BRAND IDENTITY & STYLE GUIDE

An Institution of Opportunity:

YSU inspires individuals, enhances futures, and enriches lives.

As a student-centered university, Youngstown State University's mission is to provide innovative lifelong learning opportunities that will inspire individuals, enhance futures, and enrich lives. YSU inspires individuals by cultivating a curiosity for learning; enhances the futures of our students by empowering them to discover, disseminate and apply their knowledge; and enriches the region by fostering collaboration and the advancement of civic, scientific, and technological development. YSU's culture of enrichment flourishes in our diverse, accessible, and quality education.

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BRAND IDENTITY

This brand style guide explains the why, what, and how of Youngstown State University's visual identity. It represents what YSU stands for in people's minds and is shaped by every interaction they have with us. You can create logos, write copy, build websites, run marketing campaigns, and train staff, but communications and marketing teams cannot directly control all of the touchpoints that affect how individuals perceive the university. Brand identity is the part we control directly. When done well, it forms a foundation for personal interactions and becomes shorthand for the brand as a whole. When people view the Youngstown State University logo or a particular design style, they think of all the things promised by the brand.

Brand identity has two parts:
- The visual expression (logo, colors, fonts, design elements, photo styles etc).
- The way we define and position ourselves (core values, key messages, personality).

Identity standards provide guidelines (not handcuffs) for how each element of our brand identity should be handled when creating any sort of media for the university.

How to Use this Brand Style Guide
This guide is organized into sections that explain and provide examples of how to design and write for YSU. You should familiarize yourself with the sections that cover the logo, colors and fonts, and Youngstown State's editorial style. Then you should be able to focus on the areas relevant to the kind of material you're creating. This is a living document; changes will be made as we discover new applications and needs for the brand identity. Feel free to ask questions and suggest things we need to cover.

Disclaimer

The visual standards you will find in this guide represent the university's latest, official branding including logos, colors, typography, imagery, and other graphic elements.

Adapting to changing market dynamics, emerging platforms, and consumer expectations may require occasional adjustments to branding components. Although consistency is crucial to present a trusted and recognizable image to both campus and community audiences, certain elements can be subject to minor evolutionary changes, or introduced as part of a marketing campaign. These changes are made with the intention of enhancing brand perception, maintaining relevance, and maximizing impact. Unauthorized modifications to logos, fonts, stationery, or other visual elements, are not permitted without approval from the office of Marketing & Communications.

We invite you to use this guide as your go-to resource for the most up-to-date information when considering new marketing materials for your college or department. We are here to answer your questions – creativeservices@ysu.edu.

Contact Information

Please direct all questions and requests regarding the Youngstown State University Visual Standards and resources to the Office of Marketing & Communications at **creativeservices@ysu.edu**.

Rebecca Rose
Director, Marketing & Communications
330.941.2159
rarose01@ysu.edu

For creative support contact:
Erin DeBernardo
Marketing & Creative Specialist
330.941.2068
ebdebernardo@ysu.edu

For web support contact:
Anthony Hake
Project Coordinator & Website Content Creator
330.941.3320
ajhake@ysu.edu

For social media support contact:
Alison Centofanti
Associate Director, Communications
330.941.3285
arcentofanti@ysu.edu

Approval Notice

The Office of Marketing & Communications reserves the right to approve all logos and designs prior to production. If any questions arise, please direct the inquiry to **creativeservices@ysu.edu**.
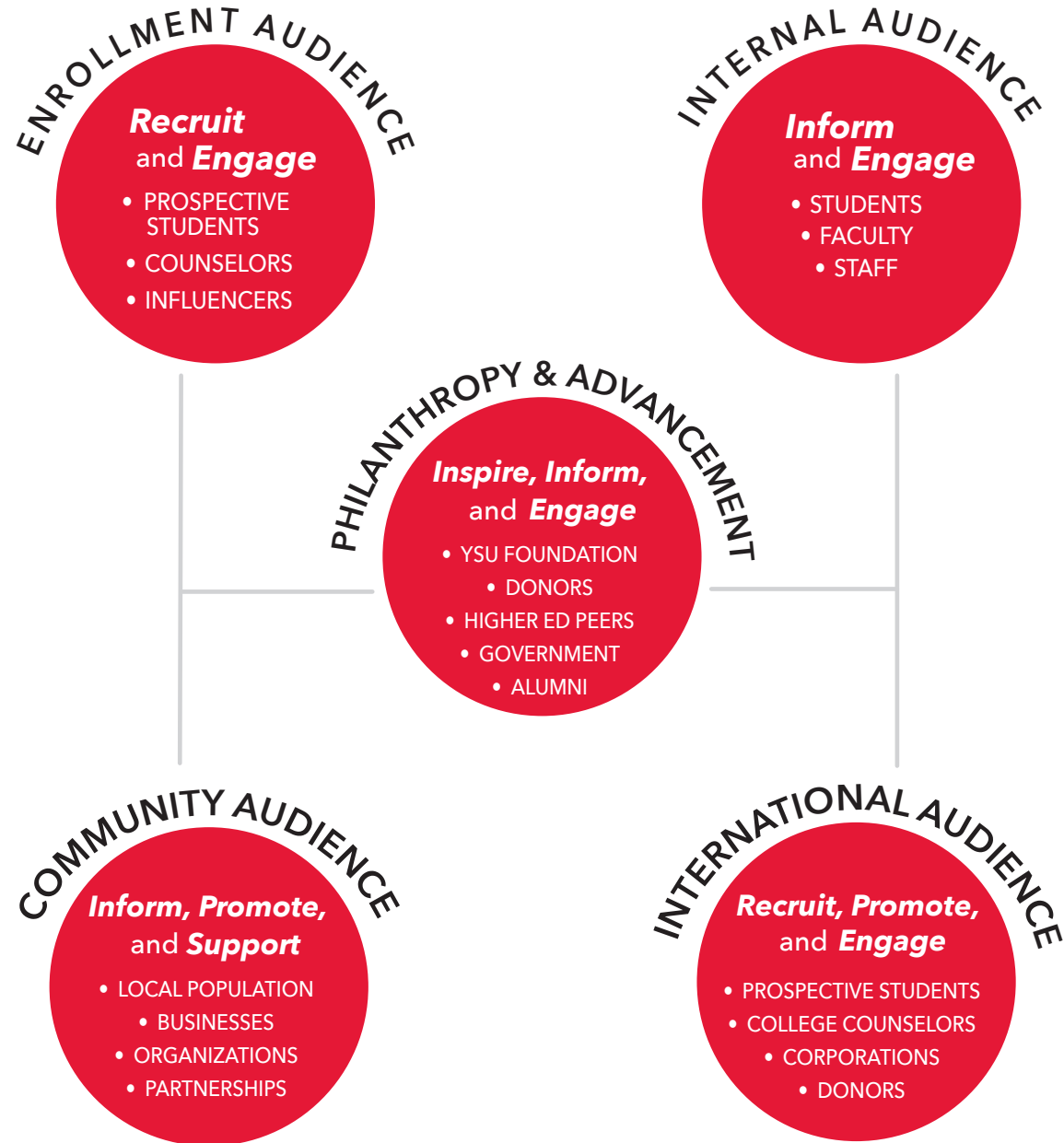
The use of YSU Athletics logos (including but not limited to *Pete the Penguin*) should be approved by:

Robb Schmidt
Office of Intercollegiate Athletics
rkschmidt01@ysu.edu

DETERMINE THE AUDIENCE AND GOAL OF YOUR DIGITAL AND PRINTED COMMUNICATIONS

COLLECTIVE GOAL = BUILD VISIBILITY

ENROLLMENT AUDIENCE

Recruit and *Engage*

- PROSPECTIVE STUDENTS
- COUNSELORS
- INFLUENCERS

INTERNAL AUDIENCE

Inform and *Engage*

- STUDENTS
- FACULTY
- STAFF

PHILANTHROPY & ADVANCEMENT

Inspire, Inform, and *Engage*

- YSU FOUNDATION
- DONORS
- HIGHER ED PEERS
- GOVERNMENT
- ALUMNI

COMMUNITY AUDIENCE

Inform, Promote, and *Support*

- LOCAL POPULATION
- BUSINESSES
- ORGANIZATIONS
- PARTNERSHIPS

INTERNATIONAL AUDIENCE

Recruit, Promote, and *Engage*

- PROSPECTIVE STUDENTS
- COLLEGE COUNSELORS
- CORPORATIONS
- DONORS

LOGOS

YOUNGSTOWN STATE UNIVERSITY BLOCK Y LOGO USAGE

There are very specific guidelines regarding the use of the logo. As the primary graphic identity for the institution, the block Y logo must appear on all communications, including brochures, stationery, business cards, banners, posters, invitations, etc., as well as digital use. The logo is the University's single most important visual element and should be treated as a graphic icon. Never manipulate the logo in any way.

LOGO CATEGORIES

There are two main categories of logos:

1. *Academic Colleges/Departments and Administrative Departments*
   - This category represents the campus entities that fall within the main organizational structure of the University.

   - The logos for these entities will be restricted to the "Block Y Logo" format as defined within this document and provided by the Office of Marketing & Communications.

2. *Programs, Services, and Events*
   - Under this category, campus entities have the option of choosing from a selection of approved options.

USE OF RED

Red conveys boldness and strength, embodying the can-do attitude of YSU. While YSU has several secondary colors in its palette, red is used as the dominant color in most YSU designs. Occasionally, this red is overlaid on duotone-style images from the YSU campus. **YSU red is Pantone 186**.

BLOCK Y LOGO

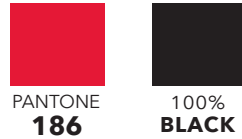## COLOR STANDARDS

Spot: Pantone 186

CMYK: C=0, M=100, Y=81, K=4

RGB: R=203, G=51, B=59

HEX CODE: C8333B

Reversed is 100% solid white.

One-color printing: the block Y may not be printed in a color other than the approved color combinations. If a piece is designed for one-color printing in an alternate color, use the University Mark (see p.6).

PANTONE **186**

100% **BLACK**

The block Y logo may be used to represent all areas of campus. This is a very identifiable logo associated with YSU, especially in the surrounding region. The following information will outline the ways in which it may be used in visual communications.

BLOCK Y LOGO:

The block Y logo may be used as a graphic element on all University pieces, however, **the words "Youngstown State University" must also appear on the piece**.

It may also be used as a logo element where "Youngstown State University" is spelled out elsewhere within the layout.

