Dear Colleagues:

Publications, brochures, bulletins, posters, newsletters, magazines, web sites, banners and other forms of communication should create a favorable, long-lasting impression, generating interest and support for the University. An effective publication, whether printed or in an electronic form, is one that is written clearly, well designed and produced with an attention to quality. Individually and collectively, these publications create an impression. To provide a consistent visual image that every publication is related, it is important that each publication appear as a member of a family, sharing common graphic elements. The identity and graphics standards that have been developed provide this visual consistency while also giving creative freedom for those designing individual publications.

Sincerely,

Mike Rollo
Vice President

THE DIVISION OF
STUDENT AFFAIRS
Visual Identity Guidelines
November 28, 2007

Dear Colleagues:

As we prepare publications for distribution to our student’s, faculty and staff, we want to begin representing the Division of Student Affairs as an entity within the University that is serving students guided by our mission statement and our values. To assist us in the endeavor, I asked several staff members to form a committee to establish publication guidelines for the Division that would augment and support the University Publication guidelines. Their directions were simple. They were asked to develop publication guidelines that would not conflict, but instead support and augment the existing University policies involving the University logo and the brand of the Institution. Their work has produced an excellent document that allows the Division to be identified within the University for our purposes. With these guidelines, it is expected that all of the offices in the Division of Student Affairs will begin to incorporate the signature and templates into their publications as we move forward. The Director of each department in the Division will be responsible for ensuring that this occurs.

At no time should the Student Affairs guidelines supersede the University guidelines as they should always remain as support graphics to the more important University brand. I look forward to seeing outstanding publications come out of our Division in the coming months as we approach another spring and summer of programming that will produce many of our high quality documents for publication.

Thanks specifically to Sue Thomas who chaired the committee, along with Lindsay Touchette, Beth Grabenstein, Jason Davis and Angela Hodge for their work on preparing the guidelines for the Division.

J. Michael Rollo
Vice President for Student Affairs
**Introduction**

Division of Student Affairs departments are responsible for compliance with both the FGCU Visual Identity Guidelines related to publications: [http://opal.fgcu.edu/transit/](http://opal.fgcu.edu/transit/) and web policies: [http://itech.fgcu.edu/web-policies.asp](http://itech.fgcu.edu/web-policies.asp) and the Student Affairs Identity Guidelines herein. A publication is defined as any printed material produced electronically, mechanically, digitally (including web and CD-ROM), or by photocopying, intended for distribution to or circulation among audiences external to the originating university department or division.

**Student Affairs Signature and Logo Formats**

The Student Affairs signature and/or logo is the official graphic configuration of the Division’s name and serves as the primary identification for FGCU Student Affairs. The Student Affairs signature (Figure 1) or logo (Figure 2) must be used as a prominent graphic element in all publications -- print and electronic -- affiliated with the University. The signature/logo should not be modified in any manner. The signature/logo must always appear in the official FGCU colors: blue (PMS288), green (PMS3415), black or white. These symbols may be reproduced only from original master copies found on the Share drive; `\Fgcu-marlin\share\Student Affairs Publication Guidelines\SA Signature, Logo, Template`

The signature/logo must be surrounded on all sides by a uniform clear space in order to separate it distinctly from other graphic elements (Figure 1A). The signature should never be cropped or positioned on a highly textured or patterned background that would diminish its legibility.

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**Figure 1 – 1A: Signature**

**Figure 2: Logo**
Compositional Formats
All printed material should identify departments as a (Division of) Student Affairs and include “Completing the University Experience” in a prominent location. Publication templates (Figure 3) provide a simple yet flexible underlying foundation for printed material. The templates are intended to be used as an organization tool to simplify the production process and ensure order and clarity. As shown on the template, all publications should include the name of the department, program or service in the upper-left corner. The FGCU signature should be positioned in the upper-right and the FGCU Student Affairs signature should appear in either the lower-left or lower-right corner. Print advertising and other collateral materials may vary greatly in design, but accurate application of the identity standards will ensure a consistent representation of the Division of Student Affairs.

Figure 3: Compositional Formats
**Color Palette**

Color is one of the most important components of visual identity. The FGCU color palette (Figure 4) should be used whenever possible. The traditional blue and green will remain a dominant design element enhanced by a palette of complementary and accent colors (refer to the FGCU Visual Identity Guide & Stylebook). Correct application of the FGCU color palette will ensure consistency and help organize materials.

Figure 4: Color Palette

![Color Palette](image-url)

**Professional Images**

Covers of publications, such as catalogs, brochures, newsletters and flyers, should convey a welcoming image and express the energy and excitement of our programs. (Figure 5) Bold use of the FGCU color palette combined with professional photography will help to achieve this goal. The minimum resolution for printing for high-quality printing is 300 dpi at final reproduction size and 72 dpi for web.

A folder has been set up on the Marlin Share drive that will have quality photos available to all departments within Student Affairs to utilize for publications. Departments may add professional grade photos to this folder with the understanding they may be utilized by other units.

\Fgcu-marlin\share\Student Affairs Publication Photos

Figure 5: Professional Images

![Professional Images](image-url)
Electronic Media

In an effort to establish and maintain a cohesive departmental image throughout the Student Affairs web sites, the FGCU Student Affairs signature must appear on the banner template of all department web pages. (Figure 6) Each department’s main index page will include a link the Student Affairs home page within their navigation block. Web page designers are to contact the Director of Web & Multimedia Development in the Office of Instructional Technology & Broadcast Services to updated their templates.

Incorporating the Student Affairs Logo or Signature into Email Signatures

FGCU Student Affairs employees are welcome to include one of the official FGCU Student Affairs Signature or Logo configurations in their FGCU email signature as long as no other logos are included. (Figure 7)

Figure 6: Student Affairs Web Pages

Figure 7: Email Signatures
ADA Compliance
The following ADA statement should be used on all publications promoting a campus event. Statements may be abbreviated or changed so long as the major elements are included.

Recommended ADA alternative format statement for booklets and manuals:
The (insert publication/bulletin) may be obtained in an alternative format by contacting the Office of Institutional Equity and Compliance at 239-590-7405 or 800-590-3428, or the Office of Adaptive Services at 239-590-7956. If you are hearing- or speech-impaired, call the appropriate FGCU office via the Florida Relay at 711 (TTY, VCO, HCO, ASCII or Speech-to-Speech).

Recommended statement for participating in an activity, event and/or process:
If you need more information about, require assistance in registering for, or an accommodation to participate in, an event, program or activity due to a disability, contact the Office of Institutional Equity and Compliance at 239-590-7405 or 800-590-3428, or Office of Adaptive Services at 239-590-7956. Accommodation requests must be received at least five (5) work days before the event, program or activity. If you are hearing- or speech-impaired, call the appropriate FGCU office via the Florida Relay at 711 (TTY, VCO, HCO, ASCII or Speech-to-Speech).