YOUNGSTOWN STATE UNIVERSITY
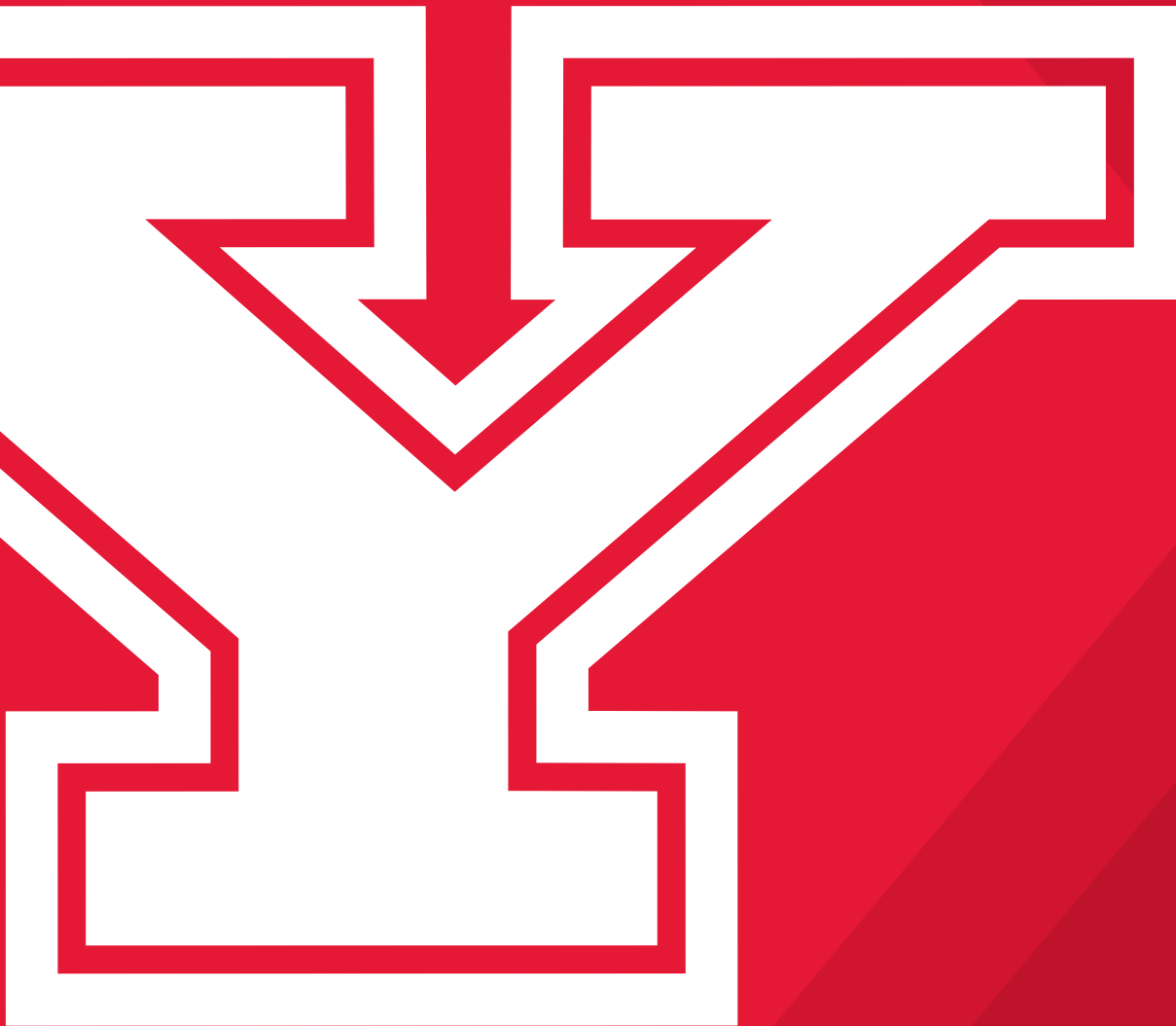
2023-24 Visual Style and Branding Guide

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.

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**.

