

Contents

- Requirements for developing promotional material1

- State law and requirements for publications2
 - THEC requirements2
 - Publications that must have a publication number2
 - TBR and affirmative action statements3
 - Official University logo3
 - Publication review process3
 - Official University logo copyright law4
 - Use of images in publications4

- Getting your publication printed5
 - THEC requirements5
 - Printing off campus5
 - What to do after your publication is printed5
 - Recording and maintaining required publication information5
 - Industry software standards6

- University graphic standards and logo usage guidelines7
 - Requirements for developing promotional materials7
 - Design standards for recruitment publications and advertising7
 - Logo usage guidelines7
 - Registered logos and trademarks7
 - The wordmark8
 - Free space and minimum reproduction8
 - Unacceptable use of logos and wordmarks8
 - Typography standards9
 - Color palette10
 - Outlining the logo10
 - Unit identifiers11
 - Variances on logo standards11
 - Athletic and band uniforms12
 - Guidelines for other logos and trademarks12
 - Design standards for stationery12
 - Student organizations13

- Use of University trademarks for merchandise14

- Campus signage14

- Electronic communication14

Requirements for developing promotional material

Overview

Criteria for developing publications, marketing and advertising initiatives have been written and adopted to minimize duplication of efforts, increase cost efficiency and maintain approved imagery--all of which help brand Austin Peay State University.

Before you begin work on your project, you or your designee must discuss your plans with the staff in the Office of Public Relations and Marketing (OPRM). Such collaboration will help you assess your needs and enable us to provide up-front guidance on copy and design, which will save time and money.

You will be asked to complete some paperwork, which helps the OPRM staff prioritize projects and secure information about your publication, as required by the Tennessee Higher Education Commission (THEC) and the Tennessee Board of Regents (TBR).

The information you provide helps us assign staff and funds to promote specific programs. The goal is to use resources for optimum results.

Criteria

To determine whether promotional materials are needed, the following questions must be answered.

Is there a current or projected increase in market demand for a particular program?

Career experts routinely predict the fields that will be in demand and those likely to be saturated with job-seekers. The predictions of career experts can justify the University's use of its resources to promote specific programs or campaigns.

Is there a demonstrated need to increase enrollment?

Departments that have low enrollment or have experienced a significant drop in enrollment may have a legitimate need to promote their programs. If so, they should provide a simple table showing enrollment numbers for the current year and past two years to illustrate that need.

Does the department have the infrastructure to handle growth?

Beyond promoting a program, there must be adequate faculty, staff support and equipment to handle growth. Credibility suffers if a promotional campaign leads to enrollment increases when classes already are full or there are inadequate student services. Departments also should determine the goals of promoting the program and the expected results, such as the desired number of enrolled students.

What is the potential for distribution?

A department wishing to publicize its programs must demonstrate how it will disseminate the publication effectively. For example, does the department have a database of addresses for targeted high school students? Is there money for postage? Is the faculty willing to attend and hand out brochures at college fairs and high school workshops or visit high schools? Planning methods of distribution not only ensures the publication will be used effectively, but also helps determine the quantity to be printed.

Is funding for print, postage and other costs available, and are the expenditures endorsed by your dean or vice president?

The technical and professional processes involved in developing recruitment-quality publications can be costly. If the department meets other criteria, the staff in the OPRM will request a printing bid, plus estimate other costs. The estimate will be provided to the department, and the project must be approved in writing by the appropriate dean or vice president before any development proceeds.

State law and requirements for publications

State law (Tennessee Code Annotated Section 12-7-104-106) requires that all public institutions of higher education adhere to specific quality and cost-monitoring procedures for publications printed by state colleges, universities and technical schools.

Today, these publications and the expense associated with their production and distribution merit an increasingly high degree of monitoring to ensure accountability and efficiency.

Initial legislation was enacted in 1976 that created the Higher Education Publications Committee (HEPC), which establishes the rules and regulations for most publications produced by college/university divisions. All institutions are required to follow the guidelines on their respective campuses.

To assist faculty and staff, this information has been compiled by Austin Peay State University's OPRM - the campus unit designated by Austin Peay's president to review publications for approval.

THEC requirements for University publications

A publication is defined by the THEC as any printed matter produced for general distribution on or off campus.