GUIDELINES:

Color Variations: The stand-alone block Y may be used in the following combinations:

1.

2.

3.

Red, black and white Y: To be use against white or light backgrounds. The white is not to be changed to any other background color.

All-black Y: To be use against white or light backgrounds where red does not fit the design or the piece is being printed as a one-color job.

All-white Y: To be use against black or dark backgrounds where red does not fit the design.

UNIVERSITY MARK

HORIZONTAL
MAIN

Horizontal
two lines

Leave .18" clearance around the University Y logos

one-inch minimum

VERTICAL
one line

YOUNGSTOWN STATE UNIVERSITY

Vertical
two lines

YOUNGSTOWN
STATE UNIVERSITY

Vertical
three lines

YOUNGSTOWN
STATE
UNIVERSITY

PROHIBITED LOGO USAGE

The use of the block Y in any color combination other than those detailed in this document is prohibited.
The following are examples of improper use:

Alternate colors
The stand-alone block Y may not be printed in a color outside the approved color combinations.

Background images
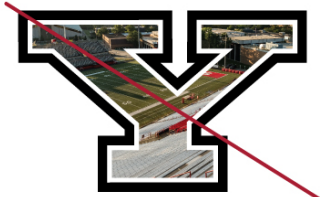The stand-alone block Y may not be used as an outline for another image.

Image overlays
The stand-alone block Y should never be used with a transparent center to reveal a full-color photo.

Phrases
The block Y may not be used to replace the letter "Y" in a title or phrase.

And now, it's time for the world to Know Y

Youngstown State University offers the best of every possible world. We're proud to say our students have many traits in common: determination, ambition and an eagerness to leap, not step, forward in all aspects of life. The launch of Youngstown State University's new branding is intentionally designed to get people talking and asking questions to learn more about the university we love so much. The branding is composed of calculatedly chosen statement "Know" and "Y." While it may be made up of only a few letters, **Know Y** quite easily does a lot of heavy lifting.

- **Know Y** serves as a prompt for people-working as an answer, and a question.
- **Know Y** references "knowledge," the fundamental product of higher education.
- **Know Y** speaks to the University itself, and allows its many "hidden" attributes to come to the surface.
- **Know Y** gives the Youngstown "Y" permisson to be used graphically, tying it to the University and the region.
- **Know Y** invites everyone (students, alumni, faculty, donors, friends) to take a closer look at YSU.

So, now you have everything you need to easily answer the question, "Why Youngstown State University?"

Because now you **Know Y**.

Implementing the Know Y Logo

Adherence is required for anyone creating communications materials that represent Youngstown State University. All materials must adhere to the standards contained within the **Know Y** brand in order to maintain a high-quality look and feel, and be unique to YSU.

Materials governed by the guide include, but are not limited to, the following: product and service information, brochures, publications, websites, newsletters, print advertising, stationery and business cards, banners and posters, promotional items, and merchandise.

KNOW Y LOGO INDEX
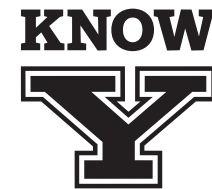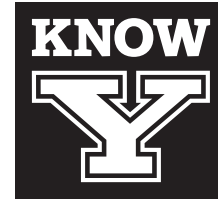
CLEAR ZONE

Measure the height of the K in KNOW (X). A clear zone, represented by the dashed red line surrounding the Logotype on all sides, must be equal to or greater than X.

Sign, banner, or website applications often require more flexibility. The **Know Y** square logo (black background) can be used as a badge, capable of standing up to almost any background that has enough contrast behind it. If clear zones are an issue, the **Know Y** logo can simply sit on top of the design without a problem.
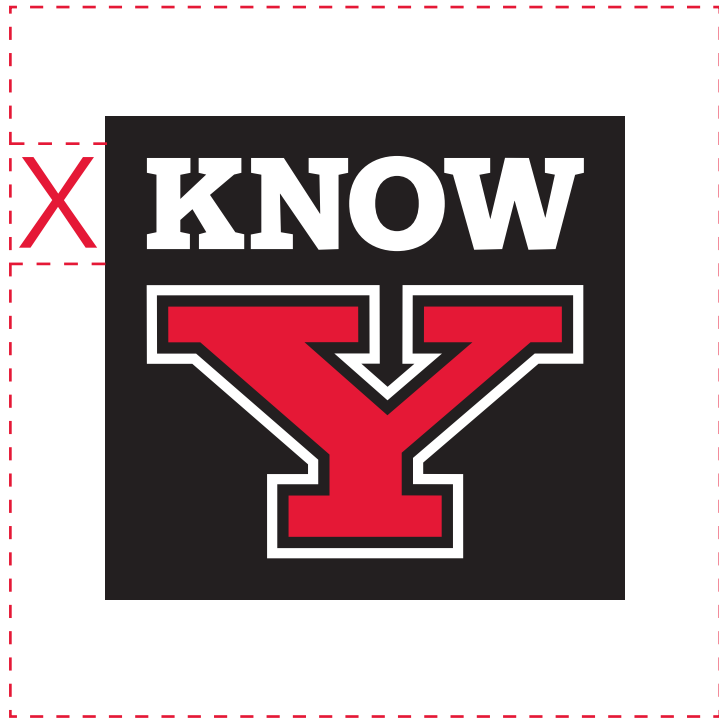
IMPROPER USAGE

Always use the supplied approved digital artwork; do not attempt to recreate.
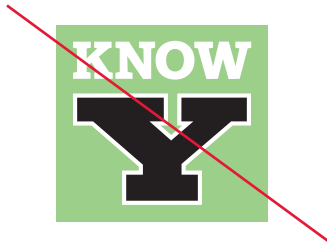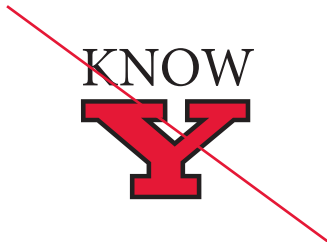

Do not modify color in any way.
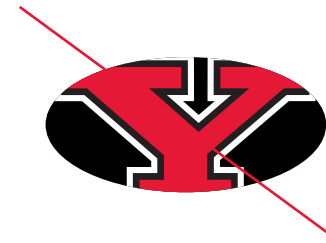

Do not skew or rotate.
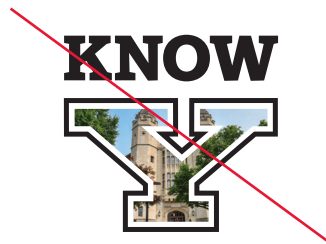

Do not improperly constrain.

Do not change or reconfigure
the type in KNOW Y.

Do not place on a
low-contrast background.

Do not place in a shape.

Do not fill with photos,
colors, or patterns.

RETIRED/LEGACY LOGOS

The YSU Legacy Logo, otherwise known as the "Interlocking YSU" is a logo that identified the University for many years, however, as an update to the brand image, its use has been discontinued. The Legacy Logo should no longer be used in any new designs or publications.

The YSU word mark is a more recent logo that has also been retired, and should no longer appear on any University communications or signage. The block Y has replaced all previously utilized logos as the official icon of the YSU brand.

(Outdated font)

LOCK-UP LOGOS

Each college is assigned a college logo that incorporates the University Y, "Youngstown State University", and the college name. The following logos have been approved for use by the seven colleges at Youngstown State University. The logos are restricted to the horizontal format provided.

Please note, these are the only logos to be used by each college unless otherwise approved by the Office of Marketing & Communications.

YOUNGSTOWN STATE UNIVERSITY

Beeghly College *of* **Liberal Arts, Social Sciences & Education**

YOUNGSTOWN STATE UNIVERSIT

Cliffe College *of* **Creative Arts**

YOUNGSTOWN STATE UNIVERSITY

College *of* **Graduate Studies**

YOUNGSTOWN STATE UNIVERSITY

Sokolov Honors College

YOUNGSTOWN STATE UNIVERSITY

Bitonte College *of* **Health & Human Services**

YOUNGSTOWN STATE UNIVERSITY

Williamson College *of* **Business Administration**

YOUNGSTOWN STATE UNIVERSITY

College *of* **Science, Technology, Engineering & Mathematics**

OR

YOUNGSTOWN STATE UNIVERSITY

stem
College *of* **Science, Technology, Engineering & Mathematics**

ACADEMIC DEPARTMENT LOGOS

As with the college logos, the departmental logos are restricted to the horizontal formats provided below. The following logo formats have been approved for use by academic departments. *These are the only logo formats to be used by each department unless otherwise approved by the Office of Marketing & Communications.*

There are two arrangements available for each academic department, and they may be used interchangeably.

To request a logo for a specific academic department, contact Creative Services: **creativeservices@ysu.edu.**

Unique Logos

Because programs, services, and events on campus often have unique identities, they are permitted to have individual logos approved by the Office of Marketing & Communications. These entities are also permitted to use the same format as the college logos if no unique logo is approved. In order to ensure identification with the University, the words "Youngstown State University" must be spelled out within the logo (preferable) or on the document being produced. The following are examples of approved program, department, and event logos. Questions regarding logo approval or creation should be directed to Creative Services.

To request a logo, contact Creative Services: **creativeservices@ysu.edu.**

UNIVERSITY SEAL

The Youngstown State University Seal is the official mark of the Office of the President. Its use is reserved for the Office of the President, the Board of Trustees, official documents, and ceremonies (i.e. commencement). Any other use of the University Seal must be approved by Creative Services.

UNIVERSITY SEAL USAGE GUIDELINES

Color Variations

The University Seal may appear in the following combinations:

All Black: To be used against white or light backgrounds.

Metallic Gold: To be used against white or light backgrounds.

Two Color Versions: To be used by permission only.

Black

Two Color
Black and Pantone 186

Two Color
Black and Pantone 872

Metallic Gold

PANTONE
872

100% of color or tint variation is allowed where applicable.

CMYK Build permitted with process printing. c20, m30, y70, k15

PETE THE PENGUIN

Youngstown State University's mascot, Pete the Penguin, is a highly identifiable and visually appealing logo. While owned by Athletics, the entire campus community has permission to use Pete on its publications. For questions regarding Pete the Penguin on promotional materials or premium items, please contact Robb Schmidt in Intercollegiate Athletics, **rkschmidt01@ysu.edu.**

PETE USAGE GUIDELINES

Color Variations
Pete the Penguin may be used in the following combinations:

1. **Red, black, yellow and white Pete:** To be used against white or light backgrounds. The white is not to be changed to any other background color.

