



Since 1882

Brand Identity/University Style Guide

Greater Happens Here



TABLE OF CONTENTS

Virginia State University Purpose.....	1
Virginia State University Mission Statement.....	1
University Principles	2
Office of Communications	3-4
Virginia State University Brand and Slogan.....	5-10
Other University Logos	11-16
Colleges and Department Logos	17
Color Usage	18-19
Typography.....	20-23
Stationery	24
Publication Guidelines/Style.....	25-26
Social Media	27
Licensing.....	28



VIRGINIA STATE UNIVERSITY PURPOSE

This graphic standards manual provides detailed instructions concerning the reproduction and proper use of the Virginia State University graphic mark and logo, and all other brand identity-related assets. It outlines mandatory colors, typography, and other essential design elements. By applying the standards set forth in this manual, the Office of Communications can achieve a strong and consistent visual identity for Virginia State University.



VIRGINIA STATE UNIVERSITY MISSION STATEMENT

Virginia State University, a public, comprehensive 1890 Land Grant institution and historically black college/university, is committed to the preparation of a diverse population of men and women through the advancement of academic programs and services that integrate instruction, research, extension, and outreach. The University endeavors to meet the educational needs of students, graduating lifelong learners who are well equipped to serve their communities as informed citizens, globally competitive leaders, and highly effective, ethical professionals.

UNIVERSITY PRINCIPLES

1. Regardful of its heritage and its tradition of eminent concern for the education, welfare and progress of all peoples, the university welcomes and extends its resources to all who strive for academic excellence, whatever their nationality, race, ethnicity or religious affiliation.
2. The University seeks to fulfill its mission by enrolling students with a diverse range of talents and abilities, including: (a) students whose pre-college records reveal high academic achievement and talent, (b) students who through a combination of factors have demonstrated the potential to be successful in college, and (c) students whose secondary school records reveal potential but who need special academic enhancement.
3. The University, using available resources, offers programs which are that of interest to the students, meet current and changing needs of society, and fall within the scope of its mission.
4. The living/learning community of the University seeks to cultivate a sense of pride and dignity within each individual and promote an enduring search for knowledge among all students, staff, and faculty.
5. Those who matriculate are required to demonstrate a broad understanding of and competency in the arts and sciences and a commitment to intellectual development and scholarship in their fields of study.
6. Graduates of Virginia State University are prepared to enter the workforce of the twenty-first century, pursue advanced study, assume leadership roles, and be competitive in a global society.
7. The University assures its constituencies of collegial participation in decision-making.

OFFICE OF COMMUNICATIONS

University Spokesperson

The president is the official spokesperson for Virginia State University. The president has designated the director of the office of communications as the official spokesperson in matters of weather emergencies, crisis situations, and the like. The director provides a point of contact between media and university resources and also provides referrals to proper sources of information within the university community. Any and all university-related media inquires/contact should be referred to the Office of Communications.

Press Releases

The Office of Communications prepares, approves, and distributes all press releases to local, regional, and national media with the exception of sports-related releases. The press releases range from major stories about achievements by faculty, staff, administrators, students, and alumni to public service announcements. Press releases from all university departments and offices must be submitted for prior approval and distribution by the Office of Communications. Press releases are approved and distributed based on subject and relevance.

Advertising

The Office of Communications must approve in advance all advertising, which includes but is not limited to print, broadcast, billboard, and radio ads, as well as student-recruitment, marketing, and videos. This does not include paid ads for hiring personnel.

Advertisements by External Agencies, Businesses, and Organizations

External agencies, businesses, organizations, etc., wishing to use the university's likeness must submit a copy of the advertisement to the Office of Communications for approval. University names, logos, and images are the property of the University and may not be altered in any way. This includes changing the colors by combining either with other graphic elements, type, or logos. Use of a font or art similar to official University marks in order to circumvent the requirements is prohibited.

OFFICE OF COMMUNICATIONS

Photographic Services

The Office of Communications has a photographer who may provide photographic services for select campus events and occasions. Photographic assignments for the University's programs and activities are also the responsibility of the Office of Communications. University officials and students who desire photographs for University-related activities must receive approval from the Office of Communications. A request form for photographic services must be completed and returned to the Office of Communications at least five business days before the planned activity.

