



IDENTITY STANDARDS

**DELTA STATE
UNIVERSITY** 

1003 West Sunflower Road ■ Cleveland, MS 38733 ■ 800.GO.TO.DSU ■ www.deltastate.edu

To the Delta State Community,

Delta State University has been referred to as the “Best Kept Secret” for too many years and that description is about to change. Starting in fall 2008, we began the implementation of the first truly coordinated, comprehensive, and strategic marketing campaign in Delta State’s history. This historic event is due in large part to the support of the Delta State Foundation and Alumni Association which established the financial base to make this initiative a reality.

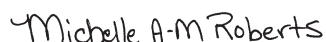
It is time for us to share with the world the opportunity we have to be the Best Regional University in America. Delta State University means many things to many people, but it is the pride we all feel for Delta State that unites us. It defines who we are and what we stand for as a University. The new marketing initiative is a chance to market Delta State University in new and creative ways.

The new marketing campaign consists of many facets, including three 30-second television commercials, a new logo and tagline, revised recruiting materials, and an updated web site. To be effective, we must provide a consistent “look and feel” of Delta State University through all of our materials, and we must send a consistent message with all of our communication efforts.

In a world bombarded with competing messages, it is critical to our success in marketing the University that we speak with one voice. Doing so creates a consistent impression in the minds of our audiences and builds Delta State’s reputation. Communicating our brand in this manner is essential if we are to fulfill our aspirations to become one of the nation’s leading regional universities.

One of the best ways we can strengthen the Delta State University brand is to follow the standards contained in this guide. Our brand image is reflected in the way people think, feel, and respond when they hear the words “Delta State University.” Every Delta State University employee, student, and alumnus is a brand ambassador. Your support in adopting these new identity standards is essential to the success of Delta State University’s new marketing initiative. Please contact me or any member of the Office of Communications and Marketing if you have questions or need assistance.

Sincerely,



Michelle A-M Roberts

Vice President for University Relations

Publications Policies and Procedures

UNIVERSITY LOGO

On August 18, 2008, the Delta State University President's Cabinet approved a new logo for the University.

The University logo is set forth below:



The logo and official university names have registered trademark protection, and any use of the logo or official university names other than those prescribed in this manual is prohibited, regardless of funding sources.

This handbook contains the policies and procedures for standard usage. This handbook is available on the web at **identitystandards.deltastate.edu**.

Note: The new logo has replaced the old Delta State University logo, which will be discontinued effective July 1, 2009. You may use existing materials with the old logo until your supply is gone. Please use the new logo on all new collateral material.

Graphic Standards

The Delta State University Identity Standards manual establishes official standards for the design, promotion and communication of Delta State through publications, stationery, signage and other applications. Adhering to these standards will help ensure that communications from every college/school, department and office present a clear and uniform voice that best represents the image and brand of Delta State University.

This guide is a reference tool for applying a consistent look, feel, voice, and tone for all of the Delta State University communications. It is designed to help you incorporate the University core values and messages into everything you do. Consistent application of graphic identity is critical to clear communication. It assists in distinguishing Delta State from other institutions by conveying a look that is distinct, memorable, and uniquely its own. These standards include elements such as color, photography, typefaces and symbols. You will also find guidance for organizing the elements through sample layouts, templates, rules, and guidelines.

OFFICE OF COMMUNICATIONS AND MARKETING

Assistance is available, as well as highly recommended, if you are planning to produce a printed piece promoting the university. The Office of Communications and Marketing is available to help interpret the identity standards and to assist with design and communication issues.

For access to tools that accompany the guide, please visit the Office of Communications and Marketing webpage. The webpage includes downloadable graphics and a number of templates in Microsoft Word, PowerPoint and PDF formats.

Questions relating to Delta State University's graphic identity program and the production of publications or websites should be addressed to:

Communications and Marketing
H.L. Nowell Union, Room 208
DSU Box D-3
P: 662.846.4675
F: 662.846.4679
com-mark@deltastate.edu
com-mark.deltastate.edu

Delta State University

ABOUT OUR NAME

Our official name is Delta State University. However, using “Delta State” is acceptable in all but formal uses. The abbreviation “DSU” is acceptable in limited, informal situations, or in formal situations provided it follows the regulations of the Associated Press Stylebook. Do not use “DSU” in titles of publications, on signs or in any formal publication. Never use “Delta” or “DS” as abbreviations of the school name.

Delta State University

REGISTERED MARKS

Design or color alterations to the specifications outlined in this manual are prohibited without the consent of the Office of Communications and Marketing. Delta State University reserves the right to reject delivery of materials containing unauthorized or incorrect usage based on the guidelines in this manual.

Registered trademarks of the university include the following:

- **Delta State University**
Registered on January 10, 2006 as Reg No. 3,040,230
- **DSU**
Registered on January 10, 2006 as Reg No. 3,040,229
- **Delta State Logo**
Pending
- **Delta State Tagline**
Pending
- **Athletics Delta Logo**
Pending
- **Statesmen**
Registered on July 4, 2006 as Reg No. 3,112,100
- **Statesman Logo**
Pending
- **Lady Statesman Logo**
Pending
- **Fighting Okra**
Registered on December 27, 2005 as Reg No. 3,034,768
- **Fighting Okra Logo**
Registered on November 1, 2005 as Reg No. 3,010,691

The registered trademark symbol ® must be used with all university marks and logos that have been trademarked. The ™ symbol should be used with the items that are pending registration.

Athletic trademarks are applicable only in athletics and must not be used for academic applications, academic products or university web sites.

The marks of Delta State University are managed under a licensing program administered by Strategic Marketing Alliance. Any use of these marks requires written approval from Strategic Marketing Alliance. Athletic licensing approval must be obtained from the Director of Athletics.

University Seal

The University seal is reserved for use on official University documents such as diplomas and certificates and for use by the Office of the President. When the seal is reproduced, it must not be reversed, combined with another logo, or surrounded by type, photography, illustration, or other devices.

Use of the seal must be authorized by the Office of Communications and Marketing.



Importance of a Single Identifier

CREATING A BRAND

A brand is not a name or a logo. Instead it is a promise and perception derived from both the communications received concerning the product, service or company, and the experiences a person had with it. It delivers a pledge of satisfaction and quality. A brand often includes a logo, fonts, color schemes, symbols, images and sound, which may be developed to represent implicit values, ideas and personality. For a brand to communicate this perception and promise effectively, every communicated element needs to be carefully crafted. With these detailed efforts set forth, a brand can become an established and highly effective entity within its market. Every service organization has a brand, whether it's created by the organization or the customer. We want to ensure that Delta State's brand is a positive one and reflects the mission of the organization.

PROTECTING THE BRAND

Once a brand is created, standards must be developed to keep the brand message consistent and strong. Every font, color, word, point size and design on everything communicated needs to match the established guidelines. It is important for every college/school, department and office within the University to adopt these standards. By following the guidelines in this handbook and through consistent use and repetition, Delta State University will achieve the value of a unified marketing and communications initiative.

DEPARTMENTAL LOGOS

The use of too many logos diminishes the collective strength of the University's identity. Any unit that receives support from Delta State University or the Delta State University Foundation will no longer be able to carry its own logo.

Brand Architecture

Brand architecture is the process for strategically managing how institutions and their various units present themselves in the marketplace. The process is used to match major product and service categories with specific target audience segments in order to protect the integrity of the core brand and maximize the effectiveness of each.

CORE BRAND

The core brand is the consistent expression of an institution's brand promise, brand drivers and institutional personality aimed at the organization's most important target audiences. The core brand is expressed uniformly through consistent use of a singular signature (logo, word mark and tagline), set of brand drivers, distinctive voice and tone, unique personality, and recognizable visual identity. These include type fonts, design elements, photography and a color palette that define the brand identity and elicit instant recognition. The core brand is Delta State University.

