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Why We Have Identity Standards | introduction

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 and Communications at 305 Bibb Graves, 256.782.8220.

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

The university signature should never appear smaller than $\frac{7}{8}$” in diameter.
University marks | Logo usage sheet  

**Final logo: Three color**
- PMS 200C
- PMS 199C
- PMS 032C

**4c Process Logo**
- C = 0, M = 100, Y = 63, K = 12
- C = 0, M = 100, Y = 62, K = 0
- C = 0, M = 90, Y = 86, K = 0

**Hex and RGB**
- Hex: #C60000
- Hex: #D43437
- Hex: #F14746
- RGB: R: 209, G: 31, B: 39
- RGB: R: 127, G: 35, B: 55
- RGB: R: 239, G: 63, B: 93

**One color logo**
- PMS 200C

**Black color logo**

**Grayscale logo**

**One color reversed**
Acceptable Color Variations of the University Signature | University Marks

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.
Variation on the University Signature | University Marks

**THREE-COLOR**

![JSU | JACKSONVILLE STATE UNIVERSITY](#)

**RED**

![JSU | JACKSONVILLE STATE UNIVERSITY](#)

**BLACK**

![JSU | JACKSONVILLE STATE UNIVERSITY](#)

**METALLIC GOLD**

![JSU | JACKSONVILLE STATE UNIVERSITY](#)

**REVERSED**

![JSU | JACKSONVILLE STATE UNIVERSITY](#)
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.
Unacceptable Use of the University Signature

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

DON’T REASIGN 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” 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 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 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
Acceptable and unacceptable uses of the university signature also apply to the university crest. Please refer to previous pages for details.

The university crest should never appear smaller than \( \frac{5}{8} \)" in diameter.

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 \( \frac{5}{8}'' \) 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.
The following examples demonstrate officially approved use of the university logo in various stationary formats.
Letterhead–Unit Logos

Any unit of the university that has an approved logo may include a one-color version of it (must be pantone 200 red) on their letterhead. The logo is placed at the bottom above the address.
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.
All e-mail signatures should consist of the following information and should not include any patterned backgrounds or photograph files.

OPTION 1:

Erin Hill
Graphic Designer
Jacksonville State University
Publications Office
P. 256.782.5828
F. 256.782.5866

OPTION 2:

Erin Hill
Graphic Designer
Jacksonville State University
Publications Office
P. 256.782.5828
F. 256.782.5866

JSU WHERE YOU RE GOING.

OPTION 3:

Erin Hill
Graphic Designer
Jacksonville State University
Publications Office
P. 256.782.5828
F. 256.782.5866

JSU
JACKSONVILLE STATE UNIVERSITY
Publications

Print jobs should be routed through the Office of Publications using the Publications Requisition form.
Printing
Printing should be planned to reflect the needs of the depart-
ment/college while upholding the identity of JSU. This can be
done by maintaining consistency in style and design. The follow-
ing guidelines apply to all units of the university.

Printing Considerations
Printing is expensive. Benefits of printing a document should
be weighed against cost before undertaking any print job. In
order to control costs, avoid excessive press runs, making only
the needed number of copies. Also bear in mind the number of
publications the unit has printed. Sometimes economies can
be effected by combining publications rather than printing two
unique documents.

Administrative units should consider electronic publishing in
lieu of printing when possible. Internal publications can be
published on Luminis while documents for external consumption
can be published on the web.

Regardless of format (printed or electronic) university printing
must adhere to the aforementioned requirements for licensing
and use of university logos and wordmarks.

Printing Procedures
The Publications Office will obtain quotes and try to gang run
print jobs to effect departmental savings. To ensure that graphic
standards and state requirements are met, printers will not
begin work without written approval from the Office of Publica-
tions.

Letterhead, stationery and business cards are printed under a
state contract. Questions should be directed to the Office of
Purchasing.

Photocopying and duplicating should be done through the Uni-
versity Print Shop.