Publications that, by law, must have a publication number

Most publications produced by any university entity must have a publication number displayed with the affirmative action statement. Publication numbers are assigned by the OPRM following approval. Publications that require a publication number include printed publications as well as publications distributed electronically, such as PDF documents. The official wordmark must be used on all publications. (See Page 8 for detailed information on the official wordmark.)

Publications that require a publication number include the following (though not exhaustive):

- Brochures, posters, calendars, pamphlets, fliers, programs, etc., promoting cultural or athletic events
- Student-recruitment publications
- Undergraduate and graduate catalogs
- Admissions applications (unless part of another publication)
- Housing applications
- Financial aid applications
- Alumni and development solicitation materials
- Seminar and workshop registration forms, brochures
- Campus telephone directories
- Faculty and student handbooks
- Employee training manuals
- Campus, college and departmental newsletters including PDF documents sent electronically or

posted on the Web site. (NOTE: APSU officials have placed a moratorium on all on-campus printed newsletters. This means on-campus newsletters should be distributed in an electronic format only.)

For more information, check the TBR Web site: http://www.tbr.state.tn.us/policies_guidelines/.

Certain printed materials intended solely for internal use that are excluded from having a publication number include the following (though not exhaustive):

- Work-processing forms for internal use
- Research project reports, generally not distributed
- Research survey instruments, classroom test instruments
- Instructional material
- Personnel and fiscal policy manuals
- Grade reports
- Tickets for athletic and cultural events
- Student newspapers
- Traffic citations
- Advertising in magazines, newspapers, etc. does not require a publication number but must be reviewed by the OPRM staff.

The Tennessee Board of Regents and affirmative action statements

All publications must carry the TBR and affirmative action statements. These may be placed on the back or mailing side of any publication.

Here is the preferred statement:

Austin Peay State University, a Tennessee Board of Regents institution, is an equal opportunity employer committed to the education of a nonracially identifiable student body.

TBR statement in long form (generally used on such publications as catalogs):

Austin Peay State University is part of the Tennessee Board of Regents, the nation's sixth-largest higher education system, governing 45 postsecondary educational institutions. The TBR system includes six universities, 13 two-year colleges and 26 technology centers, providing programs in 90 of Tennessee's 95 counties to more than 180,000 students.

Austin Peay State University is an equal opportunity employer committed to the education of a nonracially identifiable student body.

Official University logo

The official wordmark is affixed to all University publications and advertisements. Any use of the words Austin Peay, Austin Peay State University, as well as logos and trademarks shown on Page 7, must be approved by the OPRM staff.

Publication review process

To comply with state law and ensure consistent imagery, high quality and cost efficiency, the OPRM is the president's designee to monitor publications and ensure proper accountability to THEC and the state.

To have your publication approved and given a publication number, send a mock-up of the publication to the OPRM with a copy of the completed publications approval form. You may obtain a copy of the form at www.apsu.edu/prandpubs/pub_form.pdf.

A minimum of one week (five working days) is required for publication review. OPRM staff will review publications, keeping in mind economy; number of copies needed to meet the publication's goals and reach of its projected audience; type of paper to be selected; use of photographs, color and typography; method of printing; and page size.

During the review, staff will edit the publication for both copy and design elements. The latest edition of The Associated Press Stylebook is used when editing publications.

When considering requests for approval of new publications or when reviewing existing publications, staff in the OPRM must consider alternatives to existing or traditional methods of printing and distribution so as to achieve maximum savings while maintaining the integrity of the publications. More economical methods to create and distribute your publication could be suggested. Publications should be distributed electronically, if possible.

Staff will provide advice and technical assistance for writing specifications for bids when bidding is appropriate and when publications are being printed off campus.

Staff may request to see proofs containing corrections before assignment of the required publication number. After your publication has been reviewed to ensure it meets all criteria, you will receive a publication number. No publication number will be assigned until all required information is received by the OPRM.

Neither Printing Services nor off-campus printers will print a publication without a valid publication number. Please do not ask staff in the Printing Services or the Purchasing Office to authorize a print order without an assigned publication number; they, too, have a role in ensuring compliance with the law.