PLEASE NOTE: The Department of Mass of Communication offers live streaming videos for Founder's Day, convocations, commencement, and other special university events. All live stream videos for university events are available on the university website. For more information, call 804-524-5296.

Office of Sports Information

The Department of Athletics' Office of Sports Information is responsible for publicizing information regarding VSU's intercollegiate athletic teams. The Office of Sports Information controls all athletic publications and news releases, coordinates athletic photography, maintains statistical data on teams, maintains athletic web pages, and serves as the department's contact for the National Collegiate Athletic Association and the Central Intercollegiate Athletic Association. The sports information director will ensure compliance with the University's graphic identity and technical standards including athletic marketing and publications.

VIRGINIA STATE UNIVERSITY BRAND AND SLOGAN



Original VSU Logo Design #1

This original VSU logo will remain in all of its current uses. There is no need to dispose of items bearing this original logo. **This logo can be used alone on any document or item.**



Original VSU Logo with our new brand - Design #2

As we brand VSU, going forward, we will use this slightly adjusted logo which includes our founding year of 1882. This logo should be used when it is not necessary or appropriate to use the slogan. **This logo can be used alone on any document or item.**



VSU Logo with new brand and slogan - Design #3

Greater Happens Here is our new slogan. This design of our new logo with the slogan attached should be used when appropriate and if space and design allows. Use above VSU logo with our new brand (design #2) if space, document or occasion does not warrant use of the slogan.



VSU Logo with new brand and slogan (personalized with unit, office, or department)

Greater Happens Here is our new slogan. This design should be used when appropriate and if space and design allows. Use above VSU logo with our new brand (design #2) if space, document or occasion does not warrant use of the slogan.

VIRGINIA STATE UNIVERSITY SLOGAN

Our slogan is what students, faculty, staff, alumni, corporations, donors, friends, supporters, peers and outside observers all think, feel and respond to when they hear Virginia State University mentioned.

By developing a robust slogan, we can shape the way people perceive VSU. This established brand/style guide ensures our image will remain consistent so our brand and slogan are not diluted or misconstrued, but has a strong, unified voice.

The official university slogan is:

Greater Happens Here

Fonts: **Acumin Pro ExtraCondensed Bold/Adobe Jenson Pro Bold**

The official university slogan can be used with a single font as follows:

Greater Happens Here

Font: **Acumin Pro ExtraCondensed Bold**

Greater Happens Here

Font: **Adobe Jenson Pro Bold**

VIRGINIA STATE UNIVERSITY:

- Opens doors for GREATER access to lifelong learners
- Provides GREATER educational opportunities to increase the economic outlook for generations to come
- Provides GREATER outreach as an 1890 land-grant university extending GREATER expertise to improve the quality of life in our state, nation and world
- Provides a personable, stable, nurturing holistic atmosphere conducive to GREATER learning, growing, and transforming
- Develops GREATER leaders who are globally competitive while remaining civically engaged

OFFICIAL NAME LOGO AND BRAND

The Virginia State University name logo establishes a unique identity for VSU among the various “Virginia” schools and highlights the University’s status as a public institution, which is reinforced by the enlarged “S” in VSU.

We have now incorporated our new brand in “Since 1882” that will further establish our unique identity.

The graphic mark incorporates the University’s primary institutional colors:

Blue: PMS 2728

Orange: PMS 158

The two-color version shown here is the primary logo. It should be used when possible on all print and electronic/ Web-based materials (such as brochures, color ads, billboards, self-mailers, emails, etc.).

In instances where the logo will be placed over an image, or reversed out over orange or blue, alternate applications of the logo should be used.

As always, if you have any questions regarding application/ usage of the VSU logo, please contact the Office of Communications.

Primary Name Logo

The (two color version) full-color logo shown here is the primary logo. Use this logo whenever possible



Alternate Primary Name Logo

The (one color version) logo shown here is the alternate to the primary logo.



