



SERVICES AND BRANDING STYLE GUIDE

Office of Communication & Marketing
Revised July 2018

Where Do We Start? Whom Do We Call? What Do We Need?

The best time to call us about a publication or advertisement is as soon as you have decided that you need one, regardless of how far in the future.

Calling early allows us to work your project into our production schedule. For all publications, call the director of communications & marketing to discuss your needs and establish a production schedule.

Use the following checklist as your guide. All projects require a graphic design request form.

Format: Do you have one in mind? Do you need a brochure, newsletter, flyer, ad, or direct mail piece? We can help you decide on the best format to reach your audience.

Quantity: How many pieces do you want to print? We will need to know your estimates before determining budget. Although you may specify several different quantities as options; quantity determines final price (if your project has to be outsourced or sent to an external printer).

Budget: How much do you have to spend? If your project is new and you have no specified budget, we can help you estimate costs and recommend formats that can fit into your department budget.

Deadline: When do you need your publication or advertisement?

Who Is Your Audience?

What is the purpose of your publication? A successful publication should always have a specific purpose or goal. What is the publication or advertisement desired effect? A good question to ask is what is the single message with which you want the reader to leave with? What action do you want the reader to take?

What specific facts must be included? Don't forget the obvious such as the exact, formal name of your department, an address, and especially a phone number and contact person to call for more information.

Is the project to be coordinated with other pieces (stationery, enclosures, business return envelopes, reply cards, etc.)?
Should it be?

MISSISSIPPI VALLEY STATE UNIVERSITY	
GRAPHIC DESIGN REQUEST FORM	
PROJECT INFORMATION	
Project Title: _____	Date Submitted: _____ Time: _____
Event Date: _____ Due Date: _____	Project Contact: _____ Extension: _____
Description: _____	Department: _____
Is your project... <input type="checkbox"/> New <input type="checkbox"/> Revision	What type of project is it?
<small>If revision, when was the piece produced last?</small> _____	<input type="checkbox"/> Flyer <input type="checkbox"/> Advertisement <input type="checkbox"/> Cover <input type="checkbox"/> Business Cards
Who is your intended audience?	<input type="checkbox"/> Brochure <input type="checkbox"/> Postcard/Direct Mail <input type="checkbox"/> Program <input type="checkbox"/> Stationery
<input type="checkbox"/> Current MVSU Students <input type="checkbox"/> Potential MVSU Students	<input type="checkbox"/> Poster <input type="checkbox"/> Web support <input type="checkbox"/> Banner <input type="checkbox"/> Envelopes
<input type="checkbox"/> MVSU Employees <input type="checkbox"/> MVSU Alumni <input type="checkbox"/> Other: _____	Other: _____
What outcomes do you expect from this project?	DESIGN OF PRINT COLLATERAL
<input type="checkbox"/> Phone calls/inquiries (goal) _____ <input type="checkbox"/> Donations (goal) _____	What size would you like the finished piece to be?
<input type="checkbox"/> Enrollments (goal) _____ <input type="checkbox"/> Attendance to my event (goal) _____	<input type="checkbox"/> 8.5 x 11 (letter) <input type="checkbox"/> 8.5 x 14 (legal) <input type="checkbox"/> 11 x 17 (tabloid) <input type="checkbox"/> Custom: _____
How will you assess the success of this project?	<input type="checkbox"/> To fit into a #10 envelope <input type="checkbox"/> Self-mailer (mailed without an envelope)
What is your budget for this project? \$	Other: _____
Individual(s) responsible for processing your purchase order?	For the finished piece, do you want
_____	<input type="checkbox"/> Black and white copies <input type="checkbox"/> Color copies <input type="checkbox"/> A professionally printed piece
_____	Quantity: _____ Specific paper request: _____
_____	Additional services or instructions (for example, mounting, laminating, folds, perforations, shipping, etc.) _____
_____	_____
DESIGN OF ADVERTISEMENTS (Fill out the following FOR EACH AD submission)	
<small>Please meet with our staff to discuss which publication(s) best reaches your target market and what size ad(s) fits your budget.</small>	
1) Publication: _____	Size (w x h): _____ Due Date: _____
File Format: PDF Other: _____	Email or Web Address: _____
2) Publication: _____	Size (w x h): _____ Due Date: _____
File Format: PDF Other: _____	Email or Web Address: _____
3) Publication: _____	Size (w x h): _____ Due Date: _____
File Format: PDF Other: _____	Email or Web Address: _____
Have you placed/reserved the ad with the publication(s)?	How many colors of ink do you want?
<input type="checkbox"/> No <input type="checkbox"/> Yes	<input type="checkbox"/> Black only <input type="checkbox"/> 2 Color, specify: _____ <input type="checkbox"/> 3 Color, specify: _____ <input type="checkbox"/> Full Color
What is your budget for this ad?	For Office Use Only
Individual(s) responsible for processing your purchase order?	Date Delivered to Printer/Advertiser: _____
_____	Shipping or Communications Closing Date: _____
_____	Printer/Advertiser: _____
_____	Quantity: _____ Cost: _____
_____	Banner #: _____
_____	PO Number: _____
_____	Proof sent: _____ Proof returned: _____
_____	Proof sent: _____ Proof returned: _____
_____	Proof sent: _____ Proof returned: _____
_____	Graphic Designer: _____
_____	File Name: _____
SUBMISSION REQUIREMENTS	
<small>Submit copy in single sets on CD, jump drive or electronic mail to news@mvsu.edu. Please do not format text. Design will not begin on projects until edited copy has been received.</small>	
NOTE: The Office of Communications and Marketing specializes in college external marketing and promotional projects and is responsible for maintaining a consistent image and quality standards in college materials. We reserve the right to revise content for all projects.	
<small>Return this form to the Office of Communications and Marketing, Suite 333 in the Sutton Administration Building.</small>	
<small>Office of Communications and Marketing • 14000 Hwy 82 West MVSU 7531 • Ita Brea, MS 38941 • 662-244-3377</small>	

