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Standards are vitally important in establishing and reinforcing the JSU 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.

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 304 Bibb Graves, 256.782.5830.

This manual is available online and will be kept up-to-date there between print revisions.

www.jsu.edu/marketingservices/styleguide
Graphic & Visual Elements

Jacksonville State University’s graphic identity guidelines offer a foundation for clear, concise communication of the university’s institutional identity.
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 JSU’s identity if used according to the following guidelines:

The university signature consists of the block outline of the JSU with gamecock tail feathers streaming from the right leg of the U. Directly below is the legend “Jacksonville State University” in capital letters. Each of these two elements maintains a special relationship with the other and they must not be altered or used separately.

**MINIMUM SIZE REQUIREMENTS**

The university signature should never appear smaller than 5/8” 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 Signature

APPLYING COLOR TO THE SIGNATURE

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

METALLIC INKS AND FOIL STAMPS

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

REVERSING THE SIGNATURE

It is acceptable to apply the reversed signature (white) to red and other background colors providing adequate contrast.
Independent logos for university-supported units, departments, colleges and schools are not approved for publication or merchandise use.

Colleges and schools 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 college 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 schools/colleges with the university more effectively, a variation of the university mark should appear prominently on all college and departmental communications.
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.

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. It was created exclusively for use on our website. Further, the Jacksonville State University web word mark is not intended to serve as a replacement for our university’s signature.
Unacceptable Use of the University Signature

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 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.

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 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 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

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 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 PERENNUS” 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 PERENNUS” 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 REQUIREMENTS

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

\[ x = \frac{1}{4} \text{ diameter of crest} \]

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 200
- FOR BLACK: USE PANTONE BLACK
- FOR WHITE: USE PANTONE WHITE
- FOR METALLIC GOLD: USE PANTONE 872
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 REQUIREMENTS

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

\[ x = \frac{1}{4} \text{ diameter of seal} \]

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 200

FOR BLACK
USE PANTONE BLACK

FOR WHITE
USE PANTONE WHITE

FOR METALLIC GOLD
USE PANTONE 872
Jacksonville State University’s Official Colors are pantone 200, pantone 199, and pantone 032.

Note: Due to the inaccuracy of color printers and computer monitors, the colors in this document will most likely not be displayed correctly.
This complementary ink color palette has 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.
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 page 53 of the style guide.
The following examples demonstrate officially approved use of the university logo in various stationery formats.
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.
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.

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.
FAX

DATE: ____________________________________________

NO. OF PAGES INCLUDING THIS ONE: _______________________

TO: _______________________________________________

FROM: _____________________________________________

FAX: __________________________ PHONE: __________________

MESSAGE: __________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________
Additional Available Components | university business system

NOTECARD-8.5 X 5” (FLAT)
NOTECARD-5 X 4.25" (WITHOUT FOLD)
Additional Available Components | university business system

PRESENTATION FOLDER - 9 X 12” (CLOSED)

3 color signature with ad campaign slogan, two inside pockets with business card holders.
Additional Available Components

university business system

PRESENTATION FOLDER BACK-9 X 12” (CLOSED)
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.

For questions about ordering your name tag please contact Mary Smith, Coordinator of Publications at 782-5830 or by email at msmith@jsu.edu.
All e-mail signatures should consist of the following information and should not include any patterned backgrounds or photograph files.

OPTION 1:
Morgan Christopher  
Graphic Designer  
Jacksonville State University  
Office of Marketing Services  
P.256.782.5828  
F. 256.782.5866

OPTION 2:
Morgan Christopher  
Graphic Designer  
Jacksonville State University  
Office of Marketing Services  
P.256.782.5828  
F. 256.782.5866

OPTION 3:
Morgan Christopher  
Graphic Designer  
Jacksonville State University  
Office of Marketing Services  
P.256.782.5828  
F. 256.782.5866
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 colleges 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 Designer and Coordinator of Publications 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 a manuscript 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 layout 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.
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.
### A. Client Data

<table>
<thead>
<tr>
<th>Department Name____________________________________</th>
<th>Date________________________________________</th>
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</thead>
<tbody>
<tr>
<td>Title of Job________________________________________</td>
<td>Requested Delivery Date________________________</td>
</tr>
<tr>
<td>Client's Name_______________________________________</td>
<td>Proofs to Printer Date_________________________</td>
</tr>
<tr>
<td>Telephone___________________________________________</td>
<td>Proofs to Client Date __________________________</td>
</tr>
<tr>
<td>E-mail___________________________________________</td>
<td>Quantity ____________________________________</td>
</tr>
</tbody>
</table>

### B. Publication Request

This job is:

- [ ] New
- [ ] Reprint without changes
- [ ] Reprint with changes-Please send a marked-up copy of previous piece with changes noted on it.

Please specify your publications needs:

- [ ] Ad
- [ ] Banner
- [ ] Brochure
- [ ] Display Board
- [ ] Flier
- [ ] Folder
- [ ] Insert
- [ ] Invitation
- [ ] Poster
- [ ] Other

(Specify) _______________________________________________________________________________________

**Client to provide proofread and department approved text on disk in word format.**

### C. Additional Information

__________________________________________________________________________________________
__________________________________________________________________________________________
__________________________________________________________________________________________
__________________________________________________________________________________________

### D. Additional Charges

Please note that additional charges will incur if changes are made after job is sent to vendor.