Copyright law

It is the responsibility of the author of any publication to adhere to The Copyright Act of 1976. It gives the original creator exclusive rights to the copying and use of works, such as literary, dramatic and musical works; pantomimes and choreography; pictorial, graphic and sculptural works; audio-visual works; sound recordings; and architectural works. This law extends to works found on the Internet such as text files, photos and graphics.

If you are not sure if the work or image is copyrighted, it is safe to assume it is. You must obtain permission from the original creator to use the work.

Any publication created at any college and university becomes the property of that institution and cannot be duplicated or used in sections or entirety without written permission from the appropriate official of that institution.

Use of images in publications

Photography/art/images

Taking photos, art or other images obtained from other sources, such as the Internet, and using them as artwork in a publication is not allowed, unless you secure written permission from the originator or creator of the image. Please contact the OPRM before using photographs of students.

Accuracy in visual depiction

The visual representation of Austin Peay State University in all University publications, print advertisements, TV spots and the top two tiers of the University's Web site should reflect, as closely as possible, the campus demographics. An exception is a publication created for a target market. For instance, a brochure targeted to working adults likely would show older students.

The visual demographics include race, gender and age. To ensure a fair representation of the

campus community, please consult the most current edition of Enrollment Statistics, published online by the Office of Institutional Research and Effectiveness. Then visually approximate the percentages cited.

In a multipage publication, there may be photos of several people from one particular demographic audience. But within the entire publication or publications package, there should be an accurate representation of campus demographics, giving particular emphasis to fair representation on the cover.

Getting your publication printed

THEC requirements

According to written criteria from THEC: "All publications should be produced on the campus when economically feasible." Due to limited staff and capability in Printing Services, printing on campus may not be possible. Thus, you may have to take your publication to an off-campus printer.

Printing off campus

All off-campus printing should be bid to ensure the best price. If you need resources for printing, the OPRM and the Purchasing Office can help you seek vendors appropriate for your type of printing. Three telephone bids are suggested for print jobs that cost up to \$5,000. For amounts greater than \$5,000, you will need to contact the Purchasing Office for assistance in finding vendors suited for your printing project.

What to do after your publication is printed

TBR policy requires the OPRM to archive copies of the publications printed. You must submit two final copies to the OPRM for filing.

Recording and maintaining required publications information

Pertinent information on publications must be maintained for submission to the THEC Publications Committee.

As specified in state statutes, the following information is maintained by the OPRM:

- Name of publication
- Department producing the publication
- Purpose and brief description of publication's contents
- Number of copies to be printed
- General distribution list
- Estimated cost of printing and distribution
- Estimated cost of postage
- Name and address of off-campus printer, when applicable
- Publication number assigned
- Two copies of publication after printing

Industry software standards

The printing industry tends to use specific software. Therefore, the following has become industry standards for design graphics. To avoid problems with print production, it is best to use these programs on a Mac OSX platform. Performing layout on Windows-based computers and sending the layout to printing companies that are Mac-based can create reflow and other technical problems upon converting the document.

LayoutQuark Xpress* or Adobe InDesign

Vector GraphicsAdobe Illustrator*

Raster Images/PhotographyAdobe Photoshop*

*Office of Public Relations and Marketing standard.

Applications such as Microsoft Publisher, Microsoft Word, Printshop, Wordperfect, Corel Draw, Painter and Paint Shop Pro are not considered industry-standard layout software and should not be used for layout purposes. Microsoft Word is the OPRM standard for copywriting to flow into layout software.

University graphic standards and logo usage guidelines

Requirements for developing promotional materials by OPRM design staff

The primary focus of the design staff in the OPRM is to provide design services for marketing and advertising materials to assist in the overall student recruitment effort. The secondary focus is to support the missions of the President's Office, Alumni and Annual Giving Office, University Advancement Office and OPRM through design and oversight. Requests for design outside of these areas will be handled on an as-available basis or recommended for outsourcing.

