



GOVERNORS STATE UNIVERSITY

BRAND GUIDE

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INTRODUCTION

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

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

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

Mission Statement

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

GSU BRAND VOICE

Welcoming and community-focused.

Student-centered and always helpful.

Genuine and humble, with a touch of humor.

Experts, yet speak to our audiences at their own comfort levels.

TONE & AUDIENCES

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

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

Our most common audiences:

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

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

THE LOGO

Overview

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

Primary Color Logo

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



Primary Black and White Logo

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



Secondary/Vertical Color Logo



Secondary/Vertical Black and White Logo



Reversed Logo

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

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



Logo Restrictions

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

Clear Zone

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

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



Minimum Size

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



Logo Usage

The logo should not be altered in any way.

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

Correct Usage



Incorrect Usage

Do not move or resize any part of the logo.



Do not remove the Triad from the logo.



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



Improper Use of the Logo

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



Do not use the logo over busy backgrounds.



The GSU Triad and Seal

The Triad

The three sides of the “triangle” symbolize the university’s teaching, research, and community service functions.

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

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



The Seal

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

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

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



Sub Brands

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

The university does not have program-specific logos. Program names may be stated in headlines or body copy. A program may not create a version of the Governors State logo with the program name below it. Programs may not create separate program-specific logos. Programs should use the GSU college-specific logo to which their programs belong.



Chicago Southland

It is important that prospective students understand the geography of Governors State University. Although we are close to Chicago, we are not in the city itself. We are in the Southland, a rich and diverse cultural region that has its own character and identity, separate from that of Chicago.



Athletics Logo

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

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

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



TYPOGRAPHY

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

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

Main Typeface

Trade Gothic

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

Alternate Fonts

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

Trade Gothic Light

Trade Gothic Light Oblique

Trade Gothic Regular

Trade Gothic Regular Oblique

Trade Gothic Bold

Trade Gothic Bold Oblique

Secondary Typeface

Garamond

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

Alternate Fonts

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

Adobe Garamond Regular

Adobe Garamond Regular Italic

Adobe Garamond Semi Bold

Adobe Garamond Semi Bold Italic

Adobe Garamond Bold

Adobe Garamond Bold Italic

COLOR PALETTE

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

Use of text against background colors

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

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



ORANGE

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



BLACK

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



DARK BLUE

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



MAGENTA

PMS 7648C
CMYK: 37, 100, 34, 9
RGB: 157, 29, 100
HEX: e97726



CHARTREUSE

PMS 393C
CMYK: 11, 0, 82, 0
RGB: 234, 232, 81
HEX: EAE851

Secondary Colors

In addition to the primary color palette, GSU brand also includes a secondary color palette to expand and complement the overall look and feel of the brand.

These colors should only be used in a supporting role and should not overpower the Primary Colors.

ADA COMPLIANT USE OF COLORS

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

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

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

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

Use High-Contrast Colors

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

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

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

Incorrect Use of Colors

ORANGE FONTS

WHITE FONTS W/ ORANGE BG



Correct Use of Colors for High Contrast

DARK FONTS

WHITE FONTS W/ DARK BG



Questions about ADA Compliance

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

PHOTOGRAPHY

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

Tips:

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

Focus

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

Interaction

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

Dynamic Angles

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

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



PHOTOGRAPHY



STATIONERY

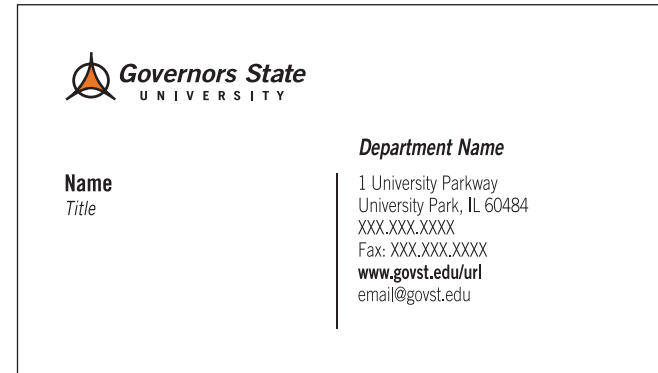
For all stationery needs and department specific templates, please contact the Office of Marketing and Communications at: officeofcommunications@govst.edu.