<table>
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<tr>
<th>Stock</th>
<th>Ink</th>
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<tr>
<td>Flat Size</td>
<td>Bleed</td>
</tr>
<tr>
<td>Job #</td>
<td></td>
</tr>
</tbody>
</table>

**To be completed by Designer:**

I have:

- [ ] included job # and EEOC Statement
- [ ] printed out hard copy (with full printer’s marks)
- [ ] received approval form
- [ ] included new logo with TM
- [ ] client picked up disc with hard copy
- [ ] closed out job in creative track
- [ ] spell checked document
- [ ] added correct QR code
- [ ] closed out job in excel job log
- [ ] had document proofread by Mr. Hubbard (recommendations in folder)

- [ ] client’s signature ___________________________________________ Date ______________________________

Designer’s Signature ___________________________________________ Date ______________________________

Approved by ___________________________________________ (Mary Smith or Morgan Christopher)

Date to printer _______________________ on campus _______ off campus _______
Creative Brief: JSU Marketing Services

Date: ____________________________
Project: ____________________________
Project Champion: __________________
Email Address: _______________________

Background:
Does your project help to increase enrollment and promote the university? _____________________________________________
If yes, please list how: _________________________________________________________________________________
Please summarize this program and what you want to achieve: ____________________________________________________
How will you measure the success of this program? ___________________________________________________________

The Audience:
Who is the primary audience? __________________________________________________________________________
What should be avoided in talking to this audience? __________________________________________________________
What do they believe before we tell them anything? ___________________________________________________________
Who is the secondary audience? _________________________________________________________________________

Objectives:
What objectives are you trying to achieve? __________________________________________________________________
What are the priorities of those objectives? _________________________________________________________________
Can you suggest strategy or positioning to achieve the objective? _________________________________________________

The Message:
If you could get one sentence through all the clutter, what would that be? ________________________________________
If they asked you to prove it, how would you do that? __________________________________________________________________________
What other major points do you want to communicate? ________________________________________________________

The Medium:
What is the best way to reach this audience? ________________________________________________________________
Is there another way? _________________________________________________________________________________
Are there existing pieces that this piece must work with? ____________________________________________________
How will this piece be delivered to the audience? __________________________________________________________

Anything Else:
Any other design objectives or special circumstances? _______________________________________________________
Are there any mandatories that must be in the piece? _________________________________________________________

The Deadline:
When must the message get to the audience for maximum effect? (i.e. tradeshows, events, product intro dates) _____________
When must we deliver the finished work? __________________________________________________________________

The Budget:
How much money do you have to spend on this project? _______________________________________________________
Has this budget been approved? By whom? ________________________________________________________________
What quantities do you need to produce? (for printed pieces) ___________________________________________________

The Responsible Parties:
Who needs to sign off on final execution? _________________________________________________________________
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

Please fill out the form below and submit when finished. The form will then be sent to Mary Smith and Morgan Christopher 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

☐ [ ] ONE COLOR RED

☐ [ ] THREE COLOR

☐ [ ] REVERSED

Secondary University Logo:

☐ [ ] ONE COLOR BLACK

☐ [ ] ONE COLOR RED

☐ [ ] THREE COLOR

☐ [ ] REVERSED
ACADEMIC LOGO REQUEST FORM

Where You’re Going University Logo:

☐ JSU WHERE YOU’RE GOING.  ☐ JSU WHERE YOU’RE GOING.
RED    THREE COLOR

☐ JSU WHERE YOU’RE GOING.  ☐ JSU WHERE YOU’RE GOING.
BLACK  REVERSED

Type of File Needed:

☐ low rez jpg (web)  ☐ low rez pdf (web)  ☐ low rez tif (web)

☐ high rez jpg (print)  ☐ high rez pdf (print)  ☐ high rez tif (print)

Intent of Use: ____________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

I understand that upon completion of product obtaining above logo, an electronic or hard copy proof must be approved by the Office of Marketing Services, 304 Bibb Graves Hall. The artwork may be emailed to msmith@jsu.edu and mchristopher@jsu.edu and/or campus mailed to the above address. If the final product is not approved, then the Office of Marketing Services maintains the right to remove the product from the web or refuse payment of the printed piece.

Signature: ___________________________ Date: ___________________________
All athletic 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

ATHLETIC LOGO REQUEST FORM

Please fill out the form below and submit when finished. The form will then be sent to Mary Smith and Morgan Christopher 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 Athletic Logo:

☐ ONE COLOR BLACK

☐ FOUR COLOR LOGO

Secondary Athletic Logo:

☐ ONE COLOR BLACK OUTLINE

☐ FOUR COLOR

University Gamecock Logo:

☐ THREE COLOR GAMECOCK

☐ 1 COLOR GAMECOCK (BLACK ONLY)

☐ GAMECOCK OUTLINE

☐ REVERSED OUTLINE
ATHLETIC LOGO REQUEST FORM

Type of File Needed:

☐ low rez jpg (web)  ☐ low rez pdf (web)  ☐ low rez tif (web)
☐ high rez jpg (print)  ☐ high rez pdf (print)  ☐ high rez tif (print)

Intent of Use: __________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

For a complete listing of all athletic logos please visit: http://styleguide.jsu.edu. For further requests or questions regarding athletic logos please contact Greg Seitz at (256) 782-5279 or gseitz@jsu.edu.

I understand that upon completion of product obtaining above logo, an electronic or hard copy proof must be approved by the Office of Marketing Services, 304 Bibb Graves Hall. The artwork may be emailed to msmith@jsu.edu and mchristopher@jsu.edu and/or campus mailed to the above address. If the final product is not approved, then the Office of Marketing Services maintains the right to remove the product from the web or refuse payment of the printed piece.

Signature: __________________________________________ Date: ______________________
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 JSU merchandise.

Since use of JSU's name or other JSU 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.

Some of JSU’s registered trademarks include the words or word phrases GAMECOCKS, JSU GAMECOCKS, COCKY, plus the athletic logos, endstop and others.

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 JSU’s name and other registered trademarks, JSU has a licensing program to manage the use of JSU’s valuable property. Licensing is vital to the appropriate promotion of the university, monitoring use of marks and association by others with JSU. Unlicensed association or use of marks risks the integrity of the JSU brand and is a Class C felony in the state of Alabama. Finally, licensing enables JSU students to benefit through scholarship funding from the commercial use of JSU’s marks. Therefore, JSU products can be made only by companies/licensees who are under contract with the university’s licensing agent, Strategic Marketing Affiliates (SMA). More than 100 licensees work with JSU to offer a multitude of products for campus and retailers. A list of licensed vendors can be found at www.jsu.edu/marketingServices

JSU 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 JSU merchandise
• Carry appropriate liability insurance naming JSU an additional insured
• Are familiar with university policies concerning appropriate use of trademarks
• Can usually create designs upon request
• Contact JSU with questions concerning a product or marks
• Obtain design approval from JSU Licensing
• Remit royalties to support JSU student scholarships

WHAT HAS TO BE LICENSED?