Core Brand



BRAND EXTENSIONS

Extensions are integral components of the core brand and directly support the institution's ability to deliver its primary product or service. Extensions lend depth and breadth to the core brand because they deliver or support the core service and serve or support the primary target audience. Common examples are the schools and/or colleges that comprise the major academic divisions of a university.

Extension names are integrated directly as part of the core brand signature (logo, word mark, tagline plus extension name) in a consistent but subservient fashion. Extensions add complexity to the graphic identity and therefore should be used judiciously and strategically. Extensions are typically reserved for major academic units that strengthen the core brand identity through their inclusion in the signature.

Delta State has approved four brand extensions:

1. College of Arts and Sciences
2. College of Business and Aviation
3. College of Education
4. Robert E. Smith School of Nursing

Brand Extensions



SUB-BRANDS

Sub-brands have their own distinct personalities and missions but are prominently linked to the core brand for compelling strategic or economic reasons. Sub-brands benefit from clear linkage to the core brand but require differentiation because they provide services that are significantly different from those of the core brand. Also they may serve or support either wholly different audiences or discrete and identifiable segments of the core brand's primary audiences. In some cases, a unit is positioned as a sub-brand in order to protect the integrity of the core brand by giving some distance between the two.

Sub-brands should reflect the same market position, brand promise and brand drivers as the core brand. Intercollegiate athletics programs are often positioned as sub-brands.

Subbrands may use their own name, logo and word mark that either includes the core brand name or strongly echoes or mimics the core signature and identity. However, since sub-brands require their own graphic identity and marketing efforts, they are costly to support and dilute the core brand identity significantly. They should be employed strategically and sparingly.

Delta State has approved two sub-brands:

1. Athletics
2. Alumni Association

Athletics



Alumni Association



INDEPENDENT BRANDS

Independent brands represent a complete departure from the core brand. These may be autonomous or semi-autonomous campuses, institutes, centers, or divisions that have their own missions and offer distinctly different services for different primary target audiences. Independent brands use their own names, logos, word marks and taglines. They establish and promote their own distinctive brand promise and institutional identity. Independent brands should not use the core brand visual or graphic identity. Since they require their own graphic and visual identities, as well as their own marketing programs, independent brands are extremely costly to support. They should be employed strategically and very sparingly. Independent brands can employ their own unit identifiers, brand extensions, sub-brands and independent brands.

Delta State has approved one independent brand:

1. Bologna Performing Arts Center

Bologna Performing Arts Center



Positioning Statement

Delta State University, a challenging Carnegie Master's I university, serves as the Mississippi Delta's educational and cultural center. Our academically prepared and socially well-rounded students, who are from different cultural, socio-economic, and ethnic backgrounds, seek an immersive four year experience in a supportive environment that fosters personal growth and achievement. Our community of scholars emphasizes excellence in instruction and is dedicated to creating significant student/faculty interaction. We have a robust commitment to serving the city, region and state. Our graduates have the ability to respect and evaluate the thoughts of others; to develop, assess, and express their own thoughts effectively; and to use the techniques of research and performance associated with their disciplines.

BRAND PROMISE

Delta State University. . . a community that expects and supports personal growth and achievement.

BRAND DRIVERS

- Credentialed professors who create significant student/faculty interaction
- Diverse social and leadership opportunities
- Vital partnerships in the region
- Challenging academic programs

BRAND DRIVERS AND KEY MESSAGES

- The brand drivers are the strategic foundation—the exclusive building blocks—of key messages.
- The brand drivers are succinct internal statements of four fundamental brand attributes.
- They are conceptual in nature, so they are not necessarily expressed in the way that is most resonant with target audiences. Key messages translate the brand drivers into wording and context that become memorable and motivational for audiences.
- While the brand drivers remain unchanged over time and across all audiences, key messages are constantly tailored and shaped depending upon the audience segment and each unique communication situation. Key messages will appear in many different forms and modes and also are expressed through brand imagery.

- Proof points (facts, data points, examples, testimonials, and anecdotes that illustrate how and why each of the brand drivers is true) are also audience-specific. They provide depth and credibility to the key messages and are customized to resonate with the specific audience segment being targeted.
- Thus, key messages are the result of an individual process that is ongoing and constant. Brand drivers stay the same; key messages and proof points continually change as the means to express the brand drivers.

Brand Presentation

OVERVIEW

Brand presentation is the unique visual and messaging expression of the University's brand promise and brand drivers. Brand presentation also expresses Delta State University's distinguishing personality. Together these elements—visual identity, messaging, and personality—create a well-differentiated brand identity in the marketplace.

The brand presentation should be a distinctive creative approach defined not only by the messages but also by the voice and tone of the copy, color palette, imagery, design style, and typography. The way these elements relate to each other, coupled with consistent brand messaging, form the basis of a unique brand presentation.

BRAND PERSONALITY

Brand personality defines the persona and character of Delta State University. It defines key personality traits that are expressed through the design. The University has defined the following traits as its key personality descriptors:

- **Immersive**

The Delta State University experience is one that allows students and professors to become deeply involved, inside and outside the classroom. This community of scholars thrives on an ability to become involved in projects and activities of interest, creating a culture of interaction and exchange.

- **Self-assured**

Students and faculty in the Delta State community are willing to rise to a challenge, and take pride in their accomplishments. They find pleasure in gaining tools to be effective in their pursuits.

- **Motivational**

Students attending Delta State find inspiration to achieve in the classroom and in all they do. Faculty take pride in the empowerment they provide their students without coddling them, giving them strength to achieve and reach further in life than they might have previously imaged for themselves.

- **Vital to the Community**

Delta State's relationship with the surrounding region is essential to the success and livelihood of the community, and the university's internal stakeholders benefit from that relationship through outreach projects and shared endeavors in business, arts, education and medical services.

- **Engaging**

Education at Delta State University is interactive in nature. Professors engage their students directly, beyond just knowing their names to knowing their ambitions and helping in their achievement. Students thrive off this engagement and in turn become more involved outside of the classroom.

Graphic Identity

Delta State University strives to maintain a consistent graphic identity as a major component of communicating the strength and integrity of the institution. A unified approach to the signature fosters a strong, consistent institutional image for both internal and external audiences. The success of any identity program depends on the cooperation of all members of the university community.

DELTA STATE UNIVERSITY SIGNATURE

The official Delta State University signature consists of a two-color logo (the “Delta” symbol paired with the words “Delta State University”) as shown on the following pages. It communicates a message of strength and integrity for Delta State and must appear prominently on all official publications, documents and communications of the University core brand.

The logo mark symbolizes the idea of positive change that is one of the definitions of the word Delta and also an outcome of the student experience at Delta State. Additional dimension, shown through the use of color, depicts the richness of the University’s diverse community and the depth of the students’ educational experiences at Delta State. The mark also has the visual of a road, indicating a student’s path to a brighter future/success. The triangle, meant to indicate the Delta, is supporting the green bar, meant to indicate DSU, symbolizing the idea of a supportive town-gown relationship between the community and the university. The overall support structure also signifies the support system that is in place to help students be successful both academically and personally.

The word mark is rendered in the Matrix Bold font (all caps). A slight increase in tracking between the letters adds breadth and a greater feeling of spaciousness to the mark.

TAGLINE

A tagline is an intriguing shorthand of a message that exudes the core brand’s personality. Delta State University’s tagline “Join In. Stand Out.” captures the spirit and personality of the university. This strong message catches the attention of prospective students

by addressing the Generation Y twin priorities to be part of a community while retaining individuality. It both welcomes and challenges. It sorts the market and invites the interest of those who want to achieve. For those of us on campus, it pushes us toward excellence and involvement with students in a busy process of learning.

