



**Jacksonville State University Style
Guide & Identification Standards
Manual**

SECOND EDITION

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Standards are vitally important in establishing and reinforcing the JSU identity. Because the first formal contact many people have with JSU is through printed and online materials, it is important that these materials project a consistent and readily identifiable image. Use of multiple identifying symbols fractures this identity, creates brand confusion, and results in a negative impression of the university on the part of our many constituents.

This style guide addresses the components of JSU's visual identity and lays out specifications for enhancing it. Questions regarding its use may be directed to the Office of Marketing Services at 304 Bibb Graves, 256.782.5830.

This manual is available online at styleguide@jsu.edu, and will be kept up-to-date there between print revisions.

Graphic & Visual Elements

Jacksonville State University's graphic identity guidelines offer a foundation for clear, concise communication of the university's institutional identity.

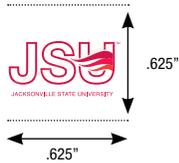
The University Signature | university marks



The university signature is the main element of Jacksonville State University's identity. It should be used consistently in university publications in both print and online formats. Its use will strengthen JSU's identity if used according to the following guidelines:

The university signature consists of the block outline of the JSU with gamecock tail feathers streaming from the right leg of the U. Directly below is the legend "Jacksonville State University" in capital letters. Each of these two elements maintains a special relationship with the other and they must not be altered or used separately.

MINIMUM SIZE REQUIREMENTS



The university signature should never appear smaller than $\frac{5}{8}$ " in diameter.

AREA OF ISOLATION



The space around the university signature must be at least one-half the height of the tallest letter. To the left is an example of how the university signature should be used in relation to other objects on the page. This is to prevent competing elements that might take away from the strong brand associated with the university signature.

University Marks | logo usage sheet

final logo three color

- PMS 200C
- PMS 199C
- PMS 032C



4c process logo

- C = 0, M = 100, Y = 63, K = 12
- C = 0, M = 100, Y = 62, K = 0
- C = 0, M = 90, Y = 86, K = 0



HEX:

- HEX: C00000
- HEX: E31937
- HEX: EF4135



RGB

- R= 203 G= 32 B= 39
- R= 227 G= 25 B= 55
- R= 239 G= 65 B= 53



one color logo PMS 200C



black color logo



grayscale logo



one color reversed



Acceptable Color Variations of the University Signature | university marks

THREE-COLOR



APPLYING COLOR TO THE SIGNATURE

When possible, use of the three-color version of the signature is recommended. Acceptable one-color variations of the signature (as shown at left) include: black, red, white, and a special version for specifying metallic inks and foil stamps.

RED



BLACK



METALLIC GOLD



METALLIC INKS AND FOIL STAMPS

Metallic inks and foils may be applied. For metallic gold use PANTONE® 872. For foil stamp use Crown 110.

REVERSED



REVERSING THE SIGNATURE

It is acceptable to apply the reversed signature (white) to red and other background colors providing adequate contrast.

Colleges and Departments University Signatures | university marks

COLLEGE OF ARTS & SCIENCES



Independent logos for university-supported units, departments, colleges and schools are not approved for publication or merchandise use.

Colleges and schools should align their areas to the university visually. Marketing Services can offer assistance with publications and materials that are graphically complex, but by simply aligning the appropriate university name and icon with the college name in the correct university typeface, colleges will be able to visually show the relationship between the two entities.

COLLEGE OF EDUCATION & PROFESSIONAL STUDIES



To integrate university units, departments, and schools/colleges with the university more effectively, a variation of the university mark should appear prominently on all college and departmental communications.

COLLEGE OF NURSING & HEALTH SCIENCES



COLLEGE OF COMMERCE & BUSINESS ADMINISTRATION



COLLEGE OF GRADUATE STUDIES & CONTINUING EDUCATION



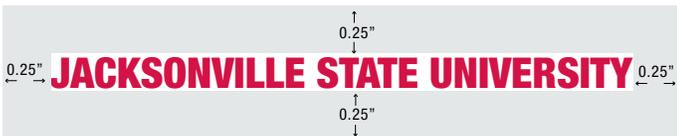
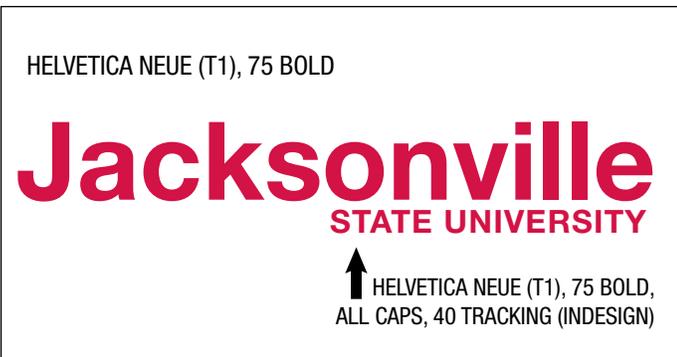
A key element in implementing the visual identity program is the placement and treatment of the name “Jacksonville State University.” Poor recognition of the university name among our various audiences suggests that a strong and consistent treatment of our name be applied to all publications produced for the university. Use one of the following treatments of the name on the cover or main face of your publication.

The Jacksonville State name is to be treated as shown in the examples on this page. The typeface is always Helvetica and always prints in one color. These colors are red, black, reverse white, or gray.

These are the preferred treatments of the university name, to be used in most cases. Tracking (letterspacing) can be adjusted depending on the amount of space available. Tracking should range between 40 and 200 (InDesign units.)

Use this treatment to maximize the size and impact of the Jacksonville State name.

The space around the university signature must be at least one-half the height of the tallest letter. To the left is an example of how the university signature should be used in relation to other objects on the page. This is to prevent competing elements that might take away from the strong brand associated with the university signature.



Unacceptable Use of the University Signature | **university marks**

Following are examples of inappropriate usage of identity elements. When there is a question, please contact Marketing Services Office for assistance.



DON'T REASIGN COLORS TO THE SIGNATURE

The university signature was designed to consistently represent Jacksonville State University. Proper use, including color, is necessary to achieve that goal.



DON'T CREATE OTHER ONE-COLOR VARIATIONS OF THE SIGNATURE

The one-color version of the signature must only appear in black, red, white, or in special circumstances, can be produced using metallic inks or foil. See "Acceptable Color Variations of the University Signature" on page seven for details.



DON'T APPLY THE THREE-COLOR SIGNATURE TO A BACKGROUND

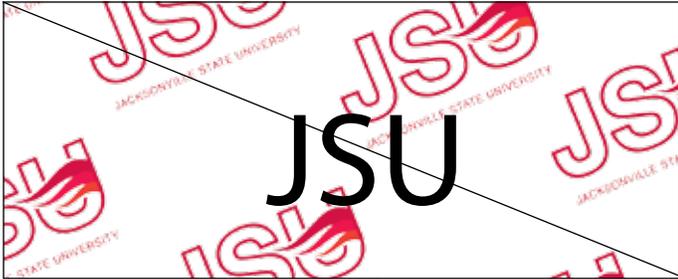
When the signature is to be applied to a background color field or colored paper stock, a one-color version must be used. This will provide greater contrast and improve readability. The three-color version of the university signature must only be applied to a white background.



DON'T SACRIFICE LEGIBILITY

When the signature is reversed out of a photograph or another background, it must do so in an area of the image that does not compromise its legibility.

Unacceptable Use of the University Signature | **university marks**



DON'T USE THE SIGNATURE AS A DECORATIVE ELEMENT

The University signature should be employed as a prominent element of any document issued by Jacksonville State University. Using any part of it as a background design element dilutes its importance and violates necessary clear space requirements.



DON'T REPOSITION, RESIZE, OR SEPARATE COMPONENTS OF THE SIGNATURE

The university signature was designed to consistently represent Jacksonville State University. Proper use, including color, is necessary to achieve that goal.



DON'T APPLY GRAPHIC EFFECTS TO THE SIGNATURE

Dimensional effects—such as drop shadows, highlights, bevels, or radial or gradient fills—should never be applied to any part of the university signature.



DON'T FILL ANY PART OF THE SIGNATURE

Applying color, patterns, images, or type to the interior or exterior of the university signature is strictly prohibited.



The Crest of the State Teachers College, Jacksonville, Alabama with its Lamp of Knowledge above Seven Strands of Rope surmounting a shield-encased Griffin, emblazoned with a combination of Laurel and Oak Leaves, under which is a Latin inscription “EXEGI MONUMENTUM AERE PERENNUS” signifying Knowledge, Wisdom, Strength, and lofty ideals should be interpreted as follows:

The Lamp is emblematic of Knowledge and Learning (a golden lamp was presented to astronomers by the Pharaohs of Egypt in recognition of their air, and has remained a symbol of learning throughout the ages).

The rope of Seven Strands is symbolic of the ancient mystic numeral and represents the seven spheres of learning.

The upper portion of the Griffin within the shield is that of the Eagle Owl adopted by the college as its emblem and signifying wisdom and lofty ideals whereas the lower part is that of a lion denoting strength and courage. This is bordered with signs of the Trinity. The rampant position of the Griffin depicts its readiness to fight for the ideals represented.

The scrollwork of the laurel and oak leaves symbolizes sturdiness and solidity.

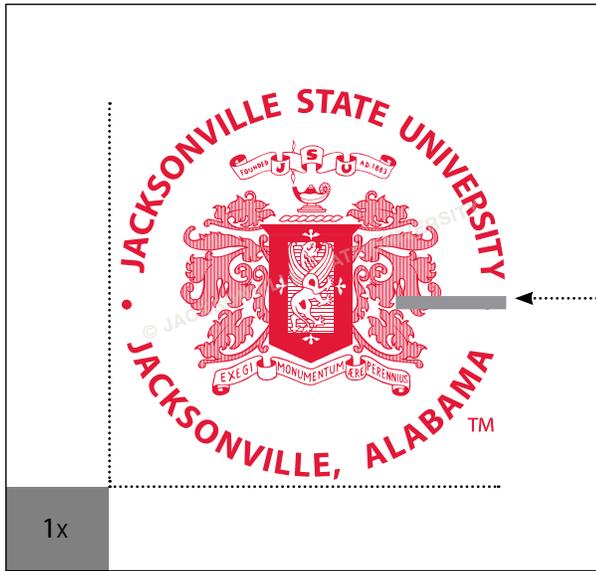
The Latin inscription “EXEGI MONUMENTUM AERE PERENNUS” within the ribbon beneath, when translated reads: “ I have reared a monument more enduring than bronze.”

C.W. Dauge, B.S., M.Sc., LL.
President

Artist Designer,
Mrs. Grace Stevenson McAbee

Clear Space, Minimum Size, & Color Variations | university marks

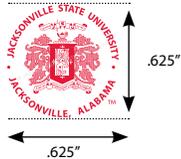
CLEAR SPACE REQUIREMENTS



Acceptable and unacceptable uses of the university signature also apply to the university crest. Please refer to previous pages for details.

x = 1/4 diameter of crest

MINIMUM SIZE REQUIREMENTS



The university crest should never appear smaller than 5/8" in diameter.

ACCEPTABLE COLOR VARIATIONS OF THE UNIVERSITY CREST

The university crest may only be used in red, black, metallic gold, or gold foil stamp (Crown 110). Metallic inks and foils must only be applied to white backgrounds.