Ross Morrone
Chief Marketing Officer
330.941.1424
rlmorrone@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:
Becky Rose
Director of Marketing & Communications
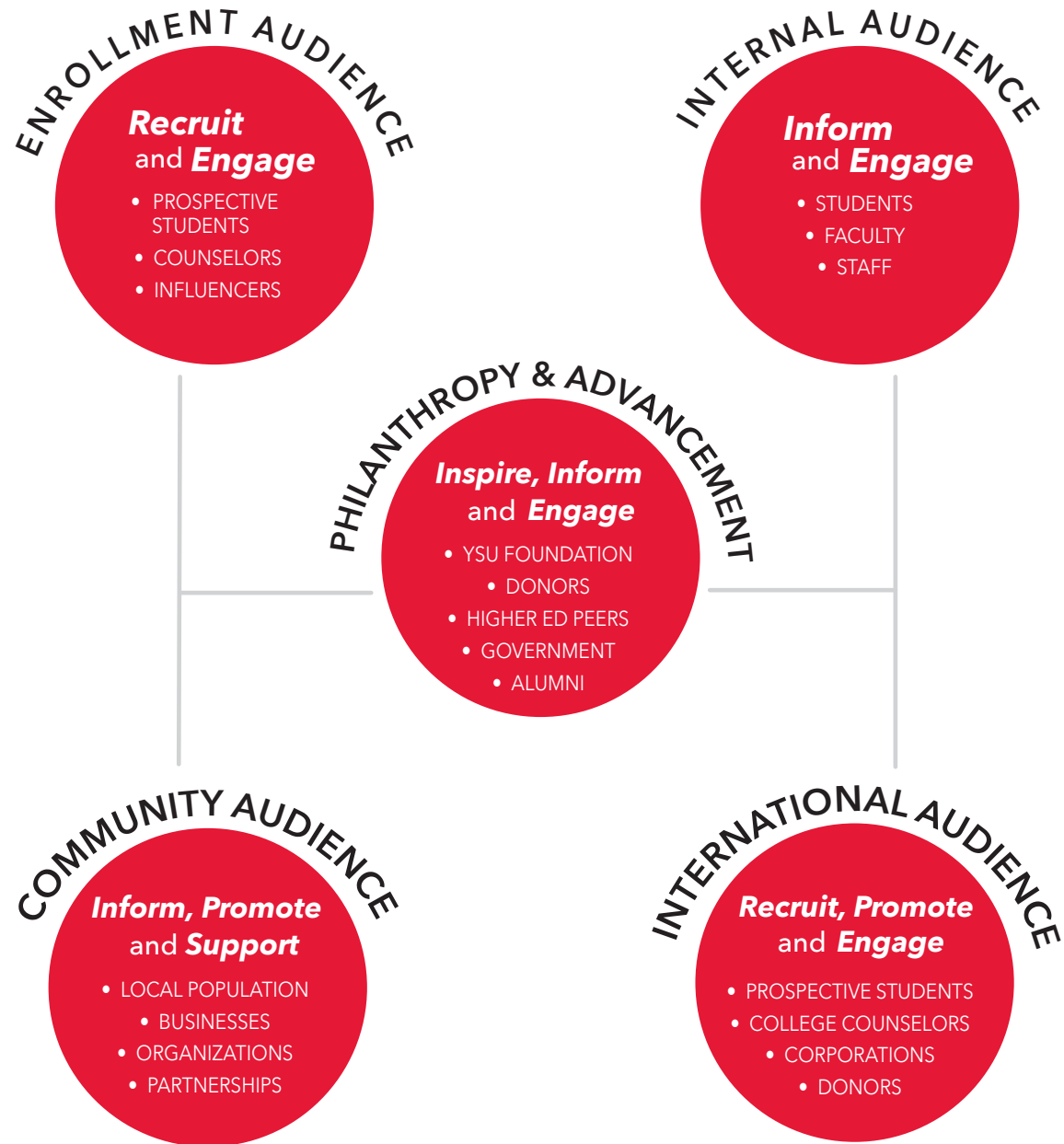330.941.2159
rarose01@ysu.edu

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 the image(s) of Pete the Penguin) should be approved by:

Robb Schmidt
Office of Intercollegiate Athletics
rkschmidt01@ysu.edu.

DETERMINE YOUR AUDIENCE AND THE GOAL OF YOUR DIGITAL OR PRINTED COMMUNICATION

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 LOGO USAGE

There are very specific guidelines regarding the use of the logo. As the primary graphic identity for the institution, the 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

Across campus, there are different types of departments and services that require different graphic representation. For the purposes of this document, 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 "University 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, we have chosen to use red as the dominant color in most YSU designs. Often this red is overlaid on duotone-style images from the YSU campus. YSU red is Pantone 186.
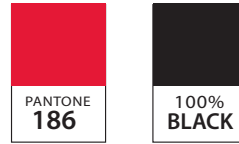
University Emblem

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.