How Long Will It Take?

This may be the most frequently asked question the Communications & Marketing staff receives. It can be a difficult one because the answer depends on many things: How complex is the piece? Is it new or a reprint with few or minimal changes? Does it require writing and editing? Does it require photography? Does it require extensive creative design? Is it one, two, three, or four (full) colors? What is the quantity? Are there multiple pieces to the project? How many people are involved in the proofing/approval process? How many other publications are in production at the time?

As a general rule of thumb, one- or two-color, low quantity flyers, posters, and brochures take less time than three- and four-color, large-quantity “slick” magazines, brochures, and newsletters. The Communications & Marketing staff can help you determine a time estimate for your project based on these variables. A very rough guideline follows:

- Complex Project (campaigns, magazines, course catalogs, and viewbook): 4 months or longer
- Booklet: 6 weeks
- Newsletter (depending on size and complexity): 4-8 weeks
- Brochure: 3-6 weeks
- Poster: 2-3 weeks
- Push Card: 2-3 weeks
- Flyer: 2 weeks
- Ads: 2 weeks
- Stationery (letterhead, envelopes or business cards): 2 weeks
- Digital Letterhead (Microsoft Word version): 1 week
- Web banner: 2 weeks
- T-shirt: 2 weeks

These estimates are based on having final, approved copy provided to the office via email, as well as a completed graphic design request form and photos selected. When substantial writing and editing are required, additional time is necessary.

Elements of the Production Process

Every publication requires the following steps:

- **Writing/Editing:** This can take several hours or up to several weeks depending on the complexity of the publication. Supply copy by email to Communications & Marketing.
- **Photographs:** It takes time to schedule, shoot, process, and choose photos to illustrate a particular publication, especially when many photos are needed.
- **Design:** Two to three weeks is standard time on an average piece, longer if the job is more complex, less if the project is a repeat.
- **Proofing:** Two or three weeks is often normal for proofing, corrections, and subsequent proofs, especially if several people are reviewing a piece. The initiating department participates in the proofing process. Usually, several individuals are responsible for proofing, and an assigned person signs off on the final proof.
- **Printing:** Standard turnaround is two to three weeks. A major job might take four weeks; in-house printing averages three to five days. Departments should not contact the external printer directly.
- **Note:** *The graphic designers are the only individuals at the University who should have direct contact with the printer.*

How Can I Expedite the Process?

- Plan in advance and come to us early for scheduling.
- Include everyone who has “final say” on your project team.
- Work closely with the director of communications on your project.
- Provide at least a rough draft copy via email, in Microsoft Word, unformatted
- (i.e., single column only, no tabs, no bold face, no italics, etc.). Submit a hard copy as well.
- DO NOT SUBMIT ANY COPY IN ALL CAPS.
- Changes to copy once design has begun can delay your job.
- Review each subsequent proof carefully and quickly.