FOR RED
USE PANTONE 200



FOR BLACK
USE PANTONE BLACK



FOR WHITE
USE PANTONE WHITE



FOR METALLIC GOLD
USE PANTONE 872



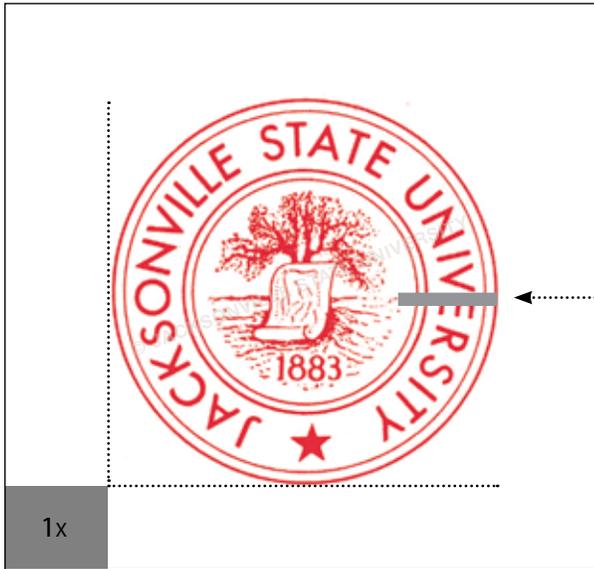
The University Seal is the academic Seal of the University. Its use is restricted to formal university documents. The Seal is not a logo and it is found on diplomas, transcripts, official records, official programs, invitations to formal events and some legal documents.

The Seal of Jacksonville State University can be attributed to Ms. Annie Forney Daugette. She is thought to have designed the JSU seal around or immediately after she designed the Official Seal of Alabama. The Seal was first used on a graduation program in 1940 and was revised in 1967 when the name changed from Jacksonville State Teachers College to Jacksonville State University.

The JSU Seal depicts a parchment scroll, an oak tree and the year 1883. The scroll has ends rolled which is a symbol of an unfolding of an idea or a life. The scroll contains a map of the waterways of the state of Alabama. This map is also evident in the Great Seal of Alabama. The oak tree represents hospitality, stability, honor, endurance, liberty, strength, and the tree of life. The year 1883 is the year marking the founding the institution that is now Jacksonville State University.

Clear Space, Minimum Size, & Color Variations | university marks

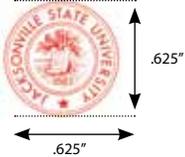
CLEAR SPACE REQUIREMENTS



Acceptable and unacceptable uses of the university signature also apply to the university seal. Please refer to previous pages for details.

$x = 1/4$ diameter of seal

MINIMUM SIZE REQUIREMENTS



The university seal should never appear smaller than 5/8" in diameter.

ACCEPTABLE COLOR VARIATIONS OF THE UNIVERSITY SEAL

The university seal may only be used in red, black, white, metallic gold, or gold or silver foil stamp. Metallic inks and foils must only be applied to white, red or black backgrounds.



FOR RED
USE PANTONE 200



FOR BLACK
USE PANTONE BLACK



FOR WHITE
USE PANTONE WHITE



FOR METALLIC GOLD
USE PANTONE 872

Approved University Colors | color

PRIMARY SCHOOL COLOR



FOR SPOT COLOR: USE PANTONE® 200
4-COLOR PROCESS: C=0 M=100 Y=63 K=12
WEB: R=203 G=32 B=39
HEX: CC0000

SECONDARY SCHOOL COLORS



FOR SPOT COLOR: USE PANTONE® 199
4-COLOR PROCESS: C=0 M=0 Y=62 K=0
WEB: R=227 G=25 B=55
HEX: E31937

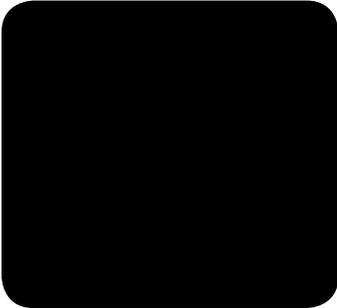


FOR SPOT COLOR: USE PANTONE® 032
4-COLOR PROCESS: C=0 M=90 Y=86 K=0
WEB: R=239 G=65 B=53
HEX: EF4135

Jacksonville State University's Official Colors are pantone 200, pantone 199, and pantone 032.

Note: Due to the inaccuracy of color printers and computer monitors, the colors in this document will most likely not be displayed correctly.

Suggested Complementary Color Palette I color



C=0 M=0 Y=0 K=100



C=0 M=0 Y=0 K=0



C=0 M=90 Y=86 K=0
TINT: 50 %



C=17 M=15 Y=19 K=0

This complementary ink color palette has been developed to assist with publication design decisions. The palette is not definitive, but has been determined to work well with the university's primary identifying colors.

University Business System

The university business system is the most widely used communication tool available. Each element, from business card to letterhead must convey the same consistent message. Only administrative offices, academic departments, and established centers that have been approved through appropriate administrative channels can use university stationery. Personalized notecards are available as well as presentation folders. To order stationery see page 30.

The following examples demonstrate officially approved use of the university logo in various stationery formats.

LETTERHEAD-8.5 X 11”



BUSINESS CARD-3.5 X 2”

Tim Garner
Marketing Consultant
tgarner@jsu.edu

700 Pelham Road North
Jacksonville, Al 36265-1602
P. 256.782.5003 ext 5003
P. 800.231.5291
F. 256.782.5420
www.jsu.edu

JSU | COLLEGE OF ARTS & SCIENCES
JACKSONVILLE STATE UNIVERSITY

700 Pelham Road North
Jacksonville, Al 36265-1602
www.jsu.edu

ENVELOPE-9.5 X 4.125”

Jacksonville, Al 36265-1602
P. 256.782.5003
P. 800.231.5291
F. 256.782.5420
www.jsu.edu

An Equal Opportunity | Affirmative Action Employer

LETTERHEAD-8.5 X 11”

The diagram illustrates the letterhead layout for an 8.5 x 11 inch page. At the top left is the JSU logo, followed by the text "COLLEGE OF ARTS AND SCIENCES" and "JACKSONVILLE STATE UNIVERSITY". A vertical double-headed arrow on the right side of the header indicates a "1.5" margin" from the top of the page to the top of the grey content area. The grey content area contains the following text: "This grey area is designated for letter copy. A justified left and rag right format is recommended, as well as 10 pt. type. The vertical margins can vary according to the amount of text; however, the top margin should be no less than 1.5 inches from the top of the page." Horizontal double-headed arrows on the left and right sides of the grey area indicate a "1" margin" from the left and right edges of the page to the edges of the content area. At the bottom left, contact information is provided: "700 Pelham Road North, Jacksonville, AL 36265-1602, P. 256.782.5649, F. 256.782.5689, www.jsu.edu/cas". At the bottom right, the text "An Equal Opportunity | Affirmative Action Employer" is displayed.

JSU COLLEGE OF ARTS AND SCIENCES
JACKSONVILLE STATE UNIVERSITY

1.5" margin

This grey area is designated for letter copy. A justified left and rag right format is recommended, as well as 10 pt. type. The vertical margins can vary according to the amount of text; however, the top margin should be no less than 1.5 inches from the top of the page.

1" margin 1" margin

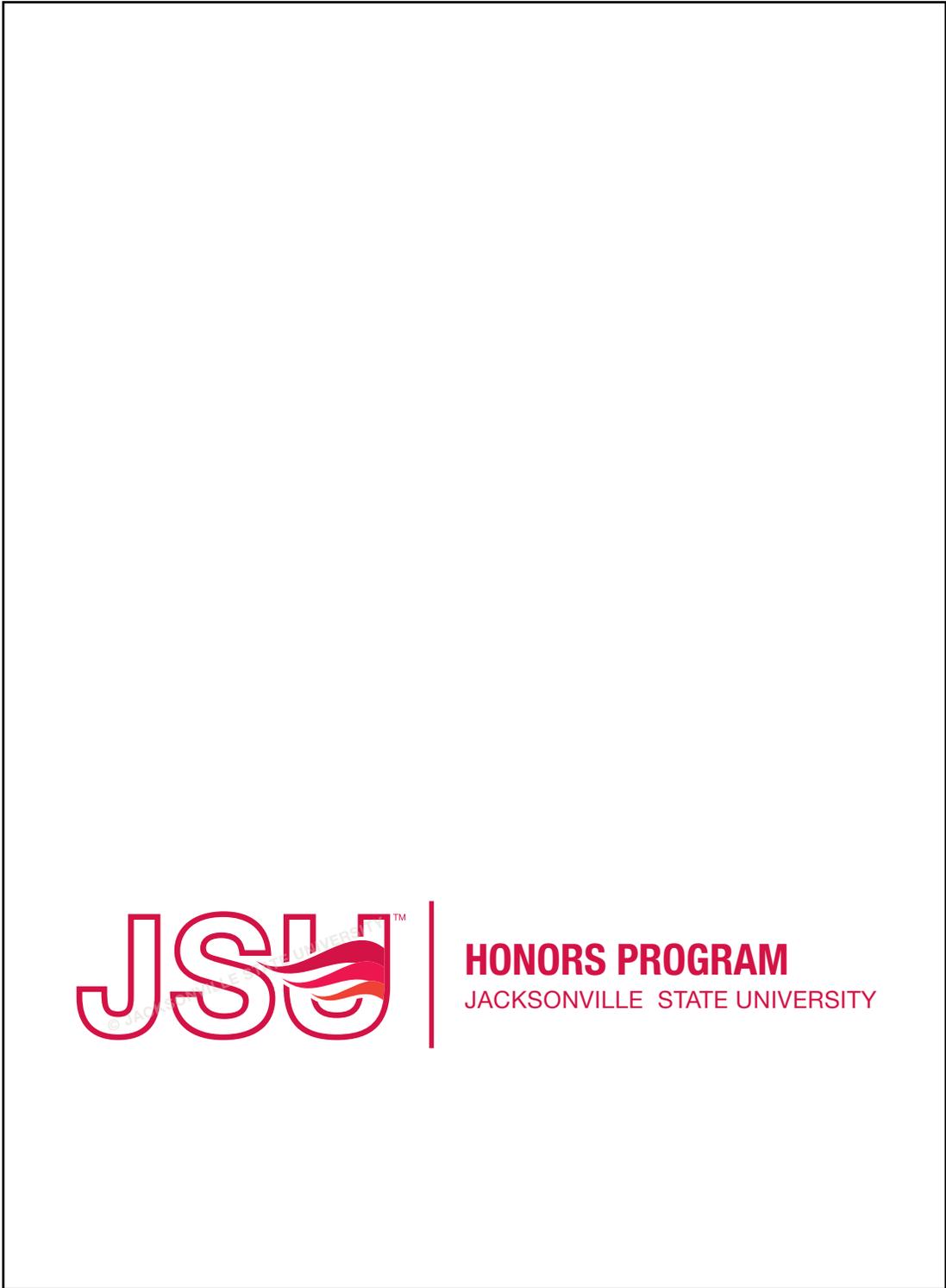
700 Pelham Road North
Jacksonville, AL 36265-1602
P. 256.782.5649
F. 256.782.5689
www.jsu.edu/cas

An Equal Opportunity | Affirmative Action Employer

LETTERHEAD-8.5 X 11"

The diagram illustrates the layout for an 8.5 x 11 inch letterhead. At the top left, the JSU logo (Jacksonville State University) is displayed next to the text "COLLEGE OF ARTS AND SCIENCES" and "JACKSONVILLE STATE UNIVERSITY". A vertical double-headed arrow to the right of the logo indicates a "1.5" margin" from the top of the page to the top of the main content area. The main content area is a large grey rectangle. Inside this area, there are two paragraphs of text. The first paragraph states: "This grey area is designated for letter copy. A justified left and rag right format is recommended, as well as 10 pt. type. The vertical margins can vary according to the amount of text; however, the top margin should be no less than 1.5 inches from the top of the page." The second paragraph states: "Any unit of the university that has an approved logo for accreditation purposes may include a one-color version of it on their letterhead. The logo is to be placed at the bottom above the address." At the bottom left of the grey area, there is a circular AACSB Accredited logo. Below the logo, the address is listed: "700 Pelham Road North", "Jacksonville, AL 36265-1602", "P. 256.782.5649", "F. 256.782.5689", and "www.jsu.edu/cas". At the bottom right of the grey area, the text "An Equal Opportunity | Affirmative Action Employer" is displayed. On the left and right sides of the grey area, horizontal double-headed arrows indicate a "1" margin" from the side of the page to the edge of the grey area.