PANTONE **186**   100% **BLACK**

The University Emblem, otherwise known as the "Block Y" 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.

"One-color printing: The Stand Alone Y may not be printed in a color outside the approved color combinations. If the piece is designed for one-color printing in an alternate color, use the University Mark (see p.7). For those seeking to print the block "Y" in an alternate color or design, please contact Robb Schmidt.

Stand Alone Emblem:

The "Stand Alone Y" logo may be used as a graphic element on all University pieces, however, **the University Emblem or 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 Y may be used in the following combinations:

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

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

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

1.

2.

3.

University Mark

HORIZONTAL MAIN

Horizontal *two lines*

Leave .18" clearance around the University Y logos

one-inch minimum
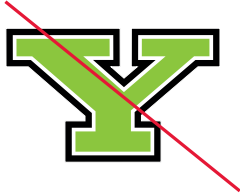
VERTICAL *one line*

Vertical *two lines*

Vertical *three lines*

Prohibited Logo usage

The use of the Stand Alone Y in any color combination other than those detailed in this document is prohibited. The following are examples of improper use:
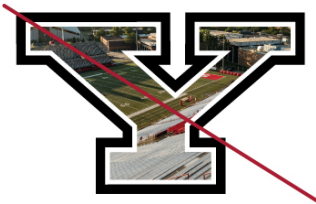
Alternate colors
The Stand Alone Y may not be printed in a color outside the approved color combinations.

Background images
The Stand Alone Y may not be used as an outline for another image.

Image overlays
The Stand Alone Y should never be used with a transparent center to reveal a full-color photo.

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

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.

Lock-Up Logos

Each college is assigned a college logo that incorporates the University Y, the words "Youngstown State University" and the college name. The college name is spelled out in italicized text only unless the college has a logo, approved by the Office of Marketing & Communications, which fits into the overall design. 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 UNIVERSITY
Bitonte College *of* Health & Human Services

YOUNGSTOWN STATE UNIVERSIT
Cliffe College *of* Creative Arts

YOUNGSTOWN STATE UNIVERSITY
Williamson College *of* Business Administration

YOUNGSTOWN STATE UNIVERSITY
College *of* Graduate Studies

YOUNGSTOWN STATE UNIVERSITY
College *of* Science, Technology, Engineering & Mathematics

OR

YOUNGSTOWN STATE UNIVERSITY
stem
College *of* Science, Technology, Engineering & Mathematics

YOUNGSTOWN STATE UNIVERSITY
Sokolov Honors College

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 the Marketing & Communications Office of 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 the Marketing & Communications Office of 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 the Office of Marketing & Communications.

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

90%   80%   70%   60%   50%   40%   30%   20%

Pete the Penguin

Youngstown State University's mascot, Pete the Penguin, is a highly identifiable and visually appealing logo. While it is technically 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
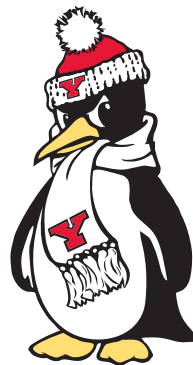
White Scarf Pete   Red Scarf Pete   All-black Pete   Military Pete
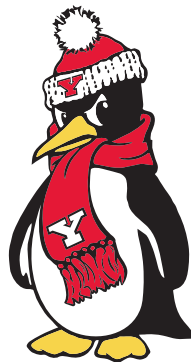
*Reserved only for
Office of Veterans Affairs*

University Badges

Jones Hall Badge

The Jones Hall Badge's use is reserved for promotional items, banners, business cards, social media, notecards, stickers, and metal pins.

Red
Pantone 186

Black

Metallic Gold
Pantone 872

Pete Line-Burst

The Pete Line-Burst Badge's use is reserved for parking stickers, social media, buttons/pins, merchandise, and cake/cookie screens.

Youngstown State Penguins

Youngstown State University

Congratulations Graduate

Vintage Badge

The Vintage Badge's use is reserved for folders, social media, notecards, and merchandise.