OFFICIAL NAME LOGO VERSIONS

The logo versions shown here should ONLY be used when the primary name logo cannot be applied. Some examples may be for a black-and-white ad or a newsletter being printed in two colors.

Primary Name
 Logo Two Color
 PMS 158
 PMS 2728



One Color
 Name Logo
 PMS 158



One Color
 Name Logo
 Black



One Color
 Name Logo
 PMS 2728



Reversed Out name
 Logo shows white



PROTECTED AREA

The name logo should always be surrounded by clear space. This protected area keeps other images or type from getting too close and ensures that the logo is always readable. The recommended minimum distance to be allowed on all sides is the width of the capital letter “S”, along with “Since 1882” in the logo (see example to the right).

Clear Space

The dotted line represents the protected area. No other image or type should enter within this space.



IMPROPER USAGE

Using the name logo correctly will maintain consistency for the VSU identity. Shown here are examples of logo misuse.

Do not alter the proportions of the logo.



Do not stretch or compress the logo.



Do not reproduce the logo on a busy background.



Do not rotate the logo.



Do not rearrange logo colors or components



OFFICIAL UNIVERSITY SEAL

Virginia State University University Seal

The VSU University seal should only be used by the Office of the President and the Office of Communications. The use of the University seal will be reserved for official University awards and recognition, diplomas, stationery, and official University communications as approved by the president and directed by the Office of Communications.

The University seal and the University name logo should never be used together or altered inappropriately. The vast majority of VSU communications (print, web or any other media,) should use the VSU name logo, not the University seal.

For more information on the use of the University seal or to request artwork files, please contact the Office of Communications.

The graphic seal incorporates the University's secondary institutional colors:
Blue: PMS 287
Orange: PMS 166.

VSU Seal - Full color
 PMS 287
 PMS 166



VSU Seal - One color
 PMS 287



VSU Seal - One color
 PMS 166



VSU Seal - Black



IMPROPER USAGE

Using the University seal correctly will maintain consistency for the VSU identity. Shown here are examples of logo misuse.

Do not alter the proportions of the logo.



Do not stretch or compress the logo.



Do not reproduce the logo on a busy background.



Do not rotate the logo.



Do not rearrange logo colors or components



ALTERNATE LOGOS

Virginia State University Trojan Athletic/Military logo

VSU athletics and our on-campus military programs are a vital and highly visible aspect of the University's brand identity. The official graphic mark for VSU athletics and military is the Trojan Athletic/Military logo.

The Trojan Athletic/Military logo should primarily be used by these departments, and is intended to identify any and all athletic (both intercollegiate and intramural) and military-related communications, uniforms, and other marketing communications.

For more information on the use of the Trojan Athletic/Military logo or to request artwork files, please contact the Office of Communications.

The graphic incorporates the University's secondary institutional colors:

Blue: PMS 287

Orange: PMS 166

Trojan Athletic/Military FULL COLOR



Trojan Athletic/Military PMS 158 PMS 2728



Trojan Athletic/Military PMS 2728



Trojan Athletic/Military PMS 158



Trojan Athletic/Military BLACK & GREY SCALE



Trojan Athletic/Military Reversed Out Logo shows white



IMPROPER USAGE

Using this logo correctly will maintain consistency for the VSU identity. Shown here are examples of logo misuse.

Do not reproduce the logo on a busy background.



Do not alter the proportions of the logo.



Do not rotate the logo.



Do not stretch or compress the logo.



Do not rearrange logo colors or components



TROJAN HEAD ISOLATED

When using the Trojan Head isolated, all rules still apply with not distorting and color usage.



ALTERNATE LOGOS

The logo versions shown here should ONLY be used when the primary name logo cannot be applied. Some examples may be for a black-and-white ad or a newsletter being printed in two colors or if space does not allow for any of the other logos to be used.

PMS158

VIRGINIA STATE UNIVERSITY

PMS166

VIRGINIA STATE UNIVERSITY

PMS2728

VIRGINIA STATE UNIVERSITY

PMS287

VIRGINIA STATE UNIVERSITY

BLACK

VIRGINIA STATE UNIVERSITY

IMPROPER USAGE

Using this logo correctly will maintain consistency for the VSU identity. Shown here are examples of logo misuse.