The tagline is graphically interlocked with the university logo for use in various official media of the university. It should never be used as a stand-alone element.

The logo with tagline should appear on the front cover of all university recruiting publications, except for those using brand extension logos. Never use the tagline as the title of a publication or as the predominant feature of any page. Official logo type, size, color usage, and spatial relationships apply to the logo with tagline. The tagline is a registered trademark and may not be altered or combined with other logos, taglines, or mottos.

The DSU tagline, "Join in. Stand out." is rendered in Friz Quadrata Medium in upper and lower case. The dots above the "i's" have been raised slightly to provide a feeling of breadth and airiness.

When presented in full color, the signature employs the school colors: pms 348 (green) and black. When presented in a single color or reversed from a background, 100% and 30% values of the color are used to maintain the dimension of the mark.

The signature, as shown and specified on the next page, is the registered and protected symbol representing Delta State and, as such, is the sole and exclusive property of the University. The University prohibits any infringements on, overlays of, screens, additions, changes in color or proportion and all other alterations and modifications whatsoever to this registered mark and its approved variations.

Identity Reproduction

LOGO STRUCTURE

The primary logo consists of two parts: the logo type and the logo mark in an updated horizontal configuration. The name “Delta State University” appears in Matrix Bold, black typeface in uppercase letters.

The logo with the tagline consists of three parts: the name “Delta State University” in Matrix Bold, black typeface in upper case letters, the symbol and the tagline in Friz Quadrata Medium, black typeface in title case letters.

Use only officially prepared logos.

No other typefaces or combinations of typefaces are permitted in these two primary logos. The introduction of the new logo requires a strict adherence to the standards to increase recognition. Do not use the logo mark alone or the logo type alone.

Primary Signature

**DELTA STATE
UNIVERSITY** 

Logo Type

Matrix Bold in Black, all caps, slight increase in space between letters

Logo Mark

Delta sign: left-hand triangle BLACK, right-hand triangle WHITE, right-hand bar PMS 348

Primary Signature and Tagline

**DELTA STATE
UNIVERSITY** 

Join in. Stand out.

Tagline

Friz Quadrata Medium, PMS 348 upper and lower case

Signature Variations

APPROVED SIGNATURE VARIATIONS

The full color version of the Delta State logo should be used whenever possible. For the cases where needed, a one color version has been created.

Below are the only approved and acceptable variations of the Delta State University signature. These variations can be used with or without the tagline.

Primary Signature One Color



Logo Type

Matrix Bold in Black, all caps, slight increase in space between letters

Logo Mark

Delta sign: left-hand triangle BLACK, right-hand triangle WHITE, right-hand bar 30% screen of BLACK

Primary Signature One Color Reverse



Logo Type

Matrix Bold in White, all caps, slight increase in space between letters

Logo Mark

Delta sign: left-hand triangle WHITE, right-hand triangle BLACK, right-hand bar 30% screen of BLACK

Primary Signature and Tagline One Color



Join in. Stand out.

Tagline

Friz Quadrata Medium, BLACK, upper and lower case

Primary Signature and Tagline One Color Reverse



Join in. Stand out.

Tagline

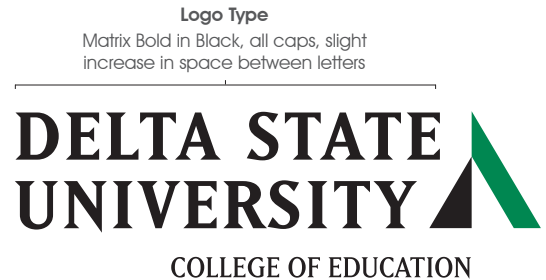
Friz Quadrata Medium, WHITE, upper and lower case

Brand Extensions

APPROVED BRAND EXTENSION SIGNATURES

Delta State had approved four brand extensions. Those include the College of Arts and Sciences, College of Business, College of Education and the School of Nursing. The following is the approved acceptable execution of a Delta State University brand extension signature. These variations can be used with or without the university tagline.

Brand Extension Signature



Brand Extension

Matrix Regular in
BLACK, all caps

Logo Mark

Delta sign:
left-hand
triangle BLACK,
right-hand
triangle WHITE,
right-hand bar
PMS 348

Brand Extension Signature with Tagline



Tagline

Friz Quadrata
Medium, PMS
348 upper and
lower case

Minimum Clear Space

To ensure its integrity and visibility, the Delta State University logo should be kept clear of competing text, images and other marks. It must be surrounded on all sides by an adequate clear space.

A protected area, equivalent to the width of the capped **D**, surrounds all versions of the logo. However, the logo may overprint or be reversed on photos as long as the background does not render the logo difficult to distinguish or interfere with its detail.

Minimum Clear Space



Size Requirements

Always use the approved signature artwork provided.

Do not recreate or alter any of the elements in the signature artwork.

The logo should be used in a size large enough to ensure legibility.

RECOMMENDED SIZE

The suggested size for the Delta State University logo is 2" on a typical 4" x 9" rack brochure, and 2.5" on larger (e.g., 8.5" x 11") publications.

For electronic applications, the suggested size for the logo is 2.5" in PowerPoint, and 2.5" (180 pixels) on the Web.

MINIMUM SIZE

Minimum size refers to the smallest dimensions allowed for the Delta State University logo. It is stated at minimum width.

The minimum size for the logo is 1.25".

For electronic applications, the minimum size for the logo is 2.22" (160 pixels).

Recommended Print Size



2.5" width (on 8.5" x 11" publications)

Minimum Print Size



1.25" width

Recommended Screen Size



2.5" width

Minimum Screen Size



2.22" width

Logo Usage

CHOOSING THE CORRECT LOGO

The preferred usage of the Delta State University logo is the two-color version on a white background. Use the two-color version rather than the one-color version when possible.

In one-color printing, the logo may be used in black or reversed. The reverse logo treatment may be used on a dark background if sufficient contrast exists. In both cases, the right bar should be a 30% screen of black or Pantone Cool Gray 4.

Preferred Usage



Acceptable Usage



Logo File Types

Use this naming convention guide to select the appropriate logo for reproduction.

EPS files can be imported into or opened through page layout and illustration software such as InDesign, QuarkXPress, Freehand, Illustrator or Photoshop. The EPS logos should be used for high-resolution print applications.

TIFF, PNG or JPEG images can be placed in applications such as Microsoft Word, Publisher, and PowerPoint.

PNG or JPEG image types are recommended for online and digital display applications, such as Dreamweaver, Flash, FrontPage or PowerPoint.

Full Color Logo

Select the appropriate file type for your intended usage.

**DELTA STATE
UNIVERSITY** 

[EPS](#) [PNG](#) [JPEG](#) [TIFF](#)

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

[EPS](#) [PNG](#) [JPEG](#) [TIFF](#)

One Color Logo-Black

Select the appropriate file type for your intended usage.

**DELTA STATE
UNIVERSITY** 

[EPS](#) [PNG](#) [JPEG](#) [TIFF](#)

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

[EPS](#) [PNG](#) [JPEG](#) [TIFF](#)

One Color Logo-White

Select the appropriate file type for your intended usage.

**DELTA STATE
UNIVERSITY** 

[EPS](#) [PNG](#) [JPEG](#) [TIFF](#)

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

[EPS](#) [PNG](#) [JPEG](#) [TIFF](#)

Background Guidelines

The preferred treatment of the Delta State University logo is the two-color logo over an open, white background.

If the logo must be placed on a dark background, you may use a reverse version of the logo. In this case, the right bar should be a 30% screen of black or Pantone Cool Gray 4.

The logo may be placed over a background image or pattern only if there is sufficient contrast to distinguish the logo from outside elements.

Acceptable Usage



White is the preferred background color for the logo.



The logo may be used over light solid backgrounds.