Athletic Badge

The Atheltic Badge's use is reserved for social media, game-related invitations, promotional items and clothing, loge items (invitation, fact sheet, donor posters, etc.), team event signage, and athletic program book.

Pete Half Badge

The Pete Half Badge's use is reserved for Athletics, Admissions, and Orientation.

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

1   2   3   4   5   6   7

Athletic Letter Marks

8   9   10   11   12   13

14   15   16

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.

Youngstown State University

Current Revision Date: 03/29/21

Pete Marks

17 18 19 20 21
22 23 24 25 26
27 28 29 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)

54 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.

PAGE 2/2 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.

COLOR PALETTE

& *Typography*

COLOR
Palette

Color Palette

University Colors

PANTONE 186

Must be used at 100%

No tints.

CMYK Build:
c0, m100, y81, k4

100% BLACK 90% 80% 70% 60% 50% 40% 30% 20%

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

90% 80% 70% 60% 50% 40% 30% 20%

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

90% 80% 70% 60% 50% 40% 30% 20%

PANTONE 367

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

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

90% 80% 70% 60% 50% 40% 30% 20%

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

90% 80% 70% 60% 50% 40% 30% 20%

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.

BASKERVILLE

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*(.,;:!$&#)

STYLES TO USE

Regular

Italic

Semi Bold

Semi Bold Italic

Bold

Bold Italic

HOLLAND

Aa

ABCDEFGHIJKLM-
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (.,;: !$&#)

STYLES TO USE

Regular

TYPOGRAPHY
Fonts

Avenir Next is the secondary font being used on collateral.

AVENIR NEXT

Aa
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*(.,;:!$&#)

AVENIR NEXT CONDENSED

Aa
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*(.,;:!$&#)

STYLES TO USE

Ultra Light

Ultra Light Italic

Regular

Italic

Medium

Medium Italic

Demi Bold

Demi Bold Italic

Bold

Bold Italic

Heavy

Heavy Italic

STATIONERY

Guidelines

- Email Signature
- ADA Compliance
- Powerpoints
- Business Cards
- Envelopes
- Letterhead

Email Signature

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

Sample signature:

Pete the Penguin
University Mascot
Athletics
Youngstown State University
330-555-5555, office
330-555-5555, cell
petethepenguin@ysu.edu
www.ysunews.com

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:

> Arial
> Calibri
> Cambria
> Helvetica
> Times New Roman
> Verdana

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 or would like us to look over your completed presentation, we would be happy to do so.
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 slide, standard size
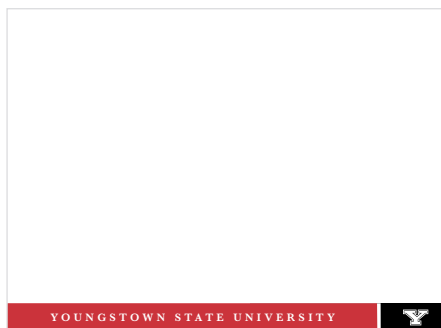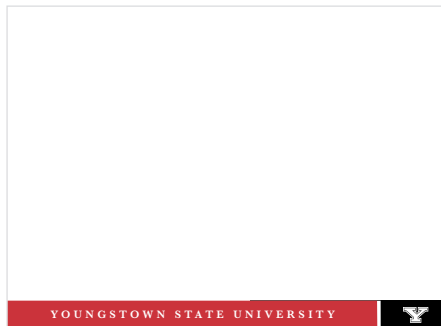
Approved Business Card

Business Card Standards:

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

Business Card Style Guidelines

CONTACT NUMBERS

Used in this order:

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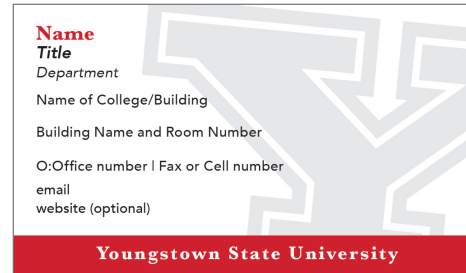
EMAIL

WEBSITE

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

Name
Title
Department

Name of College/Building

Building Name and Room Number

O:Office number | Fax or Cell number
email
website (optional)

Youngstown State University

OPTION 1

Name
Title
Department

Name of College/Building

Building Name and Room Number

O:Office number | Fax or Cell number
email
website (optional)

Youngstown State University

YOUNGSTOWN STATE UNIVERSITY

One University Plaza
Youngstown, OH 44555

ysu.edu

Front   Back

OPTION 2

Name
Title
Department

Name of College/Building

Building Name and Room Number

O:Office number | Fax or Cell number
email
website (optional)

Youngstown State University

Visit the YSU page!