Do not alter the proportions of the logo.

~~VIRGINIA STATE UNIVERSITY~~

Do not stretch or compress the logo.

~~VIRGINIA STATE UNIVERSITY~~

Do not reproduce the logo on a busy background.

~~VIRGINIA STATE UNIVERSITY~~

Do not rotate the logo.

~~VIRGINIA STATE UNIVERSITY~~

Do not rearrange logo colors or components

~~VIRGINIA STATE UNIVERSITY~~

~~VIRGINIA STATE UNIVERSITY~~

~~VIRGINIA
STATE
UNIVERSITY~~

~~VIRGINIA
STATE
UNIVERSITY~~

STANDARDIZED LOGOS FOR COLLEGES AND DEPARTMENTS

The University will use this branding style for colleges and departments logos.



PROMOTIONAL LOGOS

Promotional logos are expressive, open and unique alternatives to the University's standard official logos. Promotional logos ARE NOT meant to replace official VSU's offices/divisions/units logos or be used interchangeable with official logos.

For more information about a promotional logo for your offices/divisions/units, please contact the Office of Communications.

COLOR USAGE

Color plays a critical role in ensuring the overall impact of the VSU identity. The logo is to appear in two colors and in these pairs:

PRIMARY blue
(PANTONE 2728) and
orange (PANTONE 158)

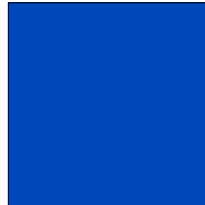
SECONDARY blue
(PANTONE 287) and
orange (PANTONE 166)

Use the two-color version whenever possible. Blue (PANTONE 2728), orange (PANTONE 158), blue (PANTONE 287), orange (PANTONE 166), or black are preferred colors for one-color reproduction.

If printing the logo in four-color process, use the CMYK values shown here to match as closely as possible the VSU colors.

PLEASE NOTE: 2728 must be accompanied by 158 when using 2 colors. 287 must be accompanied by 166 when using 2 colors.

If you have questions, please contact the Office of Communications.



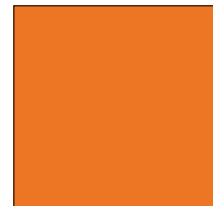
**Pantone
PMS 2728**



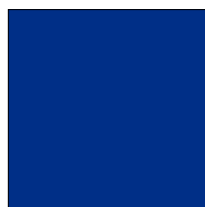
**Pantone
PMS 158**



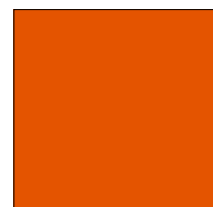
**CMYK
C-96 M-78
Y-0 K-0**



**CMYK
C-3 M-66
Y-99 K-0**



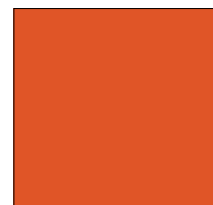
**Pantone
PMS 287**



**Pantone
PMS 166**



**CMYK
C-100 M-87
Y20 K-11**



**CMYK
C-5 M-82
Y-100 K-0**

COLOR USAGE - ACCENTS

Color plays a critical role in ensuring the overall impact of the VSU identity. These colors may be used to accents our Blue and Orange, but not to overwhelm the design.

If you have questions, please contact the Office of Communications.



TYPOGRAPHY

The use of consistent typography is an effective means of reinforcing a cohesive look in all VSU materials.

