

# College of Education & Human Development Branding and Style Guidelines

Oct. 16, 2018

# Branding and Style Overview



- Writing guidelines
- Visual guidelines
- Designed materials
- Stationery, business cards and envelopes
- Photography (website, printed materials and social media)



## **How to Reference Our College**

The first time you mention our college in a piece of writing, spell out the full name and use the ampersand (“&”) instead of the word “and.”



## How to Reference Our College: Examples

**RIGHT:** This year, a small delegation from the **College of Education & Human Development** met with staff of several congressional leaders as part of the American Association of Colleges for Teacher Education's annual Day on the Hill.

**WRONG:** Twelve students have enrolled in the College of Education and Human Development as part of the Woodrow Wilson Georgia Teaching Fellowship program.



## **How to Reference Our College (continued)**

Any time you mention the college after that first full reference, you can use “CEHD” or “the college.” Be sure that “college” is lowercased in these instances.



## How to Reference Our College: Examples

**RIGHT:** There aren't any full degree programs in Georgia solely focused on preparing teachers to work in dual language immersion classrooms, but **CEHD** faculty are working to change that.

**RIGHT:** Tim Kellison leads **the college's** Center for Sport and Urban Policy, which conducts research related to sport and environmental sustainability, public stadiums and urban development, and community engagement.

**WRONG:** The Speech-Language-Hearing Clinic is a part of the College's communication sciences and disorders graduate program.



## **How to Reference Georgia State University**

Similarly, the first time you mention the university, spell out the full name. Any time after that first full reference, you can use “Georgia State” or “the university,” but do not use “GSU.” Be sure that “university” is lowercased in these instances.



## How to Reference Georgia State University: Examples

**RIGHT:** In the last year, **Georgia State University** diverted 866 tons of material from landfills. As a result, **the university** saved almost \$20,000 in 2017 and reduced its landfill waste by 31 percent. That's just one example of how **Georgia State** is saving green by going green, says Jennifer Asman, sustainability program manager.

**WRONG:** GSU is an enterprising urban public research institution in Atlanta. A national leader in graduating students from diverse backgrounds, the University provides a rich experience for all its students.





## **How to Reference a Faculty Member's Title**

A person's title is capitalized only when used before his or her name.



## How to Reference a Faculty Member's Title: Examples

**RIGHT:** **Clinical Assistant Professor Jacob Hackett and Assistant Professor Nadia Behizadeh** received a \$49,000 grant from the U.S. Department of Education's Improving Teacher Quality State Grants Program to train local middle school teachers to incorporate social justice content into their curriculum.

**RIGHT:** Brian Williams, **director** of the college's Alonzo A. Crim Center for Urban Educational Excellence, spoke at the 2018 Sources of Urban Educational Excellence Conference.

**WRONG:** Sheryl Moss, Clinical Assistant Professor in the Department of Educational Policy Studies, was awarded the Exemplary Service Award.

# Writing Guidelines

## **When to Use “Dr.”**

When referring to faculty in our college, only use “Dr.” in front of their name if this person holds a doctor of medicine degree (M.D.), doctor of osteopathy (D.O.) degree or any other terminal medical practice degree. If you want to refer to a faculty member’s doctorate, you can write “Ph.D.” or “Ed.D.” after their name. Be sure to use commas before and after the degree.



## When to Use “Dr.”: Examples

**RIGHT:** Carl V. Patton, **Ph.D.**, was president of the university from 1992-2008.

**WRONG:** Dr. Mark P. Becker has been president of the university since 2009.

# Writing Guidelines



## **How to Write Addresses**

Atlanta uses directional suffixes, and no city of Atlanta postal address is complete without one. So, be sure to include the directional notation at the end of any address connected with the university.

The College of Education & Human Development's full physical address is 30 Pryor St. SW, Atlanta, GA 30303.



## How to Write Addresses: Examples

**RIGHT:** The Welcome Center operates out of the first floor of Centennial Hall at  
**100 Auburn Ave. NE.**

**WRONG:** 80 Forsyth St.

**WRONG:** 34 Peachtree Street



## **How to Write Addresses (continued)**

When writing addresses in a story, place the room or suite location after the name of the building in lowercase without using a comma.



## How to Write Addresses: Examples

**RIGHT:** For assistance, visit the Enrollment Services Center in **Sparks Hall room 227.**

**WRONG:** Consult an adviser at the Office of Academic Assistance in Langdale Hall Suite 418.

**WRONG:** Consult an adviser at the Office of Academic Assistance in Langdale Hall, suite 418.





## **How to Write Addresses (continued)**

In mailing addresses and headings of any kind, capitalize the room location and place it on the next line, or separate the building name and capitalized room name and number with a comma.



## How to Write Addresses: Examples

**RIGHT:** Aderhold Learning Center, **Room 023**

**RIGHT:** New Student Orientation  
Student Center East  
55 Gilmer St. SE  
Suite 304  
Atlanta, GA 30303

**WRONG:** 260 Student Center West, Sparks Hall 200

## **How to Write Addresses (continued)**

Use the abbreviations “Ave.,” “Blvd.,” “Rd.,” “Dr.,” “St.” and so forth every time you can include a numbered address; never use them without a number.



## How to Write Addresses: Examples

**RIGHT:** Send mail to **100 Auburn Ave. NE.**

**RIGHT:** The president lives on **Pennsylvania Avenue.**

**WRONG:** The city renamed Houston St., Butler St. and Forrest Ave. after local heroes and civil rights leaders.



## **How to Write Phone Numbers**

Be sure to include the area code as part of the complete number and use a hyphen between the area code and number. When using telephone numbers for publication, you may wish to check for accuracy by calling the number before the final edit.



