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IMPORTANT:
LOGOS AND MATERIALS WILL BE UPDATED REGULARLY, THE LBJSC MARKETING AND BRAND MANUAL IS ONLY INTENDED FOR DIGITAL FORMAT.
BRAND AMBASSADORS
The purpose of LBJSC Creative is to elevate the LBJ Student Center’s brand perception within Texas State University’s brand and increase the marketing effectiveness of programs and services in the LBJ Student Center.

CREATIVE SERVICES

DESIGN
The design team can create nearly anything you might need in print. Flyers, T-shirts, table tents and composites for organizations are the most common requests and routinely win regional and national awards at design competitions.

PHOTOGRAPHY
The photography team can take high quality headshots and group photos for your office, organization or program. We also work with major programs to assist with event photos. Feel free to schedule an appointment to look through our extensive photo archive when you need an image.

VIDEOGRAPHY
Our video team welcomes video requests, and we make every effort to capture highlights of significant programs, services and special events.

WEB
We manage the LBJSC homepage and will happily make small edits/updates to any of the department pages under LBJSC.

SOCIAL MEDIA
The online communities team is the perfect resource to help share your important services or programs and maintains all LBJSC accounts.
PROCEDURES
REQUEST PROCESS

PUBLICATION REQUESTS
A publication request form is required for marketing jobs big and small. Upon submission, you will be given a request number, which will be your way to track your project in Basecamp. When submitting a marketing request, please select the date of your event/program, and once we have received your request, we will contact you to discuss a projected timeline. Each request is special, so please do not group multiple projects in the same submission.

If your project requires design work, the design team will create three concept drafts for you to choose from. From there, your designer will work with you to produce three rounds of edits to improve the content, style and design. Projects lasting longer than two weeks from the posting date of the first draft will be subject to a required meeting or else may be subject to review and/or cancellation.

www.lbjsc.txstate.edu/services/staff-resources/publication-request.html

HOW LONG WILL THE DESIGN PROCESS TAKE?
Timelines are based on project type and will vary depending on the scope and complexity of the project. Once you submit, we will put your request in our queue and give it a number. Remember to include all the information we need—don’t get bumped! Any requests missing all the required information will be moved to the end of the queue. Once your project has been reviewed, we will let you know your assigned designer and projected timeline. Be sure to plan ahead: we’d love to work magic, but designers need sleep too. If we don’t think we can complete a project by the desired date, it may be declined. Bummer.

LBJS Digital Sign Requests
To have a poster placed on digital signs, a separate request is required. If you would like a poster designed specifically for the digital signs please send in a Publication Request to begin the design process. Once the Publication Request is completed you can then submit a LBJSC Digital Sign Request to have it placed on the screens. Completed submissions must be requested at least 10 business days prior to being placed on the digital signage and will be scheduled for a maximum of 14 calendar days, dependent upon demand. Materials must reference the sponsoring organization/department on the digital flyer and have already received “approved for posting” by the LBJSC Student Involvement Office.

www.lbjsc.txstate.edu/services/staff-resources/Student-Center-Digital-Sign-Request.html
PROCEDURES

BASECAMP BASICS

Basecamp is a project management system. We use Basecamp as a home base for operations. It is where you will go to see all of your assigned projects, discuss drafts and download your print ready files. Ask any of us for help if there is something you have a question about!

THE BASICS OF BASECAMP

1. First, you will receive a Basecamp invitation via email

2. Accept this invitation to get started

3. After accepting the invitation you will be prompted to create a Basecamp account

View your project on the Basecamp homepage

Your project

Here is where we’ll discuss everything!

START COMMUNICATING
SO, WHAT’S MOST IMPORTANT?

DISCUSSIONS

Files

To-DOS

AND HOW DOES IT ALL WORK?

You will receive email updates for everything posted on Basecamp.

You can view all your ongoing discussions from the project homepage and click on them to communicate.

Discussion two

How is the project coming along?

Discussion one - Hi, how are you?

Discussion two - How is the project coming along? ..................

Post a new message

Discuss this message

Add this comment

Files can be seen and added on the project homepage or added into discussions.

To-dos will be assigned to you with due dates on them. Check them off once you complete them! Do not post comments for drafts on to-do lists.