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 Office of
Marketing and Communications.
# Publications Requisition

**Office of University Publications**

203 Bibb Graves Hall • 700 Pelham Road North • Jacksonville, AL 32265 • Phone 782-5830 Fax 782-5866

## A. Client Data

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<thead>
<tr>
<th>Department Name</th>
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<tr>
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<td>Requested Delivery Date</td>
</tr>
<tr>
<td>Client’s Name</td>
<td>Quantity</td>
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<tr>
<td>Telephone</td>
<td>Fax</td>
</tr>
<tr>
<td>E-mail</td>
<td>DeliverTo</td>
</tr>
</tbody>
</table>

## B. Publication Data

- 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  
  - [ ] Booklet  
  - [ ] Brochure  
  - [ ] Folder  
  - [ ] Flyer  
  - [ ] Invitation  
  - [ ] Inserts  
  - [ ] Posters  
  - [ ] Other (specify)  

- Client to provide proofread and department approved text on disk in some type of word format and a laser printout of text on disk.

## C. Additional Information

- 
- 

## C. Additional Charges

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

**Client’s Signature**

---

**Office Use Only**

<table>
<thead>
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<td>Finished Size</td>
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<tr>
<td>Proof to Client</td>
<td>Proof returned from Client</td>
</tr>
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<td></td>
</tr>
<tr>
<td>Purchase Order Number and Amount</td>
<td></td>
</tr>
<tr>
<td>Delivery Date to Vendor</td>
<td>Proof Date from Vendor</td>
</tr>
<tr>
<td>Return Date to Vendor</td>
<td>Delivery Date to University</td>
</tr>
<tr>
<td>Designer</td>
<td></td>
</tr>
<tr>
<td>Job #</td>
<td></td>
</tr>
</tbody>
</table>
The spirit shared by Jacksonville State University students, alumni, friends, and Gamecock fans produces a demand for products that display the names, logos, and trademarks associated with Jacksonville State University. Jacksonville State University requires that all manufacturers of these products be a licensed vendor.

To obtain a license to produce Jacksonville State University merchandise you must submit an application to Strategic Marketing Affiliates, www.smaworks.com.

An approved vendor list can be found at www.jsu.edu/publications
Publications Office
304 Bibb Graves Hall
700 Pelham Road North
Jacksonville, AL 36265
256.782.5866 (fax)

Mary Smith—Coordinator of Publications
256.782.5830
msmith@jsu.edu

Erin Hill—Graphic Designer
256.782.5828
eehill@jsu.edu

Office of Marketing and Communications
304 Bibb Graves Hall
700 Pelham Road North
Jacksonville, AL 36265

Tim Garner—Executive Director of Marketing and Communications
256.782.8220
tgarner@jsu.edu

Graham Lewis—Web Designer
256.782.8221
glewis@jsu.edu
GEM OF THE HILLS FRONT COVER

HOMECOMING
Friday, October 23 through Sunday, October 25

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THE VICTORIA WELCOMES YOU
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Coach, professor, author and entrepreneur
DON SALLS

GEM OF THE HILLS BACK COVER

Change service requested

Alumni Relations
700 Pelham Road North
Jacksonville, AL 36265-1602
P: 256.782.5404
P: 877.JSU.ALM
F: 256.782.5502
www.jsu.edu

CHANGE SERVICE REQUESTED
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
HEADLINE TO BE POSITIONED HERE

Ignis nisi ex eugiat, conulla conulput illa augueraesto od dolobor aditip do commod do conum veliquisi.

Tat, quis nulluptatum inci esto et, verci er adion henit ut wis etuero od exerit nim ilis augait la allt il ut at, qui et, consed do odit vel digna coreetum ipsusto eu feugue modit lobor sequi-sim do od modoloborem dolobor adio eraestionse voloborperat luptat. Ipsiis nulla aliquat. Lenibh ea feugait loreetummy num iniat at lobore veniamcore dit wis ate dolum vulla ad erostie velit iustrud mincipit iurire magna facpit nullamcommy nullan heniam eum inim ex esto consequ amconse velit endio elis nim veloree-tum dolorer ostissequat. Ut vel ercip euguer cortie tat. Ut volopero odit eugiat in vel duy et, velis enisDunt in esequat adiat. Ed tat ip el utpat adignim exerat. Ut ea aut nummy niameet, quis aut iriuscipis aliiquisse faccum odolumsando dolore vel dipis num deliquisi.