Any product bearing JSU marks must be produced only by licensees. Printed materials covered under the policies of JSU’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 JSU’s licensing process for these types of projects is simple and JSU Licensing can help.

ROYALTIES

Royalties collected from licensees for use of JSU marks support the university’s general scholarship fund. Royalties are due on any JSU product that will be sold and any product that competes directly with JSU products available at retail. To avoid royalties on products that will not be sold, be sure to follow OMC policies to include department name and/or event name on our campus related items. If you have questions about what products is royalty bearing and what is not, please contact JSU Licensing at (256) 782-5830 or email msmith@jsu.edu

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.
STEPS FOR OBTAINING ART AND PRODUCT APPROVALS

• Licensee lists can be found at: www.jsu.edu/marketing services More than 100 licensed manufacturers are available to assist your production needs including many in-state and locally licensed companies.

• Send your desired artwork to a licensee or ask the licensee to assist in designing a look for you.

• The licensee will submit your design to JSU Licensing Coordinator for approval and remit royalties to the university’s licensing agent should that be necessary. You do not need to worry about these steps.

• If you cannot find a manufacturer who offers the product you want or if you need assistance, call JSU’s Licensing Coordinator at (256) 782-5830 or email msmith@jsu.edu

DESIGN PARAMETERS

JSU Licensing reserves the right to disallow or request changes to JSU 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 JSU Licensing again reserves the right to disallow a design and/or recommend an appropriate alternative. The JSU 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. JSU also forbids the use of the wordmark “cocks” in reference to anything affiliated with the university.

EMBROIDERY GUIDELINES

DIGITIZED JACKSONVILLE STATE UNIVERSITY TRADEMARKS

The designs on the following page show approved usage of official university logos. The logo may be combined with school or department names to comply with established standards for embroidered items only. The digitized art for the JSU logos is available to vendors through Strategic Marketing Affiliates (SMA). This art has been modified specifically for embroidery while maintaining the visual integrity of the original logo design.

CONFIGURATION AND COLOR

Various approved color combinations are displayed here, as well. Try to match, as close as possible, the official red (Pantone 200). The JSU logo may not be filled in with any color and must remain intact as previously stated.

ACCOMPANYING TYPE

A sans serif font set in all caps is recommended for the name of the school, department, or organization. Since this type is not digitized like the JSU logo and wordmark, it will be set up by the vendor according to the particular client. We recognize that all vendors don’t use the same equipment or software, but a plain block font as shown in these designs should be an option that is readily available. This alternative should offer some consistency in maintaining Jacksonville State University’s visual standards, while giving vendors the opportunity to use their available resources.

THIS IS JACKSONVILLE STATE UNIVERSITY.

THIS MAKES IT AUTHENTIC.

Don’t be fooled by imitations. Buy only authentic JSU products.
When doing a PowerPoint presentation or sending out a newsletter 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/marketing/services.
Transfer Students

We strongly suggest that students apply six to nine months prior to expected date of enrollment. Complete our application for admission and return it with a $30 non-refundable application fee. An official transcript must be sent from each college you have attended. You will receive an evaluation of how your course work transfers to JSU.

Make the Right Choice...Tour JSU!

Tour JSU and discover what JSU has to offer you. Guided tours are given by appointment, year-round, Monday through Friday. To schedule your visit, please call 1-800-231-5291, extension 5260, or (256) 782-5260.

Call For More Information

Office of the Dean 256-782-5274
Office of the Associate Dean 256-782-5778
Office of the MBA Director 256-782-5778
Finance, Economics & Accounting 256-782-5776
Management & Marketing 256-782-5787
Student Support Services Coor. 256-782-5774

Visit our web site:
www.jsu.edu/depart/ccba

WHERE YOU’RE GOING

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 Americans with Disabilities Act, the Director of Grants, Contracts, and Governmental Relations, 201 Bible Graves Hall, phone 256.782.5708 is the coordinator for SEC 504/ADA.

University Publications 7/09

© JACKSONVILLE STATE UNIVERSITY
Quick Response (QR) codes are important advertisement for the university. These codes are scannable with a smart phone that has a QR reader app downloaded from your service provider’s app store. When the code is scanned you are able to be directed to a web page, video, geo-coordinates, a person’s contact information, etc.

There are multiple sites that generate QR codes. The Office of Marketing Services uses http://qrifier.com/ which gives you multiple options for generating QR codes. If you would like to select a code color for your QR code the university red (#D31145) is recommended.

The minimum display size for a QR code to be read by a smart phone should not be any smaller than 2.5 x 2.5 cm. For optimum readability the Office of Marketing Services recommends a “quiet area” of 0.25” around the QR code.

Any further questions regarding social media icons or QR codes may be directed to the Office of Marketing Services by phone at 256-782-5830.
Photography

Visit the Jacksonville State University Photo Database at www.jsu.webdamdb.com
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 Steve Latham by email at stlatham@jsu.edu 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, Steve Latham if your access information ever becomes compromised. Your username and password will automatically expire in seven days, but may be renewed by contacting Steve. 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.

Contact the University Photographer, Steve Latham by email at stlatham@jsu.edu for more information.

PHOTOGRAPH ALTERATION POLICY
As technology has made it easier to alter photographs, the temptation grows to make more and more 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 deception.

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 as long as the content of the photo is accurately depicted.
Public Relations

Visit the Jacksonville State University Public Relations website at www.jsu.edu/news
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, staff and administrators to use social media to promote campus-wide collaboration, share thought-provoking 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 representatives of JSU, the university has adopted a social media policy and guidelines (www.jsu.edu/busaffairs/polprocman/pdf/V_03.pdf).

Any employee or representative of the university authorized to manage social media on behalf of a JSU department or organization should fill out the JSU Social Media Manager Information Form on the JSU Office of Public Relations website (http://www.jsu.edu/news/socialmedia-info.html).

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. If you need art, logo or cover photos for your social media profiles, requests should be forwarded to the Office of Marketing Services or the Office of Public Relations, 256-782-5636 or afinley@jsu.edu. For assistance in creating and managing social media profiles, contact the Office of Public Relations.
All news pertaining to the university must be monitored and approved by the Director of Public Relations. Individuals and groups needing publicity or additions to the campus events calendar should make their request(s) using the online submission form found under the “Submit News” tab on the JSU News website—www.jsu.edu/news/campus-communicators/news-request-form.html. For Public Relations Office assistance with copy preparation, please submit your request at least two weeks in advance.