2. **All-black Pete:** To be used against white or light backgrounds, only when the piece is being printed as a one-color job.

Horizontal Flipping: Each version of Pete the Penguin is available in right-facing and left-facing variations. **Because the University Y appears on Pete's hat and scarf, and it is not symmetrical, it will not appear correctly if a "horizontal flipping" command is used during design.** Please take care to use the original, correct image during design.

Variations: The only approved variation of Pete the Penguin is the "Saluting Pete" reserved for special use by the Office of Veterans Affairs. **No other variations or, or additions to, Pete the Penguin are permitted.**
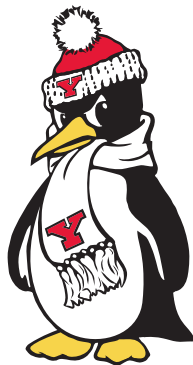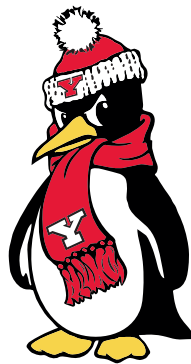
PANTONE
186

100%
BLACK

PANTONE
128

White Scarf Pete

Red Scarf Pete

All-black Pete

Military Pete

*Reserved only for
Office of Veterans Affairs*

UNIVERSITY BADGES

The university badges are reserved for social media, promotional items, signage, stationery, and publications.

Jones Hall Badge

Red
Pantone 186

Black

Metallic Gold
Pantone 872

Pete Line-Burst

Youngstown State University

Youngstown State Penguins

Congratulations Graduate

DOWNLOAD AT
YSU.EDU/CREATIVE

Vintage Badge

Athletic Badge

College Badges

BITONTE COLLEGE OF HEALTH & HUMAN SERVICES
BCHHS
YOUNGSTOWN STATE UNIVERSITY

BEEGHLY COLLEGE OF LIBERAL ARTS, SOCIAL SCIENCES & EDUCATION
BCLASSE
YOUNGSTOWN STATE UNIVERSITY

BEEGHLY COLLEGE OF LIBERAL ARTS, SOCIAL SCIENCES & EDUCATION
BCLASSE
YOUNGSTOWN STATE UNIVERSITY

CLIFFE COLLEGE OF CREATIVE ARTS
CCCA
YOUNGSTOWN STATE UNIVERSITY

COLLEGE OF GRADUATE STUDIES
GRAD STUDIES
YOUNGSTOWN STATE UNIVERSITY

SOKOLOV HONORS COLLEGE
HONORS
YOUNGSTOWN STATE UNIVERSITY

COLLEGE OF SCIENCE, TECHNOLOGY, ENGINEERING & MATHEMATICS
STEM
YOUNGSTOWN STATE UNIVERSITY

WILLIAMSON COLLEGE OF BUSINESS ADMINISTRATION
WCBA
YOUNGSTOWN STATE UNIVERSITY

DOWNLOAD AT
YSU.EDU/CREATIVE

COMBINATION LOGOS
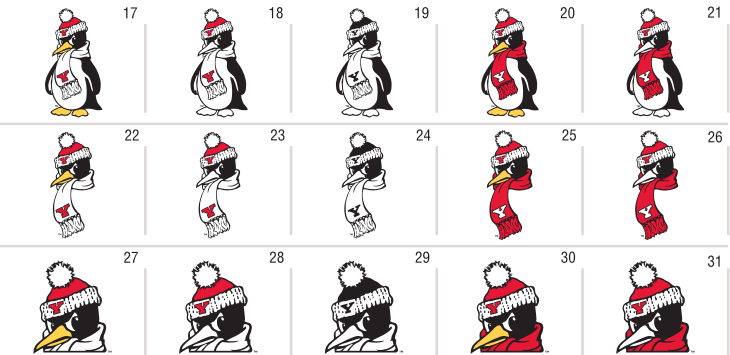

YOUNGSTOWN STATE UNIVERSITY

ATHLETICS LOGOS

The Department of Intercollegiate Athletics manages the licensing of the following Youngstown State University trademarks. Please note that those trademarks that appear elsewhere in this guide may be used as described for publications. All other trademarks and logos may only be used with permission from Athletics. Contact Robb Schmidt, **rkschmidt01@ysu.edu**.

Youngstown State University	Verbiage
Current Revision Date: 08/20/21	Youngstown State University™ Youngstown State™ YSU Penguins™

Established: 1908	**Location:** Youngstown, OH	**Nickname:** Penguins
Mascot Name: Pete	**Conference:** Horizon League (MVFC, Southland Bowling League, M.A.C.)	

Penguin Red	Penguin Yellow	Penguin Seal Yellow	Black
PANTONE 186 C C: 0 M: 100 Y: 81 K: 4 | R: 206 B: 14 G: 45 MADEIRA: 1147 RA: 2263	**PANTONE 128 C** C: 0 M: 11 Y: 65 K: 0 | R: 246 B: 212 G: 77 MADEIRA: 1861 RA: 9003	**PANTONE 123 C** C: 0 M: 24 Y: 94 K: 0 | R: 255 B: 198 G: 41 MADEIRA: 1172 RA: 2216	**PANTONE Process Black C** C: 0 M: 0 Y: 0 K: 100 | R: 0 B: 0 G: 0 MADEIRA: 1000 RA: Black

Approved University colors or the *PANTONE® colors listed on this page must be used. The colors on this page are not intended to match PANTONE color standards. For PANTONE color standards, refer to the current editions of the PANTONE color publications. *PANTONE® is a registered trademark of PANTONE, Inc.

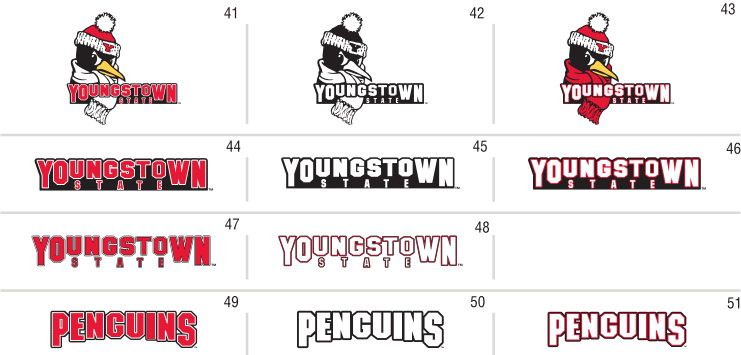## Block "Y" Marks

Athletic Letter Marks
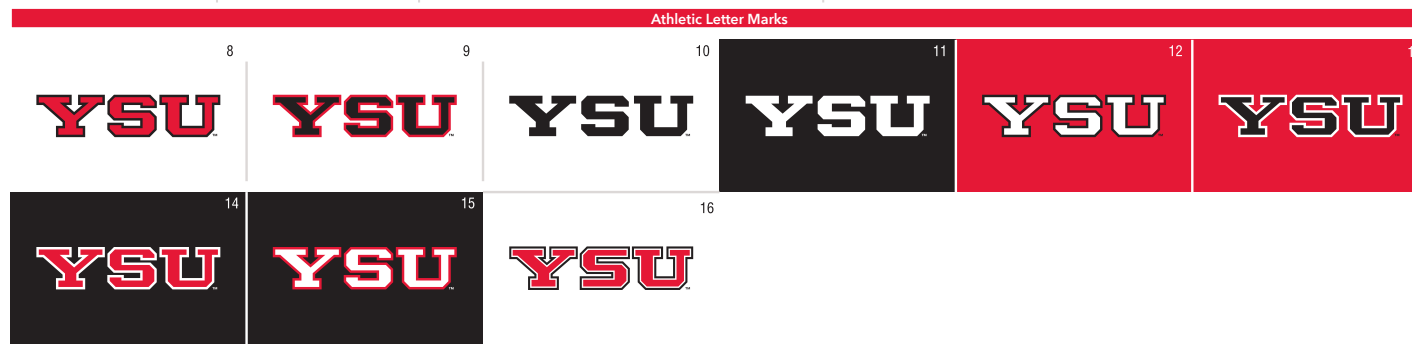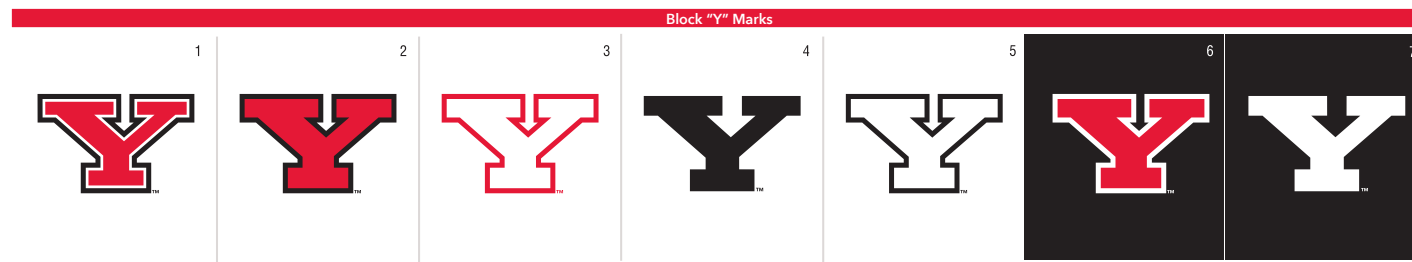
PAGE 1/2   NOTE: The marks of Youngstown State University are controlled under a licensing program administered by Collegiate Licensing Company. Any use of these marks will require written approval from CLC.
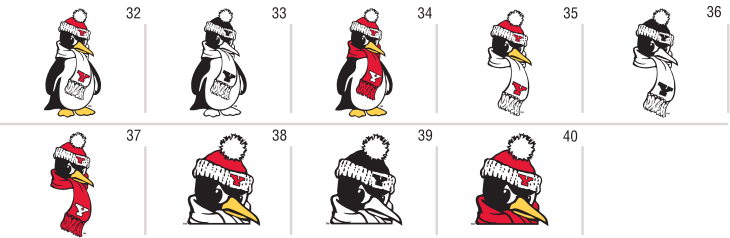
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Youngstown State University

Pete Marks

 17
 18
 19
 20
 21

 22
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 25
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 27
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 30
 31