The reverse version of the logo should be used when placed over dark colors.



Always position the logo over an image in a way that maintains legibility.

Unacceptable Usage



Never use the primary logo over a color that renders it unreadable.



Never use the logo over a patterned background that renders it unreadable.



Never use the primary logo over a color that renders it unreadable.



Never use the logo over an image in a way that renders it unreadable.

Unacceptable Logo Usage

Always use original Delta State University logo artwork. It should never be edited, recreated, or combined with other graphic or typographic elements.

Never alter or redraw the signature elements. They should not be rearranged, rotated, animated, shadowed, or rendered in three-dimensional form without prior authorization.

Do not place the signature elements inside any other shape or combine them with any other symbol or graphic.

The logotype has been customized for the university; therefore campus units should always reproduce the signature or symbol from authorized digital files or authorized reproduction-quality originals.

Unacceptable Usage



DELTA STATE
UNIVERSITY
Join in. Stand out.

Never substitute type in the logo.



DELTA STATE
UNIVERSITY
Join in. Stand out.

Never alter the colors in the logo.



DELTA STATE
UNIVERSITY
Join in. Stand out.

Never outline elements of the logo.



DELTA STATE
UNIVERSITY
Join in. Stand out.

Never change the size relationships or positioning of the logo elements.



DELTA STATE
UNIVERSITY
Join in. Stand out.

Never flip or reposition the logo elements.



DELTA STATE
UNIVERSITY
Join in. Stand out.

Never resize any portion of the logomark or logotype.



Never use the logomark alone.



DELTA STATE
UNIVERSITY
Join in. Stand out.

Never alter the logomark in any way.



DELTA STATE
UNIVERSITY
Join in. Stand out.

Never add effects such as bevels, textures or drop shadows.



DELTA STATE
UNIVERSITY
Join in. Stand out.

Never fill in the interior of the logo or alter the colors.

Color Usage

APPROVED DELTA STATE UNIVERSITY COLORS

It is important that Delta State University maintain consistency of visual communications across various media types and materials. Using approved colors in all communications will strengthen Delta State's identity, create impact, and help differentiate information. The traditional university green and black will remain a dominant design element, but these colors are now enhanced by a fresh palette of complementary and accent colors.

Primary Colors



DSU Green

Pantone 348 C
C:100 M:0 Y:85 K:24
R:0 G:117 B:62
Hex: #00753E



DSU Black

C:0 M:0 Y:0 K:100
R:0 G:0 B:0
Hex: #000000



DSU Grey

Pantone Cool Grey 4
C:0 M:0 Y:0 K:24
R:203 G:203 B:203
Hex: #CBCBCB

Secondary Colors



Blue

Signature color for the
College of Education

Pantone 3125 C
C:83 M:0 Y:21 K:0
R:34 G:167 B:200
Hex: #22A7C8



Orange

Signature color for the
School of Nursing

Pantone 716 C
C:0 M:45 Y:91 K:0
R:235 G:157 B:25
Hex: #EB9D19



Chartreuse

Signature color for the
College of Arts and
Sciences

Pantone 583 C
C:23 M:0 Y:100 K:17
R:166 G:188 B:0
Hex: #A6BC00



Brown

Signature color for the
College of Business

Pantone 476 C
C:57 M:80 Y:100 K:45
R:69 G:40 B:20
Hex: #452814

Typography

OFFICIAL LOGO FONTS

The Delta State University logo consists of two fonts, Matrix Bold and Friz Quadrata. To ensure a longer shelf life these fonts will be reserved almost exclusively for logo use.

PRIMARY SAN SERIF TYPEFACE

AvantGarde is the primary sans serif typeface for Delta State University. AvantGarde should be used for titles, headlines, and subtitles. AvantGarde comes in several different weights. The lighter version is recommended for most uses including headlines, display type, etc. The bold version should only be used where additional emphasis is needed.

SUGGESTED SECONDARY TYPEFACES

The suggested secondary fonts offer options for different media types and flexibility in publications. The fonts should be considered for use on the web, departmental publications and official correspondence.

Logo Fonts

Matrix Bold

ABCDEFGHJKLMNOP abcdefghijklm
12345678910

Friz Quadrata

ABCDEFGHJKLMNOP abcdefghijklm
12345678910

Suggested San Serif Fonts

Avant Garde Bk BT

Avant Garde Md BT

ABCDEFGHJKLMNOP abcdefghijklm
12345678910

Myriad Pro

Myriad Pro Bold

ABCDEFGHJKLMNOP abcdefghijklm
12345678910

Neutra Text Light

Neutra Text Book

Neutra Text Demi

Neutra Text Bold

ABCDEFGHJKLMNOP abcdefghijklm
12345678910

Suggested Serif Fonts

Arno Pro

Arno Pro Bold

ABCDEFGHJKLMNOP abcdefghijklm
12345678910

CG Times

CG Times Bold

ABCDEFGHJKLMNOP abcdefghijklm
12345678910

Photography

Image style plays a critical role in developing a vivid and meaningful identity for Delta State University.

Dynamic cropping, natural lighting, candid, spontaneous (rather than posed or contrived), purposeful subject matter—these are the attributes of successful photographic imagery. Strive to use imagery that supports the Delta State personality.

Do not use duotone photographs for student recruiting materials. Black-and-white photography is recommended for two-color brochures. Always keep the photographs true-to-color. Do not use stylized treatments such as cross-processed images or use software filters on student recruiting materials.

RESOLUTION GUIDELINES

300 dpi for print

250 dpi for newsprint

100 dpi for Web/e-mail

Suggested Photographic Styles

PHOTOJOURNALISTIC/EDITORIAL



CANDID CLOSE-UPS



GREYSCALE



DO NOT USE DUOTONE IMAGES.



DO NOT USE SOFTWARE FILTERS.