NOTECARD-8.5 X 5" (FLAT)



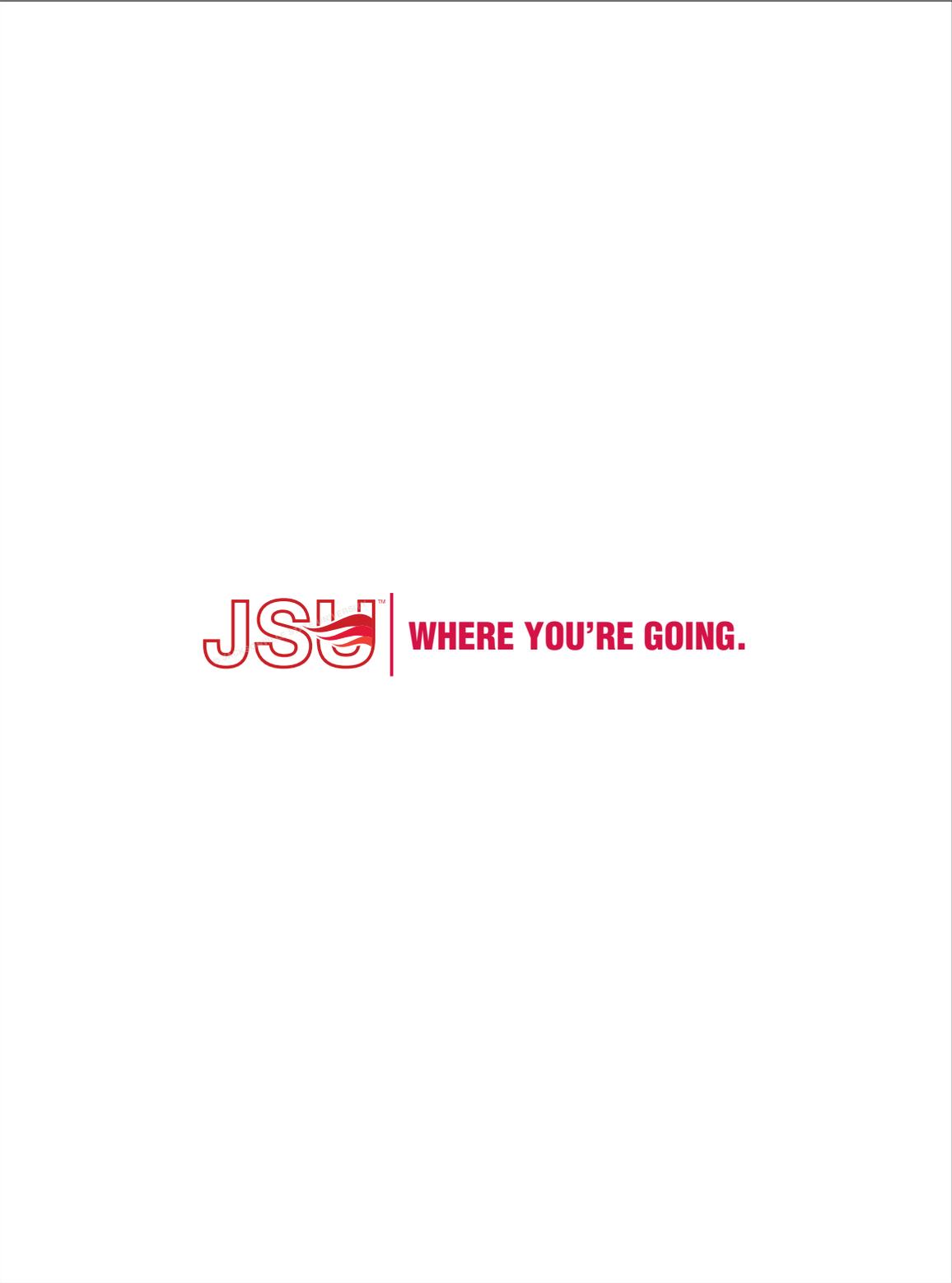


PUBLIC RELATIONS DEPARTMENT
JACKSONVILLE STATE UNIVERSITY

TO:
FROM:
RE:
DATE:

Angie Finley, Public Relations Specialist
301 Bibb Graves Hall
700 Pelham Road North
Jacksonville, AL 36265
P. 256.782.5468
F. 256.782.5866
afinley@jsu.edu

PRESENTATION FOLDER-9 X 12" (CLOSED)



3 color signature with ad campaign slogan, two inside pockets with business card holders.

PRESENTATION FOLDER BACK-9 X 12" (CLOSED)



[WWW.JSU.EDU](http://www.jsu.edu) | 700 PELHAM ROAD NORTH | JACKSONVILLE, AL 36265 | 1.800.231.5291



FAX

DATE: _____

NO. OF PAGES INCLUDING THIS ONE: _____

TO: _____

FROM: _____

FAX: _____ PHONE: _____

MESSAGE: _____



FOR IMMEDIATE RELEASE

DATE:

Angie Finley, Public Relations Specialist
301 Bibb Graves Hall
700 Pelham Road North
Jacksonville, AL 36265
P. 256.782.5468
F. 256.782.8441
afinley@jsu.edu

University E-mail Signatures | university business system

All e-mail signatures should consist of the following information and should not include any patterned backgrounds or photograph files.

OPTION 1:

Morgan Christopher
Graphic Designer
Jacksonville State University
Marketing Services
P.256.782.5828
F. 256.782.5866

OPTION 2:

Morgan Christopher
Graphic Designer
Jacksonville State University
Marketing Services
P.256.782.5828
F. 256.782.5866



OPTION 3:

Morgan Christopher
Graphic Designer
Jacksonville State University
Marketing Services
P.256.782.5828
F. 256.782.5866





facebook.com/jacksonvillestateuniversity



twitter.com/jsunews



youtube.com/JacksonvilleStateU



linkedin.com/company/jacksonville-state-university



flickr.com/photos/30855075@N05/

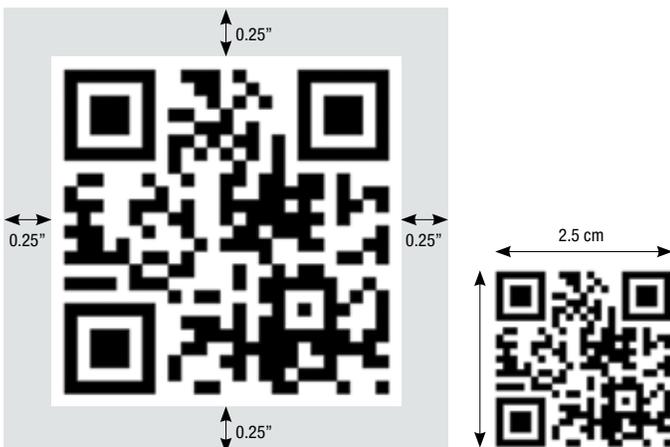
It is important to advertise the universities social media market, therefore, the Office of Marketing Services has provided the following social media icons to help each organization or department on campus do this consistently. It is encouraged to place university social media icons on all publications or web pages where appropriate. The icons shown below are available for download on the Marketing Services web site: jsu.edu/marketingservices. Student organizations and other departments involved in social media may advertise their pages using these icons.

Quick Response (QR) codes are also important advertisement for the university. These codes are scannable with a smart phone that has a QR reader app downloaded from your service provider's app store. When the code is scanned you are able to be directed to a web page, video, geo-coordinates, a person's contact information, etc.

There are multiple sites that generate QR codes. The Office of Marketing Services uses <http://qrifier.com/> which gives you multiple options for generating QR codes. If you would like to select a code color for your QR code the university red (#D31145) is recommended.

The minimum display size for a QR code to be read by a smart phone should not be any smaller than 2.5 x 2.5 cm. For optimum readability the Office of Marketing Services recommends a "quiet area" of 0.25" around the QR code.

Any further questions regarding social media icons or QR codes may be directed to the Office of Marketing Services by phone at 256-782-5830.



Marketing Services

The Office of Marketing and Communications develops and implements an integrated strategy to advance JSU's image and standing to our many audiences. This includes, but is not limited to, building and protecting JSU's brand and identity, consulting with colleges and departments on their marketing efforts, and managing the university's communications, both internal and external. Marketing material and publications for the university should be routed through the Office of Marketing Services.

Our graphic Graphic Designer and Coordinator of Publications have extensive experience in print production services. We work exclusively with university clients to help produce marketing and informational materials that communicate your message clearly while enhancing the university's image and position in the marketplace.

We can produce your project from concept through printing or help you with any part of the process. We can design a brochure from a manuscript you supply, for example while helping you develop your message.

The look and content of university communication vehicles are increasingly important as JSU aspires to rank among the top universities in the United States. We help you develop your project accordingly, while providing advice, support, and project management.

Delivering your message together, we strategize to define your goals and identify the most effective way to reach them. Whether your need is small (invitations and posters) or large (packaged pieces and catalogs), we strive to ensure that the design and content of the project, as well as its costs and completion date, are consistent with your long-term and short-term goals.

MARKETING SERVICES REQUISITION

304 Bibb Graves Hall • 700 Pelham Road North • Jacksonville, AL 36265 • Phone 782-5830 Fax 782-5866

A. Client Data

Department Name _____ Date _____
Title of Job _____ Requested Delivery Date _____
Client's Name _____ Quantity _____
Telephone _____ Fax _____
E-mail _____ Deliver To _____

B. Publication Request

This job is:

- New Reprint without changes Reprint with changes-Please send a marked-up copy of previous piece with changes noted on it.

Please specify your publications needs:

- Ad Booklet Brochure Folder Postcard
 Flyer Invitation Inserts Posters Other

(specify) _____

Client to provide proofread and department approved text on disk in some type of word format and a laser printout of text on disk.

C. Additional Information

D. Additional Charges

Please note that additional charges will incur if changes are made after job is sent to vendor.

Office Use Only

Stock _____ Ink _____
FlatSize _____ FinishedSize _____
Job # _____

To be completed by Designer:

I have:

- included job # and EEOC Statement printed out hard copy (with full printer's marks)
 included new logo with TM client picked up disc with hard copy
 spell checked document added correct QR code
 had document proofread by Mr. Hubbard (change recommendations in folder)

client's signature _____ Date _____

Designer's Signature _____ Date _____

Approved by _____ (Mary Smith or Morgan Christopher)

Date to printer _____ on campus off campus _____

Requisition Form I **marketing services**

When needing a publication printed, marketing or advertising for the university please contact the Office of Marketing Services at (256) 782-5830 and schedule a time to meet with our Coordinator of Publications and our Graphic Designer.

During meeting with clients we fill out our Marketing Services Requisition form shown to the left. This form helps our office stay organized and know how best to serve you. Before coming to meet with us ask yourself the questions below.

PLANNING

1. What is the purpose of the project? (recruitment, informational, marketing, reputation-building)
2. Who's your target audience? (prospective students, faculty, alumni)
3. What medium are you considering? (Web site, newsletter, brochure, poster)
4. For print projects, what quantity is appropriate? Enough for a specific event or enough to provide extra copies for future distribution? If it's the latter, you'll have to consider time-sensitive content that could affect shelf life.
5. What is your projected budget?
6. Who in your department will act as the contact person for the project?
7. Who will make decisions about the project?
8. When is your deadline for this project? Have you allowed our office enough time to complete the project efficiently and effectively?

SCHEDULING

Effective, well-written, and attractive publications require adequate time for thoughtful development — writing, editing, design, layout, review, and for some, printing. Schedules vary, depending on the length and scope of the project and how much support you need from our team. Starting a publication from scratch, for example, takes longer than revising an existing one. Please allow at least two to six weeks for a project to be completed from start to finish. This includes planning time for printing and/or mailing. All departments need an optimal amount of time to complete projects we are all proud to share.