News photo assignments are routed to the University Photographer through the Public Relations Office by phone at 256-782-5636 or email jaxfacts@jsu.edu.

Sports photo assignments are routed through the Senior Associate Athletic Director, Greg Seitz at 256-782-5279.

All other photo requests should be submitted directly to the University Photographer, Steve Latham at 256-782-5341.

To learn more about JSU Public Relations or to read the latest news from JSU, please visit our website at www.jsu.edu/news.
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.
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 a subcommittee of the Printing and Publications Committee as provided in this policy. The subcommittee consists of the Executive Director Marketing and Communications, the Director of Printing and the Publications Coordinator.

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 304 Bibb Graves, 256.782.8220.

RESPONSIBILITIES
Budget managers are responsible for approving requests for printing services within their divisions. Budget Managers are also responsible for obtaining approval from the Printing and Publications Committee when developing any publications that bears the JSU name.

The division of University Advancement is responsible for approving the editorial content and appearance of printed materials insofar as standards of quality, composition, and propriety are concerned. 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 the Office of 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.

Requests for printing services which are not within the capabilities of the Print Shop for reason of size, format, technical limitations, or workload, will be returned to the requesting department. These requests for off-campus printing can be sent to the Office of Marketing Services for the purpose of securing quotes from outside vendors.

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.
PROFESSIONAL – OUTSIDE ORGANIZATIONAL PRINTING

Jobs for an outside/professional organization qualify as a university project if the end-product meets the following criteria:

- The university or its affiliation must be given attribution
- Attribution means the university or its affiliation is mentioned in the context of the event/message being promoted
- The university has some level of involvement in the event
- JSU or its affiliation should be an integral part of the message,
  a) the event is being held for JSU faculty, staff or students or
  b) the event is being sponsored by JSU or
  c) the event is to occur on the JSU campus

Therefore, the following does not qualify as a university print-job:

- The University or its affiliation is not mentioned in the context of the event/message being promoted
- JSU or its affiliation is not an integral part of the message
- JSU plays no part, is not involved, in the event/message being promoted
- The return address being JSU or a JSU department alone is not sufficient for qualification
- A JSU advertisement alone is not sufficient for qualification

Please Note: the Director of Printing at his/her discretion can refuse a print request.

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. All stationery, including business cards, will be printed in one official university color only. Variations from standard stationery design must be approved by the Executive Director Marketing and Communications, the Director of Printing and the Publications Coordinator.

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 Executive Director Marketing and Communications, the Director of Printing and the Publications Coordinator.

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 four.

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. Approved reproduction of the crest must be arranged in consultation with the Vice President for University Advancement. 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 downloaded 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.
- Multi-page recurring publications produced in large quantity, such as newsletters, should be printed in the most economical manner. Exceptions must be approved by the Office of Marketing and Communications.
- 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 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
JSU Interactive

JSU Interactive strives to create meaningful relationships between the university and the products and services they offer - whether through video, motion, animation or digital interactive media. We identify the needs, motivations and behaviors of end users in order to enhance their interaction with the JSU brand and its services.

Visit the Jacksonville State University Interactive website at www.jsu.edu/interactive
What is Interactive Design?
Interactive Design is defined as a user-oriented field of study that focuses on meaningful communication of media through cyclical and collaborative processes between people and technology. Successful interactive designs have simple, clearly defined goals, a strong purpose and intuitive screen interface.

INTERACTIVE AND VIDEO STANDARDS
Our Lead Interactive Designer and Videographers specialize in creating and developing meaningful projects through the use of video, interactive and digital mediums. To further strengthen the brand and image of Jacksonville State University, all video and interactive productions must maintain a set of standards. JSU Interactive works exclusively with university clients and it is encouraged that any major video production request is handled through JSU Interactive. If for any reason a division wishes to produce their own video, or hire outside videographers, the standards set in place must be utilized.

Divisions wishing to have a video or interactive project produced are asked to please make a request no less than six weeks in advance to ensure availability of designers and videographers. Requests can be made here: www.jsu.edu/interactive

PROJECT PLANNING
All graphic and visual elements which plan to be used in a digital environment including university signature, university marks, RGB color space, images and typography must follow the rules set forth within this guide (see page 4 Graphic and Visual Elements).

VIDEO
Video production requires research and strategic planning to ensure maximum quality and user effectiveness. This process includes and is not limited to meeting with the client, research and development, storyboarding, scheduling video shoots, casting calls, scouting locations, pre and post production, proofing, final changes and delivery. Because our process is time consuming and very involved, only serious inquiries should submit a request.

The engagement of the user and brand marketing of the university should be the target through any video production. Selection of video requests are subject to the department and will be determined through the creative briefing process. Valid requests include any project that enhances brand awareness for the university and its Colleges in the form of advertisement and awareness campaigns or informational videos.

ANIMATION
Like video, animation requires research and strategic planning to ensure maximum quality and user effectiveness. This process includes and is not limited to meeting with the client, research and development, storyboarding, illustration, pre and post production, proofing, final changes and delivery. Because our process is time consuming and very involved, only serious inquiries should submit a request. Some sample animation project types could include anything from animated video to animated posters for digital screens.

INTERACTIVE MEDIA
Interactive media projects refer to products and services on digital computer-based systems which respond to the user’s actions by presenting content such as text, graphics, animation, video, audio, games, etc. We currently focus on information-based interactive projects such as student guides, digital magazines, micro-sites and interactive forms. Because the interactive media category is so broad the development timeline will be defined at the time of clients creative brief review.