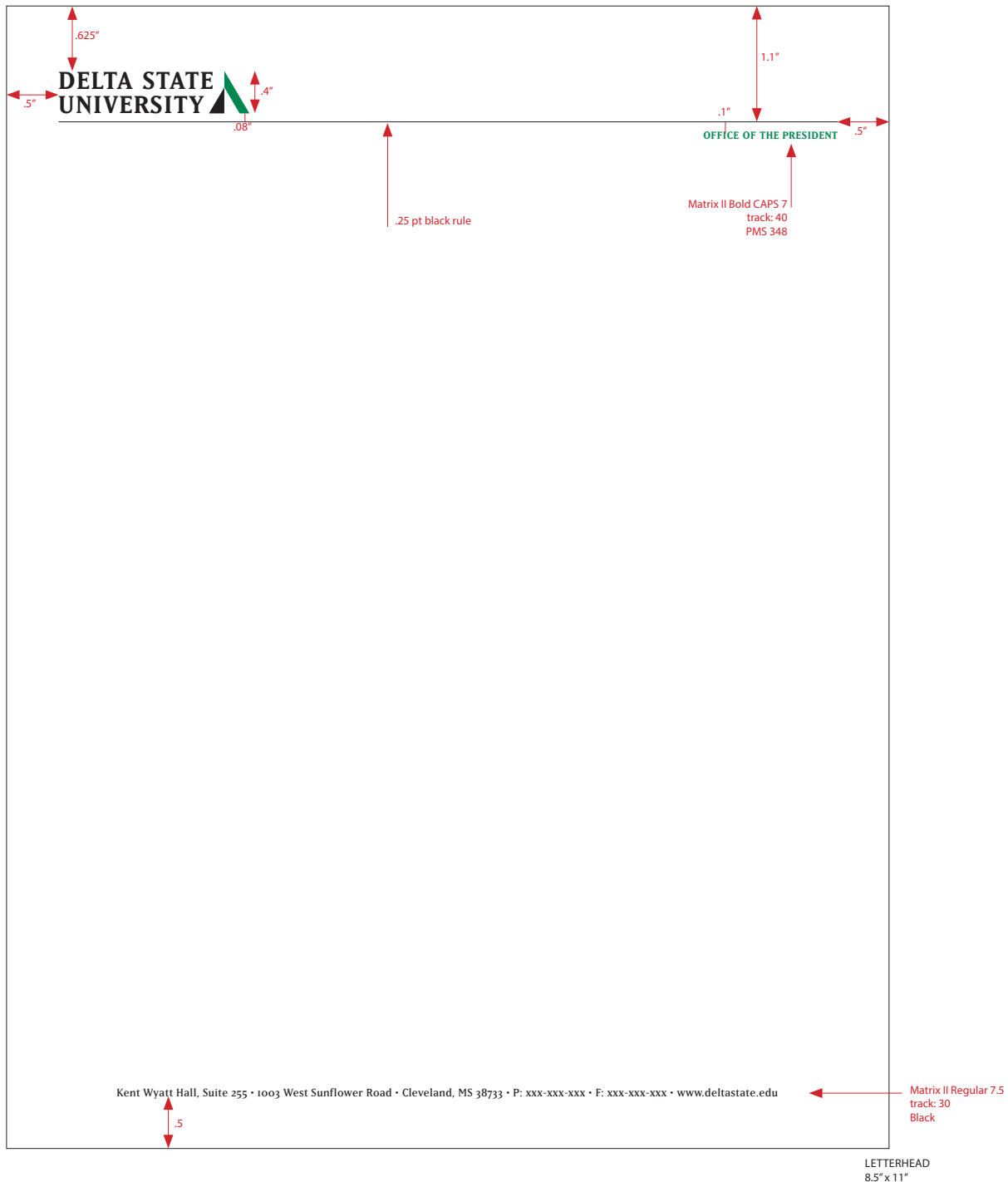


Stationery Specifications

LETTERHEAD CORE BRAND UNITS

Letterhead can be ordered from Delta State's Postal and Copy Center.

Not to scale.

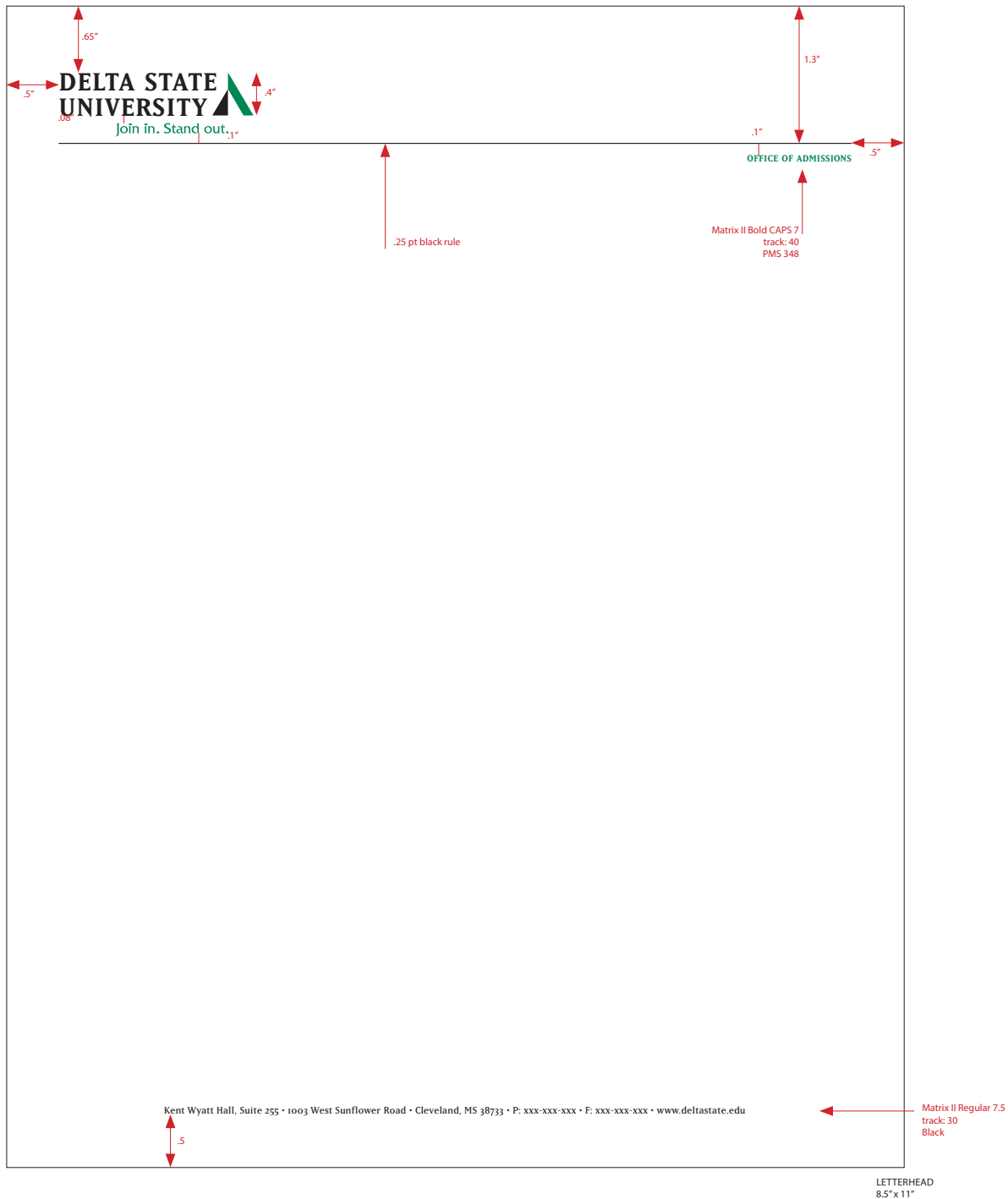


Stationery Specifications

LETTERHEAD WITH TAGLINE CORE BRAND UNITS

Letterhead can be ordered from Delta State's Postal and Copy Center.

Not to scale.