DESIGN STANDARDS

1. Jacksonville State University should be identified on the cover or first page of any university publication.
2. In four-color printing, use the full-color version of JSU logos and wordmarks with official JSU colors. Approved versions of JSU logos and wordmarks must be used.
3. The university seal may only be used for official documents in approved color versions. It may not be used for promotional publications.
4. Use of logos or wordmarks must be approved by the Marketing Services Office.
5. Photographs may be suggested to the Marketing Services Office for use in university publications, however the Marketing Services Office has full discretion on which photographs will be used in the final publication.
6. Optimal time must be given to the Marketing Services Office to complete each job efficiently and effectively. Depending on the size of the project, whether it be a postcard or a catalog, please allow at least two to six weeks for design and layout to be completed. Changing the look of your project or adding information to your project will result in a longer completion date.

Academic Logo Request Form | marketing services

All academic logos used independently from the Office of Marketing Services must be requested by visiting the Marketing Services website and filling out the Academic Logo Request Form: www.jsu.edu/marketingservices/styleguide/index.html



ACADEMIC LOGO REQUEST FORM

Please fill out the form below and submit when finished. The form will then be sent to Mary Smith and Morgan Christopher in the Office of Marketing Services. Your request will then be emailed to you promptly.

Name: _____

Date: _____

Title: _____ Department: _____

Phone: _____ Email: _____

LOGO REQUEST: check all that apply

Primary University Logo:

- 
JACKSONVILLE STATE UNIVERSITY
ONE COLOR BLACK
- 
JACKSONVILLE STATE UNIVERSITY
ONE COLOR RED
- 
JACKSONVILLE STATE UNIVERSITY
THREE COLOR
- 
JACKSONVILLE STATE UNIVERSITY
REVERSED

Secondary University Logo:

-  | JACKSONVILLE STATE UNIVERSITY
ONE COLOR BLACK
-  | JACKSONVILLE STATE UNIVERSITY
ONE COLOR RED
-  | JACKSONVILLE STATE UNIVERSITY
THREE COLOR
-  | JACKSONVILLE STATE UNIVERSITY
REVERSED



ACADEMIC LOGO REQUEST FORM

Where You're Going University Logo:



Type of File Needed:

- | | | |
|---|---|---|
| <input type="checkbox"/> low rez jpg (web) | <input type="checkbox"/> low rez pdf (web) | <input type="checkbox"/> low rez tif (web) |
| <input type="checkbox"/> high rez jpg (print) | <input type="checkbox"/> high rez pdf (print) | <input type="checkbox"/> high rez tif (print) |

Intent of Use: _____

I understand that upon completion of product obtaining above logo, an electronic or hard copy proof must be approved by the Office of Marketing Services, 304 Bibb Graves Hall. The artwork may be emailed to msmith@jsu.edu and mchristopher@jsu.edu and/or campus mailed to the above address. If the final product is not approved, then the Office of Marketing Services maintains the right to remove the product from the web or refuse payment of the printed piece.

Signature: _____ Date: _____

Athletic Logo Request Form | marketing services

All athletic logos used independently from the Office of Marketing Services must be requested by visiting the Marketing Services website and filling out the Academic Logo Request Form: www.jsu.edu/marketingservices/styleguide/index.html



ATHLETIC LOGO REQUEST FORM

Please fill out the form below and submit when finished. The form will then be sent to Mary Smith and Morgan Christopher in the Office of Marketing Services. Your request will then be emailed to you promptly.

Name: _____

Date: _____

Title: _____ Department: _____

Phone: _____ Email: _____

LOGO REQUEST: check all that apply

Primary Athletic Logo:



ONE COLOR BLACK



FOUR COLOR LOGO

Secondary Athletic Logo:



ONE COLOR BLACK OUTLINE



FOUR COLOR

University Gamecock Logo:



THREE COLOR GAMECOCK



1 COLOR GAMECOCK
(BLACK ONLY)



GAMECOCK OUTLINE



REVERSED OUTLINE



ATHLETIC LOGO REQUEST FORM

Type of File Needed:

- low rez jpg (web) low rez pdf (web) low rez tif (web)
- high rez jpg (print) high rez pdf (print) high rez tif (print)

Intent of Use: _____

For a complete listing of all athletic logos please visit: <http://styleguide.jsu.edu>. For further requests or questions regarding athletic logos please contact Greg Seitz at (256) 782-5279 or gseitz@jsu.edu.

I understand that upon completion of product obtaining above logo, an electronic or hard copy proof must be approved by the Office of Marketing Services, 304 Bibb Graves Hall. The artwork may be emailed to msmith@jsu.edu and mchristopher@jsu.edu and/or campus mailed to the above address. If the final product is not approved, then the Office of Marketing Services maintains the right to remove the product from the web or refuse payment of the printed piece.

Signature: _____ **Date:** _____

PRINTING

Printing should be planned to reflect the needs of the department/college while upholding the identity of JSU. This can be done by maintaining consistency in style and design. The following guidelines apply to all units of the university.

PRINTING CONSIDERATIONS

Printing is expensive. Benefits of printing a document should be weighed against cost before undertaking any print job. In order to control costs, avoid excessive press runs, making only the needed number of copies. Also bear in mind the number of publications the unit has printed. Sometimes economies can be effected by combining publications rather than printing two unique documents.

Administrative units should consider electronic publishing in lieu of printing when possible. Internal publications can be published on Luminis while documents for external consumption can be published on the web.

Regardless of format (printed or electronic) university printing must adhere to the aforementioned requirements for licensing and use of university logos and wordmarks.

PRINTING PROCEDURES

The Marketing Services Office will obtain quotes and try to gang run print jobs to effect departmental savings. To ensure that graphic standards and state requirements are met, printers will not begin work without written approval from the Marketing Services Office.

Letterhead, stationery and business cards are printed under a state contract. The university business system may be ordered through our campus print shop online at:
www.jsu.edu/printshop/pace_your_order.html
See Questions should be directed to the Office of Purchasing.

Photocopying and duplicating should be done through the University Print Shop.

Campus departments and student organizations frequently purchase merchandise for promotions or events that include university trademarks. Requests can include lapel pins, cups, mugs, hats, apparel, bags, purses, umbrellas, coasters, photo frames, and other items. Each of these items is an extension of the university's brand or image. Just as there are branding guidelines for printing purposes, similar policies hold true for JSU merchandise.

Since use of JSU's name or other JSU trademarks with an organization name implies association with the university; only campus departments and student organizations that are recognized by the SGA are allowed to use JSU trademarks in conjunction with their name.

Some of JSU's registered trademarks include the words or word phrases GAMECOCKS, JSU GAMECOCKS, COCKY, plus the athletic logos, endstop and others.

WHY LICENSING IS REQUIRED AND WHAT LICENSEES DO

There are three reasons Jacksonville State University has a trademark licensing program:

- Protection
- Promotion
- Profit

To protect JSU's name and other registered trademarks, JSU has a licensing program to manage the use of JSU's valuable property. Licensing is vital to the appropriate promotion of the university, monitoring use of marks and association by others with JSU. Unlicensed association or use of marks risks the integrity of the JSU brand and is a Class C felony in the state of Alabama. Finally, licensing enables JSU students to benefit through scholarship funding from the commercial use of JSU's marks. Therefore, JSU products can be made only by companies/licensees who are under contract with the university's licensing agent, Strategic Marketing Affiliates (SMA). More than 100 licensees work with JSU to offer a multitude of products for campus and retailers. A list of licensed vendors can be found at www.jsu.edu/marketingservices/styleguide/JST_PRODUCT.pdf

JSU Licensees save campus departments time, effort, and money due to their expertise in dealing with licensing matters, often taking care of approvals and other details for you. Licensees:

- Pay for the right to produce JSU merchandise
- Carry appropriate liability insurance naming JSU an additional insured

- Are familiar with university policies concerning appropriate use of trademarks
- Can usually create designs upon request
- Contact JSU with questions concerning a product or marks
- Obtain design approval from JSU Licensing
- Remit royalties to support JSU student scholarships

WHAT HAS TO BE LICENSED?

Any product bearing JSU marks must be produced only by licensees. Printed materials covered under the policies of JSU's Office of Marketing and Communications such as brochures, pamphlets, stationery, note cards, and banners, for example, do not require licensing, but do require the approval of Office of Marketing Services. However; if any of these printed materials will be sold such as calendars or cookbooks, the product must comply with JSU's licensing process for these types of projects is simple and JSU Licensing can help.

ROYALTIES

Royalties collected from licensees for use of JSU marks support the university's general scholarship fund. Royalties are due on any JSU product that will be sold and any product that competes directly with JSU products available at retail. To avoid royalties on products that will not be sold, be sure to follow OMC policies to include department name and/or event name on our campus related items. If you have questions about what products is royalty bearing and what is not, please contact JSU Licensing at (256) 782-5830 or email msmith@jsu.edu

STEPS FOR OBTAINING ART AND PRODUCT APPROVALS

- Licensee lists can be found at:
www.jsu.edu/marketingservices/styleguide/JST_PRODUCT.pdf
More than 100 licensed manufacturers are available to assist your production needs including many in-state and locally licensed companies.
- Send your desired artwork to a licensee or ask the licensee to assist in designing a look for you.
- The licensee will submit your design to JSU Licensing Coordinator for approval and remit royalties to the university's licensing agent should that be necessary. You do not need to worry about these steps.
- If you cannot find a manufacturer who offers the product you want or if you need assistance, call JSU's Licensing Coordinator at (256) 782-5830 or email msmith@jsu.edu

DESIGN PARAMETERS

JSU Licensing reserves the right to disallow or request changes to JSU designs that do not adhere to standards, that do not reflect an appropriate level of quality and design, that may conflict with current trademarks, or that might be seen as offensive or in poor taste. Sometimes, proposed designs fall into a “gray” area for which there is no firm standard, and in these cases JSU Licensing again reserves the right to disallow a design and/or recommend an appropriate alternative. The JSU logo must be used in its entirety. The logo cannot be taken apart and selected elements used without permission from the Office of Marketing Services. “Jacksonville State University” must remain intact with the logo. A department name may be placed underneath “Jacksonville State University.” All designs must be approved by the Office of Marketing Services prior to ordering your product. JSU also forbids the use of the wordmark “cocks” in reference to anything affiliated with the university.

EMBROIDERY GUIDELINES

DIGITIZED JACKSONVILLE STATE UNIVERSITY TRADEMARKS

The designs on the following page shows approved usage of official university logos. The logo may be combined with school or department names to comply with established standards for embroidered items only. The digitized art for the JSU logos is available to vendors through Strategic Marketing Affiliates (SMA). This art has been modified specifically for embroidery while maintaining the visual integrity of the original logo design.

CONFIGURATION AND COLOR

Various approved color combinations are displayed here, as well. Try to match, as close as possible, the official red (Pantone 200). The JSU logo may not be filled in with any color and must remain intact as previously stated.

ACCOMPANYING TYPE

A sans serif font set in all caps is recommended for the name of the school, department, or organization. Since this type is not digitized like the JSU logo and wordmark, it will be set up by the vendor according to the particular client. We recognize that all vendors don’t use the same equipment or software, but a plain block font as shown in these designs should be an option that is readily available. This alternative should offer some consistency in maintaining Jacksonville State University’s visual standards, while giving vendors the opportunity to use their available resources.