Policy for Changes

The Office of Communications and Marketing will only permit two sets of changes on a project. If there are changes beyond two sets, the project will be recycled to the office's production cycle as a new project.

Note: Make sure the project is approved by all parties involved before it is sent to the Office of Communications and Marketing. This assists both offices with effective and efficient production times.

Logo Requests

All logo requests must be fulfilled by the Office of Communications and Marketing. If you have a logo request, provide the name and contact information of your vendor to the Office of Communications and Marketing.

Stock Images

The Office of Communications and Marketing has a photo library of MVSU students. If images are needed for presentations or publications, contact John McCall, senior graphic designer at jwmccall@mvsu.edu.

Freelancers

Projects that do not meet the Office of Communications and Marketing timelines may be referred to an approved freelancer. Contact the Office of Communications and Marketing for a list of approved freelancers to complete your project.

Final Note

Samples of the approved formats of common stationery items that include the logo are available to assist you in placing orders for your office. Please contact Communications & Marketing for samples. If you have a question about any of the points mentioned here, please contact Communications & Marketing at 662-254-3577 or news@mvsu.edu.



Office of Communications and Marketing MVSU PHOTOGRAPHY REQUEST FORM

PROJECT INFORMATION	
Date of Request _____	
Event Date _____	Customer Name _____ Phone _____
Date Photos needed _____ <small>(Note: Please submit requests one week prior to the event date)</small>	Email _____ Department _____
PHOTO SHOOT INFORMATION	
Date _____	Special Requests (specific shots to take, angles to shoot from, etc.) <div style="border: 1px solid black; height: 100px; width: 100%;"></div>
Time _____	
Location _____	
Contact Person _____	
Type of Photos (portrait, special event, etc.) <div style="border: 1px solid black; height: 40px; width: 100%;"></div>	
DEMOGRAPHIC INFORMATION	
Who is your intended audience?	
<input type="checkbox"/> Current MVSU Students <input type="checkbox"/> Potential MVSU Students; please specify: _____	
<input type="checkbox"/> MVSU Employees <input type="checkbox"/> MVSU Alumni <input type="checkbox"/> Other: _____	
What outcomes do you expect from this project? <input type="checkbox"/> Phone calls/inquiries (goal: _____) <input type="checkbox"/> Donations (goal: _____)	
<input type="checkbox"/> Enrollments (goal: _____) <input type="checkbox"/> Attendance to my event (goal: _____) <input type="checkbox"/> Other: _____	
DESIGN OF PRINT MATERIALS	
What size would you like the finished piece to be?	
<input type="checkbox"/> 8.5 x 11 (letter) <input type="checkbox"/> 8.5 x 14 (legal) <input type="checkbox"/> 11 x 17 (tabloid) <input type="checkbox"/> Custom	
<input type="checkbox"/> To fit into a #10 envelope <input type="checkbox"/> Self-mailer (mailed without an envelope) <input type="checkbox"/> Other: _____	
What is your budget for this project? \$ _____	
SUBMISSION REQUIREMENTS	
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Mississippi Valley State University • 14000 Hwy. 82 West • MVSU 7233 • Ita Bena, MS 38941-1400 • 662.254.3577
Marlene Greenleaf, Director • John McCall, Senior Graphic Designer • Evert Barron, Communications Specialist
Joseph Cotton, Associate Graphic Designer • Gregory D. McGee II, Project Coordinator

University Signature: VS Logo & Wordmark

The University Signature consist of two primary components: the VS logomark and the University wordmark. Both components can be used separately and in their horizontal or vertical configurations.



VS Logomark

Pictured here is the gradient version; there is also a Pantone Matching System (PMS) version that is a solid green

MISSISSIPPI VALLEY STATE
U N I V E R S I T Y®

University Wordmark

Used rarely by itself, but an option for flexibility

University Signature: Horizontal and Vertical Configurations

In each configuration, the logomark and wordmark are separated by a thin rule. The VS logo appears slightly larger in the vertical configuration than it does in the horizontal.



MVSU University Signature, horizontal

This is the preferred option, and appears on a majority of university collateral



MVSU University Signature, vertical

This is an option for tight vertical dimensions

Derivative Uses of University Signature

These are other marks that derive from the original university signature in that they incorporate either the logomark or wordmark .



