



Style Guide

& Identification
Standards Manual

Fifth Edition

Contact Information | marketing & communications

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Why We Have Identity Standards | introduction

Standards are vitally important in establishing and reinforcing the Jacksonville State University identity. Because the first formal contact many people have with JSU is through printed and online materials, it is important that these materials project a consistent and readily identifiable image. Use of multiple identifying symbols fractures this identity, creates brand confusion, and results in a negative impression of the university on the part of our many constituents.

JSU must redefine ourselves to stand out among the masses. To better showcase our academic and athletic programs, it is imperative that we do not get confused as Jackson State or Jacksonville University anymore; and instead, become known as Jax State. With a new visual identity, we can reach and engage future students and employees and encourage them to attend our regional institution.

Over time, we expect more renovation and innovation than ever before. Through new construction, new academic programs, and by joining a new conference, we must redefine ourselves to appeal to a new generation.

This style guide addresses the components of JSU's visual identity and lays out specifications for enhancing it. Questions regarding its use may be directed to the Office of Marketing Services at 146 Self Hall, 256.782.5830.

This manual is available online at:

www.jsu.edu/marketingservices/styleguide



Graphic & Visual Elements | terminology

Jacksonville State University's graphic identity guidelines offer a foundation for clear, concise communication of the university's institutional identity.

Frequently used terminology regarding visual identity of specific marketing materials are as follows:

Brand Extensions

Colleges, Offices, and Administrative units.

Indicia

Postal markings often imprinted on mail or labels affixed on mail.

Logo

The official graphic arrangement of the symbol and wordmark.

Primary Brand

University-level monogram or logo.

Tagline and Slogan

Taglines and slogans are similar, but there are minor differences. Taglines are a more permanent representation of a brand, while slogans are more particular to a campaign and thus can be changed more frequently.

Trademark

Designated by "™", this indicates that the preceding graphic or name is used by individual or organization to identify to consumers or readers that its products and services originate from a specific source.

Typography

The art and technique of arranging type and type design.

Wordmark

The university's name designed in a unique and individual style.



1970



2009

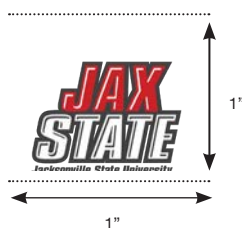


2023

The Primary Logo | university marks

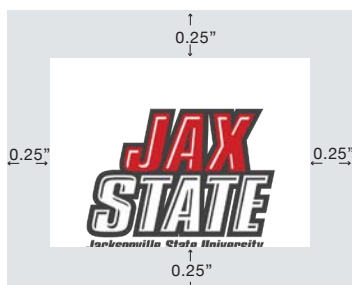


The university signature is the main element of Jacksonville State University's identity. It should be used consistently in university publications in both print and online formats. Its use will strengthen Jax State's identity if used according to these guidelines.



MINIMUM SIZE REQUIREMENTS

The university signature should never appear smaller than 1" in diameter.



AREA OF ISOLATION

The space around the university signature must be at least one-half the height of the tallest letter. To the left is an example of how the university signature should be used in relation to other objects on the page. This is to prevent competing elements that might take away from the strong brand associated with the university signature.

Acceptable Color Variations of the University Logo | *university marks*



Three Full Color (3C)
Variation 1



Three Full Color (3C)
Variation 2

When possible, use of the three-color version of the signature is recommended. Acceptable one-color variations of the signature (as shown below) include: reversed white, black, and a special version for specifying metallic inks and foil stamps.



One Color White (reversed)



One Color Black

Red

CMYK: 13/100/100/4

RGB: 202/32/38

Hex: #CA2026

Grey

CMYK: 68/61/59/46

RGB: 64/64/65

Hex: #404041



Metallic inks and foils may be applied.
For metallic gold use PANTONE® 872.
For foil stamp use Crown 110.

Graphical Elements & Usage | university marks

Any production bearing a University mark or graphical element, must be submitted to Marketing Services for approval. This is a University policy.



JACKSONVILLE STATE UNIVERSITY

University Departmental Logo
Three Color

Jacksonville State University[™]

Web Wordmark
One Color Black



'J' Endstop
One Color Red

College & Department University Logos | university marks

Colleges should align their areas to the university visually. Marketing Services can offer assistance with publications and materials that are graphically complex, but by simply aligning the appropriate university name and icon with the school name in the correct university typeface, colleges will be able to visually show the relationship between the two entities.

To integrate university units, departments, and colleges with the university more effectively, a variation of the university mark should appear prominently on all college and departmental communications.

ACADEMIC AFFAIRS



MILITARY & POST TRADITIONAL STUDENT SERVICES



COLLEGE OF BUSINESS & INDUSTRY



SENIOR VP FOR FINANCE & ADMINISTRATION



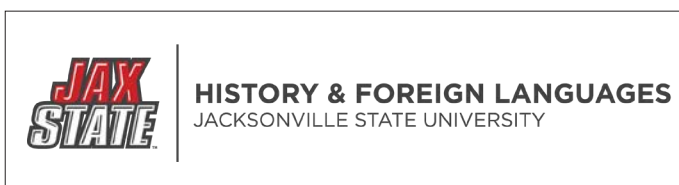
DISABILITY RESOURCES



SOCIOLOGY & SOCIAL WORK



HISTORY & FOREIGN LANGUAGES



GRANDFATHER CLAUSE

Grandfathered marks are marks that have been in use at the University for many years and are also well-established within their audience. The University's primary logo or sub-brand logo if applicable, must also be present. Qualifying organizations may use these marks with prior approval from Marketing Services and according to the set guidelines.

University Word Marks | university marks

A key element in implementing the visual identity program is the placement and treatment of the name “Jacksonville State University.” Poor recognition of the university name among our various audiences suggests that a strong and consistent treatment of our name be applied to all publications produced for the university. Use one of the following treatments of the name on the cover or main face of your publication.

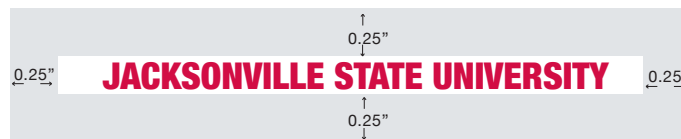
The Jacksonville State name is to be treated as shown in the examples on this page. The typeface is always Helvetica and always prints in one color. These colors are red, black, reverse white, or gray.

These are the preferred treatments of the university name, to be used in most cases. Tracking (letterspacing) can be adjusted depending on the amount of space available. Tracking should range between 40 and 200 (InDesign units.)