Design standards for recruitment publications and advertising

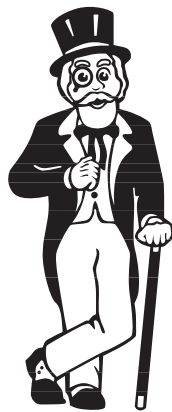
All student recruitment publications and advertisements are similar in design to brand them as being associated with the University. These designs reflect current trends and change as needed. Because the design of these publications is consistent, it is necessary that production of all publications used to recruit students be produced or overseen by the OPRM. You will need to discuss your plans with the OPRM staff before beginning any publication, advertising or marketing campaign.

Logo usage guidelines

Registered logos and trademarks

Several graphics are registered trademarks of the University. These consist of the stylized AP logo and the words Austin Peay State University, the seal of the University, the Governors mascot and the phrase "Let's Go Peay!" For a comprehensive list of all University trademarks, please contact the OPRM.

Any use of the words Austin Peay or Austin Peay State University, as well as logos and trademarks cited above, must be approved by the OPRM staff. Additionally, some logos are used only in specific situations. Plans for logo usage should be discussed with the OPRM staff before work begins so the appropriate logo and file format can be provided.



Let's Go Peay!

The wordmark

In addition to the stylized AP logo, a specific typeface is used for the words Austin Peay State University. This is referred to as the wordmark. Two versions—horizontal and vertical—were developed for different layout situations that call for usage of a rectangular (horizontal) logo or square (or tall) orientation (vertical).



Horizontal wordmark



Vertical wordmark

Free space and minimum reproduction

To maximize impact, a minimum amount of free space should be maintained around the logo. Free space refers to any imagery, graphics, folds, text or other elements that may interfere with the impact of the logo. Free space should be the same height as the capital A in Austin Peay as shown in the samples below. The logo should be reproduced no smaller than 1 inch wide.



Unacceptable use of logos and wordmarks

- Do not combine or add graphics to logos.
- Do not box or place logos within shapes.
- Do not distort the logos in any way.
- Do not apply special effects or outlines* to the logos.

*Refer to outlining instructions on Page 10.

Typography

The AP logo is combined with specific fonts to form a wordmark. While the AP logo is a drawn mark and not derived from fonts, the words Austin Peay State University are created from specific fonts.

"Austin Peay" is created with a single-weighted font, Impact. The words "State University" are set in ITC Fenice Regular. Both fonts have been custom-kerned in creating the wordmark.

Impact

**abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNopqrstuvwxyz
1234567890\$%&[,:!~?@**

ITC FeniceRegular

**abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNopqrstuvwxyz
1234567890\$%&[,:!~?@**

Secondary fonts

The University's primary recruiting pieces use certain fonts for headlines, subheads and body copy. These fonts are recommended for use on recruiting products to provide consistency in design.

Primary body copy

Bell Gothic Light

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNopqrstuvwxyz
1234567890\$%&[,:!~?@

Headlines and boldface copy

Bell Gothic Black

**abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNopqrstuvwxyz
1234567890\$%&[,:!~?@**

GO headlines

Orator

ABCDEFGHIJKLMNopqrstuvwxyz
1234567890\$%&[,:!~?@

Color palette

The official University color is red although white and black are used to accent the official red. Specifically, the correct color match is Pantone 200 for spot-color printing. For process-color printing, here is the correct color mix:

C = 0%
M = 100%
Y = 65%
K = 15%



Outlining the logo

In some instances, it enhances the product to outline the logo. This is acceptable for embroidered products, court designs and athletic uniforms. Outlines are approved only in these situations and must be reviewed first by the director for graphic design. Below are the guidelines for outlining the logo.



Original logo - no outline



Correct outline



Incorrect outline



Unit identifiers

Departments throughout campus have the option of using a unit identifier. Unit identifiers have two versions — standard and monogram. Monograms are to be used on items such as shirts, pens or similar logo items. Standard unit identifiers should be used on brochures and publications or similar items for advertising to the general public. Unit identifiers cannot be used on stationery.

Standard Unit Identifiers



Monogram Unit Identifiers



Variances on logo standards

The following departments have been approved to use unique variances of the Austin Peay logo or wordmark. Samples for each are shown below.

Athletics (For athletics standards, please refer to the athletics department.)

APSU National Alumni Association

APSU Center @ Fort Campbell

The satellite campus located at Fort Campbell, Ky., officially is named the Austin Peay Center @ Fort Campbell or may be abbreviated to APSU Center @ Fort Campbell.