Add this comment

Add a to-do list

To-do lists

Your Project

- Review project  You - Fri, May 23
- Request edits  You - Mon, June 5

Add a to-do

Add files

Download this file

Add files here
WHEN SHOULD I SEND IN A REQUEST?
No one wants to stress about deadlines, and every project is different. We want your program or service to be successful just as much as you do, so planning ahead makes that goal easier. For all requests we will sit down with you to review a timeline. However, a good rule of thumb is **four business weeks** before you would like your final file.

WHO DO I TALK TO ABOUT USING THE SUPERCAT?
Texas State Athletics manages the usage of the Supercat. Here is the link for the information about licensing: www.txstatebobcats.com

WHERE SHOULD I PRINT?
Currently, our office offers limited printing (single copies or small photo requests) and some banner printing. For larger scale printing we recommend Copy Cats, the Print Shop and local printers. Approved vendors for promotional goods can be found in SAP.

HOW DO I GET SOMETHING DONE QUICKLY?
Multiple rounds of edits extend production time. Please have all information verified and correct before submitting to move the process along in a timely manner. Include a thorough description of your vision for the project. Include resources and design inspiration in your request. Keep in mind that every edit can extend your completion date **three to five days**. Most importantly, be flexible and work with your designer.

WHAT LOGOS DO I NEED ON MY MARKETING COLLATERAL?
The LBJ Student Center logo is required on all marketing collateral for LBJ Student Center programs and services. Please include all sponsoring programs and services. Smaller promotional items will be evaluated by LBJSC Creative to determine if items selected have sufficient space for logos. Exceptions will **ONLY** be made for items too small for all logos.
What to submit in your request:
- Event overview
- Date of event (if applicable)
- Project overview
- Event start time and end time
- Sponsoring groups/required logos
- Deliverables: (e.g.: flyer, logo, website, etc)
- Mood and personality: (e.g.: friendly, professional, playful, serious, etc)
- Colors
- Images or symbols: (anything that represents your organization)
- Date you want to distribute: (in-hand date)

Ask for advice and trust your designer. Our goal is to help you pick the best options and strategy for your marketing objectives.

Sometimes less is more. Designs, as well as content, should be chosen with the audience in mind. When you are writing copy, keep in mind that your audience is busy; they may not have much time to stop and read.

Plan ahead. Be sure to plan enough time to get your order in and completed on time.

Avoid slowing down the approval process. If you have a request that is approval-only, it will need to go through grammar, spelling and punctuation checks. To get your approval done in three days, double-check logos, logo size and required statements. For promotional items, do not choose items that are too small to have a legible logo. Logo sizes are provided on pages 11–19.

Avoid slowing down the design process. Most projects should not take longer than two weeks to complete. Avoid having too many people on Basecamp commenting with opposing ideas for the direction of your designs. Respond to drafts as quickly as possible to keep the process moving.

Assign a representative. By selecting a single team member to provide feedback on behalf of everyone, you will help us streamline the editing process and avoid conflicting opinions.
STYLE GUIDE

The LBJ Student Center uses a modified AP Style Guide for editorial style. Below are common style tips for all LBJSC marketing materials.

ACADEMIC DEGREES, DISCIPLINES, MAJORS AND MINORS:
• Lowercase names of degrees, majors, fellowships and the like, except when derived from a proper noun: a master’s degree; a doctorate; a fellowship; a master of business administration; the mass communication major; bachelor of arts in Spanish; studio art major.
• Capitalize and use periods in degree abbreviations: B.A.; B.F.A.; M.B.A.; Ph.D.; Ed.D.
• Use abbreviations on second reference after you have written out the full name of the degree or after a full name, set off by a comma: Jane Doe, M.A. ’97, won the award.

COMMAS:
• In websites, brochures and other marketing materials, including advertisements, posters, direct mail pieces, etc., omit the comma before the conjunction in a simple series: red, white and blue.

NUMBERS:
• The numbers one through nine should be spelled out. Numbers 10 and up should be written numerically until the number one hundred.
• 1st, 2nd, 3rd, 4th, etc, should be spelled out as first, second, third, fourth, and so on.

DATES:
• Month, day and year: Separate the date and year with a comma: September 1, 2016, or Sept. 1, 2016.
• Certain months should be abbreviated as follows: Jan., Feb., Aug., Sept., Oct., Nov. and Dec.
• The date should be written out except when used in block formatting, in which case it may be written as 09.26.2016 with periods instead of dashes.
• Do not add “nd,” “st” or “th” to the date.
• When a date appears in the middle of a sentence, follow the year with a comma: July 4, 1776, is Independence Day.