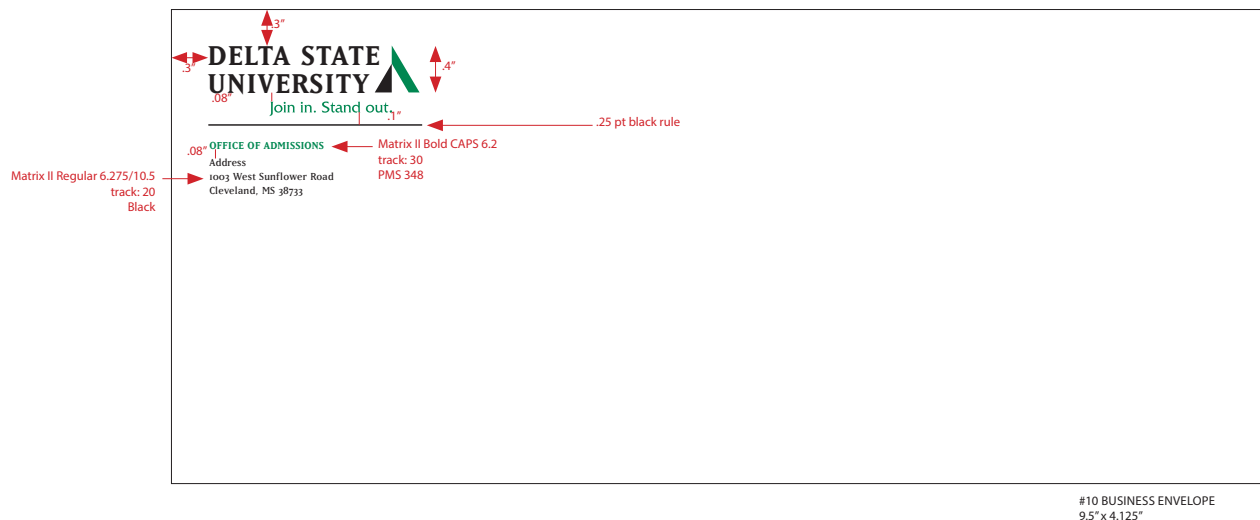
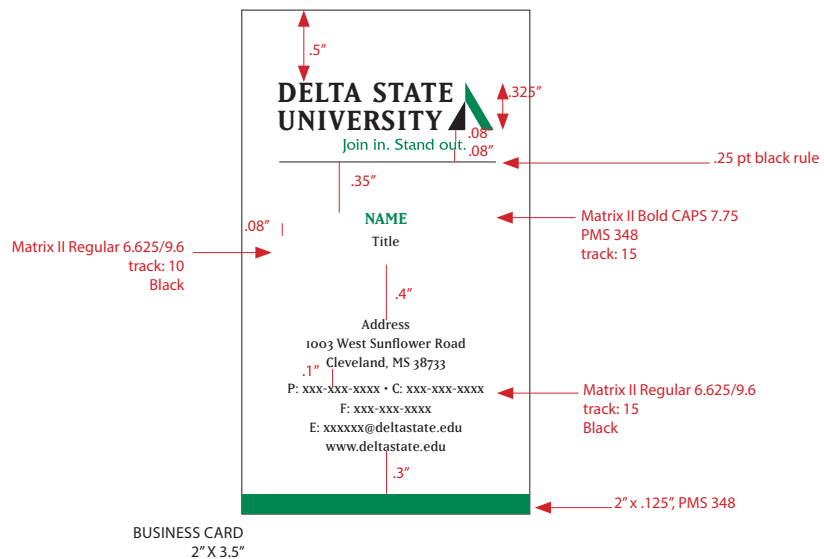
Stationery Specifications

ENVELOPES AND BUSINESS CARDS WITH TAGLINE

CORE BRAND UNITS

Envelopes and business cards can be ordered from Delta State's Postal and Copy Center.

Not to scale.

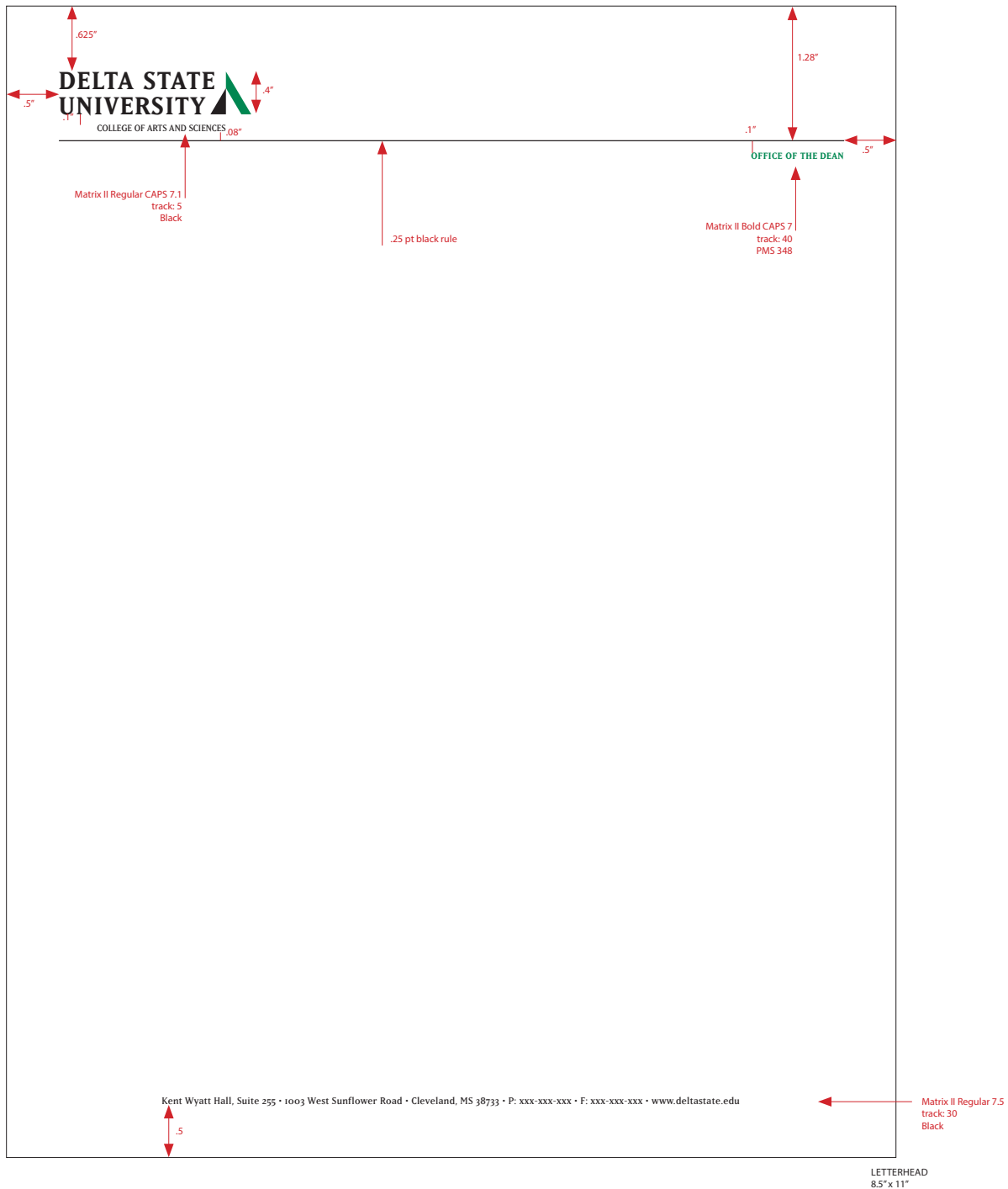


Stationery Specifications

LETTERHEAD WITH BRAND EXTENSIONS

Letterhead can be ordered from Delta State's Postal and Copy Center.

Not to scale.