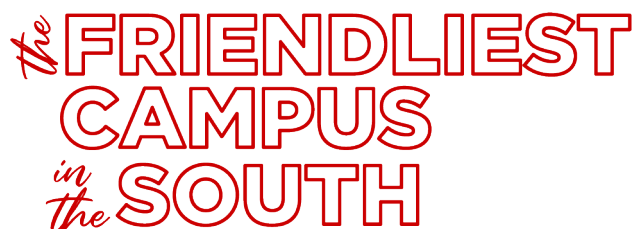
Use this treatment to maximize the size and impact of the Jacksonville State name.

| | |
|---|---|
| <p>HELvetica NEUE (T1), 97 BLACK CONDENSED, ALL CAPS</p> <p>JACKSONVILLE STATE UNIVERSITY</p> <hr/> <p>HELvetica NEUE (T1), 75 BOLD, ALL CAPS, 40 TRACKING</p> <p>JACKSONVILLE STATE UNIVERSITY</p> | <p>HELvetica NEUE (T1), 75 BOLD</p> <p>Jacksonville STATE UNIVERSITY</p> <p>↑ HELvetica NEUE (T1), 75 BOLD, ALL CAPS, 40 TRACKING (INDESIGN)</p> |
|---|---|

The space around the university signature must be at least one-half the height of the tallest letter. To the left is an example of how the university signature should be used in relation to other objects on the page. This is to prevent competing elements that might take away from the strong brand associated with the university signature.



The university word mark consisting of the words Jacksonville State University situated above our time-honored slogan “The friendliest campus in the South” was designed to more clearly communicate our identity and geographical location to website visitors and to project a more established and traditional collegiate image.



Unacceptable Use of the University Logo | *university marks*

Following are examples of inappropriate usage of identity elements. When there is a question, please contact Marketing Services Office for assistance.



DON'T REASSIGN COLORS TO THE SIGNATURE

The university signature was designed to consistently represent Jacksonville State University. Proper use, including color, is necessary to achieve that goal.



DON'T SACRIFICE LEGIBILITY

When the signature is reversed out of a photograph or another background, it must do so in an area of the image that does not compromise its legibility.



DON'T APPLY THE THREE-COLOR SIGNATURE TO A BACKGROUND

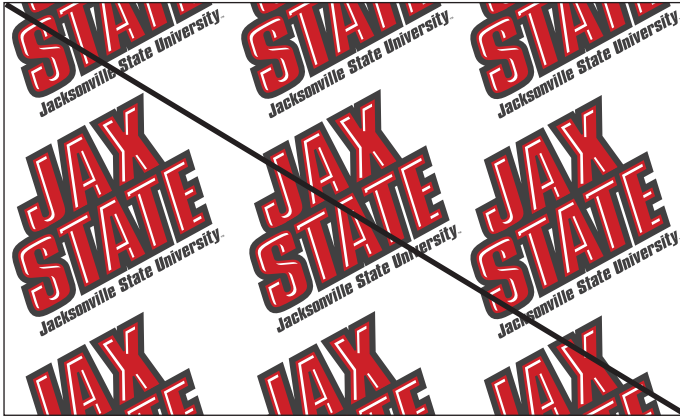
When the signature is to be applied to a background color field or colored paper stock, a one-color version must be used. This will provide greater contrast and improve readability. The three-color version of the university signature must only be applied to a white background.



DON'T CREATE OTHER ONE-COLOR VARIATIONS OF THE SIGNATURE

The one-color version of the signature must only appear in black, red, white, or in special circumstances, can be produced using metallic inks or foil. See "Acceptable Color Variations of the University Signature" on page seven for details.

Unacceptable Use of the University Logo | university marks



DON'T USE THE SIGNATURE AS A DECORATIVE ELEMENT

The University signature should be employed as a prominent element of any document issued by Jacksonville State University. Using any part of it as a background design element dilutes its importance and violates necessary clear space requirements.



DON'T REPOSITION, RESIZE, OR SEPARATE COMPONENTS OF THE SIGNATURE

The university signature was designed to consistently represent Jacksonville State University. Proper use, including color, is necessary to achieve that goal.



DON'T APPLY GRAPHIC EFFECTS TO THE SIGNATURE

Dimensional effects—such as drop shadows, highlights, bevels, or radial or gradient fills—should never be applied to any part of the university signature.



DON'T FILL ANY PART OF THE SIGNATURE

Applying color, patterns, images, or type to the interior or exterior of the university signature is strictly prohibited.

The University Crest | university marks



The University Crest is restricted to formal university documents used by the President, Provost, or Vice President’s offices. The Crest of the State Teachers College, Jacksonville, Alabama with its Lamp of Knowledge above Seven Strands of Rope surmounting a shield-encased Griffin, emblazoned with a combination of Laurel and Oak Leaves, under which is a Latin inscription “EXEGI MONUMENTUM AERE PERENNIUS” signifying Knowledge, Wisdom, Strength, and lofty ideals should be interpreted as follows:

The Lamp is emblematic of Knowledge and Learning (a golden lamp was presented to astronomers by the Pharaohs of Egypt in recognition of their air, and has remained a symbol of learning throughout the ages).

The rope of Seven Strands is symbolic of the ancient mystic numeral and represents the seven spheres of learning.

The upper portion of the Griffin within the shield is that of the Eagle Owl adopted by the college as its emblem and signifying wisdom and lofty ideals whereas the lower part is that of a lion denoting strength and courage. This is bordered with signs of the Trinity. The rampant position of the Griffin depicts its readiness to fight for the ideals represented.

The scrollwork of the laurel and oak leaves symbolizes sturdiness and solidity.

The Latin inscription “EXEGI MONUMENTUM AERE PERENNIUS” within the ribbon beneath, when translated reads: **“I have reared a monument more enduring than bronze.”**

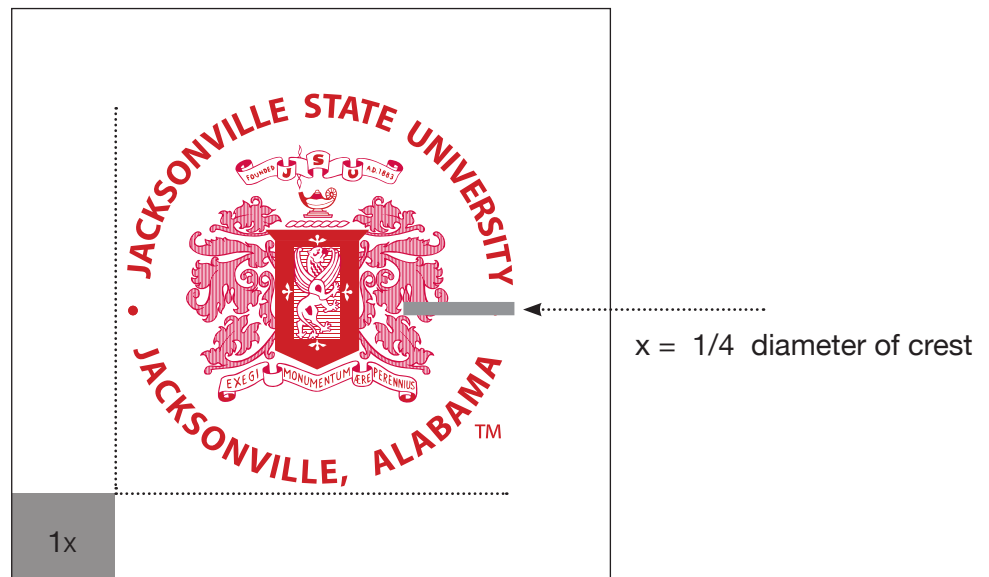
C.W. Daugette, B.S., M.Sc., LL.
President

Artist Designer,
Mrs. Grace Stevenson McAbee

Clear Space, Minimum Size & Color Variations | university marks

Acceptable and unacceptable uses of the university signature also apply to the university crest. Please refer to previous pages for details.