Secondary Athletic Marks

 41
 42
 43

 44
 45
 46

 47
 48

 49
 50
 51

Pete Marks Reversed

 32
 33
 34
 35
 36

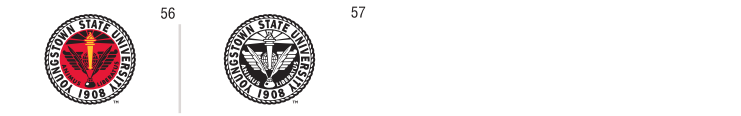 37
 38
 39
 40

Wordmarks (Legacy)
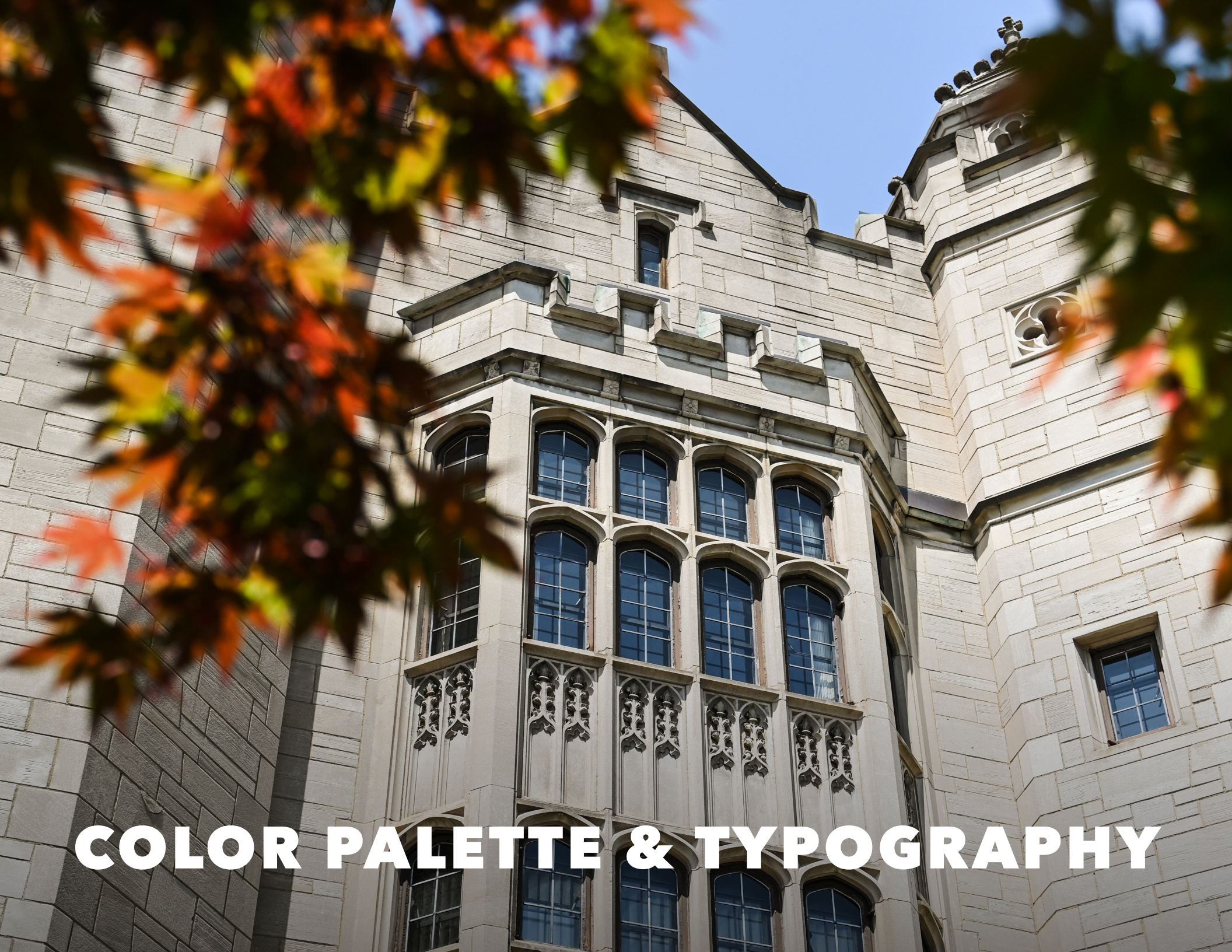
 52
 53

Secondary Wordmarks (Legacy)

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 55

Seals

 56
 57

| ADDITIONAL PERTINENT INFORMATION	• University seal permitted on products for resale (reviewed on a case-by-case basis). • No alterations or overlaying graphics to seal permitted. • University licenses consumables (must have expiration date on packaging). • University licenses health and beauty products. • University permits numbers on products for resale. • Cross licensing with other marks may be permitted with an additional agreement. • No use of current players' name, image, or likeness is permitted on commercial products in violation of NCAA	rules and regulations. • No references to alcohol, drugs, or tobacco related products may be used in conjunction with University marks.

NOTE: The marks of Youngstown State University are controlled under a licensing program administered by Collegiate Licensing Company. Any use of these marks will require written approval from CLC.

COLOR PALETTE & TYPOGRAPHY
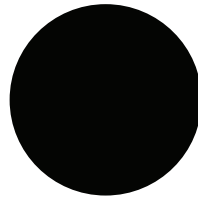
COLOR PALETTE

UNIVERSITY COLORS
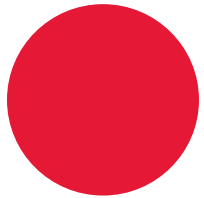
PANTONE 186

Must be used at 100%

No tints.

CMYK Build: c0, m100, y81, k4

100% BLACK

COMPLEMENTARY ACCENT COLOR
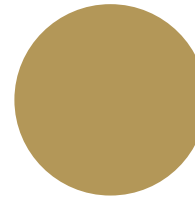
PANTONE 872

100% of color or tint variation is allowed where applicable.

CMYK Build permitted with process printing. c20, m30, y70, k15

OTHER SUGGESTED ACCENT COLORS

PANTONE 128

100% of color or tint variation is allowed where applicable.

CMYK Build permitted with process printing. c0, m11, y65, k0

PANTONE 367

100% of color or tint variation is allowed where applicable.

CMYK Build permitted with process printing. c32, m0, y59, k0

COMPLEMENTARY COLOR FOR BACKGROUND OF PETE GRAPHIC ONLY

PANTONE 285

100% of color or tint variation is allowed where applicable.

CMYK Build permitted with process printing. c85, m50, y0, k0

TYPOGRAPHY FONTS

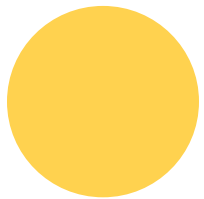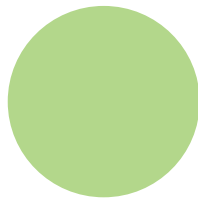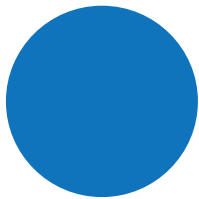Typically, designers will limit the number of font families used in any design. Using more than two is risky if you don't know what you're doing.

Baskerville is the primary font being used on collateral.

01 Regular

ABCDEFGHI
JKLMNOPQR
STUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789

02 Semibold

ABCDEFGHI
JKLMNOPQR
STUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789

03 Bold

ABCDEFGHI
JKLMNOPQR
STUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789

01 Italic

ABCDEFGHI
JKLMNOPQR
STUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789

02 Italic

ABCDEFGHI
JKLMNOPQR
STUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789

03 Italic

ABCDEFGHI
JKLMNOPQR
STUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789

Holland is the script being used on collateral.

ABCDEFGHI
JKLMNOPQR
STUVWXYZ

abcdefghijklmn
opqrstuvwxyz
0123456789

Avenir Next and **Avenir Next Condensed** are the secondary fonts being used on collateral.

01 Ultra Light

ABCDEFGHI
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02 Regular

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03 Medium

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04 Demi Bold

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05 Bold

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01 Italic

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07 Ultra Light Cond.

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08 Regular Cond.

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09 Medium Cond.

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opqrstuvwxyz
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10 Demi Bold Cond.

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11 Bold Cond.

ABCDEFGHI
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opqrstuvwxyz
0123456789

12 Heavy Cond.

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7 Italic

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12 Italic

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Dovetail is the font used in the Know Y logo.

01 Extra Light
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opqrstuvwxyz
0123456789

02 Light
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STUVWXYZ
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0123456789

03 Regular
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04 Medium
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06 Italic
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opqrstuvwxyz
0123456789

STATIONERY GUIDELINES

EMAIL SIGNATURE · ADA COMPLIANCE · POWERPOINTS · BUSINESS CARDS · ENVELOPES · LETTERHEAD

EMAIL SIGNATURE

Sample signature:

Pete the Penguin | University Mascot
Athletics
Youngstown State University
1 Tressel Way, Youngstown OH 44555
300.941.0000 | petethepenguin@ysu.edu | explore.ysu.edu

You may use a YSU logo as part of your signature. If you choose to use a logo, use one of the following:

The following are guidelines for email signatures for faculty and staff @ysu.edu email accounts:

Acceptable signatures on emails contain information that would be considered acceptable on university business cards–the sender's full name, title(s), contact/department information, and other information related to one's position at the university.

Use a simple 12-point standard font (preferred) or your email client's default font.
Non-standard typefaces and HTML may not translate well across e-mail clients.

Avoid colors, special fonts, bold, and italics.
Suggested fonts:
         Avenir Next
         Arial
         Baskerville
         Calibri
         Helvetica
         Times New Roman

Avoid the use of background color or patterns on emails. Not only does it limit legibility, but high levels of ink usage can occur if emails are printed.

Do not use personal statements/"taglines"/quotes in your signature, as the primary purpose of the email service is for university business use.

If you'd like to include social media links, there shouldn't be more than two. Do not include images, only the links.

ADA COMPLIANCE STATEMENT

- Should appear on all published pieces representing an official University group when the document will be disseminated to the public. This includes anything that invites people to attend an event, activity, or program on campus or put on by YSU off-campus (i.e. course, workout class, Greek event), invites people to become members of a group (i.e. student organization, honor society), and any material that speaks about employment of any kind. It should appear on material printed in any format (brochures, newsletters, flyers, posters and postcards). Correspondence not intended for public dissemination is exempt.

- Must be printed in black and typed in a regular sans serif font (no bold or italics).

- Can be located anywhere on the document – we recommend printing at the bottom of one-sided pieces or on the back of double-sided or brochure pieces.

- Minimum 7 pt. font size, but use your best judgment for the size of the project (i.e., don't use 7 pt. font on a poster, but OK for postcards or brochures).

- For graphic designs: can be horizontally scaled no less than 85% or use a condensed typeface.