@youngstownstate   Youngstown State University

YOUNGSTOWN STATE UNIVERSITY
1908

One University Plaza
Youngstown, OH 44555

Front   Back

OPTION 3

YOUNGSTOWN STATE UNIVERSITY

One University Plaza
Youngstown, OH 44555

ysu.edu

Name
Title
Department

Name of College/Building

Building Name and Room Number

O:Office number | Fax or Cell number
email
website (optional)

YOUNGSTOWN STATE UNIVERSITY
1908

Front   Back

Approved 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:
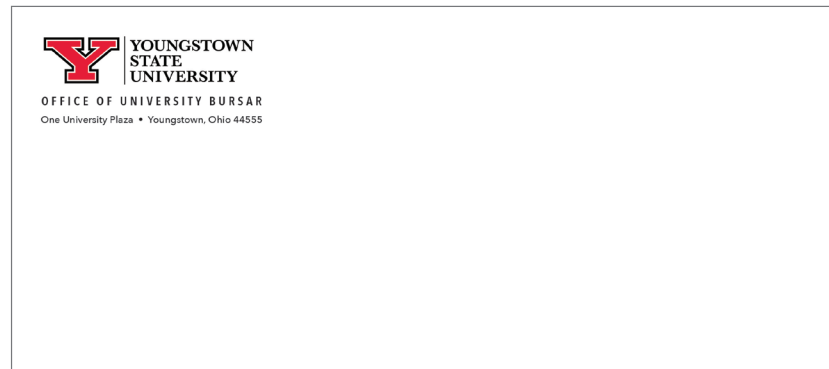
Y YOUNGSTOWN STATE UNIVERSITY
OFFICE OF UNIVERSITY BURSAR
One University Plaza • Youngstown, Ohio 44555

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

DEPARTMENT OF BIOLOGICAL SCIENCES
YOUNGSTOWN STATE UNIVERSITY
ONE UNIVERSITY PLAZA
YOUNGSTOWN OH 44503-9953

STATIONERY
Guidelines
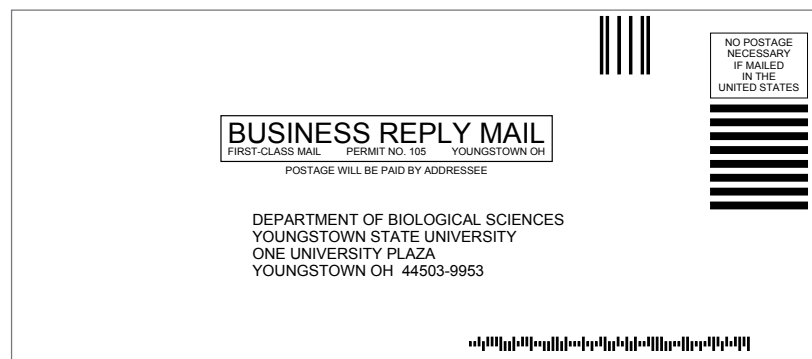
Approved Letterhead

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 – One University Plaza, 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.*

YOUNGSTOWN STATE UNIVERSITY
One University Plaza, Youngstown, Ohio 44555

The Warren P. Williamson, Jr. College of Business Administration
Lariccia School of Accounting & Finance
330.941.3084 I Fax 330.941.1459

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.

www.ysu.edu

Letterhead with 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.
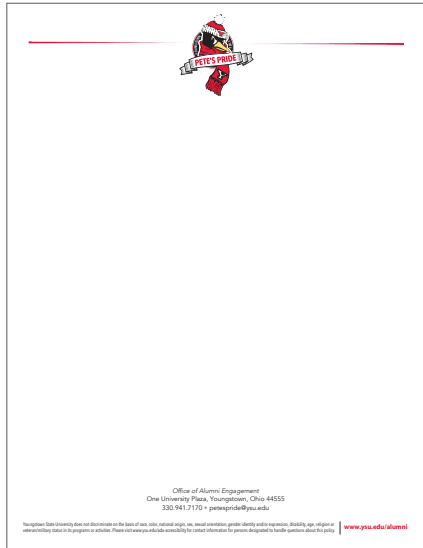
Anniversary Logos:

These logos may the letterhead. Move the email from bottom to top.
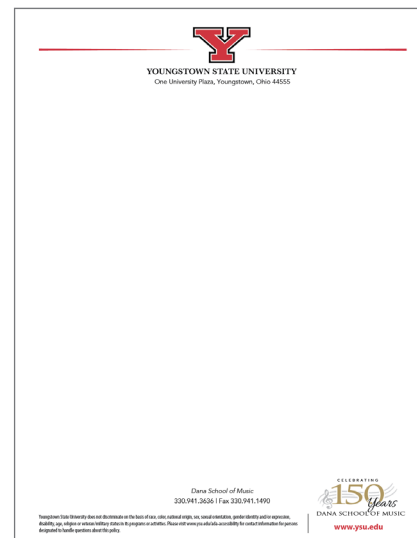
Approved Letterheads with a Special Design:

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

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 or Canva software.

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
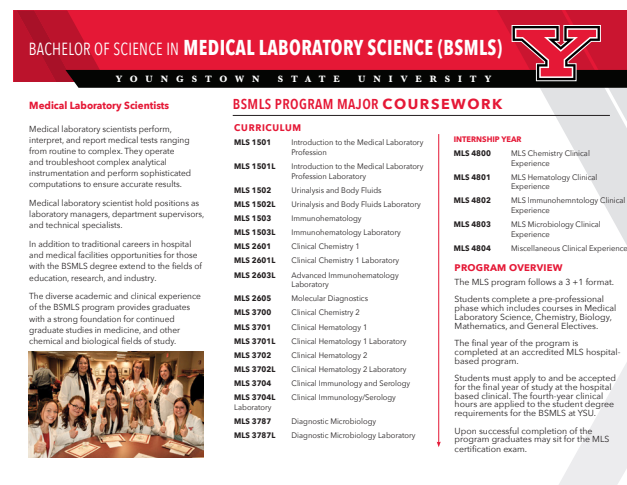
Flyers/Posters

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 or Canva software.
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.

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.*

PROJECT
Guidelines

Promotional Items

Standard Graphics:
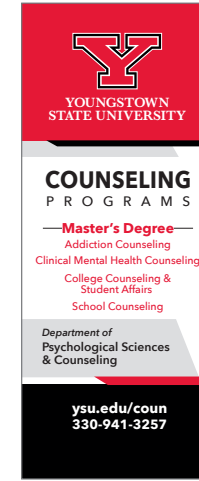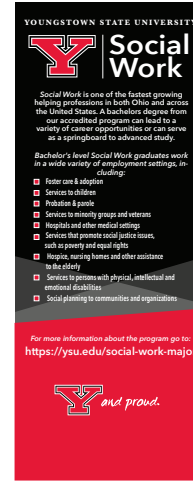
Templates have been established that allow for continuity throughout the University. Each can be customized for a college, department, program, or event.
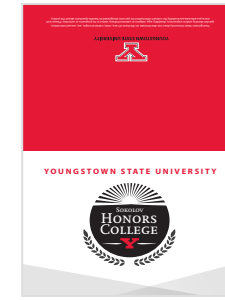
We have designs available…

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

Pull-Up Banners

Notecards:
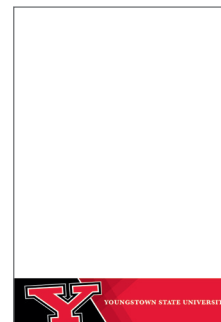

Table Tents:

Folder:

Notepads:

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 marketing 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

Youngstown State University 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/content/office-marketing-and-communications/marketing/web-team/followup-form 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**.

Youngstown State University SOCIAL MEDIA Guidelines

Social media has changed the way the world communicates, and Youngstown State University embraces these new technologies to connect to students, alumni, employees, prospects and friends.

For specific questions, contact the Director of Marketing & Communications: Becky Rose, **rarose01@ysu.edu.**

How does Youngstown State use social media?

The goals of official Youngstown State University social media sites are to:
- Communicate the news and culture of the university.
- Engage audiences in online conversations to build relationships.
- Uphold the university's brand and mission.