The primary fonts used in all Virginia State University print, electronic and web communications are:

1. Front Cover Headline/Tagline:
Adobe Jenson, Adobe Jenson Italic

2. Body Copy:
Adobe Jenson, Adobe Jenson Italic, Adobe Jenson Semi bold and Semi bold italic

3. Call-Outs/Shaded Boxes:
Helvetica

When selecting typefaces for materials, follow these recommendations:

Body copy
Adobe Jenson Light

Italicized Body
Adobe Jenson Italic Light

Bold body copy (when used)
Adobe Jenson Semi bold

Headings for body copy
Adobe Jenson light set as Caps & Small Caps

Quotes
Adobe Jenson Light

Bold Sub heads
Helvetica 65 Medium

Call-outs (in orange boxes)
Helvetica 45 Light

Large highlighted Numbers
Priori Ser Bold

Primary Fonts

ADOBE JENSON FAMILY

Adobe Jenson
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

Adobe Jenson Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

Adobe Jenson Semi Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

HELVETICA FAMILY

Helvetica
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

Helvetica Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

Helvetica Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

PRIORI FAMILY (NUMERALS ONLY)

Priori Ser
I234567890

TYPOGRAPHY

Suggested Alternate Fonts
 Priori Ser, Adobe Jenson,
 and Helvetica are the official
 typefaces.

However, suitable alternate
 typefaces may be used if these
 specific fonts are not available. In
 these instances, here are
 recommended alternate fonts
 from more common typefaces
 that can be used include:

Baskerville or New Baskerville

Garamond

Goudy

Sabon

Alternate Fonts

NEW BASKERVILLE FAMILY

New Baskerville

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

abcdefghijklmnopqrstuvwxyz

New Baskerville Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

abcdefghijklmnopqrstuvwxyz

New Baskerville Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

abcdefghijklmnopqrstuvwxyz

ADOBE GARAMOND FAMILY

Adobe Garamond

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

abcdefghijklmnopqrstuvwxyz

Adobe Garamond Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

abcdefghijklmnopqrstuvwxyz

Adobe Garamond Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

abcdefghijklmnopqrstuvwxyz

GOUDY FAMILY

Goudy

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

abcdefghijklmnopqrstuvwxyz

Goudy Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

abcdefghijklmnopqrstuvwxyz

Adobe Garamond Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

abcdefghijklmnopqrstuvwxyz

TYPOGRAPHY

Suggested Alternate Fonts
 Calluna, Acumin Pro/Pro
 Condensed, & Extra Pro
 Condensed, and Ronnia
 Condensed Family. *When at all possible, use Adobe Branded Fonts from adobe.com that are available through Creative Suite.*

Alternate Fonts

CALLUNA FAMILY (Includes - Bold, Bold Italic, Black)

Calluna Light
 ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
 abcdefghijklmnopqrstuvwxyz

Calluna Regular
 ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
 abcdefghijklmnopqrstuvwxyz

Calluna Italic
 ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
 abcdefghijklmnopqrstuvwxyz

ACUMIN FAMILY (Includes - Thin to Black, accept ExtraCondensed shown)

Acumin Pro
 ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
 abcdefghijklmnopqrstuvwxyz

Acumin Pro Condensed
 ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
 abcdefghijklmnopqrstuvwxyz

Acumin Pro ExtraCondensed ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890 abcdefghijklmnopqrstuvwxyz	Acumin Pro ExtraCondensed Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890 abcdefghijklmnopqrstuvwxyz
---	---

RONNIA FAMILY (Includes - Condensed; Light, Semi Bold, Bold, Bold Italic, Extra Bold)

Acumin Pro Cond Regular
 ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
 abcdefghijklmnopqrstuvwxyz

Acumin Pro Cond SemiBold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz

TYPOGRAPHY

Suggested Alternate Fonts
Sport Font, College Font,
Header Font, and Script Font.