CONTACT
Lead Interactive Designer
Shannon Crutchfield
crutchfield@jsu.edu
256-782-5240
# INTERACTIVE SERVICE REQUISITION

343 C Bibb Graves Hall • 700 Pelham Road North • Jacksonville, AL 36265 • 256.782.5240 • crutchfield@jsu.edu

## A. Client Data

<table>
<thead>
<tr>
<th>Department Name</th>
<th>Date</th>
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<tbody>
<tr>
<td>Title of Job</td>
<td>Delivery Date: Proof  Final</td>
</tr>
<tr>
<td>Client’s Name</td>
<td>Format</td>
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<tr>
<td>Telephone</td>
<td>Fax</td>
</tr>
<tr>
<td>E-mail</td>
<td>Deliver To</td>
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</tbody>
</table>

## B. Production Request

**This job is:**
- [ ] New
- [ ] Copy of Original
- [ ] Revision - Send a descriptive document, call with changes or set up a meeting to discuss further action needed on revision.

**Production Type:**
- [ ] Video
- [ ] Animation
- [ ] Motion Graphic
- [ ] Interactive/Digital Publication

**Description:**
______________________________________________________________________________
______________________________________________________________________________
*Client to provide general script, wording and/or department approved text through email in some type of word format.*

## C. Shooting Locations (if necessary)

______________________________________________________________________________

## D. Names and Contacts of Actors or Interview

______________________________________________________________________________

## E. Where will this video be shown?

______________________________________________________________________________

## F. Will music need to be provided for this production?

______________________________________________________________________________

---

**Office Use Only**

<table>
<thead>
<tr>
<th>Resolution</th>
<th>FPS</th>
<th>Length/Duration</th>
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</thead>
<tbody>
<tr>
<td>Audio:</td>
<td>SFX</td>
<td>Music</td>
</tr>
<tr>
<td>Render Settings</td>
<td>Format For Final Delivery</td>
<td></td>
</tr>
<tr>
<td>Job #</td>
<td></td>
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</tr>
</tbody>
</table>

**Finalization Checklist:**
- [ ] Had script proofread by Mr. Hubbard
- [ ] Included appropriate logos with TM (if necessary)
- [ ] Included all email communication print outs within folder
- [ ] Converted project file to proper format

<table>
<thead>
<tr>
<th>Client's signature</th>
<th>Date</th>
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</thead>
<tbody>
<tr>
<td>Editor's Signature</td>
<td>Date</td>
</tr>
<tr>
<td>Designer's Signature</td>
<td>Date</td>
</tr>
</tbody>
</table>

**Approved by**

(Shannon Crutchfield)

**Delivery Date**

Delivered To

---

58 JSU STYLE GUIDE
# Creative Brief: JSU Interactive

343 C Bibb Graves Hall • 700 Pelham Road North • Jacksonville, AL 36265 • 256.782.5240 • crutchfield@jsu.edu

**Department Name:**

**Primary Contact Name:**

**Contact Email Address:**

**Type:** Indicate interactive media type:

- [ ] Video
- [ ] Animation
- [ ] Motion Graphic
- [ ] Interactive/Digital Publication

## Background

Summary of Purpose: What is the purpose of this project?

---

## Audience

Who is the primary audience?

Who is the secondary audience?

What does your audience care about?

What is the current perception of your product and what would you change?

---

## Objective

What objectives are you trying to achieve?

---

## The Message

What major points do you want to communicate?

---

## Examples

List any successful competitors (urls if possible):

---

## Timeline

(Please note that project timeline and delivery will vary based on specifications - all video productions require at least a month for development.)

---
Web Services Information

The web is a powerful tool in communicating messaging to Jacksonville State University’s audiences: prospective and current students, faculty and staff, alumni and friends.

Working closely with Marketing & Communications, Web Services can help web properties within the jsu.edu domain articulate the JSU brand through the consistent use of fonts, colors, correct logo placement, required header and footer elements and other essential components of a Jacksonville State University website.

School, college, campus, administrative and department websites should follow the required elements in the Web Style guide. If you have a question about usage, please contact IT Web Services at www.jsu.edu/cms.
Jacksonville State University websites use a combination of logos and wordmarks to communicate branding. Websites include the JSU web wordmark in the header area with the university signature in the footer.

Jacksonville State University logos and wordmarks must be provided by Marketing Services.

**DO NOT**
- Use any logo except the Jacksonville State University logo to officially brand a website.
- Recreate logos or wordmarks or use any logo wordmark that has not been supplied by Marketing Services specifically for web use.

**HEADER & FOOTER**

**Standard Header Elements**
- Jacksonville State University Wordmark
- Utility Bar - Audience Navigation and Search Box
- Global Site Navigation

**Standard Footer Elements**
- University Signature
- CTA Navigation
- Copyright Information

**SOCIAL MEDIA ICONS**
The social media icons located above the footer are for university wide social media sites. Icons may also appear on the home page in the sidebar using the social media widget. Social media should not appear in the header.
UNIVERSITY HOMEPAGE
Content displayed on the university homepage is intended for all visitors. Visitor specific content should be placed inside their respective “funnel” sites. To have something featured on the university homepage, please fill out a request form. Representatives from Marketing and Communications and IT Web Services review submissions once a month and will determine if submissions should be added. If it is determined that a request would be more appropriate inside a Visitor Funnel, that is where it will be placed.

The template for the university homepage is not for college, division or departmental use and should not be duplicated.

COLLEGE / DIVISION / LANDING HOMEPAGE
This template features a large rotating banner with navigation controls with no more than five images. It also contains a required “right bar” area that is intended for news/events, calls to action and important links or dates. To have your site classified as a “landing page” you must have the approval of both Marketing and Communications and IT Web Services.
DEPARTMENT HOMEPAGE
This template features a smaller rotating banner with no navigation controls with no more than five images. It also contains a required “right bar” area that is intended for news/events, calls to action and important links or dates.

INTERIOR PAGE
This template has two different variations. One version has a right content bar, which can contain the same information as on the department main page or relative information based on the current page. The other version does not contain the right content bar which would widen the page up for more content in the main content area.
JSU NEWS
This template was designed specifically for the Office of Public Relations to display JSU news articles. It should not be duplicated by any other department.
To ensure that the pages look and function correctly, a strict image size limitation must be followed. Choosing not to stay within these limitations will result in your page functioning incorrectly, looking incorrect or the removal of your image from your page.
FONT COLOR
There are three acceptable colors for web page body content: black, red and gray. If any other colors are used, IT Web Services or Marketing and Communications reserves the right to change the color back to an approved color.