Guidelines for ADA usage:

ADA Non-Discrimination Policy Phrase for Campus Publications

Youngstown State University does not discriminate on the basis of race, color, national origin, sex, sexual orientation, gender identity and/or expression, disability, age, religion, or veteran/military status in its programs or activities. Please visit www.ysu.edu/ada-accessibility for contact information for persons designated to handle questions about this policy.

or

ADA Non-Discrimination Policy One Line Statement for Campus Publications

Youngstown State University does not discriminate on the basis of race, color, national origin, sex, sexual orientation, gender identity and/or expression, disability, age, religion or veteran/military status in its programs or activities.

POWERPOINT TEMPLATES

PowerPoint is a great way to communicate information to your audience in slideshow format. It is easy to get carried away with your design with flashy images to "dress up" your presentation, but we recommend that you focus on the data or information you are presenting. On this page, you will find PowerPoint presentations that have been formatted to include the University brand. The brand matches the elements of our website as well as our main marketing and advertising. We encourage you to use one of these templates for all presentations related to Youngstown State material.

If you have questions, please reach out to **creativeservices@ysu.edu**.

Do's

- Use clear images (not pixelated) that add value to your slide information.
- Use Avenir Next as your main font. If you do not have Avenir Next installed on your computer or the computer you are presenting with, use a sans serif font. (fonts without extended features or decorative strokes).
- Keep it simple – the information of your presentation should be the focus.

Dont's

- Don't use images that run off of the slide screen.
- Don't use images that do not add value to your slide information.
- Don't use gifs (unless they are hilarious and add a laugh to the audience).
- Don't cram as much information as you can into one slide. Slides are free!
- Don't use non-brand colors.
- Don't change the logos, background or other design elements.
- If you are presenting using PowerPoint on or off-campus, there are three premade templates that can be utilized to incorporate the Youngstown State brand.

Example title slides, footer and end slides (standard size)
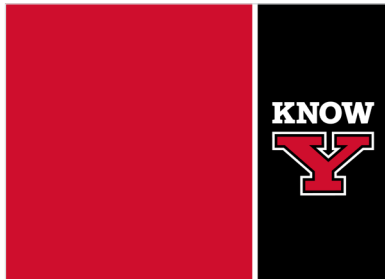
Business Card Standards:

APPROVED BUSINESS CARD

NAME   Remove periods from degrees.
Use "PhD" not "Dr."

JOB TITLE   **DO** *Example:* Professor
                               Ceramics

Jane Doe
Assistant Dean
Cliffe College of Creative Arts

YSU Faculty Department

or **DO**
if no room example:

Chair and Professor

DON'T   Example: Professor of Ceramics

Use: **Department of**... *or* **Office of**...
EXAMPLE: John Doe
                        Business Operations Specialist 1
                        Office of Alumni Engagement

NAME OF COLLEGE   *(Does not need to include college if not requested).*
Examples:
Beeghly College of Liberal Arts, Social Sciences & Education
College of Science, Technology, Engineering & Mathematics **or** College of STEM
Williamson College of Business Administration
Cliffe College of Creative Arts
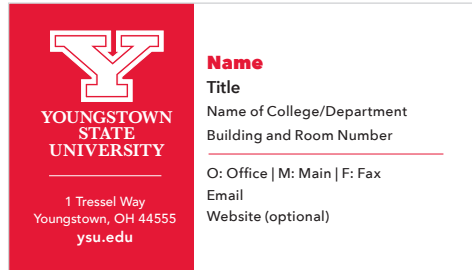The Bitonte College of Health & Human Services
Sokolov Honors College

BUILDING NAME   *(Building name, not college name),* **ROOM NUMBER**
Example: Cushwa Hall, Room 3030A

PHONE NUMBERS

Example:
O: 330.941.5555
M: 330.941.5554
F: 330.941.5556
petethepenguin@ysu.edu

Web address example:
O: 330.555.5555
F: 330.941.5556
petethepenguin@ysu.edu
www.maag.ysu.edu

Facebook and X *example:*
C: 330.555.5555
F: 330.941.5555
petethepenguin@ysu.edu
www.ysusports.com
X@YSUvolleyball
Facebook/ysuvolleyball

BUSINESS CARD STYLE GUIDELINES

Used in this order:

O: for Office
M: for Main
C: for Cell
F: for Fax

Name
Title
Name of College/Department
Building and Room Number

O: Office | M: Main | F: Fax
Email
Website (optional)

EMAIL

WEBSITE

*Additional logos will not be added to business cards or stationery
unless otherwise approved by Marketing & Communications.*

To view our latest business card designs, please email creativeservices@ysu.edu.

UNIQUE APPROVED BUSINESS CARDS

Bill Johnson
Youngstown State University
President

Tod Hall, Room 214

O: 330.941.3101 | C: 330.261.2059

president@ysu.edu

1 Tressel Way
Youngstown, Ohio 44555
www.ysu.edu

1 Tressel Way Youngstown, OH 44555 | **ysu.edu/rich-center**

Michael J. Latessa, MEd
Executive Director
The Rich Center for Autism

A Nationally Recognized Facility for
the Study and Treatment of Autism

D: 330.941.1532
O: 330.941.1927
F: 330.941.4670
C: 330.770.3923
mjlatessa@ysu.edu

YOUNGSTOWN STATE UNIVERSITY

Name

Title
Name of College/Department
Building Name and Room Number

O: Office Number | Fax or Cell
Email
Website (optional)

1 Tressel Way Youngstown, OH 44555 | **ysu.edu**

ENVELOPES

Envelope Style Guidelines:

There are several standard sizes for Youngstown State University envelopes. To request, contact Creative Services: creativeservices@ysu.edu.

PLEASE NOTE: The smallest size mailing envelope that can be printed on campus is 4.75 x 6.5.

UNIVERSITY BLOCK Y LOGO – Using PMS 186 Red and Black or Black only.

COLLEGE, OFFICE OR DEPARTMENT NAME

UNIVERSITY ADDRESS

POSTAL INSTRUCTION – *This is only used by special request. (Ex: Address Correction Requested)*

For a complete list of available envelope sizes please contact the YSU Printing Services Department: **printingservices@ysu.edu**.

Sample layout of standard #10 envelope:

Y YOUNGSTOWN STATE UNIVERSITY

1 Tressel Way • Youngstown, Ohio 44555

For special mailing permits and bulk mail information please contact YSU Delivery Services: **330.941.2771**

Sample layout of standard #9 business reply envelope:

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY MAIL
FIRST-CLASS MAIL   PERMIT NO. 105   YOUNGSTOWN OH

POSTAGE WILL BE PAID BY ADDRESSEE

UNIVERSITY RELATIONS
YOUNGSTOWN STATE UNIVERSITY
1 TRESSEL WAY
YOUNGSTOWN OHIO   44503-9953

LETTERHEAD

Letterhead Style Guidelines:

There is one format available for Youngstown State University letterhead - horizontal. As shown it can be customized for campus offices and departments. To request letterhead, contact: **creativeservices@ysu.edu**.

General YSU Letterhead. This is a generic letterhead available upon request and in horizontal or vertical formats.

Monarch Size Letterhead. The size of this letterhead is 7.25 x 10.5. Available upon request.

Electronic Letterhead. Letterhead designs can be requested as "electronic letterhead" and will be sent to you as a Microsoft WORD .docx file via email.

UNIVERSITY ADDRESS –

1 Tressel Way, Youngstown, Ohio 44555

COLLEGE/OFFICE/CENTER NAME –

THE COLLEGE NAME IS OPTIONAL WHEN USED IN CONJUNCTION WITH THE DEPARTMENT NAME. (Use **&** *in the College/Dept. Name. Exception:* The Dr. Dominic A. and Helen M. Bitonte College of Health & Human Services*).*

DEPARTMENT NAME

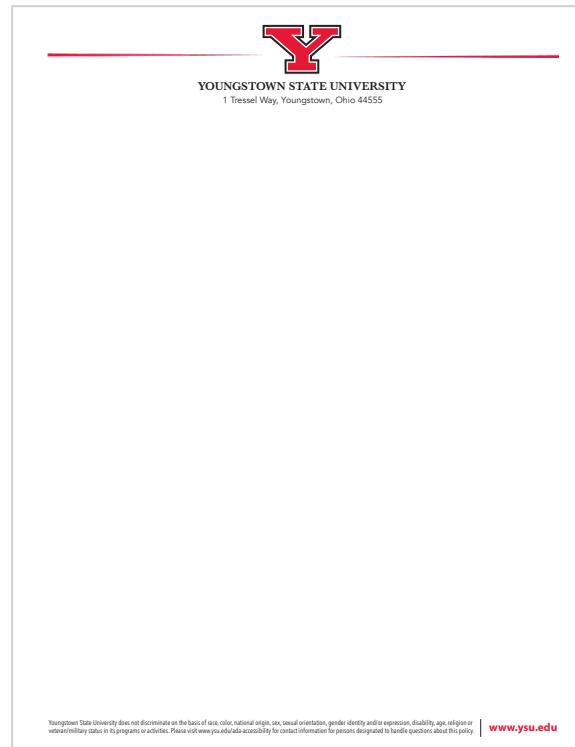**BUILDING NAME, ROOM NUMBER** –

THE BUILDING NAME AND ROOM NUMBER ARE OPTIONAL.

PHONE NO. & FAX NO. (*Example*: 330.941.3103 | Fax 330.941.7169)

EMAIL – (*Example:* Email enroll@ysu.edu).

THE EMAIL IS OPTIONAL.

WEBSITE URL – Appears as the last line.

THE WEBSITE URL IS OPTIONAL.

# LETTERHEAD WITH UNIQUE (APPROVED) LOGOS:

ATHLETICS LETTERHEAD – This letterhead has Office of Athletics at the top and Pete in the lower right corner. It is also printed in pms 186.

WCBA LETTERHEAD – This letterhead is for the College and has the accreditation logo in the lower left corner.

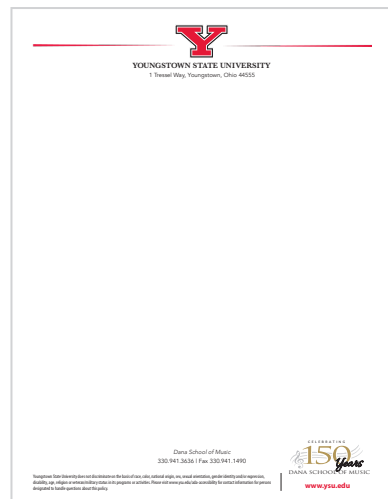**HEALTH PROFESSIONS LETTERHEAD** – This letterhead has the departments listed at the bottom.

