

KNOW



GRAPHICS & BRANDING INSTALLATION GUIDELINES *2024*

YOUNGSTOWN STATE UNIVERSITY

OVERVIEW

Budget Considerations:

Establish a realistic budget for the branding project, including design, printing, and installation costs. Prioritize areas where branding will have the most impact.

Brand Alignment:

Ensure that the graphics align with Youngstown State University's brand guidelines, including logos, colors, and fonts. Use the most up-to-date visual standards and style guide as your reference. Consult with Creative Services for additional information and guidance.

Purpose and Message:

Clearly define the purpose of each graphic and the message it conveys. The goal is to align these messages with YSU values and mission.

Audience:

Consider the audience that will interact with the office space, including employees, students, donors, and visitors. Tailor the graphics to resonate with this target audience.

Consistency:

Maintain consistency in branding across different areas of the office to create a cohesive and unified visual identity.

Visibility and Placement:

Strategically place graphics in high-visibility areas where they can make the most impact. Consider the flow of foot traffic and areas with frequent student, employee, and visitor interactions.

Compliance:

Obtain necessary permissions for the use of certain images or branding elements (see visual standards and style guide for contact information).

Branding Elements:

Incorporate various branding elements such as logos, taglines, and key visuals into the graphics to reinforce brand recognition.

Adaptability for Growth:

Choose graphic layouts that can adapt to changes in YSU's growth, ensuring they remain relevant and reflective of the evolving brand.

Employee Involvement:

Solicit input from employees and students to make them feel involved in the branding process. Consider their preferences and feedback when finalizing graphic designs.

Durability and Maintenance:

Choose materials and finishes that are durable and easy to maintain. Consider the longevity of the graphics and establish a maintenance plan.

Integration with Interior Design:

Ensure that the graphics complement the overall interior design of the office space, creating a harmonious and visually appealing environment.

Technology Integration:

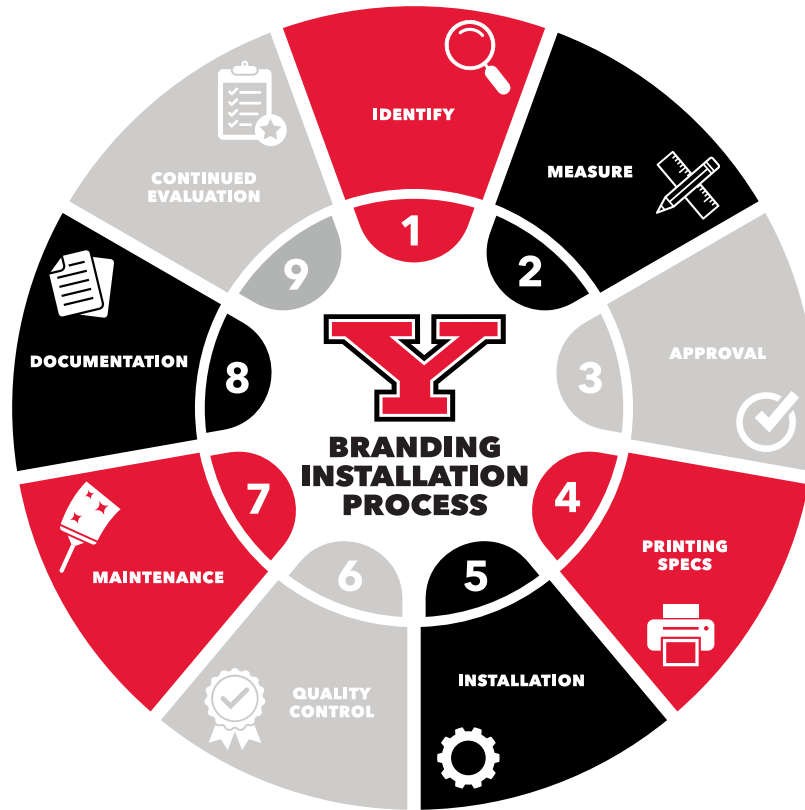
Explore opportunities to integrate technology, such as digital displays or interactive elements, into the graphics to enhance engagement and communication.