Sports VS Logomark Red

This is the official mark for athletic collateral; the red color is also heavily associated with the athletic department and its marketing endeavours



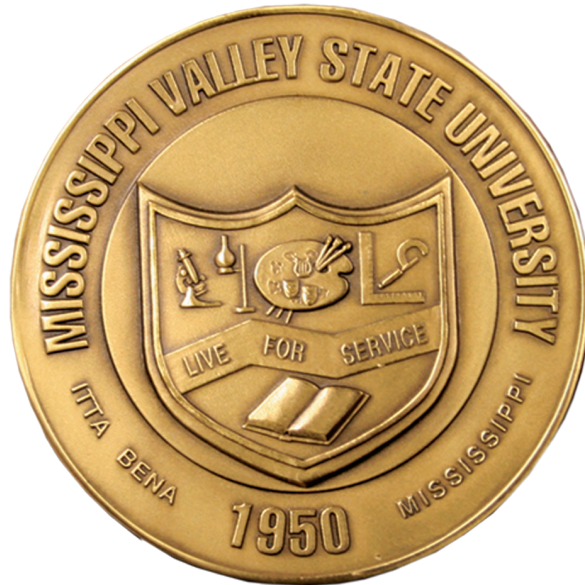
Alumni Association VS Logo

This mark may appear with or without the Alumni Chapter at the bottom



University Marks: The University Seal

The University Seal is solely reserved for the Office of the President. It also appears on official university programs.



MVSU Seal Embossed, Gold



MVSU Seal Flat, Green

Improper Use of University Signature & Seal

Brand integrity is of utmost importance. Below are some examples of how the University Signature should never appear. If you have any questions, please call the Office of Communications and Marketing at 662-254-3577.



Do not rotate elements independently



Do not skew the signature



Do not change the signature's fonts



Do not change the signature's colors



Do not remove elements from the signature



Do not alter the wordmark



Do not distort the seal



Do not change elements of the seal or attempt to incorporate it into another logo



Do not set the seal in colors that are not a part of the official color palette



Do not mix the wordmark with the seal; do not cover up portions of the seal



Never rotate the seal



Do not emboss the seal

University Stationery

Below are samples of the University Stationery system. Please use these official pieces and not customized, personally generated alternatives.



MISSISSIPPI VALLEY STATE
UNIVERSITY.



DEPARTMENT OR
OFFICE NAME

Place Name

Title

MVSU XXXX
14000 Hwy. 82 West
Itta Bena, MS 38941-1400
662.254.xxxx Phone
662.254.xxxx Fax

email@mvsu.edu
www.mvsu.edu



MISSISSIPPI VALLEY STATE
UNIVERSITY.

OFFICE OF TITLE
MVSU XXXX
14000 Hwy. 82 West
Itta Bena, MS 38941-1400

DEPARTMENT OR
OFFICE NAME

MVSU XXXX | 14000 Hwy. 82 West | Itta Bena, MS 38941-1400
662.254.xxxx Phone | 662.254.xxxx Fax
www.mvsu.edu

University Marks



MVSU VS logo



MISSISSIPPI VALLEY STATE
UNIVERSITY®



MISSISSIPPI VALLEY STATE
UNIVERSITY®

MISSISSIPPI VALLEY STATE
UNIVERSITY®

MVSU VS wordmark



ONE GOAL
TEAM
VALLEY

ONE GOAL
TEAM
VALLEY
...In Motion

MVSU Seal and slogan mark



Athletic logos



Vintage logos



Pantone 349c



Pantone 186c



Pantone 124c

MVSU Colors

University Marks: Obsolete Marks

Mississippi Valley State University



Typography

Below are the font families regularly used in University collateral.

TRAJAN PRO

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789 \$%&(.,;#!?)

TRAJAN PRO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789 \$%&(.,;#!?)

Adobe Caslon Pro Regular

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789 \$%&(.,;#!?)

Adobe Caslon Pro Italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789 \$%&(.,;#!?)

Garamond Regular

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789 \$%&(.,;#!?)

Garamond Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789 \$%&(.,;#!?)

Gill Sans

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789 \$%&(.,;#!?)

Gill Sans Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789 \$%&(.,;#!?)

Futura

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789 \$%&(.,;#!?)

Benton Got Blk

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789 \$%&(.,;#!?)