EMAIL:
• Hyphenate and use a lowercase “e” unless it is used at the beginning of a sentence or to be consistent with a capped headline style.

TIME:
• a.m. and p.m. are used lowercase with periods, except in capped fonts. Then, write them as AM and PM.
• Include a space between the time and either a.m. or p.m. 11 a.m.; 8:30 p.m.; 4 p.m.
• Do not use :00 for times on the hour: 5 p.m.; 5:30 a.m.
• Use noon and midnight instead of 12 p.m. and 12 a.m.
• Format time and date ranges with en-dashes. 8 a.m. – 5 p.m.; 1–2 p.m.; noon–4 p.m.

DASHES:
• Hyphens (−) should be used only to hyphenate words or surnames. The four-year-old girl; a long-standing agreement; Jane Doe-Smith
• En-Dashes (–) should be used to separate spans of time. 1–2 p.m.; March 9–14; Monday–Thursday
• Em-dashes (—) are used in quote attribution.

TELEPHONE NUMBERS:
• Separate each series of numbers with a period: 555.555.5555
TEXAS STATE LOGO
Do not use logos that include the words San Marcos.
Alternate color options are available for download at umarketing.txstate.edu/logos

Primary
- for use on the front cover of documents or publications
- must always appear with the tagline: The rising STAR of Texas

Secondary
- for use on merchandise or promotional items
- does not have to display the tagline

TEXAS STATE COLORS
The official university colors are metallic gold and maroon.
The secondary palette may be used in combination with the primary palette, but do not substitute it for the primary palette. For more details, visit umarketing.txstate.edu/colors.
PMS = Pantone® Matching System

Primary Palette
- PMS: 872 Metallic
- CMYK: 20/30/70/20
- RGB: 180/152/90
- Hex: 8d734a
- PMS: 504
- CMYK: 65/100/100/35
- RGB: 80/18/20
- Hex: 501214

Secondary Palette
- PMS: 415
- PMS: 5565
- PMS: 302
- PMS: 3278
- PMS: 575
- PMS: Black 7
- PMS: 117
- PMS: 464
- PMS: 400
- PMS: 667
- PMS: 1807

TEXAS STATE FONTS
The official university typefaces are Adobe Garamond (serif) and Univers (sans serif).
These fonts may be purchased from websites such as myfonts.com.

Adobe Garamond Font Family
Example: Adobe Garamond Regular
AaBbCc0123
abcdefghijklmnopqrstuvwxyz
The entire family may be used (bold, italic, etc.). Times New Roman may be used as an alternate font if Adobe Garamond is not available to you.

Univers Font Family
Example: Univers 55 Roman
AaBbCc0123
abcdefghijklmnopqrstuvwxyz
The entire family may be used (bold, italic, etc.). Arial may be used as an alternate font if Univers is not available to you.

SYSTEM LOGO
You must use the actual artwork. Do not simply type words.
Download from umarketing.txstate.edu/statements.

Guidelines (See Texas State University Statements for full requirements.) Use this statement on:
- the front cover of all documents or publications
- all advertisements and signage
- first page plus cover of documents with more than six pages

Must be at least 1.5” wide
<table>
<thead>
<tr>
<th>STATEMENT</th>
<th>WORDING</th>
<th>USE AND GUIDELINES</th>
</tr>
</thead>
</table>
| **System Statement** | You must use the actual artwork. Do not simply type words. Artwork can be downloaded from umarketing.txstate.edu/statements | **MEMBER THE TEXAS STATE UNIVERSITY SYSTEM** Use on front cover of all documents or publications. Use on first page plus cover of documents with more than six pages. Use on all advertisements and signage. The statement may be used on the back of exhibit announcements and promotions, postcards, greeting cards, internal note cards, invitations and calendars with artwork on the front.  
• minimum size: 1.5 inches |
| **Tobacco-free Statement** | Texas State University is a tobacco-free campus. | Use on any type of publication that will involve people being present on campus, including posters, invitations and programs. Do not use on pull-up banners or backdrops. |
| **Accommodation Statement 1** | This information is available in alternate format upon request from the Office of Disability Services. | Use on brochures, newsletters, handbooks, class schedules, magazines and catalogs.  
• may be placed anywhere in publication that will be easily seen |
| **Accommodation Statement 2** | If you require accommodations due to a disability in order to participate, please contact (sponsoring event phone number) at least 72 hours in advance of the event. | Use on all printed material announcing university-sponsored events. |
| **Equal Opportunity Statement** | Texas State University, to the extent not in conflict with federal or state law, prohibits discrimination or harassment on the basis of race, color, national origin, age, sex, religion, disability, veterans’ status, sexual orientation, gender identity or expression. | Use on all printed material used for recruitment, legal publications and catalogs.  
• used on Texas State home page  
• eight-point type minimum  
• may be placed anywhere in publication that will be easily seen |
| **The Texas State University System Board of Regents** | Use in the following order:  
1. chairman  
2. vice chairman  
3. remaining members’ names in alphabetical order by last name  
4. the student regent  
5. the chancellor (note: no city) | Find the current Board of Regents list at: txstate.edu/roster/board-of-regents Use the statement on all publications of more than six pages. Include the names and home cities of the current members as well as the student regent; the chancellor’s name is listed at the end without a home city. |
Video and photography used in external communications should be compelling and strengthen the Texas State University brand. Please follow these guidelines when considering video and photos to communicate to your audience.

