

CHOOSING THE PROPER LOGO

This guide is intended to help you choose which logo to use on your publications, promotional items and web pages. This listing should include all units housed under the Delta State brand and which logo should be used for each department. If your department is missing or labeled incorrectly, please notify the Office of Communications and Marketing so that corrections can be made.

Do not separate the logo mark from the logo type. The triangles are not meant to appear by themselves in any way. For more information on logo usage, visit: http://www.deltastate.edu/docs/univ_relations/delta_state_identity_standards.pdf

LOGO ONLY

**DELTA STATE
UNIVERSITY** 

This version of the logo is the official version. It should be used on publications pertaining to:

- Academic Affairs
(minus registrar and retention coordinator)
- Academic Support Lab
- Administrative Accounting
- Alumni and Foundation
- Athletics
- Bookstore
- BPAC
- Career Services and Placement
- Coahoma Higher Ed Center
- Community and Economic Development Center
- Counseling and Testing Center
- Delta Center for Culture and Learning
- Delta Volunteers/Office of Community & Student Engagement
- Facilities Management
- Food Services
- Greenville Higher Education Center
- Health Services
- Human Resources
- Information Technology
- Institutional Research and Planning
- Instructional Resource Center
- Intramurals
- Library Services
- Office of Communications and Marketing
- Office of Procurement
- Police Department
- Post Office
- President's Office
- Recreation and Wellness
- SGA (if needed)
- Small Business Development Center
- Student Organizations Director (Union Office) also includes Union and Union Program Council

LOGO With TAGLINE

**DELTA STATE
UNIVERSITY** 
Join in. Stand out.

This version of the logo is the official version. It should be used on publications pertaining to:

- Academic Affairs
 1. Registrar
 2. Retention Coordinator
- Enrollment Services/Admissions/Recruitment
- Financial Assistance
- Graduate & Continuing Studies
- Housing and Residence Life
- International Student Affairs
- Orientation
- Student Business Services

COLLEGE OF ARTS AND SCIENCES

**DELTA STATE
UNIVERSITY** 
COLLEGE OF ARTS AND SCIENCES

This version of the logo is the official version. It should be used on publications pertaining to:

- Art
- Biological & Physical Science
- DMI
- History
- Interdisciplinary Center for GIT
- Interdisciplinary Studies
- Language & Literature
- Math
- Madison Center
- Music
- Social Science
- Social Work
- Department of Social Work
- Speech & Hearing
- Science and Environmental Education Center

COLLEGE OF BUSINESS

**DELTA STATE
UNIVERSITY** 
COLLEGE OF BUSINESS

This version of the logo is the official version. It should be used on publications pertaining to:

- Accountancy
- Center for Business and Entrepreneurship Research
- Commercial Aviation
- Management & Marketing
- Flight Operations
- Bus. Graduate Program
- Entrepreneurship in Bus Tech
- Small Business

COLLEGE OF EDUCATION

**DELTA STATE
UNIVERSITY** 
COLLEGE OF EDUCATION

This version of the logo is the official version. It should be used on publications pertaining to:

- Center for Rural School Leadership and Research
- Counselor Education & Psychology
- Family & Consumer Science
- HPER
- Office of Field Experience
- Rural School Leadership
- Teacher Education

SCHOOL OF NURSING

**DELTA STATE
UNIVERSITY** 
SCHOOL OF NURSING

This version of the logo is the official version. It should be used on publications pertaining to:

- Faculty, Staff and Chair of Academic Programs