Ortiscipit irilla conulputat alt veliqui tiscip eum voloperoUgait luptatio odo odolobore euuguer adit am ipsi er adionulla facil doloreril lustie faccums andignis adit laoren ing ex eugait ad ero eros nos at. Ut luptate tem vel
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. 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

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

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.
OFFICIAL LOGO ART OF
JACKSONVILLE STATE UNIVERSITY

GAMECOCK CLUB

OFFICIAL WORD MARK - GAMECOCK CLUB

JSU RED
PANTONE 186

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

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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OFFICIAL LOGO ART OF JACKSONVILLE STATE UNIVERSITY

ATHLETIC DEPARTMENT

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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OFFICIAL LOGO ART OF JACKSONVILLE STATE UNIVERSITY

GAMECOCK

OFFICIAL SPORTS SPECIFIC MARK - BASEBALL

JSU RED PANTONE 186

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

ATHLETIC MARKS

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

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OFFICIAL LOGO ART OF JACKSONVILLE STATE UNIVERSITY

ATHLETIC MARKS | athletics

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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OFFICIAL LOGO ART OF JACKSONVILLE STATE UNIVERSITY

WHITE BACKGROUND USAGE

ATHLETIC MARKS | ATHLETICS

CROSS COUNTRY

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-81 / K-4

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OFFICIAL LOGO ART OF
JACKSONVILLE STATE UNIVERSITY

GULCOCK
FOOTBALL

OFFICIAL SPORTS SPECIFIC MARK - FOOTBALL

JSU RED
PANTONE 186

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

ATHLETIC MARKS I athletics

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 / Y-81 / K-4
JSU LOGO BLACK  PANTONE PROCESS BLACK  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:**
- JSU Logo Red
- JSU Logo Black

**PANTONE COLORS:**
- Pantone Red 186
- Pantone Process Black

**PROCESS COLORS:**
- C-0 / M-100
- Y-81 / K-9

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OFFICIAL LOGO ART OF JACKSONVILLE STATE UNIVERSITY

GAMECOCKS

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
JSU LOGO BLACK

PANTONE COLORS:
PANTONE RED 186
PANTONE PROCESS BLACK

PROCESS COLORS:
C-0 / M-100
Y-81 / K-4
PANTONE 186

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OFFICIAL LOGO ART OF
JACKSONVILLE STATE UNIVERSITY

WASHINGTON DAY CARD
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 RIFLE

WHITE BACKGROUND USAGE

GAMECOCK RIFLE

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

PANTONE PROCESS BLACK

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JSU BLACK

PANTONE PROCESS BLACK

JSU RED

PANTONE 186
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

ATHLETIC MARKS

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 Softball

White Background Usage

Black Background Usage

Correct Logo Usage
For all logo mark applications: respect the 1/4" margin as shown.

Color Specification

<table>
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<tr>
<th>JSU Colors:</th>
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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.
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