Approved Letterheads with a Special Design:

- Penguin Club letterhead
- Pete's Pride letterhead
- WYSU letterhead
- Sokolov Honors College letterhead
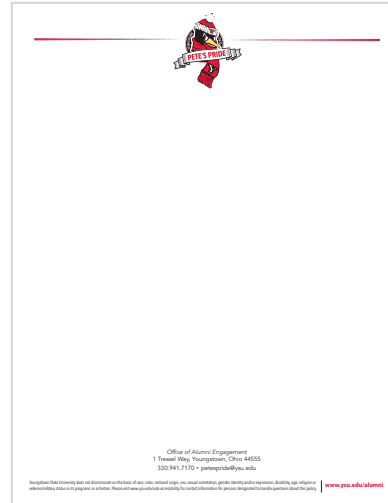
Anniversary Logos:

These logos may the letterhead. Move the email from bottom to top.

PROJECT GUIDELINES

BROCHURES · FLYERS/POSTERS · POSTCARDS · PROMOTIONAL ITEMS

BROCHURE STYLE GUIDELINES:

There are standard templates for Youngstown State University brochures. To request a brochure, contact Creative Services: **creativeservices@ysu.edu**.

PLEASE NOTE: Content for your project should be submitted as a WORD document and the text must be fully edited. Photos and images should be submitted as high resolution jpgs 300 dpi or higher.

No files made with Publisher, Canva, or Photoshop.

No low resolution images (anything smaller than 300 dpi).

No "selfies".

No pre- or partially-designed files will be accepted from any program other than Adobe InDesign.

Tri-fold sample

Academic Programs

THE DEPARTMENT OF ENGLISH & WORLD LANGUAGES OFFERS:

Bachelor of Arts (BA) degrees in: English

In collaboration with the Department of Teacher Education and Leadership Studies, a Bachelor of Science (BS) degree in Integrated Language Arts.

Academic Minors in: English Studies, British and American Literature, Public and Professional Writing, Linguistics, and Creative Writing.

Masters of Arts (MA) degree in English. Graduate certificates in: Literature for Children and Young Adults, the Teaching of Writing, Teaching English to Speakers of Other Languages (TESOL), and Public and Professional Writing.

Coursework in American Sign Language, Italian, Spanish, and Film Studies.

All majors learn to study how language functions, to read carefully, to write purposefully, and to understand perspectives other than their own. Our graduates demonstrate the ability to explain the world and the creativity to reshape it.

CONTACT

Jeff Buchanan, PhD
Department Chair
English & World Languages
jmbuchanan@ysu.edu
(330) 941-3414

Corey E. Andrews, PhD
Professor

Diana Awad-Scrocco, PhD
Associate Professor

Kevin E. Ball, PhD
Professor

Christopher Barzak, MFA
Professor

Laura L. Beadling, PhD
Professor

Jennifer Behrey, PhD
Professor

Maria Conti Maravillas, PhD
Assistant Professor

Suzanne Diamond, PhD
Professor

Timothy Francisco, PhD
Professor

Jay L. Gordon, PhD
Associate Professor

Lucas D. Hardy, PhD
Associate Professor

Alena Kirova, PhD
Associate Professor

Nicole Pettitt, PhD
Associate Professor

Dolores V. Sisco, PhD
Assistant Professor

Gina Villamizar, PhD
Associate Professor

Barbara Flinn, MA
Senior Lecturer

Jacklynn Mercer, MA
Senior Lecturer

Cynthia Vigliotti, MA
Senior Lecturer

Use your phone to scan the QR Code for additional information.

YOUNGSTOWN STATE UNIVERSITY
Department of
English & World Languages

DeBartolo Hall, Rm 206 | 1 Tressel Way, Youngstown, Ohio 44555

330.941.3414

Youngstown State University does not discriminate on the basis of race, color, national origin, sex, sexual orientation, gender identity and/or expression, disability, age, religion or veteran/ military status in its programs or activities. Please visit www.ysu.edu/ada accessibility for contact information for persons designated to handle questions about this policy.

ysu.edu

Beeghly College *of* Liberal Arts, Social Sciences & Education

ENGLISH & WORLD LANGUAGES

YOUNGSTOWN STATE UNIVERSITY

ENGLISH & WORLD LANGUAGES
P R O G R A M   O V E R V I E W

Our department's mission is to educate citizens to use language effectively and to appreciate the history, diversity, and complexity of their culture. The department seeks to improve students' abilities to read and write, to listen attentively and to communicate, to think analytically and creatively, to appreciate the aesthetics of literature, and to value diverse cultures. Department faculty teach purposefully, leading investigations of writing, language, literature, and culture, work informed by research and scholarly activity, service to the University, and broad-based community involvement.

Careers in
ENGLISH

Our English majors go on to careers in publishing, writing, journalism, teaching, advertising, business, and a variety of other fields.

Recently, English graduates have been admitted to law schools and to master's programs and doctoral programs in literature, creative writing, and linguistics.

WHAT YOU'LL STUDY

Literary Cultures and Readerships: cultural context, audience reception, literary criticism, discourse theory, genres and archetypes.

Stories and Storytelling in Our Lives and Communities: short stories, poetry, creative nonfiction, film, videography, screenwriting, soundtracks, youth novels, adaptation of novels, and innovative literary forms, techniques, and genres.

Linguistics: syntax, phonetics, grammar, semantics, language acquisition; how does the structure of language facilitate communication and language learning?

Popular culture: graphic novels, streaming media, media studies, social media; how contemporary media reshapes how we tell stories and how we interpret them.

Professional Writing: Proposals, reports, writing for the web, grant writing, document design; how is writing used in a professional setting.

Social Justice: multiethnic and multicultural literature, works by women and authors of color, contemporary literary criticism and theory, race, class, and gender studies.

HIGHLIGHTS

- Study with faculty knowledgeable about literature, linguistics, creative writing, professional writing, and editing.
- Our students complete paid and unpaid internships with local businesses, publishing companies, literary agencies, IT offices, literary magazines, and community-based arts organizations.
- Students volunteer at the annual English festival as support staff and workshop presenters.
- Students can obtain paid employment at the Rich Center for Autism and in after school programs run by YSU and United Way.
- Opportunities to work in after school enrichment programs at local elementary schools.
- Study abroad opportunities galore— with generous support from the college. Recent trips include the Bahamas, Belize, Rwanda, and Greece.
- Our department offers at least $12,000 in scholarships per year (over and above what YSU offers). Apply once each year, and you'll be considered for all the scholarships you're eligible for!
- See your writing in print! Jenny, the student literary review, publishes short stories, poems, essays and creative non-fiction.
- Our students conduct research and scholarship with faculty members and present at professional conferences. You can also present your scholarship on campus at Quest, the annual YSU student research conference.

KNOW Y

FLYERS/POSTERS

Flyer and Poster Style Guidelines:

There are standard sizes for Youngstown State University flyers and posters. To request a flyer or poster, contact Creative Services: **creativeservices@ysu.edu**.

PLEASE NOTE: Content for your project should be submitted as a WORD document with text fully-edited. Photos and images should be submitted as high resolution jpgs 300 dpi or higher.

    No files made with Publisher, Canva, or Photoshop.
    No Low resolutions images (anything small than 300 dpi).
    No "selfie" photos.
    No pre- or partially-designed files will be accepted from any program other than Adobe InDesign.

Posters up to 12 x 18" can be printed by YSU Printing Services; larger sizes can be printed by YSU Graphic Services. Contact either department for pricing and stock choices.

(Sample facts as of Fall 2023)

POSTCARDS

Postcard Style Guidelines:

There are several standard sizes for Youngstown State University postcards (see below). To request postcard design, contact Creative Services: **creativeservices@ysu.edu**.

For special mailing permits and bulk mail information please contact:
YSU Delivery Services
330.941.3112

PLEASE NOTE: postcard sizes are available in 4x6", 5x7", and 6x9".

- ■ **UNIVERSITY, COLLEGE, OFFICE OR DEPARTMENT BLOCK Y LOGO** – Using PMS 186 Red and Black or Black only.

- ■ **COLLEGE, OFFICE OR DEPARTMENT NAME**

- ■ **UNIVERSITY ADDRESS**

- ■ **POSTAL INSTRUCTION** – *This is only used by special request. (Ex: Make return service per).*

For a complete list of available card stock types please contact the YSU Printing Services: **printingservices@ysu.edu.**

PLEASE NOTE: *The ADA statement must appear on the postcard.*
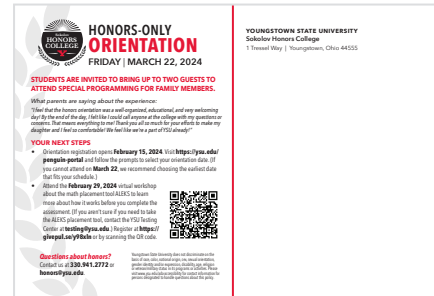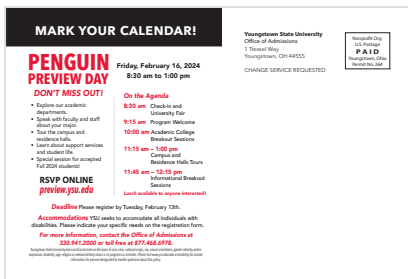
PROMOTIONAL ITEMS

Standard Graphics:

Templates have been established that allow for continuity throughout the University. Each can be customized for a college, department, program, or event.

We have designs available...