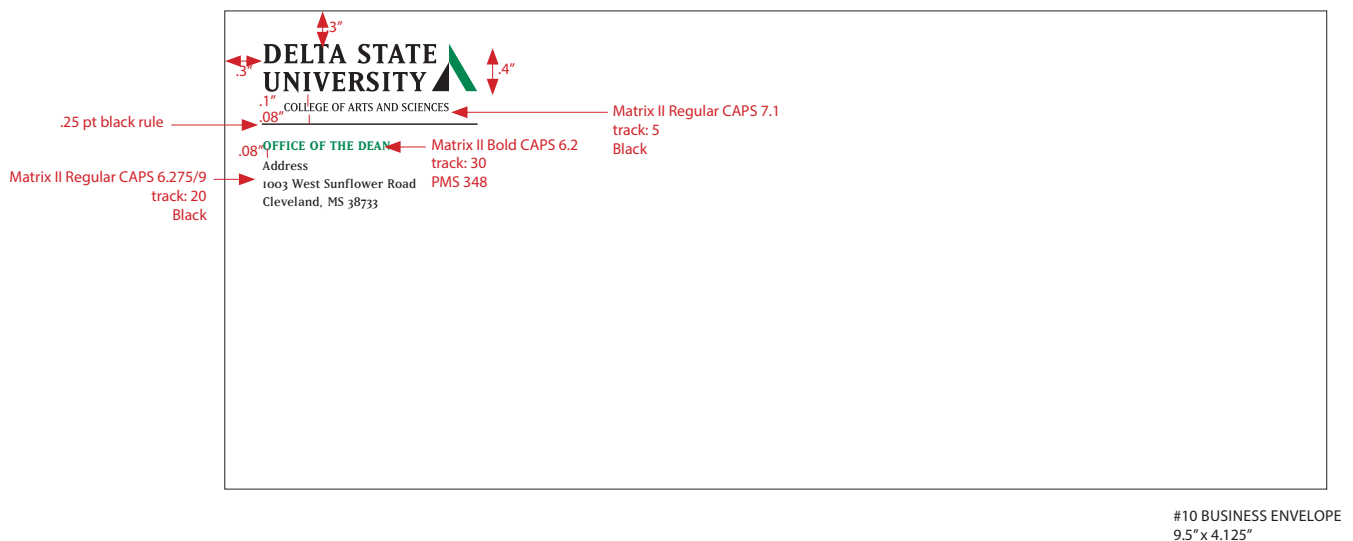
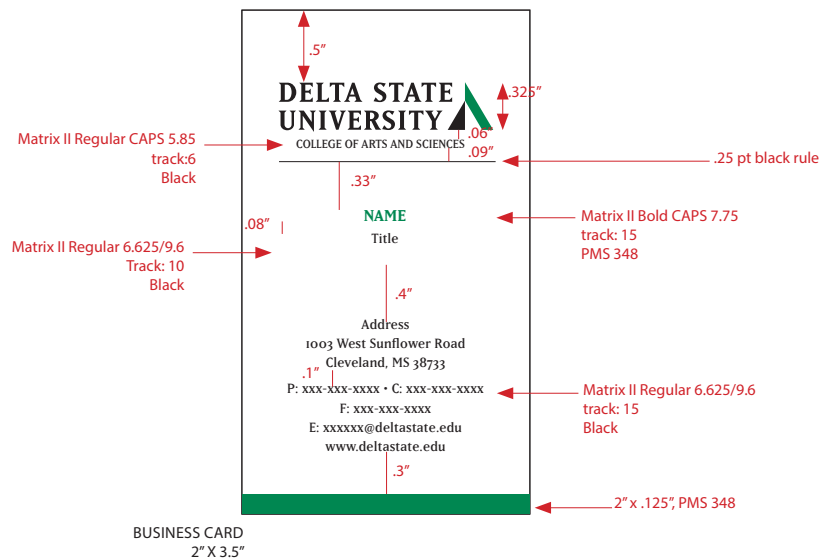


Stationery Specifications

ENVELOPES AND BUSINESS WITH BRAND EXTENSIONS

Envelopes and business cards can be ordered from Delta State's Postal and Copy Center.

Not to scale.



Publications Guidelines

POWERPOINT GUIDELINES

A Microsoft PowerPoint template for Delta State University has been created.

The template requires a basic understanding of PowerPoint including inserting slides and placing images. Presentations can be modified for content as long as the original integrity of the DSU brand is maintained.

RECOMMENDATIONS

For effective PowerPoint presentations, follow these recommendations:

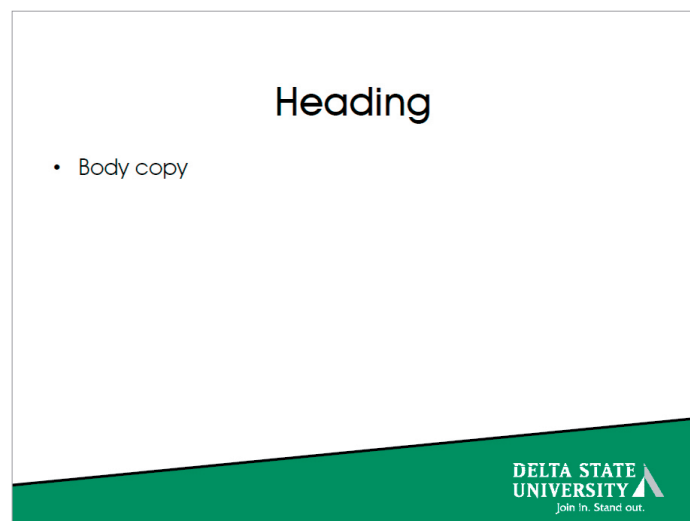
- Use fonts without serifs, such as Avant Garde or Myriad Pro, for copy.
- Avoid using font colors that are difficult to read, such as red.
- Use font colors that contrast well with the slide background.
- The Delta State University logo should be prominently featured in each slide using the PowerPoint template that is available from DSU.
- Use font sizes that are large enough to read such as 18 pt.
- Avoid placing more than 7 lines of information on each slide.

Title Page



Headline: AvantGarde Md BT, 42 pt left align
Subhead: AvantGarde Bk BT, 25 pt left align
Logo: Align Logo Bottom Right

Sub-Pages



Headline: AvantGarde Md BT, 42 pt left align
Body Copy: Avant Garde Bk BT, 28 pt left align
Color Recommendations:
DSU Green: R:0 G:117 B:62
DSU Black: R:0 G:0 B:0

Advertising Guidelines

BASIC AD TEMPLATE: 8" X 10" GREYSCALE

All Delta State University display and broadcasting advertising must be approved by the Office of Communications and Marketing before it is scheduled to run in media outlets.

Not to scale.

1/4 inch
white border

Photographic
Image

1/8 inch
white divider

Solid Black

Headline
Avant Garde Bk Bt 24pt,
White, Left-aligned

Subhead
Avant Garde Bk Bt, Bold,
10pt White, Left-aligned

Body Copy
Avant Garde Bk Bt, 9pt
White, Left-aligned



With a student to
teacher ratio of
fourteen to one,
Delta State's small
class sizes ensure
you don't get lost
in the crowd.

Optional:
Black 1.5" square
with 1.25pt white
border.
Containing interesting
statistical information
about Delta State.
Type is Avant Garde Bk
BT Demi, 7pt, white.

COMMUNITY OF SCHOLARS

Everything you need is ready and waiting.

Delta State will offer you a wide range of majors to meet any aspiration. Push the frontier of information technology, make a difference as a community organizer or save lives as a registered nurse. The choice is yours.

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

1.800.GO.TO.DSU
www.deltastate.edu
joininstandout.deltastate.edu

Logo Width
1.5"


.5" Clear Space

2.5" Clear Space
This area must be free of
ad content, and should
only contain the logo and
contact information

Inter-Office Materials

FAX COVER SHEET

Not to scale.

DELTA STATE UNIVERSITY 	FACSIMILE COVERSHEET
DATE Enter the date	
TIME Enter the time	
ATTENTION Name of person receiving fax	
ORGANIZATION Enter information	
RECIPIENT'S FAX # Enter Recipient's fax number	
FROM Name of person sending fax	
NUMBER OF PAGES INCLUDING COVER SHEET Enter # of pages	
MESSAGE Enter your message to recipient	
<hr/>	
Department Name Address Cleveland, MS 38733 P: 662.846.#### F: 662.846.####	

Inter-Office Materials

NOTE PADS

Notepads are printed 2-color on white paper. Dimensions are 5.5" x 8.5".

Not to scale.



JANE DOE, Ph.D.