Alternate Fonts

SNEAKERS SCRIPT-MEDIUM

SneakerScript-Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

abcdefghijklmnopqrstuvwxyz

FACTORIA FAMILY

Factoria Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

abcdefghijklmnopqrstuvwxyz

Factoria Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

abcdefghijklmnopqrstuvwxyz

OCTIN COLLEGE FAMILY

OCTINCOLLEGESB-REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

OCTINCOLLEGERG-REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

JOSEFIN SANS FAMILY

Josefin Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

abcdefghijklmnopqrstuvwxyz

Josefin Sans Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

abcdefghijklmnopqrstuvwxyz

Biickham Script Pro 3

Biickham Script Pro 3 Regular

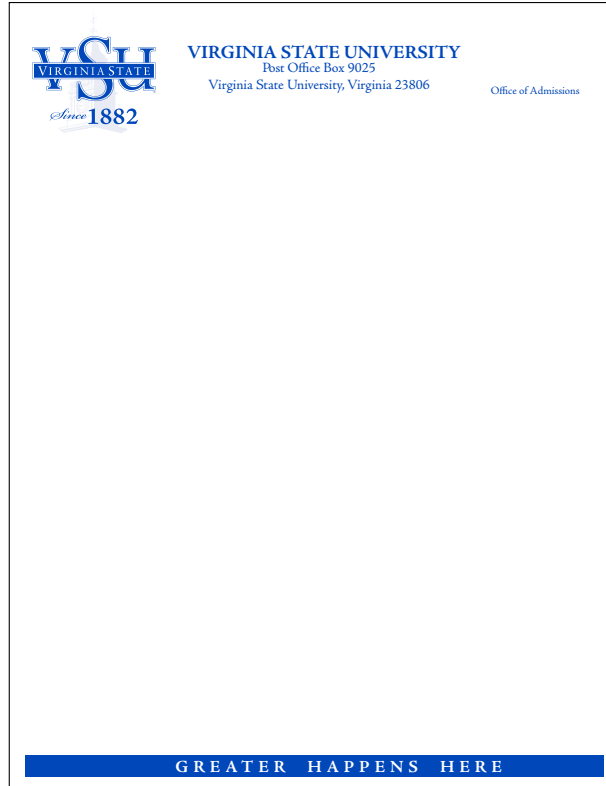
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

abcdefghijklmnopqrstuvwxyz

STATIONERY

Letterhead

The VSU letterhead is 8.5 inches by 11 inches vertical. The logo is to be positioned as shown and printed in two colors (blue PMS 2728 and black). The recommended typing format is shown here. Please follow this style for consistency.



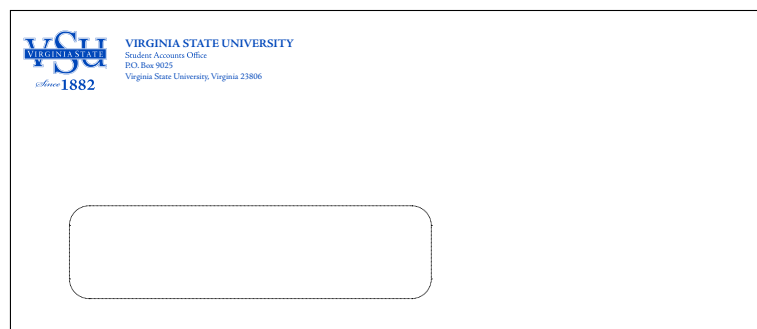
Envelope

The envelope size is #10. The logo is to be positioned as shown and printed in two colors (blue PMS 2728 and black). Please follow this style for consistency.

Business Card

The standard VSU business card is 3.5 inches wide by 2.0 inches high. The logo, name/ title, and contact information are to be positioned as shown and printed in one color (blue PMS 2728). Two colors using PMS 2728 and PMS 158 is available, please contact for more information.

Please follow this style for consistency. Do not attempt to recreate any of these as they are for illustrative purposes only.



PUBLICATION GUIDELINES/STYLE

Content and Format of Publications

The content for the colleges/departments/division publication is the responsibility of that unit. However, the Office of Communications may edit submitted publication as needed for grammar and style according to standard publication guidelines. Additionally, the Office of Communications may make modifications to your publication/brochure/flyer prior to printing to meet acceptable standards of design or readability.

The principles for media communications and publications are guided by The Associated Press (AP) Stylebook (2018).

Publications Procedures

Prior to beginning a publication/brochure, colleges and departments should consult with the Office of Communications. This is important in order to discuss the objective, the audience, format, and design as well as the time schedule necessary to complete the work.

Emails

Electronic communication is an efficient and convenient form of conducting business. All university electronic mail must be sent from a university account using the official university addresses which will include the person's name and the university's web-server address.