## How to Write Phone Numbers: Examples

**RIGHT:** 404-413-2000

**WRONG:** 404/471-2000

**WRONG:** (404) 471-2000



## Using Commas

Do not use the serial comma – that is, a comma that comes before a coordinating conjunction (such as “and” and “or”) at the end of a series of three or more components. Use a comma only if the last or penultimate item itself contains a coordinating conjunction.

# Writing Guidelines

A blue-tinted image of a city skyline with various skyscrapers and buildings, positioned in the top right corner of the slide.

## Using Commas: Examples

**RIGHT:** The United States flag is **red, white and blue.**

**WRONG:** The restaurant offered pancakes, french toast, and eggs.



# Writing Guidelines



## **Need Assistance with the Writing Guidelines?**

Be sure to bookmark Georgia State University's Style Guide, which can be found at <https://commkit.gsu.edu/writers-style-guide>.

If you have additional questions, please contact Angela Turk at [aturk@gsu.edu](mailto:aturk@gsu.edu) or Claire Miller at [cjmiller@gsu.edu](mailto:cjmiller@gsu.edu).

# Visual Guidelines

## Basic Visual Guidelines: CEHD Lockup

This is what we call the College of Education & Human Development lockup.



# Visual Guidelines

We also have a version of it that can be used on a blue, gray or black background, which looks like this:



# Visual Guidelines

Please don't try to copy and paste the image from the website or another source – often, it will get stretched and look distorted.



COLLEGE OF  
EDUCATION  
& HUMAN  
DEVELOPMENT

## CEHD Lockup Requests

If you'd like to use the CEHD lockup, please contact Angela Turk at [aturk@gsu.edu](mailto:aturk@gsu.edu).

**Please note:** When you submit your request, we will ask you a few follow-up questions to make sure the lockup is being used properly and to make sure we're sending you the appropriate file type.



## **Basic Visual Guidelines: Fonts**

The university has two official typefaces, Gill Sans (used in this presentation) and Usherwood. Both fonts are very readable and are available in a variety of formats.

If Gill Sans is not available, substitute Helvetica in its place; if Usherwood is unavailable, substitute Times Roman in its place.



## **Basic Visual Guidelines: Colors**

The official colors of the university are blue and white (accent colors are grey and red). Strong use of the university blue is encouraged.

The university red should play a secondary, minimal role, and should not be used as a text color on printed publications or on the web.

# Visual Guidelines

## Basic Visual Guidelines: Colors



University Blue:

C 100	R 0
M 75	G 57
Y 0	B 166
K 0	



University Red:

C 0	R 198
M 100	G 12
Y 75	B 48
K 4	



University Gray:

C 18	R 102
M 23	G 102
Y 27	B 102
K 55	



# Visual Guidelines

## **Need Assistance with Visual Guidelines?**

Be sure to bookmark Georgia State University's Visual Identity Guidelines, which can be found at <https://commkit.gsu.edu/guidelines/visual-identity>.

If you have additional questions, please contact Angela Turk at [aturk@gsu.edu](mailto:aturk@gsu.edu) or Claire Miller at [cjmillier@gsu.edu](mailto:cjmillier@gsu.edu).

## **Basic Design Guidelines: Getting Started**

The PR Unit can help with any materials you need designed, such as flyers, brochures, posters, etc.

### Things to consider before we meet:

- Identify your audience
- Identify the type of piece needed
- Think about your content
- Consider your budget
- Think about your time frame



## **Basic Design Guidelines: The Process**

**Initial meeting:** We will discuss the type of piece needed, the audience you're trying to reach, your budget and the timeline for getting it done.

**Editing and design:** This step ensures everything meets university style and identity guidelines and gives you the chance to review/make suggestions to the design.

**Printing:** Once everything's finalized, we'll get it printed and delivered to you.

# Designed Materials



## **Ready to Get Started?**

If you are ready to get started on a design project, please contact Angela Turk at [aturk@gsu.edu](mailto:aturk@gsu.edu).

# Stationery, Business Cards and Envelopes

## Basic Stationery Guidelines

Because they are universally used, stationery and business cards are the foundation of the university's visual identity and must adhere to identity guidelines.

All business cards, stationery and envelopes must be ordered online through University Printing and Copy Services, Georgia State's official print shop: <https://commkit.gsu.edu/tools/order-stationery>.

## Basic Photography Guidelines

If you need photos for use on your website, social media and/or designed materials, the PR Unit can help.

### Photo options:

- Stock photography purchased from iStock
- Georgia State-specific stock photography from the university's Digital Asset Library
- Scheduled photo ops with PR Unit photographers



## Social Media Photos and Designs

We can help prepare cover and profile photos used on any college-affiliated social media accounts. Many profile photos use the CEHD lockup and the center/department name underneath; others are stock images or photos our office has taken for the center/department/unit.



Department of Kinesiology and Health



## **Need Assistance Getting Photography?**

If you have photo requests, please contact Angela Turk at [aturk@gsu.edu](mailto:aturk@gsu.edu).

If you are starting a social media account or already have one in place that needs cover and profile photos, please contact Claire Miller at [cjmillier@gsu.edu](mailto:cjmillier@gsu.edu).



# Online Resources

## **PR Unit on MyCEHD**

Additional resources and templates will be available soon on the PR Unit's section of the MyCEHD website:

<https://mycehd.gsu.edu/public-relations-and-events>

# Final Questions



**Any questions?**