CLEAR SPACE REQUIREMENTS



MINIMUM SIZE REQUIREMENTS



The university crest should never appear smaller than 5/8" in diameter.

ACCEPTABLE COLOR VARIATIONS OF THE UNIVERSITY CREST

The university crest may only be used in red, black, metallic gold, or gold foil stamp (Crown 110). Metallic inks and foils must only be applied to white backgrounds.



FOR RED
USE PANTONE®
186



FOR BLACK
USE PANTONE®
BLACK



FOR WHITE
USE PANTONE®
WHITE



FOR METALLIC GOLD
USE PANTONE®
872

The University Seal | university marks



The University Seal is the academic Seal of the University. Its use is restricted to formal university documents. The Seal is not a logo and it is found on diplomas, transcripts, official records, official programs, invitations to formal events and some legal documents.

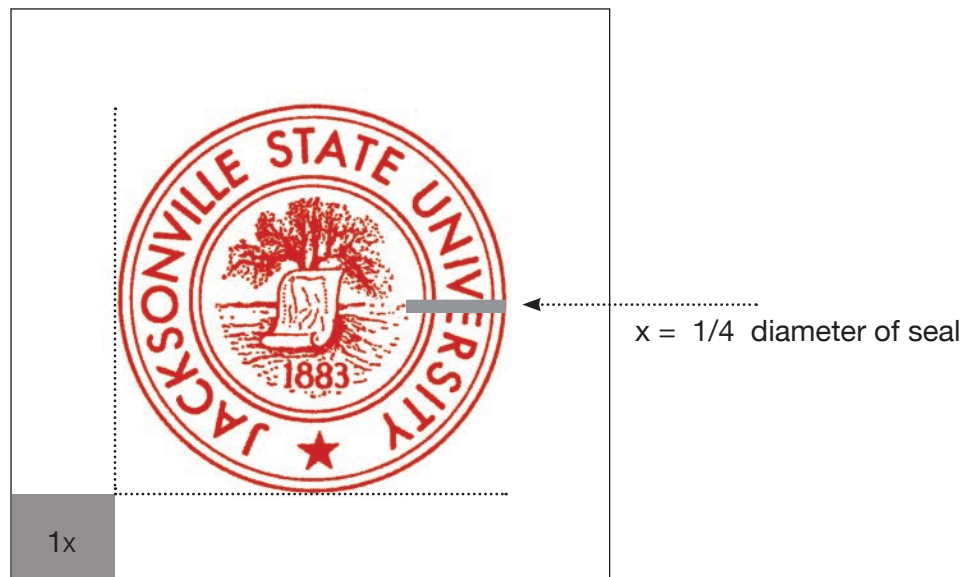
The Seal of Jacksonville State University can be attributed to Ms. Annie Forney Daugette. She is thought to have designed the JSU seal around or immediately after she designed the Official Seal of Alabama. The Seal was first used on a graduation program in 1940 and was revised in 1967 when the name changed from Jacksonville State Teachers College to Jacksonville State University.

The JSU Seal depicts a parchment scroll, an oak tree and the year 1883. The scroll has ends rolled which is a symbol of an unfolding of an idea or a life. The scroll contains a map of the waterways of the state of Alabama. This map is also evident in the Great Seal of Alabama. The oak tree represents hospitality, stability, honor, endurance, liberty, strength, and the tree of life. The year 1883 is the year marking the founding the institution that is now Jacksonville State University.

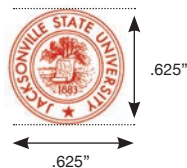
Clear Space, Minimum Size & Color Variations | university marks

Acceptable and unacceptable uses of the university signature also apply to the university seal. Please refer to previous pages for details.

CLEAR SPACE REQUIREMENTS



MINIMUM SIZE REQUIREMENTS



The university seal should never appear smaller than 5/8" in diameter.

ACCEPTABLE COLOR VARIATIONS OF THE UNIVERSITY SEAL

The university seal may only be used in red, black, white, metallic gold, or gold or silver foil stamp. Metallic inks and foils must only be applied to white, red or black backgrounds.



FOR RED
USE PANTONE®
186



FOR BLACK
USE PANTONE®
BLACK



FOR WHITE
USE PANTONE®
WHITE



FOR METALLIC GOLD
USE PANTONE®
872

Approved University Colors | color

Our primary colors represent the University at its highest level and should be used consistently in all communications. JSU's Official Colors are **Red**, **Grey**, and **White**. When using one red color only, it must be Pantone® 186.

Note: Due to the discrepancies of color printers and computer monitors, the colors in this document may not be fully accurate.

PRIMARY UNIVERSITY COLORS



FOR SPOT COLOR:

PANTONE® 186

4-COLOR PROCESS:

C=13 M=100 Y=100 K=4

WEB:

R=202 G=32 B=38

HEX:

#CA2026



4-COLOR PROCESS:

C=68 M=61 Y=59 K=46

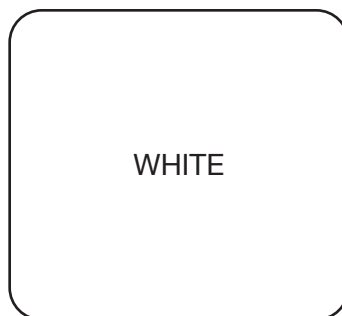
WEB:

R=64 G=64 B=65

HEX:

#404041

SECONDARY UNIVERSITY COLOR



4-COLOR PROCESS:

C=0 M=0 Y=0 K=0

RGB:

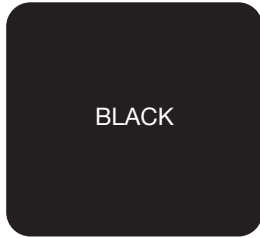
R=255 G=255 B=255

HEX:

#FFFFFF

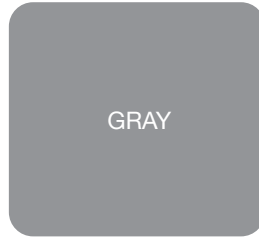
Approved Complementary Colors | color

These complementary ink colors listed in CMYK values for print, and Hex values for the web, have been developed to assist with publication design decisions. The palette is not definitive, but has been determined to work well with the university's primary identifying colors.