EXAMPLE: troythemascot@vsu.edu

PUBLICATION GUIDELINES/STYLE

Signatures

The email signature is considered a business calling card; therefore, it is an extension of the University. The standard email system fonts are Times New Roman or Cambria. Email signatures used for university-related messages must include the following information:

Name - Bold your name

- Title
- University Name
- College/Division Name/Location
- University Address
- Phone/Fax
- Email address
- University website - www.vsu.edu
- *Image of department specific logo

EXAMPLE:

Troy the Mascot of VSU
 Super Supporter, Office of Communications
 Virginia State University
 1 Hayden Drive
 Virginia State University, VA 23806
 (804) 524-XXXX
 Troy@vsu.edu
 www.vsu.edu



The standard color for text in the signature line is black. To further promote our brand message, the Office of Communications requests that all email signatures include the “Greater Happens Here” logo in addition to the above personal information. If desired, the signature may also include the 5 “Greater” tenants to further partner together to tell the VSU story as is in the example below.

- Opens doors for **GREATER** access to lifelong learners
- Provides **GREATER** educational opportunities to increase the economic outlook for generations to come
- Provides **GREATER** outreach as an 1890 land-grant university extending **GREATER** expertise to improve the quality of life in our state, nation and world
- Provides a personable, stable, nurturing holistic atmosphere conducive to **GREATER** learning, growing, and transforming
- Develops **GREATER** leaders who are globally competitive while remaining civically engaged

For assistance, please contact the Office of Communications.

SOCIAL MEDIA

Social media is a powerful communication vehicle used to develop and strengthen relationships with prospective students, current students, faculty, staff, alumni, donors, corporations, donors, peers, etc. The university's goal of posting on social media platforms is to foster a virtual Virginia State University for our various audiences.

Social media allows the university to share university news and accomplishments, keep VSU at the top of mind of our audiences, and support and enable recruiting, retention, and alumni relations.

Violation of the university social media policy

There is one official policy regarding social networking sites, and that is to exercise freedom of speech with responsibility. If activity on any social media platform is reported as violating the university social media policy, it will be investigated and handled by the Office of Communications, the Department of Public Safety and the University Legal Office.

Colleges and departmental social media pages must have a minimum of two administrators (site managers) assigned. If an administrator leaves the university, they will be removed as a page administrator and another person assigned in their place. It is recommended that administrators for official university social media pages should check their pages a minimum of three times a day during the normal workweek. Outdated sites and information can reflect poorly on the group as well as the university as a whole.

The Office of Communications will maintain a master list of all university login information for all social media platforms which represent the University.



For more information regarding social media support and/or for a copy of the University social media policy, please contact the Office of Communications.

LICENSING

The name, marks, logos, and image of Virginia State University CANNOT be used to imply or suggest endorsement of any product or service not provided by the University. The University seal, name logo and other marks are registered and protected by law. Individuals and organizations outside the University who wish to use any of the official marks must first obtain written permission for use by contacting the Office of Communications at 804-524-3085.

The University's trademark licensing program gives the University control over its logos and marks, thus ensuring the quality and consistency of all uses and merchandise. Anyone wishing to use the University seal and logos of the University must obtain a license. A license can be obtained by contacting the Office of Communications or the University licensing company brand manager:



Eric Gordon
Learfield Licensing Partners
8900 Keystone Crossing, Suite 605
Indianapolis, Indiana 46240
317-660-7153



Greater Happens Here



Office of Communications

P.O. BOX 9001 • 1 HAYDEN DRIVE • VIRGINIA STATE UNIVERSITY, VIRGINIA • 23806

TEL 804-524-3085 or TOLL-FREE 800-871-7611 • WWW.VSU.EDU

Virginia State University is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools to award baccalaureate, master's and doctoral degrees and a certificate of advanced graduate study. For information regarding the status of the University's accreditation, contact the Commission on Colleges at 1866 Southern Lane, Decatur, GA 30033-4097, telephone 404-679-4501, Web site: www.sacscoc.org.

Virginia State University does not discriminate on the basis of race, color, national or ethnic origin, marital status, disability, age, sexual preference, political affiliation or any other bias prohibited by Virginia or federal law.