Athletic and band uniforms

Athletic and band uniforms are allowed a unique design but must display the AP logo on the uniform.

Other logos and trademarks and usage guidelines

Governors mascot

The Governors mascot is used predominantly for athletic venues and promotions. Additionally, it can be used for student activities and organizations with the approval by the director of Student Life and Leadership.



University seal

The University seal is used predominantly on official documents such as certificates, awards and diplomas.



Peay Pride

The Peay Pride logo was designed specifically for a campaign to build pride in the University, both on campus and in the local community. The Office of University Advancement generally uses the logo. Any other use must be approved by the OPRM.



Design standards for stationery

Design standards are in place for the University's official business cards, letterhead and envelopes, as well as for on-campus and informal correspondence. All departments and offices must use this design. The stationery is under contract, and the current vendor can be found on the Purchasing Office Web site.

On letterhead and envelopes, the office name, along with the mailing address, telephone number and fax number, will be overprinted. Business cards include the same information, in addition to the employee's name and e-mail address.

If you want to include your e-mail address in a letter, please provide it in the body copy or simply attach your business card.

To order stationery or business cards, you must attach an accurate sample to a purchase requisition form and send it to the OPRM for approval.

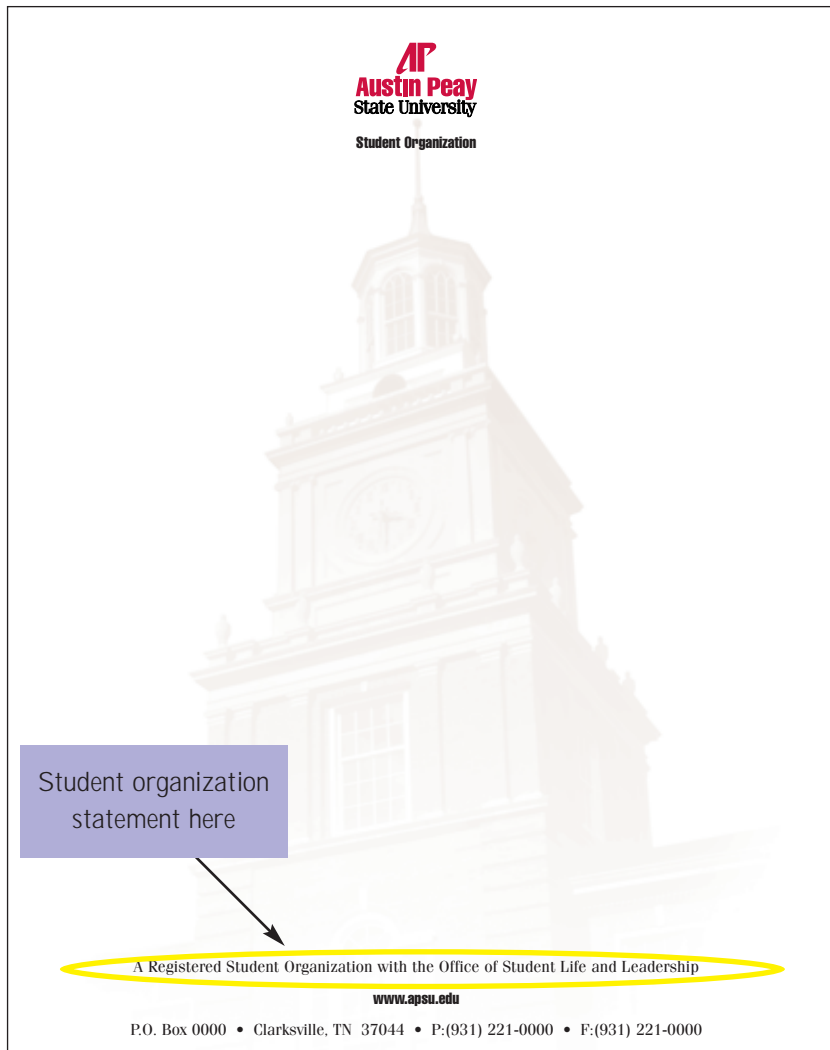
Because it is relatively expensive, letterhead stationery should not be used for on-campus communication.