BLACK

C=0 M=0 Y=0 K=100
#231F20



GRAY

C=0 M=0 Y=0 K=50
#808080



MAGNOLIA

C=4 M=12 Y=17 K=0
#F5E0D4



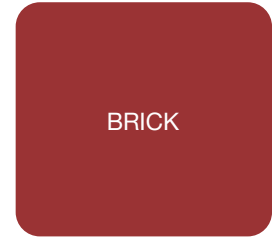
SLATE

C=17 M=15 Y=19 K=0
#D3CEC6



ROOSTERS CROW

C=14 M=86 Y=100 K=4
#CC4927



BRICK

C=27 M=90 Y=80 K=22
#9B3435



GAMEDAY SKY

C=81 M=36 Y=0 K=0
#1288CA
ADA COMPLIANT:
#00679A



ROLLING HILLS

C=76 M=25 Y=95 K=10
#458945
ADA COMPLIANT:
#418141



HOUSTON COLE
SUNSET

C=19 M=49 Y=100 K=2
#CA7F00
ADA COMPLIANT:
#CC8800



STONE

C=93 M=74 Y=53 K=63
#07192C



PELHAM PASSION

C=68 M=100 Y=26 K=18
#642165

**ADA COMPLIANT PAGE
BACKGROUND AND TEXT**

Background Gray Hex: #f9f7f8

Text Dark Gray Hex: #363636

Publication Planning & Compliance | marketing services

The Office of Marketing and Communications develops and implements an integrated strategy to advance JSU's image and standing to our many audiences. This includes, but is not limited to, building and protecting JSU's brand and identity, consulting with schools and departments on their marketing efforts, and managing the university's communications, both internal and external. Marketing material and publications for the university should be routed through the Office of Marketing Services.

Our Graphic Designers and Director of Marketing and Licensing have extensive experience in print production services. We work exclusively with university clients to help produce marketing and informational materials that communicate your message clearly while enhancing the university's image and position in the marketplace.

We can produce your project from concept through printing or help you with any part of the process. We can design a brochure from copy and pictures that you supply, for example while helping you develop your message.

The look and content of university communication vehicles are increasingly important as JSU aspires to rank among the top universities in the United States. We help you develop your project accordingly, while providing advice, support, and project management.

Delivering your message together, we strategize to define your goals and identify the most effective way to reach them. Whether your need is small (invitations and posters) or large (recruitment brochures and magazines/booklets), we strive to ensure that the design and content of the project, as well as its costs and completion date, are consistent with your long-term and short-term goals. In order to accomplish this a **minimum of two weeks from the time we receive all content and material** is required for the design and lay out process. For larger jobs (recruitment brochures and magazines/booklets) a **minimum of four weeks from the time we receive all content and material is required for the design and layout process.**

Publication Planning & Compliance | marketing services

SCHEDULING

Effective, well-written, and attractive publications require adequate time for thoughtful development - writing, editing, design, layout, review, and, printing. **Schedules vary, depending on the length and scope of the project and how much support you need from our team.** Starting a publication from scratch, for example, takes longer than revising an existing one. Please allow a **minimum of two weeks from the time we receive all content and material** for a project to be completed from start to finish. For larger jobs (recruitment brochures and magazines/booklets) please allow **a minimum of four weeks from the time we receive all content and material** for a project to be completed from start to finish. This includes planning time for printing and/or mailing. All departments need an optimal amount of time to complete projects that enhance the university's image. We will be able to provide an estimated delivery date, but substantial copy and layout changes made after production begins can add considerably to the time needed for the project to be completed.

DESIGN STANDARDS

1. Jacksonville State University should be identified on the cover or first page of any university publication.
2. In four-color printing, use the full-color version of JSU logos and wordmarks with official JSU colors. Approved versions of JSU logos and wordmarks must be used.
3. The university seal may only be used for official documents in approved color versions. It may not be used for promotional publications.
4. Use of logos or wordmarks must be approved by the Marketing Services Office.
5. Photographs may be suggested to the Marketing Services Office for use in university publications, however the Marketing Services Office has full discretion on which photographs will be used in the final publication.
6. Optimal time must be given to the Marketing Services Office to complete each job efficiently and effectively. Please allow a **minimum of two weeks from the time we receive all content and material** for a project to be completed from start to finish. For larger jobs (recruitment brochures and magazines/booklets) please allow a **minimum of four weeks from the time we receive all content and material** for a project to be completed from start to finish. Changing the look of your project or adding information to your project will result in a longer completion date. We will allow 3 rounds of minor design revisions to be made to your project. A major change may affect delivery date. When the first proof is sent we will let you know that is the 1st round by stating it in the subject line of the email. When the job exceeds the 3rd round, the changes will still be made, however the project will be moved down in our job sequence and this could also affect the delivery date of the project.

Creative Brief | marketing services

The Creative Brief marks the very beginning of the design process. The online form must be filled out and submitted in order to get your marketing project started or updated. The form can be found on the Marketing Services webpage: jsu.edu/marketingservices/creative-brief.html

Creative Brief

*A request for marketing material cannot be submitted without the approval of the Department Head, Dean, or VP. The person making the request cannot be a student.

Project Requestor Name *

Project Requestor Email *

Project Requestor Phone Number *

Project Approver Name *Must be a Department Head, Dean, or VP *

Project Approver Email *

College, Department or Organization *

Do you need to create new marketing material or update already existing material? *

- Create New Material
 Update Existing Material

What date will you need the marketing material?

/ / 
MM DD YYYY

Submit

Academic Logo Request Form | marketing services

All academic logos used independently from the Office of Marketing Services must be requested by visiting the Marketing Services website and filling out the Academic Logo Request Form: www.jsu.edu/marketingservices



ACADEMIC LOGO REQUEST FORM

Please fill out the form below and submit when finished. The form will then be sent to Mary Smith, Emily Lankford in the Office of Marketing Services. Your request will then be emailed to you promptly.

Name: _____

Date: _____

Title: _____ Department: _____





Phone: _____ Email: _____

LOGO REQUEST: check all that apply

Primary University Logo:

-  ONE COLOR BLACK
-  THREE COLOR
-  THREE COLOR ALTERNATE
-  REVERSED

Secondary University Logo:

-  ONE COLOR BLACK
-  THREE COLOR
-  THREE COLOR ALTERNATE
-  REVERSED

Licensing & Approved Vendors | marketing services

Campus departments and student organizations frequently purchase merchandise for promotions or events that include university trademarks. Requests can include lapel pins, cups, mugs, hats, apparel, bags, purses, umbrellas, coasters, photo frames, and other items. Each of these items is an extension of the university's brand or image. Just as there are branding guidelines for printing purposes, similar policies hold true for Jax State merchandise.

Since use of Jax State's name or other Jax State trademarks with an organization name implies association with the university; only campus departments and student organizations that are recognized by the SGA are allowed to use JSU trademarks in conjunction with their name.