- *Floor and table-top banners*
- *Tablecloths and runners*
- *Notecards*
- *Notepads*
- *Folders*
- *Table Tents*

Folder:

Notepads:

Notecards:

Pull-Up Banners

Table Tents:

Tablecloth/table runners:

PHOTOGRAPHY & VIDEOGRAPHY

At the Office of Marketing and Communications, we are dedicated to capturing the essence of our institution through videography and photography. Our aim is to create compelling mar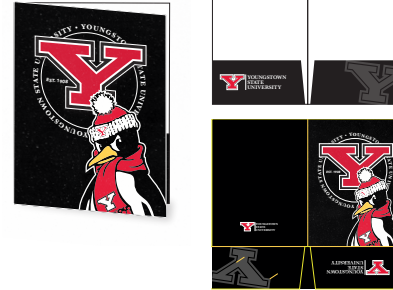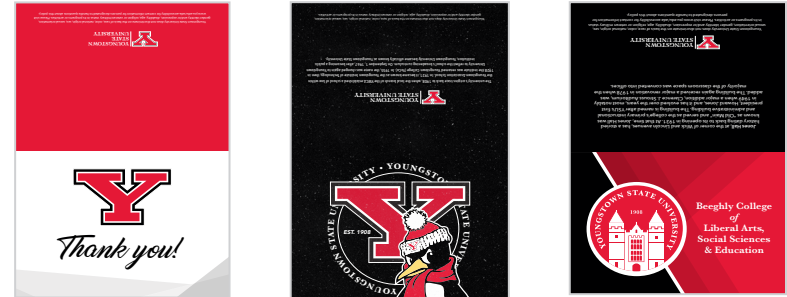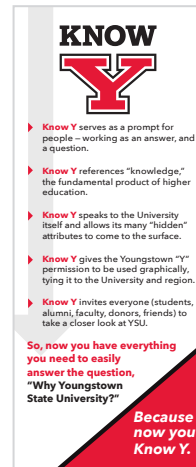keting materials for various mediums, including web, print, TV, and social media. To ensure a smooth and effective process, we have established the following guidelines:

Purpose: Our primary focus is to film and photograph students, classes, labs, buildings, and major university events. By showcasing these aspects of our university, we aim to highlight the unique educational experiences and campus environment that make us stand out.

Scope: We are responsible for capturing footage and images that will contribute to the creation of engaging marketing materials. These materials help us communicate our university's values, academic programs, student life, and overall campus culture to both prospective students and the wider community.

Exclusions: While we are committed to our defined purpose, there are certain areas that fall outside the scope of our department's responsibilities. Please note the following exclusions:

> **a. Lecture Recordings:** Our team does not record lectures. This task is typically handled by the academic departments or dedicated recording services provided by the university by the IT department. For lecture recordings, please reach out to the relevant department or inquire about available recording services at the IT Help Desk.
>
> **b. Event Documentation:** We do not document events such as speakers, guest lecturers, or award ceremonies. The responsibility of documenting these events lies with the hosting department or designated event coordinators. Please contact the respective organizers for any event documentation needs. We can provide references for local photographers and videographers to capture your events
>
> **c. Live Streaming:** We do not provide live streaming services. For events that require live streaming, we encourage you to contact the IT department's Help Desk. The IT department will be able to assist you in arranging the necessary equipment and technical support for your live streaming requirements.

Collaboration: We believe in collaborative efforts to ensure the highest quality in our marketing materials. If you have any specific requests or ideas for video or photography projects aligned with our purpose, please feel free to reach out to us. We welcome suggestions and input from the university community.

We appreciate your understanding and cooperation in adhering to this policy. By working together, we can effectively showcase the vibrant and dynamic atmosphere of our university and contribute to its overall success.

For any further inquiries or to discuss potential video or photography projects, please contact our department directly.

WEB & SOCIAL MEDIA GUIDELINES

WEB GUIDELINES

The Youngstown State University website is the global gateway to the university campus and therefore strict protocol has been set in place to ensure timely and accurate information is posted. It is important for us to monitor ADA compliance and keep the website easy to navigate while staying within the branding guidelines established by the Marketing & Communication Office. The WEB Team also works closely with the university IT department to protect our online presence and the privacy of the campus community. Below we have listed the best practices for your office, college, or department's web page within the YSU Website and Portal. For specific questions, contact the Project Coordinator & Website Content Creator, Anthony Hake: **ajhake@ysu.edu.**

BEST PRACTICES

- Reduce clutter on page. Format content to support scanning of pages for information.

- Use a clear visual hierarchy. Information that is more important needs to be more prominent (i.e., closer to top). Nest information visually to show relationship to heading. Avoid using super-sized font sizes (i.e., shouting).

- Use headings on page to organize content. Headings must be is a sequential order if nested. Begin with a Heading 2 (i.e., since the page title uses a heading 1). A web page may have more than one heading 2's, 3's, etc.

- Make clickable links obvious from text. Avoid underlining text for emphasis. Instead use italics, bold, or both.

- Keep paragraphs short. Avoid extra content when possible.

- If a web page requires a lot of interpretive text this means it is not intuitive or obvious to the visitor. Look to use words or images that convey function or clearly state purpose.

- Use bulleted (i.e., unordered) or numbered (i.e., ordered) lists instead of commas or semicolons to separate content.

- Use a different colored link to denote visited links. (i.e., sense of scale).

- Use page or document title for labeling.

- Web Forms: Use descriptive text when needed to assist person completing form field(s).

Navigation

- Group links together under a heading that describes their purpose or function.

- Current page needs to stand out in navigation by using boldface font or a different color.

- Make sure that the visitor is able to find their way back to your home page. This can be done by creating a "Home" link in your site navigation menu or by using breadcrumbs with the home page first in path. Visitor needs to be able to know where they are in relation to your site.

Accessibility

- Use alternative text for all images. If the image has words, those must be included in the alt text description as a sighted person would read them.

- Tables with data require a caption and headings (i.e., first row or first column). A summary is required for tables that need an explanation on how to use it (i.e., typically tables using both row and column headings).

- Avoid using blinking text or images as this may trigger a seizure in certain individuals.

- Use the closed captioning feature for all YouTube videos posted to your website.

- Create a definable contrast between text and background color in order to ensure readability, especially for individuals with a visual impairment.

- The WAVE Web Accessibility tool https://ysu.edu/content/office-marketing-and-communications/marketing/web-team/accessibility-requirements is a requirement for campus web editors to check the accessibility of web page content.

- For more information on website accessibility consult our Accessibility Requirements page https://ysu.edu/content/office-marketing-and-communications/marketing/web-team/accessibility-requirements

- Web Forms: use Fieldset component to group select options (i.e., radio buttons, checkboxes, or listbox).

CONTENT MANAGEMENT SYSTEM(S) USED
- Drupal (offices/departments)
- WordPress (faculty/staff/organizations)

TRAINING MATERIALS

Drupal sites on cms.ysu.edu
- https://ysu.edu/content/office-marketing-and-communications/marketing/web-team/training-materials

Drupal sites on ysu.edu
- Blackboard course "Acquia/Drupal websites" ysu.blackboard.com

SUPPORT/MAINTENANCE
- Provided by YSU Web Team **ysudrupalsupport@ysu.edu**
- The Department Website Update Request Form https://ysu.edu/web-help is used by departments to request changes for their website.

Request for New Drupal Sites or Applications

For new Drupal accounts, or changes made to existing ones, contact, Anthony Hake, *Project Coordinator & Website Content Creator* | **ajhake@ysu.edu or x3220**.

Front-end Drupal Application Development

Adam Nickells, *Web Developer* | **aknickells@ysu.edu or x2708**.

Dil Rawat, *Web Developer* | **dbrawat@ysu.edu or x1506**.

Back-end Drupal Configuration, Maintenance, and Programming

James Dittrich, *Web Programmer* | **jwdittrich@ysu.edu or x1328**.

Organization, design, and content updates

Anthony Hake, *Project Coordinator & Website Content Creator* | **ajhake@ysu.edu or x3220**.

SOCIAL MEDIA GUIDELINES

Youngstown State University social networking channels, such as Facebook, Instagram and LinkedIn, are in place with the purpose of providing a convenient avenue for students, faculty, staff, alumni, and outside communities alike to connect and discuss topics related to the atmosphere and activities of YSU.

The social media guidelines are a set of rules and regulations put in place to ensure that all YSU affiliated accounts display a positive brand identity and reputation for Youngstown State University across social media. All colleges, departments, organizations, units, chapters, and groups are affiliations of Youngstown State University and are expected to adhere to these guidelines.

CONTENT GUIDELINES

1. **TERMS OF SERVICE.** Be mindful of the terms of service (TOS) of each social media network. Most of these include prohibiting the use of copyrighted materials, zero tolerance policies with harassment and threats, privacy policies, etc. Violation of the network's TOS may result in a suspension of your account by the social network.
2. **POST MINDFULLY.** Remember that you are posting through a YSU affiliated account and will be held accountable for all posts. Do not use profanity, expletives, display alcoholic beverages, promote substance abuse, openly bash Youngstown State and the surrounding area, or argue with someone through a YSU affiliated account. Doing so will result in the loss of YSU social media privileges. While everyone holds diverse opinions, it's crucial to recognize that, when representing YSU, your views don't reflect those of the University. As a public institution, we maintain neutrality to honor the diverse perspectives of the faculty, staff, and students we serve. Any disagreements with the administration should not be expressed on official YSU accounts, including divisions, departments, programs, or any other entity of the university.
3. **IGNORE NEGATIVE ENGAGEMENT**. Do not engage with individuals that are seemingly looking to bully or threaten others online, often referred to as cyberbullies, spammers, or instigators. Additionally, it is not encouraged to become involved in any other inappropriate interactions.Negative feedback does not necessarily mean negative engagement. Occasionally, users will express an opinion toward a situation or experience they've had on campus. If someone messages or mentions you regarding this situation, please respond in a respectful manner. Some situations may not warrant a response, however there are instances where their feedback could provide valuable insight to help us improve as an institution. Our followers want to know that we see them and are listening to what they have to say.Do not hide or delete a comment or post just because it is negative, but only if it contains spam/links, profanity, hate speech, attacks on others, commercial advertisements, political endorsements or unlawful activity. Try to resolve any problems by responding as soon as possible when appropriate to do so. Please use discretion while monitoring your social media accounts. If you should come across an interaction that has escalated to a posed threat or has a potential of violence, screenshot the interaction and email to YSU Police at police@ysu.edu and the Social Media Team at social@ysu.edu.
4. **COMMERCIAL PARTNERS**. As a tax-exempt university, university affiliated accounts are not permitted to endorse commercial partners. If a commercial partner is sponsoring a campus event, the affiliated account is allowed to recognize the sponsor or share their logo. However, they cannot promote the commercial partner through product demonstrations or endorsements.
5. **CREATING A NEW ACCOUNT.** You will find steps within these guidelines on how to begin the process of creating an account. All accounts are required to have at least two social media managers, use a ysu.edu email address and register with the YSU Social Media Coordinator.

UNIVERSITY AFFILIATED ACCOUNT APPLICATION PROCESS

Please follow the steps below to begin the application process. After completing the application, our Social Media Coordinator will be in touch with further instruction.