**VIDEO BEST PRACTICES**
- Videos should be short. Two minutes is long for an Internet video.
- Approaching video from a documentary style allows the subjects to tell the story. Visually rich b-roll draws in the audience to effectively communicate the message.
- Avoid interview-only videos. Unless the interviewee is very dynamic it come across as boring.
- Shot design should draw in the viewer to garner interest in the subject matter.
- Color balance should be natural unless a specific mood is being communicated.
- Interview subjects should be well spoken and shed a positive light on the university.
- **Other things to avoid in video:** Other brands displayed (NIKE, PINK, other universities’ logos or colors, i.e., burnt orange, red and black.) Forced diversity. Stereotypes.

**BRAND REQUIREMENTS FOR VIDEO**
- Videos must display the primary Texas State University horizontal logo and system statement in all university videos displayed on university websites.
- The logo should be displayed for three seconds at the end of the video.
- A black or white version of the logo and system statement may be downloaded at umarketing.txstate.edu/logos.
- Captions and credits should follow branding guidelines using the Univers or Adobe Garamond font family.

**MUSIC**
- Music in videos that are published through social media or on the university website must adhere to copyright law. All videos produced for promotion of the university should archive the license agreement with the downloaded music for future reference. If the license with the song title is not available for download a screen shot of the license may be archived.

**PHOTOGRAPHY BEST PRACTICES**
- Photos taken for use in Texas State publications and media should reflect the university in a positive manner.
- Consider image resolution (72dpi for web and 300dpi for print).
- Color balance should be natural.
- Photos should invoke a mood or a feeling.
- Photos should not be overly staged, set-up or saturated with students wearing only Texas State University T-shirts.
- **Other things to avoid in photos:** Other brands displayed (NIKE, PINK, other universities’ logos or colors, i.e., burnt orange, red and black.) Forced diversity. Stereotypes.
LEVERAGE THE TEXAS STATE UNIVERSITY BRAND

Making your department’s website match Texas State University’s web presence provides your visitors with a valuable and recognizable frame of reference. Utilizing the Gato Content Management System (CMS) is the best way to achieve this. Not only will your site automatically look like a Texas State University site, it will also remain current as campus standards evolve and new templates and functionality are offered.

KNOW YOUR AUDIENCE

- Find out what your audience needs and center your department’s website on those needs.
- Set up Google Analytics to get audience demographics, analyze the strength of your pages and learn what devices your users use to access your site. (Pro Tip: The Gato support team can help you set it all up.)
- Don’t assume that users know your department’s internal structures and terminology.
- Focus the user’s attention on what’s important to them. Tell users what is unique and important about your area of expertise, but do so without getting in their way.

ENCOURAGE USER SUCCESS

- Users shouldn’t have to struggle to find what they’re looking for.
- Use established conventions in labeling, layout and function that are familiar to your audience.
- Establish a logical hierarchy of information with similar information clearly grouped for easy consumption. All of your site should be available and comprehensible from the main navigation.
- Plan your content strategy! Navigation should present the minimum number of choices necessary with short, yet descriptive labels. Make your URLs brief and use only lowercase lettering.
- Test your site and get feedback from your users and stakeholders whenever possible.