WHY LICENSING IS REQUIRED AND WHAT LICENSEES DO

There are three reasons Jacksonville State University has a trademark licensing program:

- Protection
- Promotion
- Profit

To protect Jax State's name and other registered trademarks, Jax State has a licensing program to manage the use of Jax State's valuable property. Licensing is vital to the appropriate promotion of the university, monitoring use of marks and association by others with Jax State. Unlicensed association or use of marks risks the integrity of the Jax State brand and is a Class C felony in the state of Alabama. Therefore, Jax State products can be made only by companies/licensees who are under contract with the university's licensing agent, CLC. More than 100 licensees work with Jax State to offer a multitude of products for campus and retailers.

Please note that the purchasing vendor list is different than the licensed vendor list. A vendor can be on the purchasing list and not be a licensed vendor.

All products bearing the logo or wordmarks MUST be ordered from a licensed vendor. For a list of approved promotional product vendors and instruction on how to order visit jsu.edu/purchasing

Jax State Licensees save campus departments time, effort, and money due to their expertise in dealing with licensing matters, often taking care of approvals and other details for you. Licensees:

- Pay for the right to produce Jax State merchandise
- Carry appropriate liability insurance naming Jax State an additional insured
- Are familiar with university policies concerning appropriate use of trademarks
- Can usually create designs upon request
- Contact Jax State with questions concerning a product or marks
- Obtain design approval from Jax State Licensing
- Remit royalties to support Jax State

Licensing & Approved Vendors | marketing services

WHAT HAS TO BE LICENSED?

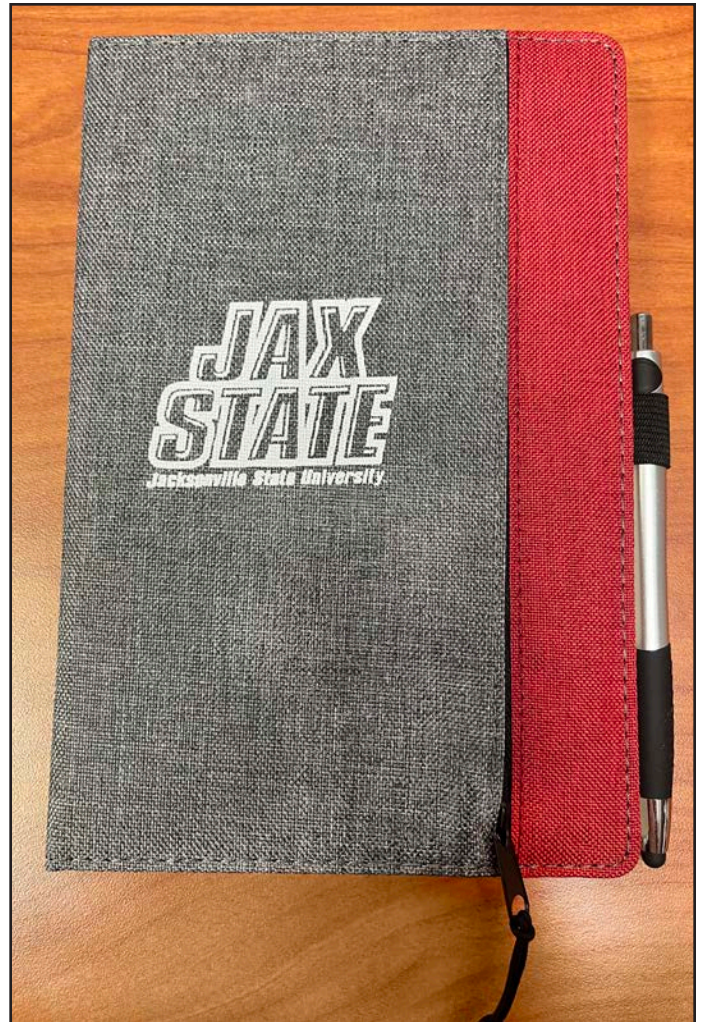
Any product bearing Jax State marks must be produced only by licensees. Printed materials covered under the policies of Jax State’s Office of Marketing and Communications such as brochures, pamphlets, stationery, note cards, and banners, for example, do not require licensing, but do require the approval of Office of Marketing Services. However; if any of these printed materials will be sold such as calendars or cookbooks, the product must comply with Jax State’s licensing process.

DESIGN PARAMETERS

Jax State Licensing reserves the right to disallow or request changes to Jax State designs that do not adhere to standards, that do not reflect an appropriate level of quality and design, that may conflict with current trademarks, or that might be seen as offensive or in poor taste. Sometimes, proposed designs fall into a “gray” area for which there is no firm standard, and in these cases Jax State Licensing again reserves the right to disallow a design and/or recommend an appropriate alternative. The Jax State logo must be used in its entirety. The logo cannot be taken apart and selected elements used without permission from the Office of Marketing Services. “Jacksonville State University” must remain intact with the logo. A department name may be placed underneath “Jacksonville State University.” All designs must be approved by the Office of Marketing Services prior to ordering your product.



Promotional Products | marketing services



**THIS IS JACKSONVILLE
STATE UNIVERSITY.**



THIS MAKES IT AUTHENTIC.



**Don't be fooled by imitations.
Buy only authentic JSU products.**



Powerpoint Templates | marketing services

When doing a PowerPoint presentation for your department or office, a university standard template should be used. This is to ensure a look and feel consistent with that used on the website and in print publications.

Templates are available for download from the Marketing Services website at:
www.jsu.edu/marketingservices



University Stationery | university business system

The university business system is the most widely used communication tool available. Each element, from business card to letterhead must convey the same consistent message. Only administrative offices, academic departments, and established centers that have been approved through appropriate administrative channels can use university stationery. Personalized notecards are available as well as presentation folders. To order stationery, see The Print Shop section (page 40) of this style guide.

The following examples demonstrate officially approved use of the university logo in various stationery formats.

The image displays three examples of university stationery, each enclosed in a black border. The top-left example is a letterhead with the JAX STATE logo on the left and the text 'MARKETING SERVICES JACKSONVILLE STATE UNIVERSITY' on the right. The top-right example is a business card with the JAX STATE logo on the left and contact information for Emily Lankford on the right. The bottom example is a letter template with the JAX STATE logo and 'MARKETING SERVICES JACKSONVILLE STATE UNIVERSITY' at the top left, followed by the address '700 Pelham Road North Jacksonville, AL 36265-1602 www.jsu.edu'. At the bottom left of the letter template is the full address and website, and at the bottom right is the text 'An Equal Opportunity | Affirmative Action Employer'.