1. Submit an application for a new account: New Account Application.
    a. If you have an existing account, please register the account here: Register Existing Account (Created before January 1, 2024).
2. After completing the New Account Application, the Social Media Coordinator will reach out to schedule a meeting. During this meeting, social media strategy and goals will be outlined in detail.
3. After the meeting, the new account can be created following the strategy approved by the Social Media Coordinator.

Please note: As an effort to remain aligned with university strategy, it is possible that some applicants will be denied. However, the Social Media Coordinator will assist to identify possible solutions to help applicants reach their intended goal.

ACCOUNTS CREATED PRIOR TO JAN. 2024 - ACCOUNT REGISTRATION

All YSU affiliated accounts are property of the university as a result, a new process has been implemented to guarantee all accounts are registered with the Office of Marketing and Communication. Under these guidelines, accounts must be registered to guarantee:

*   A seamless transfer of Administrative privileges if/when an account manager leaves the department or university for any reason.
*   In the event of a crisis, the account manager can remain aligned with the university crisis communication plan.
*   All social media account managers are adhering to the social media guidelines.

If there is a change in administrative privileges, please contact the Social Media Coordinator.

Register Your Existing Account Here

REMEMBER YOUR POSTS ARE PUBLIC

As a public institution, our communication records are subject to the Ohio Open Records Law. Please keep this in mind when posting to social media networks on behalf of the University.

BRANDING IDENTITY

The Brand Style Guide explains the why, what, and how of YSUs visual identity. It represents what YSU stands for in peoples' minds and is shaped by every interaction they have with us. Please reference this guide when creating content for your social media accounts, this includes using the correct logos, colors, fonts, and editorial style. This guide is a living document and can change as new applications and needs for the brand identity.
Brand Style Guide

COMMUNICATING A CRISIS

In a time of crisis, the official University accounts are the source for correct information as a part of our university crisis communication plan. Refrain from posting on University-affiliated accounts.

If you receive anything incriminating to your specific social media channel, send that to YSU Police and University Marketing & Communications ASAP.

If you receive inquiries or questions from your audience regarding the crisis, direct them to the main YSU social media accounts.

CONTACT

Alyssa Osman
Social Media and Communications Coordinator
Youngstown State University
Office: 330-941-2251
amosman@ysu.edu

YSU PoliceCommunications Center - 330.941.3527

BEST PRACTICES

Getting Started

Identify **at least** two people that will be running the account for your area. Keep in mind, each account must have at least one faculty or staff administrator, and the email address registered to the account should be a ysu.edu address.

When deciding your intended audience, consider the following questions:
1. Am I using it to communicate important dates, deadlines, etc.?
2. Am I using it to market and grow our program or organization size?
3. Am I sharing news about what our students are doing?

Decide which social channel fits your messages and intended audience best, as not all channels serve the same purpose. Keep in mind, a presence on all platforms is not needed.
At the university level, we have identified the following groups as our target audiences:
- Prospective Students: High school students or transfer students interested in pursuing higher education.
- Current Students: Enrolled undergraduate and graduate students at YSU.
- Alumni: Graduates of YSU who have completed their studies.
- Parents and Guardians: Parents and guardians of prospective or current YSU students.
- Faculty and Staff: Academic and non-academic staff members associated with YSU.

Recommended platforms for university affiliated accounts:

Facebook:
- Audience: faculty/staff, alumni, parents, some students
- Content Suggestions: sharing stories (news, events, accomplishments, etc.)

LinkedIn:
- Audience: faculty/staff, alumni, current students
- Content Suggestions: Alumni, student and faculty success stories, research highlights, career development and community event promotions

Instagram:
- Audience: prospective and current students, alumni
- Content Suggestions: photo or video (no flyers or graphics, these are not accessible), sharing student perspectives through takeovers, utilizing stories

Depending on your audience, this will determine which platform suits your objectives best. It's highly recommended to start with one social channel and grow a fan base of followers who consistently engage with your content before moving on to the next platform.

To discuss platform selection or for training on how to evaluate social media analytics and performance, schedule a meeting with the Social Media Coordinator

Passwords

All social media passwords should follow the password standards from Information Services & Technology. Passwords should be updated at least quarterly, and again when a social media administrator (student, faculty, or staff) leaves his/her position at YSU.

In the event we can help recover through the social media channel, we will do so. It is encouraged to share account credentials with the Social Media Coordinator upon registration for the purpose of account recovery. **Please note that any account that does not post within a six-month period will be asked to update the content or deactivate the account.**

Takeovers

The YSU Instagram Takeover is to share an authentic view of what our students are currently doing on and off campus and to chat with other students throughout the day. All requests will be filled on a first-come, first-serve basis.

Instagram Takeover Request

OPTIMIZING YOUR CHANNELS

Naming your account

Be intentional when naming your account, as to not confuse your intended audience. Include "YSU" before the name of your organization or department to help your account be more accessible and show up in search results. (Don't forget, all YSU Accounts must be registered with the Office of Marketing and Communications).

Choose Your Profile Picture

All University-Affiliated Accounts must have their profile picture approved by the Social Media Coordinator to ensure correct formatting. College, Division, and Department Accounts must visually represent Youngstown State University through proper use of the Block Y or approved College Badges in their profile picture.

Creating Your Bio/About Section

Tell your audience exactly what they'll find on your page! Your bio should include necessary information, such as who you are, what you do, where you are located, and how to get in touch with you. Make sure to add a link to your page on the website to let people learn more! If you are participating in or running a social media account for yourself or an organization (such as a student organization) that may reference the University, please remember to use a disclaimer such as: "The postings on this account are my own and do not necessarily represent the positions, strategies, or opinions of Youngstown State University."

Example - Campus Recreation:

Campus Recreation Center at Youngstown State University
Get Rec'd, Penguins 🐧 Join our cutting-edge facility for innovative wellness and fitness programs, club and intramural sports, and more!

https://ysu.edu/campus-recreation

Monitoring

Watching what your audience is talking about and staying up-to-date on messages is crucial to running a successful social media account. Social listening (monitoring) is a commonly used tool to help do both of those. Platforms like Hootsuite have free dashboards that allow you to register up to three accounts. From there, you can publish posts and track mentions, comments and messages.

Strategy

Figuring out how you want to utilize your social media account is important. Rather than going into it without a clear plan, the Social Media team will sit down with your department, college, or organization to identify clear goals and content strategies for your accounts. For training on how to evaluate social media analytics and performance, schedule a meeting with the Social Media Coordinator

If you need help creating a flyer or other graphic for an event, reach out to Creative Services.

GUIDELINES FOR STUDENT ORGANIZATIONS

- All Student Organizations with a social media presence must register their accounts with the YSU Social Media Team here.
- It is strongly recommended that student clubs and organizations designate Social Media Coordinator, Alyssa Osman, and/or their faculty advisor as administrators on their social media pages. This ensures continued access control, especially in the event of leadership changes or graduations. Club advisors can then facilitate access for new club officers and members.
- Make a concerted effort to transfer login information and administrator privileges from one student organization president to the next. This practice avoids the need to create new pages each academic year, reducing confusion among club members regarding the "official" or "correct" page for the club.
- Whenever possible, include contact information for your student organization on the social media page. If the page serves as a recruitment tool, potential members should know how to connect with the group.
- Refrain from using profanity, displaying alcoholic beverages, and promoting substance abuse. It is also highly discouraged to openly criticize Youngstown State and the surrounding area, or engage in arguments through a YSU-affiliated account.

Student clubs and organizations' social media pages are considered "unofficial" and should refrain from using the Youngstown State University (YSU) logo. It is advisable to add a statement to the profile clarifying that the page is not an official YSU social media account, and any posted content reflects personal or organizational opinions.

Best Practices for Social Media at Youngstown State

Be Authentic
- Clearly state your identity and professional affiliations.
- Only remove offensive or spam content.
- Promptly admit and rectify mistakes transparently.
- Share information based on firsthand knowledge, providing source links when needed.

Be Sensible
- Choose usernames thoughtfully, as some platforms may not allow changes.
- Verify content accuracy and ensure proper permissions for written content, images, and videos.
- Maintain constructive and respectful communication, avoiding negative remarks about other entities.
- Exercise caution when discussing controversial topics.

Be Engaging and Accessible
- Respond to questions, concerns, and compliments within 24-36 hours, striving for quicker response times.
- Keep social media profiles updated with fresh content, aiming for at least one post per week.
- If unable to manage the page, delegate or delete the profile/page.
- Include a contact email address in all club profiles/pages.
- Maintain a natural and conversational tone.
- Diversify content with text, photos, videos, and poll questions

GETTING THE WORD OUT

There are so many notable moments happening around campus, and we want to highlight them. Keep in touch with our social media team by sending in any interesting stories over to to social@ysu.edu.

Just keep in mind that our social media accounts are an outward-facing marketing tool, so we may not be able to post everything we receive. But we'll do our best to highlight the most interesting and exciting things going on at YSU.

CONTACT

Allison Centofanti
Associate Director, Communications
Youngstown State University
Office: 330.941.3285
arcentofanti@ysu.edu

YSU-EMMA MASS EMAIL

YSU-EMMA MASS EMAIL

The Office of Marketing & Communications supports **Emma**, a powerful digital marketing platform, built for universities, that makes it easy for teams of all sizes to create beautifully designed email campaigns. Emma provides Colleges, Divisions and Departments across campus with the ability to design and send visually pleasing, YSU branded email communications. This service replaced YMES for mass emails on campus. Emma makes it easy for users to identify who to target and to deliver more timely, personalized and effective communications.

Emma's robust email analytics help users learn more about their contacts and every sub-account is pre-populated with the appropriate audience(s), fed from Banner.

A culture of communication is about using the right delivery system with a concise message to engage a targeted audience about topics relevant to them, at the appropriate time. This combination of communication channel, audience, topic and timing takes planning.

The university recognizes that mass emails are an efficient and cost-effective means to communicate with large audiences. At the same time, unsolicited, mass-distributed internal and external email can become problematic.

Mass email messages on campus are intended to support employees and students with important information regarding the operation or execution of daily business; significant changes in governance, policy and practice; situations related to campus health and safety; important information from executive leadership; and other information that enables the success of faculty, staff and students.

Use of external mass email services outside of Emma to communicate with YSU faculty, staff, students and/or alumni is prohibited.

Help/Questions
The Office of Marketing & Communications is available to assist you in the use of Emma, planning a communication strategy and/or designing your emails.

Contact:

Becky Rose
Director, Marketing & Communications
330.941.2159
rarose01@ysu.edu

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NOTES

KNOW