As stated in TBR policy, all informal correspondence, such as note cards or small, informal sheets used as stationery, "shall be printed without individuals' names."

Student organizations

Official student organizations (student organizations registered with the Office of Student Life and Leadership) are allowed to use the University logo on items they produce, but they must follow the University standards. Review of such items is handled by the director of Student Life and Leadership under the guidance of the OPRM.

If an official student organization chooses to use official University letterhead, it should include the following statement: "A Registered Student Organization with the Office of Student Life and Leadership." The statement must appear above the address line at the bottom of the letterhead as shown in the sample below. The name of the student organization will be placed in the area reserved for the University department name. Official University letterhead for a student organization must be purchased at the student organization's expense.



Use of University trademarks for merchandise

Logo items

The term “logo items” refers to products such as shirts, hats, pens, cups, key chains and similar keepsake items used to promote Austin Peay. The official wordmark is to be affixed on all University publications, advertisements and promotional items including University-funded logo items (shirts, hats, buttons, mugs, etc.) following the guidelines for its use. All logo items must be approved by the OPRM before printing. To have the product reviewed for approval, provide a copy of the artwork along with a purchase requisition to the OPRM.

Retail items

Many retailers, including the University bookstore, carry products with the Austin Peay name, logos and associated marks or slogans. These items are sold to the general public, and royalties are collected from the sales. Because retail sales tend to be driven by variety in design, these products are allowed to stray from standards to increase sales and, thus, royalty revenue. However, there is a distinct difference between marketing items for retail sales and branding a University. For that reason, University departments are not allowed to purchase or create items that do not follow the standards.

The logos and trademarks of Austin Peay State University are registered and cannot be reproduced for merchandise unless you are a licensed product vendor through our contracted licensing company.

All vendors are required to pay a royalty for the use of APSU logos and trademarks on merchandise such as caps, notebooks, etc. For information on becoming a licensed vendor of University products, contact the OPRM.

Once you are a licensed vendor for University products, artwork approval will be made by the director for graphic design in the OPRM.

Campus signage

Standards for permanent campus signage designed for campus grounds and buildings, as well as interior signage, have been developed and are maintained by the director of the physical plant through a third-party contractor. For information on campus signage installation or standards, contact the director of the physical plant.

Electronic communication

Venues

As a service to faculty and staff, APSU provides several electronic communication vehicles: the University Events Calendar, Inner**Action** faculty and staff e-newsletter, electronic announcement boards and Exchange e-mail blasts.

Users are required to follow the officially approved Electronic Communication Guidelines posted on the OPRM Web site at www.apsu.edu/prandpubs/electronic_comm.htm. The guidelines provide information and examples of acceptable and unacceptable messages.

The Web and its role in communication and marketing

Because the Web is a communication vehicle that can be updated quickly and with little cost, it is best to generalize in printed publications and direct readers to the Web for more detailed or time-sensitive/datable information. Creative use of the Web is not strained by printing costs, publication sizes, etc., and offers a venue that is almost limitless.

Because these promotions are part of an effort to brand the University, the Web also must reflect

that branding.

The director for graphic design in the OPRM oversees Web design and upholds standards associated with the Web and branding efforts as well as ensuring that policy is followed. In addition, the Web designer is available to train departments on how to create and maintain their Web pages. The assistant director for marketing provides copy for Web pages maintained by the OPRM and should be contacted with questions regarding such copy. For information or assistance with the Web, please contact the OPRM. You also can find information and policy online at www.apsu.edu/webdesign/.

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Austin Peay State University is an equal opportunity employer committed to the education of a nonracially identifiable student body. AP695/06-07/2(PDF)



You want to go places.
We can help get you there.

Understanding the Process

THE DEPARTMENT OF MUSIC

GO FAR

Austin Peay

THE COLLEGE OF BUSINESS STUDIES

GLOBAL

ENTREPRENEUR

GO LIVE

GO MAKE SOMETHING HAPPEN

HTTP://GO.AUSTINPEAYSTATEUNIVERSITY.TENN

LOG ON

Austin Peay University

LOVE

LEARN

PLAY

GO

GOCIAH

HTTP://GO.AUSTINPEAYSTATEUNIVERSITY.TENN