. With your new signature selected from the list above the editing box, go to Select default signatures and choose whether to apply the signature to new messages and to replies and forwards.
7. Select Save again.

### *To add an email signature in Outlook for Mac, you can do the following:*

1. Open Outlook
2. Select Outlook in the top left corner
3. Select Preferences
4. Select Signatures under Email
5. Click the + sign to create a new signature
6. Type a name for the signature
7. Type or paste your signature in the text box
8. To add an image or logo, click the three dots icon and select Pictures
9. Click Save
10. Under Choose default signature, select the account you want to add the signature to





You can download this Guide at: [www.govst.edu/brandguide](http://www.govst.edu/brandguide).

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