FONT FAMILY
Do not alter the font used on your individual page. Each template already has an attached style sheet that determines what font is used.

LINK DECORATION
Do not add any inline CSS to change the look of links within any of the pages. Each page already has an attached style sheet that determines the attributes of links on the page.

HEADINGS
To assist in search engine optimization, it is best to use “Heading 3” tags or “H3” tags on a title of a new section of text within the content of your web site.
Jacksonville State University websites should have clean, simple navigation that allows users to find information easily and quickly. Web Services advocates for standardized navigation across university websites to ensure a cohesive user experience for web visitors. Navigation consists of four areas:

1. Global navigation
2. Departmental navigation
3. Audience navigation
4. Breadcrumb navigation

GLOBAL NAVIGATION
The main navigation helps users find content that lives within overall JSU website. Sections which appear in the main navigation must not link out to another website. These sections must only link to web pages that live within Jacksonville State University CMS.

AUDIENCE NAVIGATION
Audience navigation is located within the header of the website to allow users to access this navigation from anywhere throughout the website. Audience navigation does not link to another website directly except in rare cases, such as “Alumni”.

BREADCRUMB NAVIGATION
Breadcrumbs or a breadcrumb trail indicates the exact location of a page on a website and helps users track the path that brought them to a particular page.

DEPARTMENTAL NAVIGATION
Departmental navigation helps users find information within a departmental website. This navigation block appears vertically throughout a website on the left side of a web page. As a form of secondary navigation, breadcrumbs help users navigate through a website’s multiple pages and levels. Breadcrumbs appear above the main content on all pages throughout a website. This form of navigation does not replace a website’s main navigation.

LINKS
Contextual links should contrast in color with surrounding body content and have one or more of the following elements. Do not alter the color and style of links.
Athletics

The Jacksonville State University Athletic Program is represented by several different trademarks which are reserved strictly for use by, or in support of, Gamecock teams or events, including the Primary logos, the Secondary logos, the Wordmarks and all other marks subsequently created for individual sports or sporting events within the Jacksonville State University Athletics Program.
The informal marks listed represent the spirit of Jacksonville State University. The Department of Athletics and the Office of Licensing are the only two units authorized to use or distribute these marks. They are never to be used by schools or colleges as an alternative to the formal university signature. They are not appropriate for academic unit publications or web sites. JSU also forbids the use of the wordmark “cocks” in reference to anything affiliated with the University.
OFFICIAL LOGO ART OF JACkSONVILLE STATE UNIVERSITY

WHITE BACKGROUND USAGE  BLACK BACKGROUND USAGE

CORRECT LOGO USAGE
FOR ALL LOGO MARK APPLICATIONS: RESPECT THE 1/4" MARGIN AS SHOWN

C O L O R  S P E C I F I C A T I O N

JSU COLORS:
JSU LOGO RED
JSU LOGO BLACK

PANTONE COLORS:
PANTONE RED 186
PANTONE PROCESS BLACK

PROCESS COLORS:
C-0 / M-100
Y-81 / K-4

ALL LOGO ART IS SUPPLIED FOR THE OFFICIAL REPRODUCTION OF THE JSU LOGO PROPERTY ONLY BY THE MEDIA, LICENSED MANUFACTURERS, SPONSORS, AND THEIR ADVERTISING AGENCIES FOR THE EXPRESS PURPOSE OF PLANNING AND EXECUTING PRODUCT, PROMOTION, ADVERTISING, PACKAGING, AND DISPLAY MATERIALS RELATING TO AND IN SUPPORT OF JSU. ALL LOGOS MUST BE USED WITH A MARGIN NOT LESS THAN 1/4" BETWEEN THE LOGO AND NEAREST GRAPHIC ELEMENTS. THE COLORS SHOWN IN THIS GUIDE ARE NOT INTENDED TO MATCH THE PANTONE COLOR STANDARDS. FOR THE PANTONE COLOR STANDARDS, REFER TO THE CURRENT EDITION OF THE PANTONE COLOR PUBLICATIONS. PANTONE IS A REGISTERED TRADEMARK OF PANTONE INC. ALL LOGOS ARE THE PROPERTY OF JSU & MAY BE USED WITH THEIR WRITTEN PERMISSION ONLY. THESE LOGOS CANNOT BE ALTERED IN ANY WAY. PLEASE CONTACT JSU WITH ANY AND ALL QUESTIONS REGARDING USAGE. THE JSU LOGO MARKS ARE TRADEMARKS OF JSU, 2002.

JSU BLACK
PANTONE PROCESS BLACK

JSU RED
PANTONE 186

72 JSU STYLE GUIDE
OFFICIAL LOGO ART OF
JACKSONVILLE STATE UNIVERSITY

WHITE BACKGROUND USAGE

BLACK BACKGROUND USAGE

CORRECT LOGO USAGE
FOR ALL LOGO MARK APPLICATIONS: RESPECT THE 1/8" MARGIN AS SHOWN

- COLOR SPECIFICATION -

JSU COLORS:

PANTONE COLORS:

PROCESS COLORS:

JSU LOGO RED

PANTONE RED 186

C-0 / M-100

Y-81 / K-4

JSU LOGO BLACK

PANTONE PROCESS BLACK

PANTONE PROCESS BLACK

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OFFICIAL LOGO ART OF
JACKSONVILLE STATE UNIVERSITY

GAMECOCKS
ATHLETIC DEPARTMENT

WHITE BACKGROUND USAGE

GAMECOCKS
ATHLETIC DEPARTMENT

BLACK BACKGROUND USAGE

CORRECT LOGO USAGE
FOR ALL LOGO MARK APPLICATIONS: RESPECT THE 1/8" MARGIN AS SHOWN

COLOR SPECIFICATION

JSU COLORS:
JSU LOGO RED
JSU LOGO BLACK

PANTONE COLORS:
PANTONE RED 186
PANTONE PROCESS BLACK

PROCESS COLORS:
C-0 / M-100
Y-81 / K-4

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OFFICIAL LOGO ART OF
JACKSONVILLE STATE UNIVERSITY

OFFICIAL SPORTS SPECIFIC MARK - BASEBALL”