Contact Information | **marketing services**

OFFICE OF MARKETING SERVICES

304 Bibb Graves Hall
700 Pelham Road North
Jacksonville, AL 36265
256.782.5866 (fax)

Mary Smith | Coordinator of Publications

256.782.5830
msmith@jsu.edu

Morgan Christopher | Graphic Designer

256.782.5828
mchristopher@jsu.edu

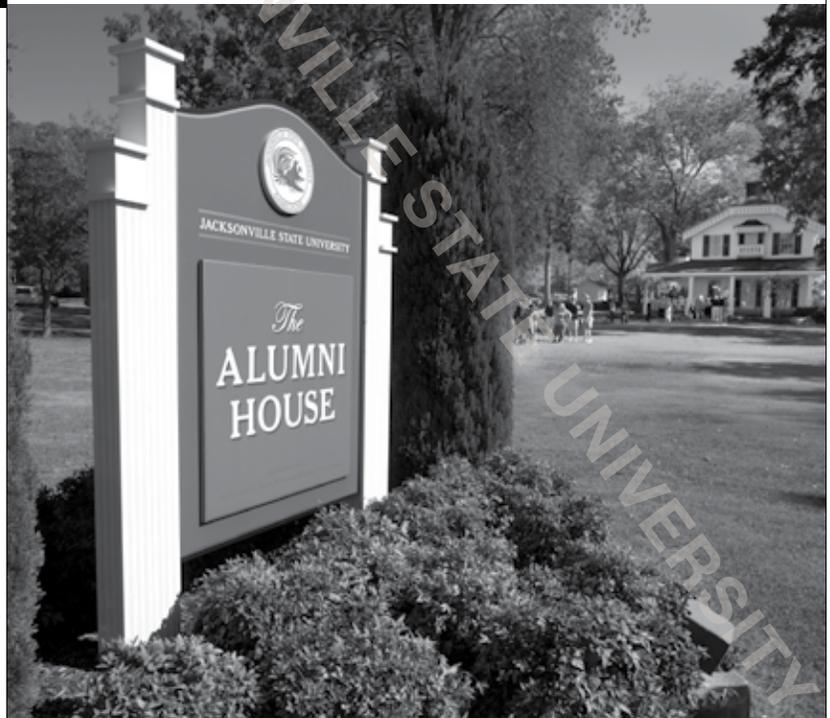
Magazine Examples | examples

GEM OF THE HILLS FRONT COVER



The image shows the back cover of the 'GEM OF THE HILLS' magazine. It features the JSU logo (Jacksonville State University) in red and white. Below the logo is contact information for Alumni Relations: '700 Pelham Road North, Jacksonville, AL 36265-1602', phone numbers 'P. 256.782.5404' and 'P. 877.JSU.ALUM', fax number 'F. 256.782.5502', and website 'www.jsu.edu'. A postage-paid stamp is located in the top right corner, indicating it is a non-profit organization with a permit number of 1776. The text 'CHANGE SERVICE REQUESTED' is at the bottom. A large, diagonal watermark 'JACKSONVILLE STATE UNIVERSITY' is overlaid across the back cover.

GEM OF THE HILLS BACK COVER





DEPARTMENTAL BROCHURES FRONT

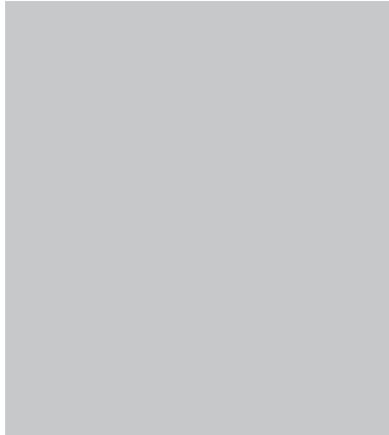


DEPARTMENTAL BROCHURES BACK



DEPARTMENT OF
POLITICAL SCIENCE

COLLEGE OF ARTS AND SCIENCES VOLUME I FALL 2009



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Athletics

The Jacksonville State University Athletic Program is represented by several different trademarks which are reserved strictly for use by, or in support of, Gamecock teams or events, including the Primary logos, the Secondary logos, the Wordmarks and all other marks subsequently created for individual sports or sporting events within the Jacksonville State University Athletics Program.

PRIMARY ATHLETIC MARK



The informal marks listed represent the spirit of Jacksonville State University. The Department of Athletics and the Office of Licensing are the only two units authorized to use or distribute these marks. They are never to be used by schools or colleges as an alternative to the formal university signature. They are not appropriate for academic unit publications or web sites. JSU also forbids the use of the wordmark "cocks" in reference to anything affiliated with the University.

SECONDARY ATHLETIC MARKS



**OFFICIAL LOGO ART OF
JACKSONVILLE STATE UNIVERSITY**

**JACKSONVILLE
STATE**™

OFFICIAL WORD MARK - JACKSONVILLE STATE

JSU
RED
PANTONE 186

JSU
BLACK
PANTONE PROCESS BLACK

OFFICIAL LOGO ART OF JACKSONVILLE STATE UNIVERSITY



CORRECT LOGO USAGE
FOR ALL LOGO MARK APPLICATIONS: RESPECT THE 1/4" MARGIN AS SHOWN

COLOR SPECIFICATION

JSU COLORS:

**JSU LOGO
RED**

**JSU LOGO
BLACK**

PANTONE COLORS:

**PANTONE
RED 186**

**PANTONE
PROCESS BLACK**

PROCESS COLORS:

**C-0 / M-100
Y-81 / K-4**

**PANTONE
PROCESS BLACK**

ALL LOGO ART IS SUPPLIED FOR THE OFFICIAL REPRODUCTION OF THE JSU LOGO PROPERTY ONLY BY THE MEDIA, LICENSED MANUFACTURERS, SPONSORS, AND THEIR ADVERTISING AGENCIES FOR THE EXPRESS PURPOSE OF PLANNING AND EXECUTING PRODUCT, PROMOTION, ADVERTISING, PACKAGING, AND DISPLAY MATERIALS RELATING TO AND IN SUPPORT OF JSU. ALL LOGOS MUST BE USED WITH A MARGIN NOT LESS THAN 1/4" BETWEEN THE LOGO AND NEAREST GRAPHIC ELEMENTS. THE COLORS SHOWN IN THIS GUIDE ARE NOT INTENDED TO MATCH THE PANTONE COLOR STANDARDS. FOR THE PANTONE COLOR STANDARDS, REFER TO THE CURRENT EDITION OF THE PANTONE COLOR PUBLICATIONS. PANTONE IS A REGISTERED TRADEMARK OF PANTONE, INC. ALL LOGOS ARE THE PROPERTY OF JSU & MAY BE USED WITH THEIR WRITTEN PERMISSION ONLY. THESE LOGOS CANNOT BE ALTERED IN ANY WAY. PLEASE CONTACT JSU WITH ANY AND ALL QUESTIONS REGARDING USAGE. THE JSU LOGO MARKS ARE TRADEMARKS OF JSU, 2002.

**JSU
BLACK
PANTONE PROCESS BLACK**

**JSU
RED
PANTONE 186**

**OFFICIAL LOGO ART OF
JACKSONVILLE STATE UNIVERSITY**

**GAMECOCK
CHAMPIONS CLUB™**

OFFICIAL WORD MARK - GAMECOCK CLUB

JSU
RED
PANTONE 186

JSU
BLACK
PANTONE PROCESS BLACK

**OFFICIAL LOGO ART OF
JACKSONVILLE STATE UNIVERSITY**



CORRECT LOGO USAGE
FOR ALL LOGO MARK APPLICATIONS: RESPECT THE 1/4" MARGIN AS SHOWN

| • COLOR SPECIFICATION • | | |
|-------------------------|--------------------------|---------------------------|
| JSU COLORS: | PANTONE COLORS: | PROCESS COLORS: |
| JSU LOGO RED | PANTONE RED 186 | C-0 / M-100 Y-81 / K-4 |
| JSU LOGO BLACK | PANTONE PROCESS BLACK | PANTONE PROCESS BLACK |

ALL LOGO ART IS SUPPLIED FOR THE OFFICIAL REPRODUCTION OF THE JSU LOGO PROPERTY ONLY BY THE MEDIA, LICENSED MANUFACTURERS, SPONSORS, AND THEIR ADVERTISING AGENCIES FOR THE EXPRESS PURPOSE OF PLANNING AND EXECUTING PRODUCT, PROMOTION, ADVERTISING, PACKAGING, AND DISPLAY MATERIALS RELATING TO AND IN SUPPORT OF JSU. ALL LOGOS MUST BE USED WITH A MARGIN NOT LESS THAN 1/4" BETWEEN THE LOGO AND NEAREST GRAPHIC ELEMENTS. THE COLORS SHOWN IN THIS GUIDE ARE NOT INTENDED TO MATCH THE PANTONE COLOR STANDARDS. FOR THE PANTONE COLOR STANDARDS, REFER TO THE CURRENT EDITION OF THE PANTONE COLOR PUBLICATIONS. PANTONE IS A REGISTERED TRADEMARK OF PANTONE, INC. ALL LOGOS ARE THE PROPERTY OF JSU & MAY BE USED WITH THEIR WRITTEN PERMISSION ONLY. THESE LOGOS CANNOT BE ALTERED IN ANY WAY. PLEASE CONTACT JSU WITH ANY AND ALL QUESTIONS REGARDING USAGE. THE JSU LOGO MARKS ARE TRADEMARKS OF JSU, 2002.



**OFFICIAL LOGO ART OF
JACKSONVILLE STATE UNIVERSITY**

GAMECOCKSTM
**ATHLETIC
DEPARTMENT**

OFFICIAL SPORTS SPECIFIC MARK - ATHLETIC DEPARTMENT

JSU
RED
PANTONE 186

JSU
BLACK
PANTONE PROCESS BLACK

OFFICIAL LOGO ART OF JACKSONVILLE STATE UNIVERSITY



CORRECT LOGO USAGE
FOR ALL LOGO MARK APPLICATIONS: RESPECT THE 1/4" MARGIN AS SHOWN

COLOR SPECIFICATION

JSU COLORS:

**JSU LOGO
RED**

**JSU LOGO
BLACK**

PANTONE COLORS:

**PANTONE
RED 186**

**PANTONE
PROCESS BLACK**

PROCESS COLORS:

**C-0 / M-100
Y-81 / K-4**

**PANTONE
PROCESS BLACK**

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**JSU
BLACK
PANTONE PROCESS BLACK**

**JSU
RED
PANTONE 186**

**OFFICIAL LOGO ART OF
JACKSONVILLE STATE UNIVERSITY**

GAMECOCK
B A S E B A L L

OFFICIAL SPORTS SPECIFIC MARK - BASEBALL

JSU
RED
PANTONE 186

JSU
BLACK
PANTONE PROCESS BLACK

OFFICIAL LOGO ART OF JACKSONVILLE STATE UNIVERSITY



CORRECT LOGO USAGE
FOR ALL LOGO MARK APPLICATIONS: RESPECT THE 1/4" MARGIN AS SHOWN

| COLOR SPECIFICATION | | |
|-----------------------|------------------------------|-----------------------------------|
| JSU COLORS: | PANTONE COLORS: | PROCESS COLORS: |
| JSU LOGO RED | PANTONE RED 186 | C-0 / M-100 Y-81 / K-4 |
| JSU LOGO BLACK | PANTONE PROCESS BLACK | PANTONE PROCESS BLACK |

ALL LOGO ART IS SUPPLIED FOR THE OFFICIAL REPRODUCTION OF THE JSU LOGO PROPERTY ONLY BY THE MEDIA, LICENSED MANUFACTURERS, SPONSORS, AND THEIR ADVERTISING AGENCIES FOR THE EXPRESS PURPOSE OF PLANNING AND EXECUTING PRODUCT, PROMOTION, ADVERTISING, PACKAGING, AND DISPLAY MATERIALS RELATING TO AND IN SUPPORT OF JSU. ALL LOGOS MUST BE USED WITH A MARGIN NOT LESS THAN 1/4" BETWEEN THE LOGO AND NEAREST GRAPHIC ELEMENTS. THE COLORS SHOWN IN THIS GUIDE ARE NOT INTENDED TO MATCH THE PANTONE COLOR STANDARDS. FOR THE PANTONE COLOR STANDARDS, REFER TO THE CURRENT EDITION OF THE PANTONE COLOR PUBLICATIONS. PANTONE IS A REGISTERED TRADEMARK OF PANTONE, INC. ALL LOGOS ARE THE PROPERTY OF JSU & MAY BE USED WITH THEIR WRITTEN PERMISSION ONLY. THESE LOGOS CANNOT BE ALTERED IN ANY WAY. PLEASE CONTACT JSU WITH ANY AND ALL QUESTIONS REGARDING USAGE. THE JSU LOGO MARKS ARE TRADEMARKS OF JSU, 2002.