Letterhead

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

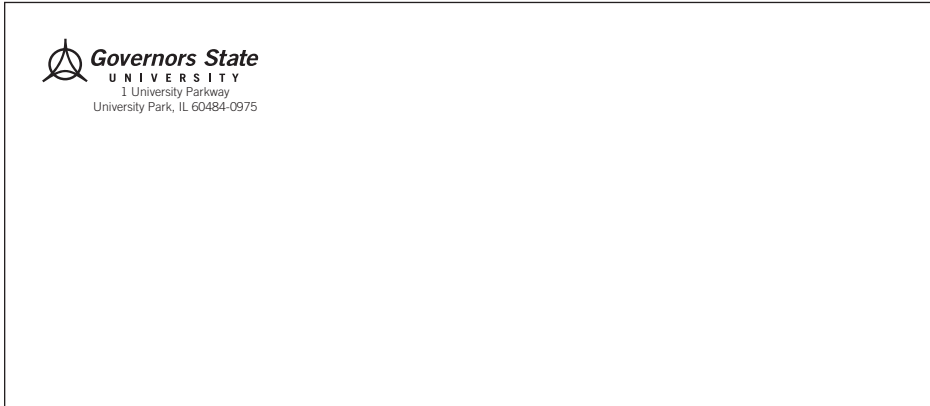


Business Card



Envelopes

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



PRESENTATIONS

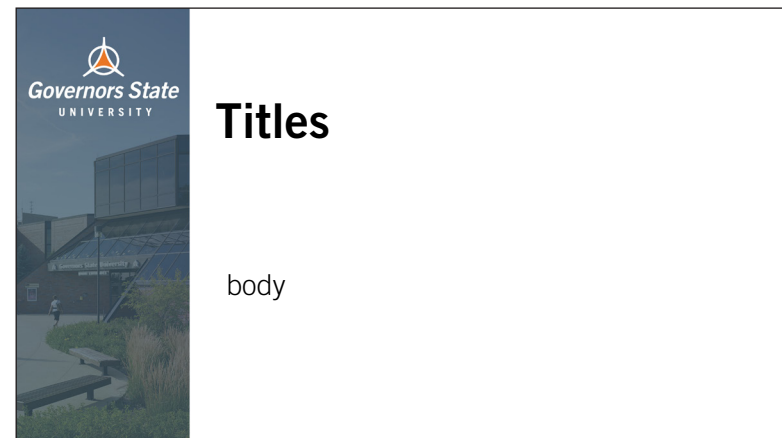
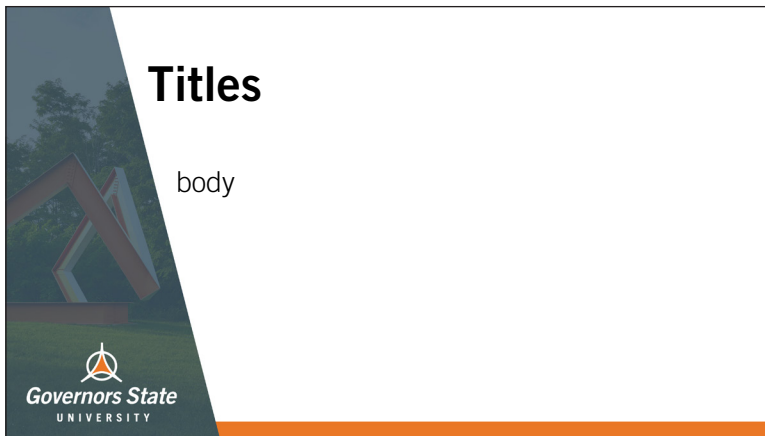
PowerPoint

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

www.govst.edu/brandguide.

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

Template Samples



Background Patterns

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



Screen Savers



SOCIAL MEDIA

When posting content, it's vital to consider both the audience and the content itself. Content does not necessarily translate platform to platform. It's considered bad social media etiquette to post between platforms without tailoring content somewhat to appeal to your platform audience. Content can be posted between platforms, but best practices includes being able to tweak content for the best ROI on a platform. If you're going to post, make sure you use the university hashtag #GovState. *If you have any questions on best practices for various social platforms (Facebook, Twitter, LinkedIn, Instagram, Snapchat, Tiktok, and others), reach out to the Governors State social media coordinator at: kdavis99@govst.edu.*

Before filling out a form to have an official #GovState social media account, (mandatory for all university departments and affiliated student organizations) consider the following:

Why do you want to create social media from GSU?

Social media is a great way to get in touch with students, faculty, staff, and the greater community and share the Jaguar message. But best practices include collabing with organizations within the university to create one active page with a lot of content as opposed to many smaller inactive pages.

Who is your audience?

This is essential in the creation of a social media page, especially when choosing a platform. There are so many social media platforms available, it's better to focus attention on crafting to your audience via choice of platform and content. Consider who you are trying to reach and where they already are.

Should I use the logo?

Most of the time — no. The logo is an official representation of the university. Creating content from the brand is more than just using the triad. Using our brand colors and fonts speaks more creatively and engages the audience. Consider using software such as Canva to incorporate brand colors into content.

What are you going to post?

Getting recognition on social media is all about the frequency of posting. You should already have content ready to post before publicly starting a page to ease into a branded experience.

Who is posting the content?

If you don't have a social media manager prepped for the page, it might be better to take a pause. Running an effective branded account takes a lot of work to make it successful. Content (photos and videos), captions, and interactions are essential in successfully running any social media platform. Find someone willing to take that responsibility to heart before creation.

EMAIL SIGNATURE

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

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



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

You can download this Guide at: www.govst.edu/brandguide.

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