© JACKSONVILLE STATE UNIVERSITY
OFFICIAL LOGO ART OF JACkSONVILLE STATE UNIVERSITY

WHITE BACKGROUND USAGE

BLACK BACKGROUND USAGE

CORRECT LOGO USAGE
FOR ALL LOGO MARK APPLICATIONS: RESPECT THE 1/8" MARGIN AS SHOWN

COLOR SPECIFICATION:

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OFFICIAL LOGO ART OF JACKSONVILLE STATE UNIVERSITY

WHITE BACKGROUND USAGE

GAMECOCK BASKETBALL

OFFICIAL LOGO ART OF JACKSONVILLE STATE UNIVERSITY

BLACK BACKGROUND USAGE

GAMECOCK BASKETBALL

CORRECT LOGO USAGE
FOR ALL LOGO MARK APPLICATIONS: RESPECT THE 1/4" MARGIN AS SHOWN

COLOR SPECIFICATION

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OFFICIAL LOGO ART OF JACKSONVILLE STATE UNIVERSITY

WHITE BACKGROUND USAGE

BLACK BACKGROUND USAGE

CORRECT LOGO USAGE
FOR ALL LOGO MARK APPLICATIONS: RESPECT THE 1/4" MARGIN AS SHOWN

COLOR SPECIFICATION

JSU COLORS:
JSU LOGO RED
JSU LOGO BLACK

PANTONE COLORS:
PANTONE RED 186
PANTONE PROCESS BLACK

PROCESS COLORS:
C-0 / M-100
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OFFICIAL LOGO ART OF JACKSONVILLE STATE UNIVERSITY

WHITE BACKGROUND USAGE

BLACK BACKGROUND USAGE

CORRECT LOGO USAGE FOR ALL LOGO MARK APPLICATIONS: RESPECT THE 1/4" MARGIN AS SHOWN

COLOR SPECIFICATION

**JSU COLORS:**

- **JSU LOGO RED**
- **JSU LOGO BLACK**

**PANTONE COLORS:**

- PANTONE RED 186
- PANTONE PROCESS BLACK

**PROCESS COLORS:**

- C-0/M-100 Y-81/K-4
- PANTONE PROCESS BLACK

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OFFICIAL LOGO ART OF
JACKSONVILLE STATE UNIVERSITY

GAMECOCK
GOLF

WHITE BACKGROUND USAGE
BLACK BACKGROUND USAGE

CORRECT LOGO USAGE
FOR ALL LOGO MARK APPLICATIONS: RESPECT THE 1/4" MARGIN AS SHOWN

- COLOR SPECIFICATION -

JSU COLORS: PANTONE COLORS: PROCESS COLORS:
JSU LOGO RED PANTONE RED 186 C-0 / M-100
JSU LOGO BLACK PANTONE PROCESS BLACK Y-81 / K-4

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MARKS ARE TRADEMARKS OF JSU, 2002.
OFFICIAL LOGO ART OF JACKSONVILLE STATE UNIVERSITY

GAMECOCKS J-CLUB

OFFICIAL SPORTS SPECIFIC MARK - J-CLUB

JSU RED
PANTONE 186

JSU BLACK
PANTONE PROCESS BLACK
OFFICIAL LOGO ART OF JACKSONVILLE STATE UNIVERSITY

WHITE BACKGROUND USAGE

BLACK BACKGROUND USAGE

CORRECT LOGO USAGE FOR ALL LOGO MARK APPLICATIONS: RESPECT THE 1/4" MARGIN AS SHOWN

COLOR SPECIFICATION

JSU COLORS:

JSU LOGO RED

PANTONE COLORS:

PANTONE RED 186

PROCESS COLORS:

C-0 / M-100

Y-81 / K-4

JSU LOGO BLACK

PANTONE PROCESS BLACK

PANTONE PROCESS BLACK

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OFFICIAL LOGO ART OF JACKSONVILLE STATE UNIVERSITY

WHITE BACKGROUND USAGE

BLACK BACKGROUND USAGE

CORRECT LOGO USAGE
FOR ALL LOGO MARK APPLICATIONS: RESPECT THE 1/4" MARGIN AS SHOWN

- COLOR SPECIFICATION -

JSU COLORS:
- JSU LOGO RED
- JSU LOGO BLACK

PANTONE COLORS:
- PANTONE RED 186

PROCESS COLORS:
- C-0 / M-100
- Y-81 / K-4
- PANTONE PROCESS BLACK

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OFFICIAL LOGO ART OF JACKSONVILLE STATE UNIVERSITY

WHITE BACKGROUND USAGE

BLACK BACKGROUND USAGE

CORRECT LOGO USAGE
FOR ALL LOGO MARK APPLICATIONS: RESPECT THE 1/4" MARGIN AS SHOWN

COLOR SPECIFICATION:

JSU COLORS:
JSU LOGO RED
JSU LOGO BLACK

PANTONE COLORS:
PANTONE RED 186
PANTONE PROCESS BLACK

PROCESS COLORS:
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OFFICIAL LOGO ART OF JACKSONVILLE STATE UNIVERSITY

GAMECOCK

OFFICIAL SPORTS SPECIFIC MARK - SOCCER

JSU RED
PANTONE 186

JSU BLACK
PANTONE PROCESS BLACK
OFFICIAL LOGO ART OF JACKSONVILLE STATE UNIVERSITY

WHITE BACKGROUND USAGE

BLACK BACKGROUND USAGE

CORRECT LOGO USAGE
FOR ALL LOGO MARK APPLICATIONS: RESPECT THE 1/4" MARGIN AS SHOWN

COLOR SPECIFICATION

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OFFICIAL LOGO ART OF JACKSONVILLE STATE UNIVERSITY

GAMECOCK

OFFICIAL SPORTS SPECIFIC MARK - SOFTBALL

JSU RED
PANTONE 186

JSU BLACK
PANTONE PROCESS BLACK
OFFICIAL LOGO ART OF
JACKSONVILLE STATE UNIVERSITY

WHITE BACKGROUND USAGE

BLACK BACKGROUND USAGE

CORRECT LOGO USAGE
FOR ALL LOGO MARK APPLICATIONS: RESPECT THE 1/4" MARGIN AS SHOWN

C O L O R   S P E C I F I C A T I O N :