JAX STATE | **MARKETING SERVICES**
JACKSONVILLE STATE UNIVERSITY

JAX STATE
Jacksonville State University

EMILY LANKFORD
Lead Graphic Designer
Marketing Services

elankford@jsu.edu
P. 256.782.5828
700 Pelham Road North
Jacksonville, AL 36265-1602

3.5" X 2"

JAX STATE | **MARKETING SERVICES**
JACKSONVILLE STATE UNIVERSITY

700 Pelham Road North
Jacksonville, AL 36265-1602
www.jsu.edu

700 Pelham Road North
Jacksonville, AL 36265-1602
P. 256.782.8220
www.jsu.edu/marketing

An Equal Opportunity | Affirmative Action Employer

9.5" X 4.125"

8.5" X 11"

Letterhead-Unit | university business system

LETTERHEAD-8.5 X 11"

JAX STATE | **MARKETING SERVICES**
JACKSONVILLE STATE UNIVERSITY

1.5" margin

This grey area is designated for letter copy. A justified left and rag right format is recommended, as well as 10 pt. type. The vertical margins can vary according to the amount of text; however, the top margin should be no less than 1.5 inches from the top of the page.

1" margin

1" margin

1" margin

700 Pelham Road North
Jacksonville, AL 36265-1602
P. 256.782.5649
F. 256.782.5689
www.jsu.edu/arts-humanities

An Equal Opportunity | Affirmative Action Employer

Letterhead-Unit Logos | university business system

LETTERHEAD-8.5 X 11"

The diagram illustrates the layout of an 8.5 x 11 inch letterhead. At the top left, the **JAX STATE** logo is positioned next to the text **MARKETING SERVICES** and **JACKSONVILLE STATE UNIVERSITY**. A vertical double-headed arrow to the right of this header indicates a **1.5" margin**. The central portion of the page is a large grey rectangle designated for letter copy. Inside this rectangle, text specifies that a justified left and rag right format is recommended, along with 10 pt. type. It also notes that vertical margins can vary but the top margin must be at least 1.5 inches. At the bottom of the grey area, there is a paragraph about accreditation logos and a circular **AACSB ACCREDITED** logo. Below the accreditation logo, the university's address and contact information are listed. On the left and right sides of the grey area, horizontal double-headed arrows indicate a **1" margin**. At the bottom right of the page, the text **An Equal Opportunity | Affirmative Action Employer** is displayed.

JAX STATE | **MARKETING SERVICES**
JACKSONVILLE STATE UNIVERSITY


1.5" margin

This grey area is designated for letter copy. A justified left and rag right format is recommended, as well as 10 pt. type. The vertical margins can vary according to the amount of text; however, the top margin should be no less than 1.5 inches from the top of the page.

1" margin

1" margin

Any unit of the university that has an approved logo for accreditation purposes may include a one-color version of it on their letterhead. The logo is to be placed at the bottom above the address.

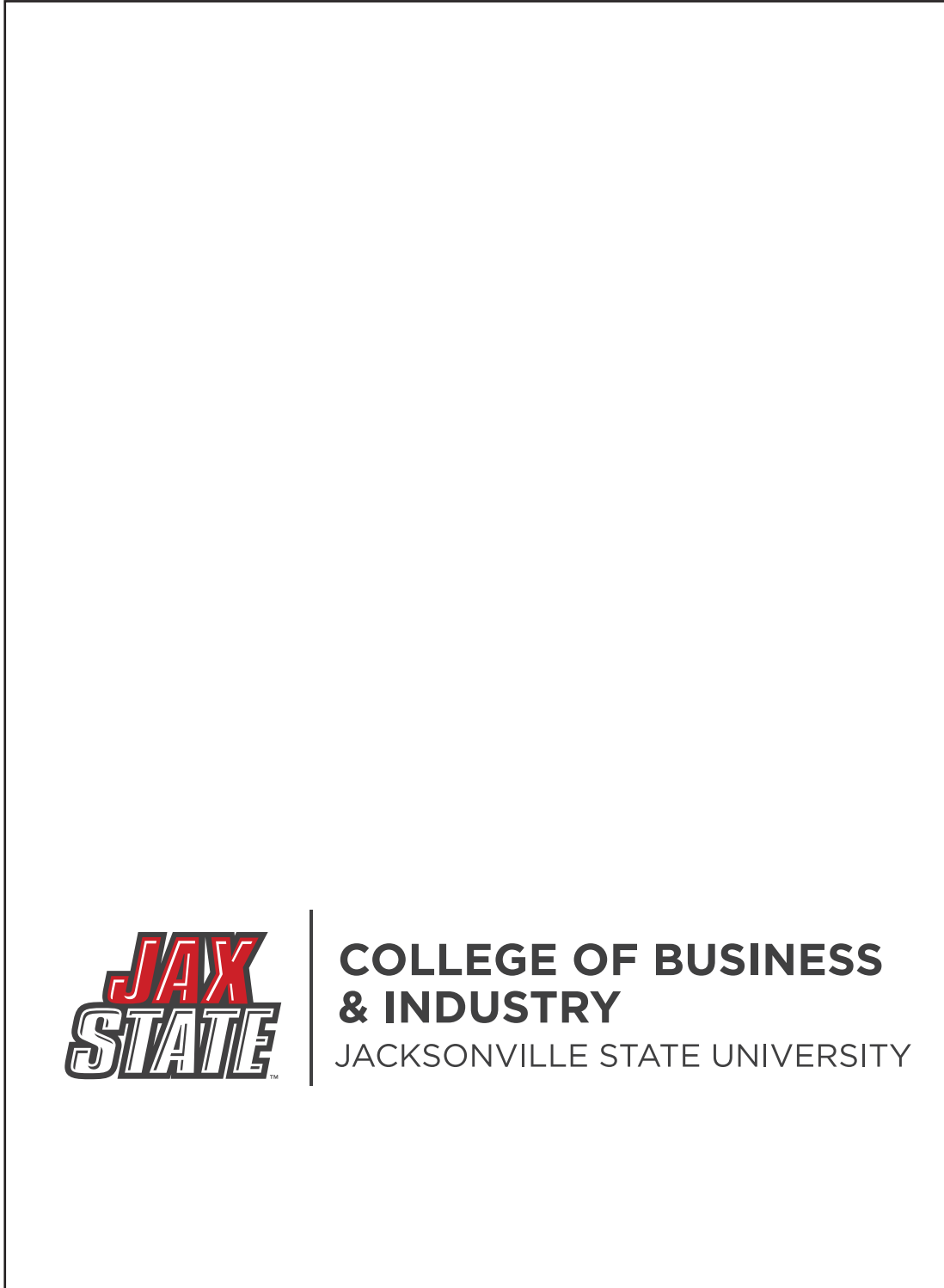


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www.jsu.edu/arts-humanities

An Equal Opportunity | Affirmative Action Employer

Additional Components | university business system

NOTECARD-8.5 X 5" (FLAT)



**COLLEGE OF BUSINESS
& INDUSTRY**
JACKSONVILLE STATE UNIVERSITY

Additional Components | university business system

NOTECARD-5 X 4.25" (WITHOUT FOLD)



Employee Name Tag | university business system

Visual identity goes beyond our logo. We communicate in a myriad of ways, including letters, emails, social media posts, presentations, and even name tags.