**OFFICIAL LOGO ART OF
JACKSONVILLE STATE UNIVERSITY**

GAMECOCKTM
B A S K E T B A L L

OFFICIAL SPORTS SPECIFIC MARK - BASKETBALL

JSU
RED
PANTONE 186

JSU
BLACK
PANTONE PROCESS BLACK

OFFICIAL LOGO ART OF JACKSONVILLE STATE UNIVERSITY



CORRECT LOGO USAGE
FOR ALL LOGO MARK APPLICATIONS: RESPECT THE 1/4" MARGIN AS SHOWN

COLOR SPECIFICATION

JSU COLORS:

**JSU LOGO
RED**

**JSU LOGO
BLACK**

PANTONE COLORS:

**PANTONE
RED 186**

**PANTONE
PROCESS BLACK**

PROCESS COLORS:

**C-0 / M-100
Y-81 / K-4**

**PANTONE
PROCESS BLACK**

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**JSU
BLACK
PANTONE PROCESS BLACK**

**JSU
RED
PANTONE 186**

**OFFICIAL LOGO ART OF
JACKSONVILLE STATE UNIVERSITY**

GAMECOCKTM
CROSS COUNTRY

OFFICIAL SPORTS SPECIFIC MARK - CROSS COUNTRY

JSU
RED
PANTONE 186

JSU
BLACK
PANTONE PROCESS BLACK

OFFICIAL LOGO ART OF JACKSONVILLE STATE UNIVERSITY



CORRECT LOGO USAGE
FOR ALL LOGO MARK APPLICATIONS: RESPECT THE 1/4" MARGIN AS SHOWN

COLOR SPECIFICATION

JSU COLORS:

**JSU LOGO
RED**

**JSU LOGO
BLACK**

PANTONE COLORS:

**PANTONE
RED 186**

**PANTONE
PROCESS BLACK**

PROCESS COLORS:

**C-0 / M-100
Y-81 / K-4**

**PANTONE
PROCESS BLACK**

ALL LOGO ART IS SUPPLIED FOR THE OFFICIAL REPRODUCTION OF THE JSU LOGO PROPERTY ONLY BY THE MEDIA, LICENSED MANUFACTURERS, SPONSORS, AND THEIR ADVERTISING AGENCIES FOR THE EXPRESS PURPOSE OF PLANNING AND EXECUTING PRODUCT, PROMOTION, ADVERTISING, PACKAGING, AND DISPLAY MATERIALS RELATING TO AND IN SUPPORT OF JSU. ALL LOGOS MUST BE USED WITH A MARGIN NOT LESS THAN 1/4" BETWEEN THE LOGO AND NEAREST GRAPHIC ELEMENTS. THE COLORS SHOWN IN THIS GUIDE ARE NOT INTENDED TO MATCH THE PANTONE COLOR STANDARDS. FOR THE PANTONE COLOR STANDARDS, REFER TO THE CURRENT EDITION OF THE PANTONE COLOR PUBLICATIONS. PANTONE IS A REGISTERED TRADEMARK OF PANTONE, INC. ALL LOGOS ARE THE PROPERTY OF JSU & MAY BE USED WITH THEIR WRITTEN PERMISSION ONLY. THESE LOGOS CANNOT BE ALTERED IN ANY WAY. PLEASE CONTACT JSU WITH ANY AND ALL QUESTIONS REGARDING USAGE. THE JSU LOGO MARKS ARE TRADEMARKS OF JSU, 2002.

**JSU
BLACK
PANTONE PROCESS BLACK**

**JSU
RED
PANTONE 186**

**OFFICIAL LOGO ART OF
JACKSONVILLE STATE UNIVERSITY**

GAMECOCK
F O O T B A L L

OFFICIAL SPORTS SPECIFIC MARK - FOOTBALL

JSU
RED
PANTONE 186

JSU
BLACK
PANTONE PROCESS BLACK

**OFFICIAL LOGO ART OF
JACKSONVILLE STATE UNIVERSITY**



CORRECT LOGO USAGE
FOR ALL LOGO MARK APPLICATIONS: RESPECT THE 1/4" MARGIN AS SHOWN

| · COLOR SPECIFICATION · | | |
|-------------------------|--------------------------|---------------------------|
| JSU COLORS: | PANTONE COLORS: | PROCESS COLORS: |
| JSU LOGO RED | PANTONE RED 186 | C-0 / M-100 Y-81 / K-4 |
| JSU LOGO BLACK | PANTONE PROCESS BLACK | PANTONE PROCESS BLACK |

ALL LOGO ART IS SUPPLIED FOR THE OFFICIAL REPRODUCTION OF THE JSU LOGO PROPERTY ONLY BY THE MEDIA, LICENSED MANUFACTURERS, SPONSORS, AND THEIR ADVERTISING AGENCIES FOR THE EXPRESS PURPOSE OF PLANNING AND EXECUTING PRODUCT, PROMOTION, ADVERTISING, PACKAGING, AND DISPLAY MATERIALS RELATING TO AND IN SUPPORT OF JSU. ALL LOGOS MUST BE USED WITH A MARGIN NOT LESS THAN 1/4" BETWEEN THE LOGO AND NEAREST GRAPHIC ELEMENTS. THE COLORS SHOWN IN THIS GUIDE ARE NOT INTENDED TO MATCH THE PANTONE COLOR STANDARDS. FOR THE PANTONE COLOR STANDARDS, REFER TO THE CURRENT EDITION OF THE PANTONE COLOR PUBLICATIONS. PANTONE IS A REGISTERED TRADEMARK OF PANTONE, INC. ALL LOGOS ARE THE PROPERTY OF JSU & MAY BE USED WITH THEIR WRITTEN PERMISSION ONLY. THESE LOGOS CANNOT BE ALTERED IN ANY WAY. PLEASE CONTACT JSU WITH ANY AND ALL QUESTIONS REGARDING USAGE. THE JSU LOGO MARKS ARE TRADEMARKS OF JSU, 2002.



**OFFICIAL LOGO ART OF
JACKSONVILLE STATE UNIVERSITY**

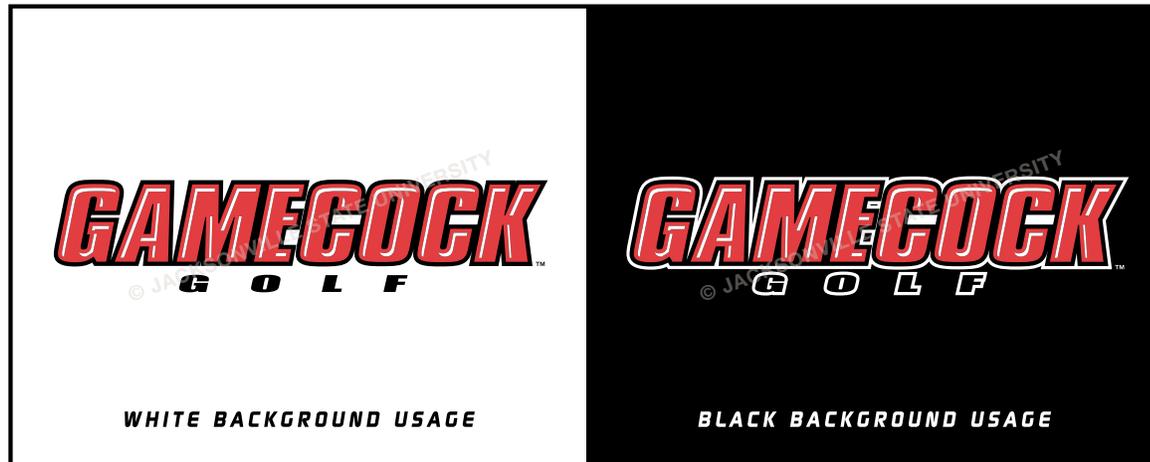
GAMECOCK
G O L F™

OFFICIAL SPORTS SPECIFIC MARK - GOLF

JSU
RED
PANTONE 186

JSU
BLACK
PANTONE PROCESS BLACK

OFFICIAL LOGO ART OF JACKSONVILLE STATE UNIVERSITY



CORRECT LOGO USAGE
FOR ALL LOGO MARK APPLICATIONS: RESPECT THE 1/4" MARGIN AS SHOWN

COLOR SPECIFICATION

JSU COLORS:

**JSU LOGO
RED**

**JSU LOGO
BLACK**

PANTONE COLORS:

**PANTONE
RED 186**

**PANTONE
PROCESS BLACK**

PROCESS COLORS:

**C-0 / M-100
Y-81 / K-4**

**PANTONE
PROCESS BLACK**

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**JSU
BLACK
PANTONE PROCESS BLACK**

**JSU
RED
PANTONE 186**

**OFFICIAL LOGO ART OF
JACKSONVILLE STATE UNIVERSITY**

GAMECOCKS
J - C L U B

OFFICIAL SPORTS SPECIFIC MARK - J-CLUB

JSU
RED
PANTONE 186

JSU
BLACK
PANTONE PROCESS BLACK

OFFICIAL LOGO ART OF JACKSONVILLE STATE UNIVERSITY



WHITE BACKGROUND USAGE

BLACK BACKGROUND USAGE

CORRECT LOGO USAGE
FOR ALL LOGO MARK APPLICATIONS: RESPECT THE 1/4" MARGIN AS SHOWN

COLOR SPECIFICATION

JSU COLORS:

JSU LOGO
RED

JSU LOGO
BLACK

PANTONE COLORS:

PANTONE
RED 186

PANTONE
PROCESS BLACK

PROCESS COLORS:

C-0 / M-100
Y-81 / K-4

PANTONE
PROCESS BLACK

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JSU
BLACK
PANTONE PROCESS BLACK

JSU
RED
PANTONE 186

**OFFICIAL LOGO ART OF
JACKSONVILLE STATE UNIVERSITY**



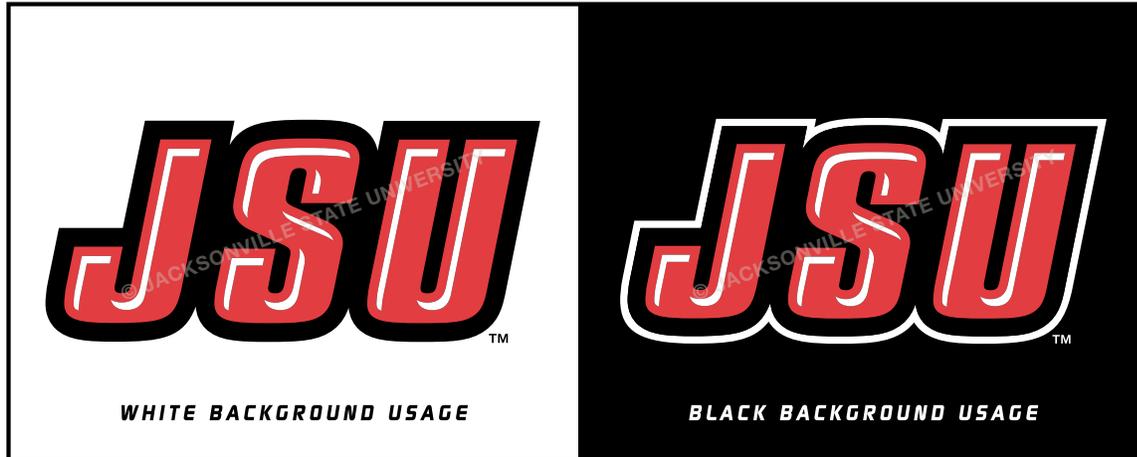
TM

OFFICIAL LETTER MARK

JSU
RED
PANTONE 186

JSU
BLACK
PANTONE PROCESS BLACK

OFFICIAL LOGO ART OF JACKSONVILLE STATE UNIVERSITY



WHITE BACKGROUND USAGE

BLACK BACKGROUND USAGE

CORRECT LOGO USAGE
FOR ALL LOGO MARK APPLICATIONS: RESPECT THE 1/4" MARGIN AS SHOWN

COLOR SPECIFICATION

JSU COLORS:

