1. LOGO

USAGE

The Fairmont State University logo, in most cases your departmental logo, should be used on everything.

COLOR VARIATIONS

Always use the Maroon version of your logo when possible (the black version is only to be used when you are printing black only). The maroon logo should be used on a white or a light background. The white logo (reversed logo) should be used on a maroon or dark background.

PROPORTIONS

Do not distort your logo (don't squish or stretch it). When resizing a logo or graphic, hold down the shift key to prevent distortions.

QUALITY

Do not use a pixelated logo (small & blurry). Please use a high quality version.

SIZE

Your logo should be large enough to be clearly readable and visible.

LOCATION

We generally prefer logos at the bottom of a piece. For flyers, using a footer with the logo in the bottom right and your contact information in the bottom left is ideal.

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2. OFFICIAL COLORS - MAROON & WHITE

MAROON

PMS 209
C=0 M=100 Y=34 K=53
R=134 G=0 B=56
Hex #860038

WHITE

C=0 M=0 Y=0 K=0
R=255 G=255 B=255
Hex #ffffff

EXTERNAL MARKETING
(if your piece will be viewed off campus)

- Maroon and white should be your most prominent colors
- Accent Colors - Gray

INTERNAL MARKETING
(if your piece will be viewed on campus only)

- Maroon and white should be used in your design
- Accent Colors - Gray
- Other Accent Colors - You are allowed to use other accent colors in moderation, but please still include maroon & white. Refrain from using blue and gold together or another university's easily recognizable colors.

3. TYPEFACES

OFFICIAL TYPEFACES: AVENIR & PALATINO

AVENIR (San Serif Font)

Use Avenir whenever possible for general use. If you don't have access to Avenir you may use another san serif font in its place - Gotham, Helvetica and Futura are good substitutes.

PALATINO (Serif Font also used in our logo)

Palatino should be used for more formal needs.

OTHER FONTS:

Avenir and Palatino have been carefully chosen for readability and brand recognition. Special instances may allow for the use of other fonts. Internal student event marketing is an example where other fonts are acceptable. Please keep in mind readability is always important.

4. DATE & TIME LISTINGS

DATES

No need to list the year of your event, unless you are publicizing over a year in advance.

TIMES

We prefer you not use the double zeros when listing time and use periods after a.m. and p.m.

Example of preferred listing: March 2, 5 - 8 p.m.

5. APPROVAL REVIEW PROCESS

TIMELINE

Once we receive your email, a designer will review your submission and respond to you within 72 business hours. Please allow extra time for possible editing and required changes.

VERIFICATION

If a document is sent by a student, we ask that a staff member in that area or department be aware a request has been sent to us - this allows us to know the project has been given approval. A good way to accomplish this is to have the piece sent by a faculty or staff member, or they can include a supervisor in the approval request email.

PURPOSE

The Approvals process is to make sure all material produced by and representing the University meets our brand standards.

NOT RESPONSIBLE FOR

- We do not proofread your documents for spelling or grammar errors.

- Our approval is not an approval of your event or content.

- Please receive appropriate approval of events, content, spelling and grammar from your respective area and appropriate supervisors.

6. NEXT STEPS

FINAL APPROVAL EMAIL

Once you receive a final approval from us, please forward or attach the final approval email with any requisitions, Printing Services orders, merchandise purchases or printing orders.

FALCON FLYER & SOCIAL MEDIA

If you would like your design shared in the Falcon Flyer or on social media, please forward this approval email and your design file to URM@Fairmontstate.edu.

7. THANK YOU

We want to thank you for working with our department and helping keep the Fairmont State University brand strong and cohesive.

This is a list of some of our most important guidelines to help you and us get through the approval process in the smoothest way possible. This is not a comprehensive list of rules and regulations or a complete style guide.