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

WHITE BACKGROUND USAGE

BLACK BACKGROUND USAGE

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

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OFFICIAL LOGO ART OF JACkSONVILLE STATE UNIVERSITY

ATHLETIC MARKS | athletics

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

ATHLETIC MARKS | athletics

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

COLOR SPECIFICATION

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Athletic Marks | athletics

OFFICIAL LOGO ART OF JACKSONVILLE STATE UNIVERSITY

GAMECOCK TRACK & FIELD

OFFICIAL SPORTS SPECIFIC MARK - TRACK & FIELD

JSU RED
PANTONE 186

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

ATHLETIC MARKS

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-9
PANTONE PROCESS BLACK

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OFFICIAL LOGO ART OF
JACKSONVILLE STATE UNIVERSITY

GAMECOCK

VOLLEYBALL

OFFICIAL SPORTS SPECIFIC MARK - VOLLEYBALL

JSU
RED
PANTONE 186

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

ATHLETIC MARKS | athletics

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 BLACK

PROCESS BLACK

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OFFICIAL LOGO ART OF
JACKSONVILLE STATE UNIVERSITY

WHITE BACKGROUND USAGE

GAMECOCK

BLACK BACKGROUND USAGE

GAMECOCK

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

PANTONE
PROCESS BLACK

PANTONE

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.
Clear Space, Minimum Size, & Color Variations | athletics

MINIMUM SIZE REQUIREMENTS

The university gamecock should never appear smaller than $\frac{5}{8}''$ 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.

3 COLOR GAMECOCK

1 COLOR GAMECOCK (BLACK ONLY)

GAMECOCK OUTLINE

REVERSED OUTLINE
Web Graphics & Information

Every Jacksonville State University web site contributes to the user’s perception of the University. When users visit the JSU web site, they take away with them an impression of the University and its departments. To ensure a unified web presence, official pages of the University’s web should appear to be visually related in order to help promote usability and to reinforce JSU’s brand identity.
As part of our branding strategy it is expected that all “high-level” or “cross-university” administrative offices will adopt the heavily-branded templates in order to provide consistency of look and image for the University.

Although consistency is important, there are several versions of each template to assist in giving you more options when creating your web site. While the variety of templates offered may reflect elements of the JSU home page, there are no templates that duplicate JSU’s home page. Schools, departments, or administrative offices should not attempt to duplicate the home page, which is intended as a unique gateway into the entire JSU web site. While there is the option of choosing between several templates, there are certain required elements, which are outlined in the Required Elements section of the style guide, and a list of elements that should not be included.
The University Home Page template features both the university News Wire and Campus Events with links to subscribe to their RSS feeds. It also contains links for Parents, Future Students, Current Students, Alumni, and MyJSU. This template is not for College, Division, or Department use.

The College, Division, or Department Level Main Page template contains a required right content area. This area is intended for contact information, events, news, or any other links that need to be on the department main page and not located in the navigation.
Sub Level templates | web graphics & information

The sub level or basic level templates have two variations: a) a right content bar that can contain the same information as appears on the department main page or information relevant to the basic page itself; or b) no content bar, thereby opening the page for more information in the main content area. The sub page templates can be used by any College, Division or Department for any of their sub pages.
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, displaying incorrectly, or the removal of your image from your page.

Since all images on the Web are displayed at 72 dpi, save your high-resolution original images in an image-editing program, and then create 72 dpi JPGs or GIFs for web use. If you do not have the ability to modify images for the web, please contact the Web Graphic Designer.

**IMAGES USED IN THE MAIN CONTENT AREA OF A PAGE USING ANY OF THE “GRAY BAR” TEMPLATES MUST NOT HAVE A WIDTH OF LARGER THAN 400 PIXELS.**

**IMAGES USED IN THE MAIN CONTENT AREA OF A PAGE USING A TEMPLATE WITHOUT A “GRAY BAR” MUST NOT HAVE A WIDTH OF LARGER THAN 560 PIXELS.**

**IMAGES BEING PLACED IN THE “GRAY BAR” SECTION ON A PAGE MUST HAVE A WIDTH NO LARGER THE 160 PIXELS.**
**Inappropriate Image Usage | web standards & information**

**DON’T USE BACKGROUND IMAGES**

Sometimes called background GIFs or tiling backgrounds, they are often distracting and rarely add to the professionalism of a site’s appearance.

**DON’T USE STOCK CLIP ART PULLED OFF THE WEB**

Graphics should be professionally produced and presented.

**DON’T USE FLASHING OR ANIMATED GIF’S**

With rare exceptions, these icons do not add to the professionalism of web pages or a web site.
Within the color palette of the WYSIWYG editor, there is a group of “Standard Colors” and a group of “Custom Colors.” It is recommended that only the “Custom Colors” be used to change the color of your text. These two custom colors are JSU Red and Gamecock Gold. These colors are to be used only for headings and emphasis.