**JSU LOGO
RED**

**JSU LOGO
BLACK**

PANTONE COLORS:

**PANTONE
RED 186**

**PANTONE
PROCESS BLACK**

PROCESS COLORS:

**C-0 / M-100
Y-81 / K-4**

**PANTONE
PROCESS BLACK**

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JSU
BLACK
PANTONE PROCESS BLACK

JSU
RED
PANTONE 186

**OFFICIAL LOGO ART OF
JACKSONVILLE STATE UNIVERSITY**

GAMECOCK
RIFLE

© JACKSONVILLE STATE UNIVERSITY

OFFICIAL SPORTS SPECIFIC MARK - RIFLE

JSU
RED
PANTONE 186

JSU
BLACK
PANTONE PROCESS BLACK

OFFICIAL LOGO ART OF JACKSONVILLE STATE UNIVERSITY



CORRECT LOGO USAGE
FOR ALL LOGO MARK APPLICATIONS: RESPECT THE 1/4" MARGIN AS SHOWN

COLOR SPECIFICATION

JSU COLORS:

**JSU LOGO
RED**

**JSU LOGO
BLACK**

PANTONE COLORS:

**PANTONE
RED 186**

**PANTONE
PROCESS BLACK**

PROCESS COLORS:

**C-0 / M-100
Y-81 / K-4**

**PANTONE
PROCESS BLACK**

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**JSU
BLACK
PANTONE PROCESS BLACK**

**JSU
RED
PANTONE 186**

**OFFICIAL LOGO ART OF
JACKSONVILLE STATE UNIVERSITY**

GAMECOCK
S O C C E R

OFFICIAL SPORTS SPECIFIC MARK - SOCCER

JSU
RED
PANTONE 186

JSU
BLACK
PANTONE PROCESS BLACK

OFFICIAL LOGO ART OF JACKSONVILLE STATE UNIVERSITY



CORRECT LOGO USAGE
 FOR ALL LOGO MARK APPLICATIONS: RESPECT THE 1/4" MARGIN AS SHOWN

| • COLOR SPECIFICATION • | | |
|-------------------------|-----------------------|---------------------------|
| JSU COLORS: | PANTONE COLORS: | PROCESS COLORS: |
| JSU LOGO RED | PANTONE RED 186 | C-0 / M-100 Y-81 / K-4 |
| JSU LOGO BLACK | PANTONE PROCESS BLACK | PANTONE PROCESS BLACK |

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**OFFICIAL LOGO ART OF
JACKSONVILLE STATE UNIVERSITY**

GAMECOCK
S O F T B A L L

OFFICIAL SPORTS SPECIFIC MARK - SOFTBALL

JSU
RED
PANTONE 186

JSU
BLACK
PANTONE PROCESS BLACK

**OFFICIAL LOGO ART OF
JACKSONVILLE STATE UNIVERSITY**



CORRECT LOGO USAGE
FOR ALL LOGO MARK APPLICATIONS: RESPECT THE 1/4" MARGIN AS SHOWN

· COLOR SPECIFICATION ·

| JSU COLORS: | PANTONE COLORS: | PROCESS COLORS: |
|---------------------------|----------------------------------|-----------------------------------|
| JSU LOGO RED | PANTONE RED 186 | C-0 / M-100 Y-81 / K-4 |
| JSU LOGO BLACK | PANTONE PROCESS BLACK | PANTONE PROCESS BLACK |

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**JSU
BLACK
PANTONE PROCESS BLACK**

**JSU
RED
PANTONE 186**

**OFFICIAL LOGO ART OF
JACKSONVILLE STATE UNIVERSITY**

GAMECOCKSTM
S P O R T S
I N F O R M A T I O N

OFFICIAL SPORTS SPECIFIC MARK - SPORTS INFORMATION

JSU
RED
PANTONE 186

JSU
BLACK
PANTONE PROCESS BLACK

**OFFICIAL LOGO ART OF
JACKSONVILLE STATE UNIVERSITY**



CORRECT LOGO USAGE
FOR ALL LOGO MARK APPLICATIONS: RESPECT THE 1/4" MARGIN AS SHOWN

• COLOR SPECIFICATION •

JSU COLORS:

**JSU LOGO
RED**

**JSU LOGO
BLACK**

PANTONE COLORS:

**PANTONE
RED 186**

**PANTONE
PROCESS BLACK**

PROCESS COLORS:

**C-0 / M-100
Y-81 / K-4**

**PANTONE
PROCESS BLACK**

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**JSU
BLACK
PANTONE PROCESS BLACK**

**JSU
RED
PANTONE 186**

**OFFICIAL LOGO ART OF
JACKSONVILLE STATE UNIVERSITY**

GAMECOCKSTM
S P O R T S
M E D I C I N E

OFFICIAL SPORTS SPECIFIC MARK - SPORTS MEDICINE

JSU
RED
PANTONE 186

JSU
BLACK
PANTONE PROCESS BLACK

OFFICIAL LOGO ART OF JACKSONVILLE STATE UNIVERSITY



CORRECT LOGO USAGE
FOR ALL LOGO MARK APPLICATIONS: RESPECT THE 1/4" MARGIN AS SHOWN

COLOR SPECIFICATION

JSU COLORS:

**JSU LOGO
RED**

**JSU LOGO
BLACK**

PANTONE COLORS:

**PANTONE
RED 186**

**PANTONE
PROCESS BLACK**

PROCESS COLORS:

**C-0 / M-100
Y-81 / K-4**

**PANTONE
PROCESS BLACK**

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**JSU
BLACK
PANTONE PROCESS BLACK**

**JSU
RED
PANTONE 186**

**OFFICIAL LOGO ART OF
JACKSONVILLE STATE UNIVERSITY**

GAMECOCKSTM
S P O R T S
N E T W O R K

OFFICIAL SPORTS SPECIFIC MARK - SPORTS NETWORK

JSU
RED
PANTONE 186

JSU
BLACK
PANTONE PROCESS BLACK

**OFFICIAL LOGO ART OF
JACKSONVILLE STATE UNIVERSITY**



CORRECT LOGO USAGE
FOR ALL LOGO MARK APPLICATIONS: RESPECT THE 1/4" MARGIN AS SHOWN

COLOR SPECIFICATION

JSU COLORS:

**JSU LOGO
RED**

**JSU LOGO
BLACK**

PANTONE COLORS:

**PANTONE
RED 186**

**PANTONE
PROCESS BLACK**

PROCESS COLORS:

**C-0 / M-100
Y-81 / K-4**

**PANTONE
PROCESS BLACK**

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**JSU
BLACK
PANTONE PROCESS BLACK**

**JSU
RED
PANTONE 186**

**OFFICIAL LOGO ART OF
JACKSONVILLE STATE UNIVERSITY**

GAMECOCK
TENNIS™

OFFICIAL SPORTS SPECIFIC MARK - TENNIS

JSU
RED
PANTONE 186

JSU
BLACK
PANTONE PROCESS BLACK

OFFICIAL LOGO ART OF JACKSONVILLE STATE UNIVERSITY



CORRECT LOGO USAGE
FOR ALL LOGO MARK APPLICATIONS: RESPECT THE 1/4" MARGIN AS SHOWN

| • COLOR SPECIFICATION • | | |
|--------------------------------|----------------------------------|-----------------------------------|
| JSU COLORS: | PANTONE COLORS: | PROCESS COLORS: |
| JSU LOGO RED | PANTONE RED 186 | C-0 / M-100 Y-81 / K-4 |
| JSU LOGO BLACK | PANTONE PROCESS BLACK | PANTONE PROCESS BLACK |

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**OFFICIAL LOGO ART OF
JACKSONVILLE STATE UNIVERSITY**

GAMECOCKTM
TRACK & FIELD

OFFICIAL SPORTS SPECIFIC MARK - TRACK & FIELD

JSU
RED
PANTONE 186

JSU
BLACK
PANTONE PROCESS BLACK

**OFFICIAL LOGO ART OF
JACKSONVILLE STATE UNIVERSITY**

GAMECOCK
TRACK & FIELD

WHITE BACKGROUND USAGE

GAMECOCK
TRACK & FIELD

BLACK BACKGROUND USAGE

CORRECT LOGO USAGE
FOR ALL LOGO MARK APPLICATIONS: RESPECT THE 1/4" MARGIN AS SHOWN

COLOR SPECIFICATION

JSU COLORS:

JSU LOGO
RED

JSU LOGO
BLACK

PANTONE COLORS:

PANTONE
RED 186

PANTONE
PROCESS BLACK

PROCESS COLORS:

C-0 / M-100
Y-81 / K-4

PANTONE
PROCESS BLACK

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JSU
BLACK
PANTONE PROCESS BLACK

JSU
RED
PANTONE 186

**OFFICIAL LOGO ART OF
JACKSONVILLE STATE UNIVERSITY**

GAMECOCKTM
VOLLEYBALL

OFFICIAL SPORTS SPECIFIC MARK - VOLLEYBALL

JSU
RED
PANTONE 186

JSU
BLACK
PANTONE PROCESS BLACK

**OFFICIAL LOGO ART OF
JACKSONVILLE STATE UNIVERSITY**



CORRECT LOGO USAGE
FOR ALL LOGO MARK APPLICATIONS: RESPECT THE 1/4" MARGIN AS SHOWN

| • COLOR SPECIFICATION • | | |
|-------------------------|--------------------------|---------------------------|
| JSU COLORS: | PANTONE COLORS: | PROCESS COLORS: |
| JSU LOGO RED | PANTONE RED 186 | C-0 / M-100 Y-81 / K-4 |
| JSU LOGO BLACK | PANTONE PROCESS BLACK | PANTONE PROCESS BLACK |

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**OFFICIAL LOGO ART OF
JACKSONVILLE STATE UNIVERSITY**

GAMECOCK™

© JACKSONVILLE STATE UNIVERSITY

OFFICIAL WORD MARK - GAMECOCK

JSU
RED
PANTONE 186

JSU
BLACK
PANTONE PROCESS BLACK

OFFICIAL LOGO ART OF JACKSONVILLE STATE UNIVERSITY



CORRECT LOGO USAGE
 FOR ALL LOGO MARK APPLICATIONS: RESPECT THE 1/4" MARGIN AS SHOWN

| • COLOR SPECIFICATION • | | |
|-------------------------|-----------------------|---------------------------|
| JSU COLORS: | PANTONE COLORS: | PROCESS COLORS: |
| JSU LOGO RED | PANTONE RED 186 | C-0 / M-100 Y-81 / K-4 |
| JSU LOGO BLACK | PANTONE PROCESS BLACK | PANTONE PROCESS BLACK |

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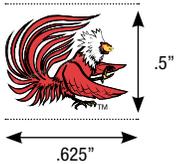
The choice of the Gamecock for the mascot was initiated by student athletes in 1946. Players were uncomfortable with the horned eagle owl of Europe and Asia and the colors Purple and Gold, which were used by Jacksonville State Normal School and were first adopted after the school had established a football team around the turn of the century. Mr. E.C. “Baldy” Wilson and his teammates chose the Gamecock and the colors red and white for Jacksonville State Teachers College. The football coach, Mr. Don Salls, took the change to Dr. Houston Cole and the change was approved.

Mr. Wilson said, “That his fellow teammates understood the gamecock, its willingness to protect its territory and the pride it had being the cock of the walk.” Mr. Wilson raised gamecocks and this earned him money as he would rent the birds to people with hen houses. The first images used were photos of his birds.