It is important that these materials project a consistent and readily identifiable image. Establishing and reinforcing the JSU identity will help ensure clarity and accuracy in all aspects of communication and create a greater awareness of the university and campus community.

Only administrative offices, academic departments, and established centers that have been approved through appropriate administrative channels can use the university name tag.

**Awards to Remember in Ohatchee, Ala. has the approved template for name tags.
To place an order, please call 256-892-2500.**

EMPLOYEE NAME TAG (ACTUAL SIZE)



E-mail Signatures | university business system

All e-mail signatures should consist of the following information and should not include any patterned backgrounds or photograph files.

OPTION 1:



OPTION 2:



OPTION 3:



Photography | digital media services

The photography team provides high-quality photography services for campus events, marketing campaigns, and social media content. The team is also responsible for editing and uploading images into the Jacksonville State University Photo Database. Individuals approved to start a photography project for a department or organization can fill out the Photography Creative Brief Form (www.jsu.edu/digital/start/creative-brief-photography.html) to request a scheduling with the University Photographer.

JACKSONVILLE STATE UNIVERSITY PHOTO DATABASE

Your use of the JSU Photo Database and any images contained in it constitute your agreement with the following restrictions.

UNIVERSITY USE

The images in the database and any prints made from them, are intended for official university use only, and for legal reasons may not be used for non-university related purposes. Contact the JSU Photographer to request JSU faculty/staff database access. Please consider carefully who in your office or department you allow to use your username and password. Students are NOT allowed access to login information or unsupervised use of the database. Please contact the University Photographer if your access information ever becomes compromised. Prints purchased for university use must be bought with a university purchasing card.

PERSONAL USE

Prints purchased from the database may only be used for private, personal, and/or non-commercial use. They may not be resold, scanned, copied or distributed in any way or format for any commercial use.

PHOTOGRAPH ALTERATION POLICY

As technology has made it easier to alter photographs, the temptation grows to make dramatic changes to a photograph. Although some alterations may seem harmless, they can easily cross the line of changing a photo's content. This practice may jeopardize trust, and photo edits may create an illusion or harmful depiction.

A photograph is usually perceived as an accurate recording of an event; therefore, we must be extremely careful about altering photographs. Any alterations that affect the accuracy of the persons, places, or events depicted in the photo are unacceptable. Enhancing the technical quality of a photograph and other simple touch-ups are acceptable if the content of the photo is accurately depicted.



Videography | digital media services

The videography team produces high-definition video content for special events, social media, digital marketing campaigns, broadcast radio and television, and web content. The team writes, shoots, and edits in-house to deliver high-quality productions for clients.

The videography team only collaborates with clients whose goal is to increase JSU's branding and reputation, enrollment, and alumni engagement. Before a video project can start, an approved individual for the department or organization must fill out the Videography Creative Brief Form (<https://www.jsu.edu/digital/start/creative-brief-videography.html>).

Most interactive products will be distributed on digital channels through JSU social media, JSU web host and JSU email management system. It is the responsibility of the client to decide distribution channels and content before starting a project. This will enhance our primary goal and will not tarnish our online presence. Most of this information will be gathered throughout the creative brief.



Web Services | introduction

Web Services, part of Marketing & Communications, maintains the JSU website and supports the content management system (CMS) Cascade Server. Web Services also provides Cascade Server and web design consulting services, support, and training to the university community.

Web Services is responsible for the management and oversight of all academic and administrative websites within the jsu.edu domain. The web team works with appointed web editors university-wide to guarantee that our site as described in the JSU Web Policy (<https://www.powerdms.com/public/JSUAL/documents/1291624>) is achieved and maintained. It is expected that all appointed web editors will be properly trained and have the ability to work independently and confidently to maintain quality standards. All requests for assistance from the Web Services team must be submitted via a Web Services Ticket (<https://www.jsu.edu/web/webhelp.html>).

In addition to general oversight and development of the website, JSU Web Services conducts annual full content reviews of all sites in our domain and train web editors to ensure that quality is maintained.

Colleges, administrative and department websites should follow the required elements in the JSU Web Brand Guide (<https://www.jsu.edu/web/guidelines/>). If you have a question about usage, please contact IT Web Services at: <https://www.jsu.edu/web/>.



University Social Media | web services

At Jacksonville State University, we embrace social media channels and value the role they play in communicating information quickly and effectively. We encourage our students, faculty, and staff to use social media to promote campus-wide collaboration, share engaging content, and build community.

To assist those managing social media sites for JSU and to inform our campus community of the appropriate official and personal use of social media as a representative of JSU, the university has adopted a social media policy and guidelines. View these guidelines at:

<https://public.powerdms.com/JSUAL/documents/1291620>

Any employee or representative of the university authorized to manage social media on behalf of a JSU department or organization should reach out to Web Services to request more information on training and obtaining social media accounts. Requests for promotions, posts, or social media ad campaigns can be requested through the Social Media Creative Brief Form.

Any usage of the JSU logos and/or brand on JSU's social media sites should adhere to the guidelines already in place for web graphics. Because social media platforms carry their own size requirements and can vary greatly, social media managers should review size requirements on each platform and refrain from uploading any logo or photo whose quality could deteriorate once uploaded.

For questions, guidance, or more information, please contact Web Services at:

<https://www.jsu.edu/web>



twitter.com/JSUNews



facebook.com/JacksonvilleStateUniversity



linkedin.com/school/Jacksonville-State-University/



instagram.com/JacksonvilleStateUniversity



youtube.com/JacksonvilleStateU

Image by rawpixel.com on Freepik

Print Shop | introduction



The Print Shop has a wide range of capabilities to support the administrative, academic, and other university printing requirements. However, the cost of printing and the demand for printing services necessitates that controls be established to ensure the most efficient utilization of available resources. This policy established procedures by which university operating departments may request printing services in accordance with uniform guidelines.

Visit the Jacksonville State University Print Shop website at www.jsu.edu/printshop for prices and to place an order.

Responsibilities & Procedures | print shop

All official university publications prepared for public distribution must meet certain standards with regard to composition, use of logos, printing quality, and overall impression. In addition, any administrative office, department or individual desiring to distribute printed materials which advertise, solicit, or inform on behalf of the university must obtain prior approval from Marketing Services.

All official university publications must adhere to the Jacksonville State University Style Guide & Identification Standards Manual. This style guide addresses the components of JSU's visual identity and lays out specifications for enhancing it. Questions regarding its use may be directed to the Office of Marketing and Communications at 181 Self Hall, 256.782.8220.

RESPONSIBILITIES

Budget managers are responsible for approving requests for printing services within their divisions.

Printed materials which advertise, solicit, or inform the public on behalf of the university must be approved by Marketing Services before submission to an outside printing firm.