Instructor of Learning

DEPARTMENT of COMMUNICATIONS and MARKETING

Union 208 Box D-3 ▪ Cleveland, MS 38733

O: 662.846.#### ▪ F: 662.846.####

E: xxxxxxxx@deltastate.edu

Campus Signage

LARGE SIGN TEMPLATES

H. L. Nowell Union

- Academic Support Lab
- Career Services & Placement
- Communications and Marketing
- Food Court/Coffee Shop
- Jimmy R. Williams Bookstore
- Police
- Postal and Copy Center
- S. Wayne Thompson Journalism Lab
- State Room
- Student Development/Union Offices
- Student Government Association
- Student Publications
- Vice President - Student Affairs

DELTA STATE UNIVERSITY

60"

42"

PRIMARY SIGN LAYOUT DIMENSIONS

Vertical Alignments	Horizontal Alignments
A: 5.56"	J: 4"
B: 8.03"	K: 5.21"
C: 9.53"	L: 32.35"
D: 12.97"	M: 33.62"
E: 13.26"	N: 39.16"
F: 16.04"	O: 56.42"
G: 34.18"	
H: 38.61"	

TYPE AND LOGO DIMENSIONS

Logo and Logo Type:	17.25" x 4"
Building Name X-Height:	2.85"
Typeface: MatrixIIReg	Type Size: 250pts
Office Name X-Height:	1.33"
Typeface: MatrixIIReg	Type Size: 100pts
Square Bullets:	.5" x .5"
Accent Stripe (Top):	.5" (x-height)
Accent Stripe (Bottom):	.25" (x-height)

TYPE SPECIFICATIONS

The logo and associated type are available as vector art. All other type is Matrix II Regular. Letterspacing is normal.

Delta State's Official Colors:
 Green: Pantone 348
 Grey: 30% Black or Pantone Grey 4
 Black

NOTE:
 These dimensions are common to all Primary DSU signs. If any problems should arise in execution of these layouts, DO NOT ALTER THE FORM IN ANY WAY without first consulting with and securing approval from Delta State University's Office of Communications and Marketing. You may reach the office at 662.846.4675

H. L. Nowell Union

- Academic Support Lab
- Career Services & Placement
- Communications and Marketing
- Food Court/Coffee Shop
- Jimmy R. Williams Bookstore
- Police
- Postal and Copy Center
- S. Wayne Thompson Journalism Lab
- State Room
- Student Development/Union Offices
- Student Government Association
- Student Publications
- Vice President - Student Affairs

DELTA STATE UNIVERSITY

HUGH ELLIS WALKER

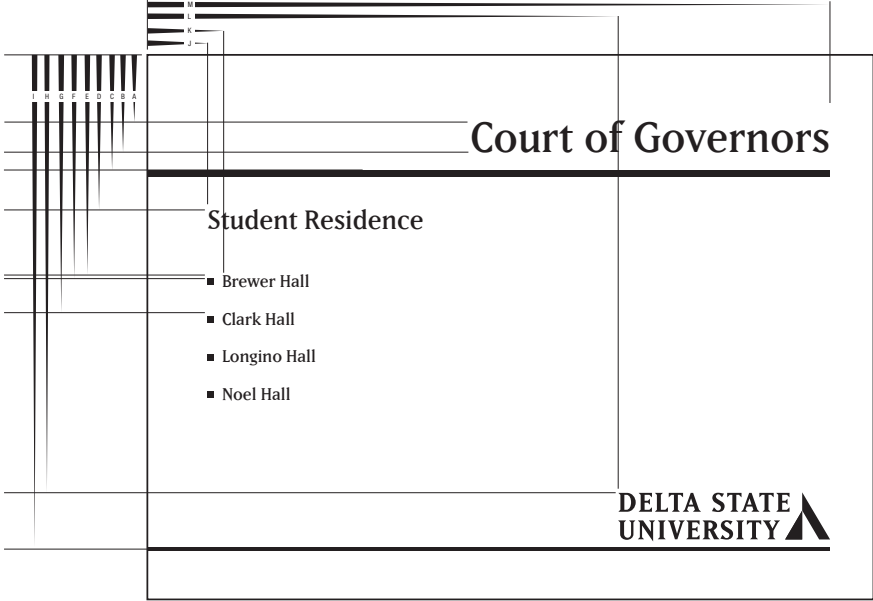
Alumni-Foundation House

- Alumni Association
- Foundation
- Development
- James H. McLendon Room
- John D. Simmons Room

DELTA STATE UNIVERSITY

Campus Signage

SMALL SIGN TEMPLATES



PRIMARY SIGN LAYOUT DIMENSIONS

Vertical Alignments	Horizontal Alignments
A: 4.44"	J: 4"
B: 6.43"	K: 5.03"
C: 7.62"	L: 31.13"
D: 10.25"	M: 45.11"
E: 14.55"	
F: 14.88"	
G: 17.05"	
H: 28.93"	
I: 32.55"	

TYPE AND LOGO DIMENSIONS

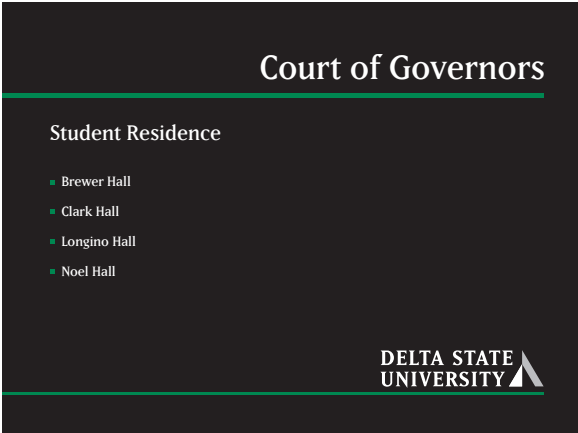
Logo and Logo Type:	14" x 3.25"
Building Name X-Height:	2.11"
Typeface: MatrixIIReg	Type Size: 200pts
Residence Type X-Height:	1.342"
Typeface: MatrixIIReg	Type Size: 125pts
SubName X-Height:	.06"
Typeface: MatrixIIReg	Type Size: 80pts
Square Bullets:	.4" x .4"
Accent Stripe (Top):	.4" (x-height)
Accent Stripe (Bottom):	.2" (x-height)

TYPE SPECIFICATIONS

The logo and associated type are available as vector art. All other type is Matrix II Regular. Letterspacing is normal.

Delta State's Official Colors:
Green: Pantone 348
Grey: 30% Black or Pantone Grey 4
Black

NOTE:
These dimensions are common to all Primary DSU signs. If any problems should arise in execution of these layouts, DO NOT ALTER THE FORM IN ANY WAY without first consulting with and securing approval from Delta State University's Office of Communications and Marketing. You may reach the office at 662.846.4675



Student and Student Organization Usage

STUDENT USAGE

Students are not permitted to use the university's logo or other university trademarks, such as the university tagline.

Exceptions to this policy are granted in a limited number of special situations. For example, the logo may be used for class projects and for university-approved conference and presentation materials. To be considered for such an exception, contact the Office of Communications and Marketing.

Approval must be received prior to printing, manufacture, or distribution. Any use of logos, seals, names, or other university marks must be in accordance with policies established by the university.

GRADUATE ASSISTANT BUSINESS CARDS

Graduate assistants are permitted to use the university's standard business card formats. No other student use of the standard business card is permitted.

WEB USAGE

University names, the logo, and other university trademarks are restricted to official university use only. Personal Web pages are not permitted to display the logo or university trademarks. Nor may such pages use the university's name in a manner that would lead the Web reader to perceive that the Web page is an official university page.

Graduate students or groups may be permitted to use university logo/trademarks in a limited number of special situations. However, use must be approved prior to Web publishing. For approval to use the logo on the Web, contact the Office of Communications and Marketing.

RESALE AND OTHER COMMERCIAL USE OF UNIVERSITY LOGOS

Student or personal use of university trademarks on T-shirts, baseball hats, bumper stickers, and other specialty items is prohibited without prior approval by the Office of Communications and Marketing. Approval is granted in limited situations.

STUDENT ORGANIZATIONS

Student organizations must request and obtain approval to use the university's names, logos, or symbols on commercial goods and specialty items.

Any questions relating to Delta State University's graphic identity program and the production of publications or websites should be addressed to:

Communications and Marketing
H.L. Nowell Union, Room 208
DSU Box D-3
P: 662.846.4675
F: 662.846.4679
com-mark@deltastate.edu
com-mark.deltastate.edu