The current image is attributed to the late Mr. Jim Abbott of Anniston Printing.



MINIMUM SIZE REQUIREMENTS



The university gamecock should never appear smaller than 5/8" in diameter.

ACCEPTABLE COLOR VARIATIONS OF THE UNIVERSITY GAMECOCK

The university gamecock may only be used in 3 color, black, black outline, or white (reversed) outline. The white (reversed) outline of the gamecock must only be applied to black or red backgrounds unless approved otherwise by the Publications Office.



3 COLOR GAMECOCK



1 COLOR GAMECOCK
(BLACK ONLY)



GAMECOCK OUTLINE



REVERSED OUTLINE

Web Graphics & Information

Every Jacksonville State University web site contributes to the user's perception of the University. When a user visits the JSU web site, they take away with them an impression of the university and its departments. To ensure a unified web presence, official pages of the university's web should appear to be visually related in order to help promote usability and to reinforce JSU's brand identity.

As part of our branding strategy it is expected that all “high-level” or “cross-university” administrative offices will adopt the heavy branded templates in order to provide consistency of look and image for the university.

Although consistency is important, there are several versions of each template to assist in giving you more options when creating your web site. While the variety of templates offered may reflect elements of the JSU homepage, there are no templates that duplicate JSU's homepage. Schools, departments, or administrative offices should not attempt to duplicate the homepage, which is intended as a unique gateway into the entire JSU web site. While there is the option of choosing between several templates, there are certain required elements, which are outlined in the Required Elements section of the style guide, and a list of elements that should not be included.

LOGO USAGE

The only approved logos permitted on the web are those that are approved by the JSU Office of Marketing Services. If you are unsure that a logo you want to use is approved, please check before you place it on the web. If an unapproved logo is found online, it will be removed immediately.

To help ensure that approved JSU logos are used on the web, there is a download page of university approved logos in JPG format. These logos are 72 dpi and are for web use only. If you need a logo in a higher resolution for print material, please contact Mary Smith in the Office of Marketing Services.

Content Contributor Responsibilities

The JSU content contributor must ensure that the information published is accurate and current, approved by the responsible authority and easily accessible

Main Templates | web graphics & information

UNIVERSITY HOME PAGE



The University Home Page template features both the university News Wire and Campus Events with links to subscribe to their RSS feeds.

This template is not for college, division or department use.

COLLEGE OR DIVISION LEVEL MAIN PAGE



The College, Division or Department Level Main Page template contains a required right content area.

This area is intended for events, news, or any other links that need to be on the department main page that is not located in the navigation.

The Sub Level or Basic Page templates have two different variations. They can either have a right content bar, which can contain the same information as on the department main page or other information pertaining to the sub page they are on or they could not have the content bar which would open the page up for more content in the main content area. The Sub Page templates can be used by any college, division or department for any of their sub pages.

SUB LEVEL PAGE



SUB LEVEL PAGE WITH RIGHT CONTENT AREA



To ensure that the pages look and function correctly, a strict image size limitation must be followed. Choosing not to stay within these limitations will result in your page functioning incorrectly, looking incorrect or removing your image from your page.

Since all images on the Web are displayed at 72 dpi, save your high-resolution original images in an image-editing program, and then create 72 dpi JPGs or GIFs for web use. If you do not have the ability to modify images for the web, please contact the Web Graphic Designer.



IMAGES USED IN THE MAIN CONTENT AREA OF A PAGE USING ANY OF THE “RIGHT BAR” TEMPLATES MUST NOT HAVE A WIDTH OF LARGER THAN 500 PIXELS.



IMAGES USED IN THE MAIN CONTENT AREA OF A PAGE USING A TEMPLATE WITHOUT A “RIGHT BAR” MUST NOT HAVE A WIDTH OF LARGER THAN 680 PIXELS.



IMAGES BEING PLACED IN THE “RIGHT BAR” SECTION ON A PAGE MUST HAVE A WIDTH NO LARGER THE 180 PIXELS.

TEXT SIZE

While the university does not have a maximum text size for a web site, it is suggested that text over the size of 18pt not be used. Be aware that font sizes are rendered differently on Mac and PC browsers (PCs render text larger than Macs).

FONT FAMILY

Do not alter the font used on your individual page. Each template already has an attached style sheet that determines what font is used. Within the style sheet, the two fonts that are declared are Arial and Helvetica. Arial is the default font that is used. If Arial is not present on the computer the CSS will then call Helvetica. If neither is present on the computer the default Sans-Serif font will be used.

ARIAL

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789

HELVETICA

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789

LINK DECORATION

Do not add any inline CSS to change the look of links within any of the pages. Each page already has an attached style sheet that determines the attributes of links on the page.

STYLING TEXT IN THE RIGHT CONTENT AREA

The right content area is intended for links, events, announcements, and contact information. When adding events or announcements, do not put all of them up at once. It is best to put three to five events or announcements up at a time, and then just keep updating. The more you have up there, the more cluttered the page will look.

HEADINGS

When styling a heading, please insert a line break (return) at the end

REQUIRED ELEMENTS

Title tag—If this information is not included, you will not be able to save the work you have done on the current page.

CONTACT INFORMATION

Contact information for the department must be included on your web site using the provided departmental footer.



ELEMENTS NOT TO INCLUDE

There are certain elements that detract from the user experience and from the professionalism of your site's presentation.

Please do not include the following on your Web site:

Individual dates or other time-sensitive information on web pages, unless you are prepared to update them EVERY day. It is important to maintain completely updated information.

The site administrator's name should not be on every page of your site. A reference to the site administrator (not by name) is recommended on the main page only. At deeper site levels, it can be hard to maintain this information accurately, and it is also unnecessary.

Distracting design elements such as flashing GIFs, blinking text, background images, super-saturated (very bright) colors, large or small text sizes, very large image files, looped sound files or oversized images.

Any images deemed inappropriate or inadequate will be removed by the university Webmaster.

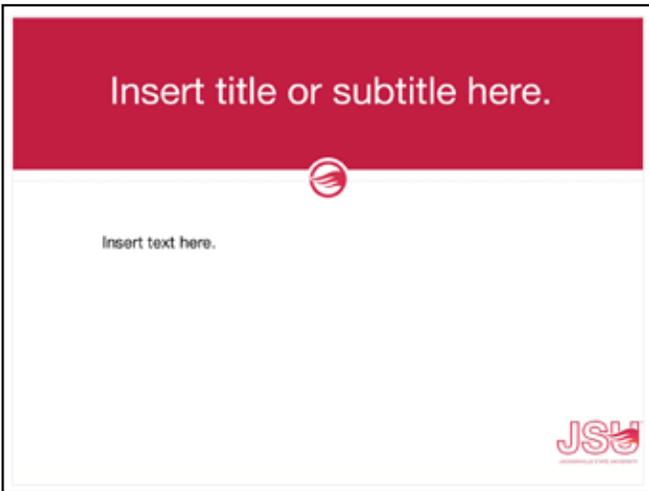
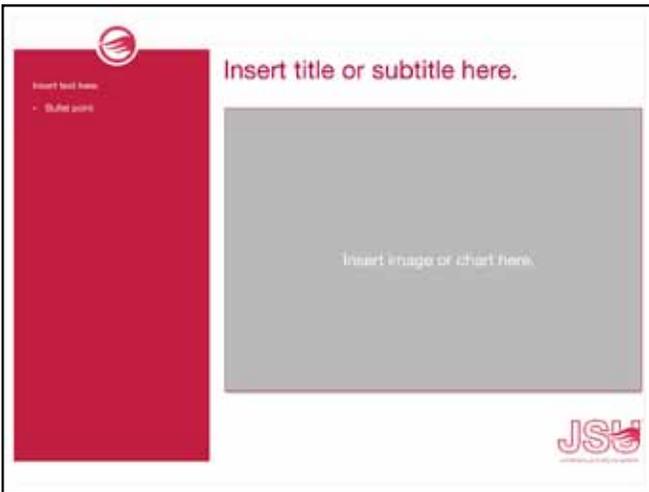


It is recommended that you login to the university content management system using <http://www.jsu.edu/cms> - this page has tutorials and updated information on the status of the system.



Please use the Web Help Form located on the CMS page to make any website request.

When doing a PowerPoint presentation for a department or office, a university standard template should be used. This is to ensure a look and feel consistent with that used on the web and in print publications. Templates will be available for download from the Marketing and Communications web site: <http://www.jsu.edu/advancement/marketing/>



Photography

Visit the Jacksonville State University Photo Database at
<http://www.spitfirephoto.com/jsu/>

JACKSONVILLE STATE UNIVERSITY PHOTO DATABASE

Your use of the JSU Photo Database and any images contained in it constitute your agreement with the following restrictions.

UNIVERSITY USE

The images in the database and any prints made from them, are intended for official university use only, and for legal reasons may not be used for non-university related purposes. Contact Steve Latham by email at stlatham@jsu.edu to request JSU faculty/staff database access. Please consider carefully who in your office or department you allow to use your username and password. Students are NOT allowed access to login information or unsupervised use of the database. Please contact the University Photographer, Steve Latham if your access information ever becomes compromised. Your username and password will automatically expire in seven days, but may be renewed by contacting Steve. Prints purchased for university use must be bought with a university purchasing card.

PERSONAL USE

Prints purchased from the database may only be used for private, personal, and/or non-commercial use. They may not be resold, scanned, copied or distributed in any way or format for any commercial use.

Contact the University Photographer, Steve Latham by email at stlatham@jsu.edu for more information.

PHOTOGRAPH ALTERATION POLICY

As technology has made it easier to alter photographs, the temptation grows to make more and more changes to a photograph. Although some alterations may seem harmless, they can easily cross the line of changing a photo's content. This practice may jeopardize trust, and photo edits may create an illusion or harmful deception.

A photograph is usually perceived as an accurate recording of an event; therefore, we must be extremely careful about altering photographs. Any alterations that affect the accuracy of the persons, places, or events depicted in the photo are unacceptable. Enhancing the technical quality of a photograph and other simple touch-ups are acceptable as long as the content of the photo is accurately depicted.

Contact Information | marketing and communications

OFFICE OF MARKETING AND COMMUNICATIONS

323 Bibb Graves Hall
700 Pelham Road North
Jacksonville, AL 36265

Tim Garner | Executive Director of Marketing & Communications
256.782.8220
tgarner@jsu.edu

OFFICE OF MARKETING SERVICES

304 Bibb Graves Hall
700 Pelham Road North
Jacksonville, AL 36265
256.782.5866 (fax)

Mary Smith | Coordinator of Publications
256.782.5830
msmith@jsu.edu

Morgan Christopher | Graphic Designer
256.782.5828
mchristopher@jsu.edu

OFFICE OF PUBLIC RELATIONS

301 Bibb Graves Hall
700 Pelham Road North
Jacksonville, AL 36265
256.782.8441 (fax)

Patty Hobbs | Director of Public Relations
256.782.8156
phobbs@jsu.edu

Angie Finley | Public Relations Specialist
256.782.5468
afinley@jsu.edu

UNIVERSITY PHOTOGRAPHY

307 Bibb Graves Hall
700 Pelham Road North
Jacksonville, AL 36265

Steve Latham | University Photographer
256.782.5341
stlatham@jsu.edu

UNIVERSITY PRINT SHOP

104 Montgomery Building
700 Pelham Road North
Jacksonville, AL 36265

Chuck Torruella | Print Shop Director
256.782.5323
ctourruel@jsu.edu

Keith Shears | Press Operator
256.782.5323
kshears@jsu.edu

Steve McClellan | Press Operator
256.782.5323
mcclellan@jsu.edu

MIMOSA

301A Bibb Graves Hall
700 Pelham Road North
Jacksonville, AL 36265

Lee Miller | Marketing Specialist
256.782.5826
llmiller@jsu.edu



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