Feedback:

Implement a feedback mechanism to gather input from employees and stakeholders. Use this feedback to refine and improve the branding strategy over time.



PROCESS



Identify physical location

1. **Define Requirements:** Clearly outline the specific graphics you need, such as logos, slogans, or brand colors. Consider the purpose and location for each graphic.
 - Identify budget available funds. A set budget provides the Creative Design team with an idea of artwork, elements, and materials that will realistically fit within your allocated spending amount.


Survey of Space


2. **Review and Measurements:** A vendor will be contacted with the initial request details. They may need to visit campus and do a formal survey of actual space to assess the physical location including precise measurements for the requested graphics/artwork.
3. **Approval:** the Creative Design team has established the approved use of YSU branding and graphics for all university publications and physical materials. All artwork regarding campus installations should be preapproved before authorizing a vendor to execute/install work. Facilities will provide approval based on safety and set regulation guidelines for all campus buildings.


4. **Printing Specifications:** Determine the printing specifications for the graphics, such as materials, size, and printing technology. Obtain quotes from printing companies.
5. **Installation:** Plan the installation process, considering factors like timing, accessibility, and any potential disruptions to regular business operations.
6. **Quality Control:** Conduct a thorough quality check after installation to ensure the graphics meet your expectations. Creative Services will facilitate continued communications between client and vendor.
7. **Maintenance:** Establish a maintenance plan for the graphics to ensure they remain in good condition over time. This may include periodic cleaning or touch-ups.
8. **Documentation:** Keep detailed documentation of the entire process, including design files, installation instructions, and maintenance procedures for future reference.
9. **Feedback and Evaluation:** Gather feedback from employees and visitors regarding the new graphics. Evaluate the impact on the overall branding and adjust future strategies if necessary.


HELPFUL DO'S & DON'T'S

DO:


 Establish a budget for installation and materials.


 Review the Visual Standards and Style Guide before brainstorming graphics for your space.

 Make sure the Y Logo(s) and university wordmark are included in your concepts.


 Consult with Creative Services with questions regarding branding and usage of graphics.


 Consult Facilities regarding physical repairs of space and official wayfinding signage.


 Allow adequate time for installations; build in enough time for graphic design work, surveys, purchase orders, and installations.


 Consult Procurement Services for the most up-to-date list of contracted and approved vendors. Creative Services can also recommend appropriate contractors for your project.


DON'T:


 Stray from branding and style standards.

 Choose colors unrelated to the university

 Rush through the process; have a solid idea of what you need for your area/space.

 Utilize legacy/retired logos or wordmarks.

 Use the university seal in designs other than for presidential or ceremonial (i.e. commencement) initiatives.

 Alter Pete; the university mascot should not be edited in any way.

**Request installation work from vendors unless designs have been submitted to, and approved by, Creative Services and a completed purchase order has been created for the project in its entirety.*

RECENT PROJECTS

University Relations Conference Room - Tod Hall



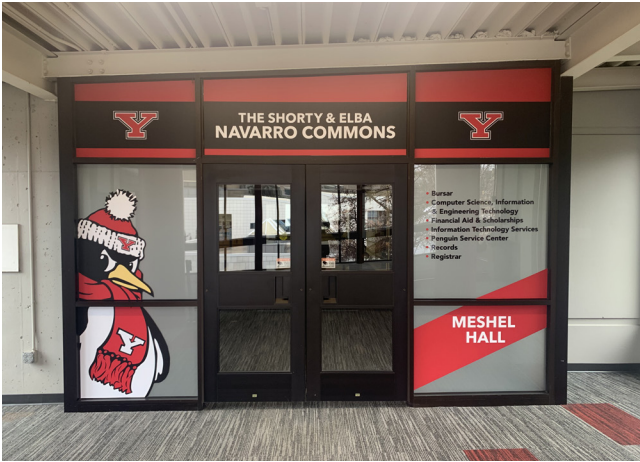
Creative Services – Tod Hall



Human Resources – Tod Hall



Navarro Commons – Meshel Hall



Bitonte College of Health & Human Services – Beeghly Center



Dean of Students – DeBartolo Hall



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Creative Services

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Scan Here to View the Visual Standards!