BE CONSISTENT, CLEAR AND CONCISE

- Make your writing clear, concise, free of jargon and no longer than it has to be.
- Always strive to streamline your content.
- Be consistent across your site in terminology, labels, layout and positioning, style and navigation.
- Use standard Gato CMS functionality and avoid site “hacks.”
- Imagery is important to telling our story, but avoid visual clutter that will keep the user from getting what they want. All images should add to the user’s experience.

STRIVE TO MAKE YOUR SITE ACCESSIBLE TO ALL USERS

Access to information for persons with disabilities is an essential component of Texas State University’s commitment to provide a barrier-free learning environment. As a public institution, we constantly strive to meet local and national accessibility standards.

Learn more about accessibility:
www.w3.org/WAI/intro/accessibility.php

Accessibility checklist:
www.webaim.org/standards/508/checklist
LBJ STUDENT CENTER
BRAND GUIDELINES

The LBJ Student Center Logo must be included on all marketing collateral for LBJ Student Center programs and services.

LOGO
APPROVED VERSIONS

PRIMARY

SECONDARY

COLORS

PMS: 872 METALLIC
CMYK: 20/30/70/20
RGB: 180/152/90
HEX: 8d734a

PMS: 504
CMYK: 65/100/100/35
RGB: 80/18/20
HEX: 501214

SYSTEM STATEMENT

Must be included with the LBSC logo.

ADOBE GARAMOND FONT FAMILY

UNIVERS FONT FAMILY

UPDATED OCTOBER 2016
STUDENT INVOLVEMENT
BRAND GUIDLINES

LOGO
The Get Involved logo should be used for any projects relating to or sponsored by Student Involvement.

FULL COLOR LOGO

GET INVOLVED
student involvement @ lbjsc

SIZE
MUST BE AT LEAST 2 INCHES WIDE

COLORS

PMS: 872 METALLIC
CMYK: 20/30/70/20
RGB: 180/152/90
HEX: 8d734a

PMS: 504
CMYK: 65/100/100/35
RGB: 80/18/20
HEX: 501214

GOTHAM
BLACK
GOTHAM
BOLD

FONT OPTIONS

LOGO OPTIONS

2-COLOR LOGO
GET INVOLVED
student involvement @ lbjsc

BLACK LOGO
GET INVOLVED
student involvement @ lbjsc

GOLD LOGO
GET INVOLVED
student involvement @ lbjsc

WHITE LOGO
GET INVOLVED
student involvement @ lbjsc

An informal stacked version of the Get Involved logo is available upon request for smaller promotional items.

UPDATED OCTOBER 2016
Late night events are gatherings for students that are held in the LBJ Student Center. A late night event is defined as any event, program or activity that continues past 11 p.m., regardless of the starting time, where facilities operating hours end at or after 11 p.m.

The Late Night logo should be used for any projects relating to or sponsored by Late Night.

**LOGO**

**PRIMARY LOGO**

**SECONDARY LOGO**

**COLORS**

- Black: Hex:000000
- White: Hex:FFFFFF
- Moon blue: Hex:0F7695
- Light blue: Hex:69CBE0

**FONTS**

- **Bebas Neue**
- **Univers**
- **Freestyle Script**

**LOGO OPTIONS**

- Black & white
- Light blue & white
- Moon blue & white
- Neon white
- Moon blue, light blue & white
- White & black

MUST BE AT LEAST 1 INCH
George's can be found on the first floor of the LBJ Student Center.

**LOGO**
The George's logo should be used for any projects relating to or sponsored by George's.

**PRIMARY LOGO**

![George's Logo](image)

**SIZE**
MUST BE AT LEAST 2 INCHES WIDE

![George's Logo](image)

**COLORS**
Hex:404041
Hex:AB9055

**FONTS**
- Nexa Rust Slab
- Folio Std
  - Black Shadow 01
  - Bold Condensed

**LOGO OPTIONS**
![George's Logo](image)

**UPDATED OCTOBER 2016**
LOGO

The Student Volunteer Connection logo should be used for any projects relating to or sponsored by Student Volunteer Connection.

PRIMARY LOGO

MUST BE AT LEAST 2 INCHES WIDE

COLORS

HELVETICA

NORWESTER

REGULAR

LT CONDENSED

LOGO OPTIONS
LOGO
The Information Desk logo should be used for any projects relating to or sponsored by the information desk.

PRIMARY LOGO

SIZE
MUST BE AT LEAST 2 INCHES

COLORS
Hex:000000  Hex:FFFFFF

FONTS
FRUTIGER LT STD
65 BOLD

LOGO OPTIONS