DO NOT UNDERLINE TEXT OR USE BLINKING TEXT FOR EMPHASIS

Use bold (<strong>) or italic (<em>) text instead. For web users, underlined text, and particularly colored underlined text, signifies a link.

When using bold or italic for emphasis, do not overemphasize. As the saying goes, “all bold is no bold.” And, since italicized text is harder to read than regular text, use italics sparingly and for no more than a few words or lines of text at a time.
Text Size
While the university does not have a maximum text size for a web site, it is suggested that text over the size of 18pt not be used. Be aware that font sizes are rendered differently on Mac and PC browsers (PCs render text larger than Macs).

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. Within the style sheet, the two fonts that are declared are Arial and Helvetica. Arial is the default. If Arial is not present on the computer, the CSS will then call Helvetica. If neither is present on the computer, the default Sans-Serif font will be used.

Arial
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Helvetica
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

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.

Styling Text in the Right Content Area
The “right content area” is intended for links, events, announcements, and contact information. When adding events or announcements, do not put all of them up at once. It is best to put 3 to 5 events or announcements up at a time, and then just keep updating. The more you have up there, the more cluttered the page will look.

Headings - When styling a heading, please insert a “line break” (return) at the end.

Links - Links are prestyled, please do not add any style. (BOLD, ITALICS, UNDERLINE, or UNDERLINE)

Required Elements
Title tag - If this information is not included, you will not be able to save the work you have done on the current page.

Contact information – Contact information for the department must be included on your web site, either in the “right content area” section or on its own page.

Elements Not to Include
There are certain elements that detract from the user experience and from the professionalism of your site’s presentation.

Please do not include the following on your Web site:

Individual dates or other time-sensitive information on web pages, unless you are prepared to update them EVERY day. It is important to maintain completely updated information.

The site administrator’s name should not be on every page of your site. A reference to the site administrator (not by name) is recommended on the main page only. At deeper site levels, it can be hard to maintain this information accurately, and it is also unnecessary.

Distracting design elements such as flashing GIFs, blinking text, background images, super-saturated (very bright) colors, large or small text sizes, very large image files, looped sound files or oversized images. The use of such images must be approved through the Web Graphic Designer before they are to put placed on the web.
WEB GRAPHIC REQUISITION
MARKETING AND COMMUNICATIONS

A. Client Data
Department Name __________________________ Date __________________________
Title of Job ___________________________ Job Number __________________________
Requested Delivery Date ___________________________ Clients Name ____________________________
Telephone ___________________________ E-mail _________________________________

B. Job Data
This Job is:

- [ ] Graphics
- [ ] Flash
- [ ] LCMS

Type of Graphic Needed:

- [ ] Banner
- [ ] Gray Bar Image
- [ ] 3 Image Header
- [ ] PDF
- [ ] Stock Photo
- [ ] Other

Type of Flash Needed:

- [ ] Banner
- [ ] Card/Invitation
- [ ] Graphic
- [ ] Other

Type of LCMS needed:

- [ ] Information Update
- [ ] Template Creation
- [ ] Navigation Change
- [ ] Homepage Addition
- [ ] Component Creation
- [ ] Site Creation
- [ ] Other

If OTHER, specify:  ________________________________________________________________
  ________________________________________________________________
  ________________________________________________________________
  ________________________________________________________________

If TEMPLATE is needed, please explain why:  __________________________________________
  ________________________________________________________________
  ________________________________________________________________
  ________________________________________________________________

C. Additional Information

  ________________________________________________________________
  ________________________________________________________________
  ________________________________________________________________

All finished images will be uploaded to a corresponding folder within the image repository
When doing a PowerPoint presentation for a department or office, a university standard template should be used. This is to ensure a look and feel consistent with that used on the web and in print publications. Templates will be available for download from the Marketing and Communications web site. Also, the image used on the title slide may be changed by request.