JSU COLORS:
JSU LOGO RED
JSU LOGO BLACK

PANTONE COLORS:
PANTONE RED 186
PANTONE PROCESS BLACK

PROCESS COLORS:
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OFFICIAL LOGO ART OF JACkSONVILLE STATE UNIVERSITY

GAMECOCKS
SPORTS INFORMATION
WHITE BACKGROUND USAGE

GAMECOCKS
SPORTS INFORMATION
BLACK BACKGROUND USAGE

CORRECT LOGO USAGE
FOR ALL LOGO MARK APPLICATIONS: RESPECT THE 1/4" MARGIN AS SHOWN

- COLOR SPECIFICATION -

JSU COLORS:  
JSU LOGO RED
JSU LOGO BLACK

PANTONE COLORS:  
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PANTONE PROCESS BLACK

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GAMECOCKS
SPORTS MEDICINE

WHITE BACKGROUND USAGE

GAMECOCKS
SPORTS MEDICINE

BLACK BACKGROUND USAGE

CORRECT LOGO USAGE
FOR ALL LOGO MARK APPLICATIONS: RESPECT THE 1/4" MARGIN AS SHOWN

COLOR SPECIFICATION

JSU COLORS: PANTONE COLORS: PROCESS COLORS:
JSU LOGO RED PANTONE RED 186 C-0 / M-100
JSU LOGO BLACK PANTONE PROCESS BLACK Y-81 / K-4
PANTONE PROCESS BLACK

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Athletic Marks | athletics

OFFICIAL LOGO ART OF JACKSONVILLE STATE UNIVERSITY

WHITE BACKGROUND USAGE  BLACK BACKGROUND USAGE

CORRECT LOGO USAGE FOR ALL LOGO MARK APPLICATIONS: RESPECT THE 1/4" MARGIN AS SHOWN

COLOR SPECIFICATION

<table>
<thead>
<tr>
<th>JSU COLORS:</th>
<th>PANTONE COLORS:</th>
<th>PROCESS COLORS:</th>
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<tbody>
<tr>
<td>JSU LOGO RED</td>
<td>PANTONE RED 186</td>
<td>C-0 / M-100 Y-81 / K-4</td>
</tr>
<tr>
<td>JSU LOGO BLACK</td>
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OFFICIAL LOGO ART OF JACkSONVILLE STATE UNIVERSITY

GAMECOCK TENNIS

WHITE BACKGROUND USAGE

GAMECOCK TENNIS

BLACK BACKGROUND USAGE

CORRECT LOGO USAGE
FOR ALL LOGO MARK APPLICATIONS: RESPECT THE 1/4" MARGIN AS SHOWN

COLOR SPECIFICATION

JSU COLORS: PANTONE COLORS: PROCESS COLORS:

JSU Logo RED PANTONE RED 186 C-0 / M-100

JSU Logo BLACK PANTONE PROCESS BLACK Y-81 / K-4

PANTONE PROCESS BLACK

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OFFICIAL LOGO ART OF
JACKSONVILLE STATE UNIVERSITY

GAMECOCK
TRACK & FIELD

WHITE BACKGROUND USAGE

GAMECOCK
TRACK & FIELD

BLACK BACKGROUND USAGE

CORRECT LOGO USAGE
FOR ALL LOGO MARK APPLICATIONS: RESPECT THE 1/4" MARGIN AS SHOWN

C O L O R   S P E C I F I C A T I O N :

JSU COLORS:

JSU LOGO RED

JSU LOGO BLACK

PANTONE COLORS:

PANTONE RED 186

PANTONE PROCESS BLACK

PROCESS COLORS:

C-0 / M-100

Y-01 / K-4

PANTONE PROCESS BLACK

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OFFICIAL LOGO ART OF JACKSONVILLE STATE UNIVERSITY

GAMECOCK

WHITE BACKGROUND USAGE

GAMECOCK

BLACK BACKGROUND USAGE

CORRECT LOGO USAGE
FOR ALL LOGO MARK APPLICATIONS: RESPECT THE 1/4" MARGIN AS SHOWN

COLOR SPECIFICATION:

JSU COLORS:
JSU LOGO
RED
JSU LOGO
BLACK

PANTONE COLORS:
PANTONE
RED 186
PANTONE
PROCESS BLACK

PROCESS COLORS:
C-0 / M-100
Y-01 / K-4

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OFFICIAL LOGO ART OF
JACKSONVILLE STATE UNIVERSITY

WHITE BACKGROUND USAGE

BLACK BACKGROUND USAGE

CORRECT LOGO USAGE
FOR ALL LOGO MARK APPLICATIONS: RESPECT THE 1/8" MARGIN AS SHOWN

COLOR SPECIFICATION

JSU COLORS:
PANTONE COLORS:
PROCESS COLORS:

JSU LOGO RED
PANTONE RED 186
C-0 / M-100

JSU LOGO BLACK
PANTONE PROCESS BLACK
Y-81 / K-4

PANTONE PROCESS BLACK

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The choice of the Gamecock for the mascot was initiated by student athletes in 1946. Players were uncomfortable with the horned eagle owl of Europe and Asia and the colors Purple and Gold, which were used by Jacksonville State Normal School and were first adopted after the school had established a football team around the turn of the century. Mr. E.C. “Baldy” Wilson and his teammates chose the Gamecock and the colors red and white for Jacksonville State Teachers College. The football coach, Mr. Don Salls, took the change to Dr. Houston Cole and the change was approved.

Mr. Wilson said, “That his fellow teammates understood the gamecock, its willingness to protect its territory and the pride it had being the cock of the walk.” Mr. Wilson raised gamecocks and this earned him money as he would rent the birds to people with hen houses. The first images used were photos of his birds.

The current image is attributed to the late Mr. Jim Abbott of Anniston Printing.
MINIMUM SIZE REQUIREMENTS

The university gamecock should never appear smaller than 5/8” in diameter.

ACCEPTABLE COLOR VARIATIONS OF THE UNIVERSITY GAMECOCK

The university gamecock may only be used in 3 color, black, black outline, or white (reversed) outline. The white (reversed) outline of the gamecock must only be applied to black or red backgrounds unless approved otherwise by the Publications Office.