The Print Shop Director is responsible for the physical quality of materials printed by the Print Shop. Requests for printing which do not conform to guidelines regarding paper, quantity, use of color, or other considerations may be rejected by the Print Shop, subject to modification by the requester. Cost and completion time estimates may be obtained from the Print Shop prior to the submission of requests for printing services.

PROCEDURES

Any office or department requesting printed pamphlets, brochures, or other material intended for public distribution will submit all copy and markup or dummy format to the Office of Marketing and Communications. All copy

must be submitted electronically in a word document. The final design and format will be determined by Marketing Services.

Digital materials submitted directly to the Print Shop by departments are subject to rejection if they do not meet accepted standards of appearance and content.

Printing, binding, stapling, and other related services are available on-campus from the University Print Shop, a self-supporting service center. The University Print Shop has "Right of first Refusal" on all printing services.

If the University Print Shop cannot accommodate your print request, a "Request for Off Campus Printing Form" (www.jsu.edu/busaffairs/busprocman/pdf/Form7.pdf) will need to be completed and signed by the print shop director. The completed form would be submitted to Marketing Services to obtain a quote for outside printing. Once quote is received a copy of the off campus printing form will be uploaded with the requisition and processed through standard procurement processes.

Off campus printing approvals require up to a 5 day approval time. In most cases 1 – 2 days will suffice but plan on 5. Any approval for off campus printing will come from the Print Shop director. The Print Shop Manager shall name an approver if he/she will be absent for 6 or more days.

EXTERNALLY FUNDED PRINTING PROJECTS

Requests for printing services in support of externally funded projects must follow the normal approval process. Charges will be determined so as to recover the full cost of the services, which must be paid by the grant or project. Printing services which fall into this category will be accomplished on a time available basis.

University Stationary & Logos | print shop

UNIVERSITY STATIONERY

Letterhead, envelopes, and business cards have been standardized to reduce costs, to present a unified image of the university, and to comply with State regulations. All stationery must be procured from the university Print Shop. Names of individuals may not be imprinted on official university letterhead or envelopes. Memo pads are available in standard form and should be used in official university capacity only. Business cards may be printed with the name, title, department, and business telephone of faculty and staff members. Additional information may be included as need is determined. Variations from standard stationery design must be approved by the Chief Marketing Officer and the Director of Marketing and Licensing.

PROMOTIONAL AND INFORMATIONAL BROCHURES

Promotional and informational brochures must follow standard formats as determined in coordination with the Jacksonville State University Style Guide & Identification Standards Manual. Design, layout, and procurement will be determined by the Office of Marketing and Communications. Such brochures are limited to the description of programs, and should avoid duplication of material in either the undergraduate or graduate catalog. Promotional materials for departments may be printed in full color. Any exceptions to standard guidelines concerning promotional brochures must be approved by the Chief Marketing Officer and Director of Marketing and Licensing.

Cost effectiveness should be considered in making such decisions to ensure good stewardship of state funds in the area of publications and print material.

UNIVERSITY CREST AND LOGO

For a complete description of accepted use please refer to the Graphic and Visual Elements section of the Style Guide on page 13.

To protect trademark licensing agreements and promote a consistent visual identity, Jacksonville State University logos and marks may vary in size,

but cannot be altered, tampered with, modified, or overprinted, as described in further detail in this manual. No independent or conflicting logos must be used.

The university crest is reserved for use in official university documents, proposals to the Board of Trustees, commencement programs, and formal invitations. The crest should not be used in internal publications, on stationery, or on publications and printed materials which publicize the university facilities, events, programs, or services. The university logo is used on official university publications, advertising, and signs. Use of the seal or any symbol or logo other than the approved university seal or logo must be approved by the Office of Marketing and Communications. Logo request forms can be found on the Marketing Services website at:

www.jsu.edu/marketingservices

GENERAL GUIDELINES

- Paper and ink selection must be made in accordance with standards established by the Office of Marketing and Communications. In most instances, paper selection will be limited to bulk ordered materials in the interest of economy and for consistency of design.
- The university Print Shop will accept and handle work in order of submission. An exception will be made in instances whereby a project has institution-wide impact as determined by the appropriate vice-president.

TURNAROUND TIME

Although the university Print Shop will make every attempt to give you a speedy turnaround time on your printing, please plan ahead with as much advance notice as possible. Be aware of delays throughout the year, vacation times and downtime due to equipment maintenance needs. Busier times of the year include: when classes first begin (with everyone replenishing their forms and gearing up for the new semester); when classes end (with

General Guidelines & Approvals | print shop

programs, ceremonies, graduation); and during special campus events.

Plan for one to two days on small quantities or jobs that require simple copying or printing – and three to five days for large quantities or more complicated jobs that require bindery and finishing. Rush jobs must be approved by a VP or the president. All rush jobs will be completed within three days.

LIMITATIONS AND PRIORITIES

Because of its small size, Marketing Services cannot handle all requests for assistance. For this reason, full publication services are provided according to the following priorities:

- Office of the President;
- Office of the Vice President for University Advancement;
- Publications used in the admission or recruitment of new students.
- Publications used off-campus to raise funds;
- All other publications of the university dealing with the general public or a special public in an off-campus situation;
- All other publications of the university.

While these priorities may occasionally prevent Marketing Services from fully assisting an office, every effort is made either to refer the client to another office or to provide consultation showing the client how to proceed on the publication.

ADVANCED PLANNING

Much of the success of a promotional publication will be determined by the adequacy of the early planning that goes into the effort. The publications process usually begins with a planning session to determine the purpose of the printed piece, the intended audience, the desired results, how best to reach that audience, effective copy and design, the quantity needed, budget limitations, cost effectiveness, and the time needed to produce the printed piece.

Delivery and distribution details also should be discussed in the preliminary conversation. By planning ahead, you can make the job easier for the university Print Shop-- and for you.

TIME REQUIRED

Most publications require six to eight weeks from the time Office of Marketing and Communications receives the original manuscript. Although work can be handled on a rush basis, the approach is not recommended. Rush orders generally cost more and the possibility of error increases greatly. The best way to achieve an acceptable publication on time is to build extra time into the schedule.

APPROVALS

All publications copy that communicates information about academic programs, courses of instruction, degrees, or related areas must be cleared by the Office of the Vice President for Academic & Student Affairs before design. All departments will be charged for five file copies to be distributed as follows:

- Provost and VP of Academic and Student Affairs
- Three copies for the office of Marketing Services
- One copy for Print Shop



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JSU is an equal opportunity/affirmative action institution and does not discriminate based on age, religion, race, color, sex, veteran's status, national origin, or disability. Pursuant to Section 504 of the Rehabilitation Act of 1973 and Title II of the Americans with Disabilities Act of 1990, Jasmin Nunez, Title IX Coordinator, Suite 301-A Angle Hall, phone (256) 782-5769 is the coordinator for Section 504/ADA.

Jacksonville State University is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award bachelor's, master's, educational specialist, and doctoral degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097 or call 404-679-4500 for questions about the accreditation of Jacksonville State University.