The Office of Marketing and Communications maintains a social media presence for the university via several platforms. Follow YSU on Facebook, Twitter, Snapchat (youngstownstate), Instagram, YouTube, LinkedIn and Google+.

Other official YSU social media sites are maintained by colleges, departments and offices on campus. See our directory for a full list.

Best Practices
All departments and offices participating in social media at Youngstown State should be familiar with this set of best practices on how to use social forums effectively, safely and within the university's social media policy. These guidelines will be updated as social media evolves.

Best Practices for Official Sites
Understand guiding principles of social media. The keys to success in social media are being honest about who you are, being thoughtful before you post and understanding the purpose behind your presence.

Be transparent. Be honest about your identity. Clearly identify your unit as officially being a part of YSU. Keep all published content honest and accurate.

Be respectful. You are more likely to achieve your goals if you are constructive and respectful while posting, discussing or responding to any conversation.

Be a valued member. If you join a social network, make sure you are frequently contributing valuable insights to your audience that are relevant and true to the unit you are representing.

Think before you post. There's no such thing as "delete" on a social network. Search engines can turn up posts years after the publication date. Comments can be forwarded or copied. Archival systems save information even if you delete a post.

Be accurate. Have all the facts before you post. It's better to verify information with a source first than to have to post an edit or retraction later. Cite and link to your sources whenever possible. If you make an error, correct it quickly and visibly; this will earn you respect in the online community.

Maintain confidentiality. Do not post confidential or proprietary information about YSU, its students, its alumni or your fellow employees. Use ethical judgment and follow university policies and federal requirements.

Protect your identity. It is a good idea to create a separate email address to be used only with your YSU social media sites.

Monitor comments. Most people who maintain social media sites welcome comments–it builds credibility and community. Allowing others to comment on your YSU site requires time to monitor new comments daily in order to respond in a timely manner, delete spam comments or ads, and block any individuals who repeatedly post offensive comments to maintain an open and safe community.

Post guidelines to commenting. YSU sites should ask all users to comply with a set of guidelines for commenting and use. Comments that violate these guidelines may be removed by the site administrator.

YSU social sites should publish or refer to the following comment guidelines on their pages:

The [page title] page is maintained by [your YSU unit] at Youngstown State University. We encourage visitors to join in discussions and share information about the university, but we reserve the right to delete any content we deem inappropriate, offensive or spam.

Know how to properly respond to comments. Encourage positive comments with a response or a "like." In general, it's recommended to

avoid deleting critical comments when they are posted in an appropriate manner on your page. If the critical comment is inaccurate, respond politely with the correct information. If it's a comment that cannot be easily resolved, do not delete it even if you do not respond directly to it; in these cases, sometimes the community will resolve or respond to a difficult topic for you. You can also suggest taking the conversation to a private place (an email or a private message). If the comment is inconsistent with YSU's comment guidelines (above), delete the comment. Serious and threatening comments should be reported to University Police; take and save a screenshot of the comment and let the Police advise you on when to delete it.

Choose friends wisely. Consider carefully whom you will friend/follow as a YSU page to avoid creating the impression that the university endorses a particular individual, cause or business. In general, stick to following other YSU pages, Youngstown organizations and relevant industry pages.

Respect university time and property. University computers and your work time are to be used for university-related business. You must maintain your personal sites on your own time using non-YSU computers.

Don't use the YSU logo or make endorsements on personal sites. Do not use the YSU logo, athletic logo or any other YSU marks or images on your personal online sites. Do not use YSU's name to promote or endorse any product, cause or political party or candidate. For your YSU sites, please see YSU's Graphic Identity Standards and the Branding section in this guide for full policies on using the YSU trademark, mascot and other logos.

Crisis Communications Procedures

If you are aware of an emergency situation on campus, contact the YSU Police first (330-941-3527), and then Marketing and Communications office (330-941-3519).

Do not post about the situation on social media until official messaging is released from the university.

During an emergency situation on campus, the @YoungstownState Twitter account, Youngstown State University Facebook page, @YSUPolice Twitter, and YSU Police Facebook will post information regarding the crisis. If you control an official social media page of the university, look for these posts and update your own page by sharing or retweeting any of these four

accounts. Do not try to craft your own message or retype the message on your own. Sharing the exact post from YSU's accounts or the Police's accounts will help ensure that a unified campus message is presented. Note that this plan does not apply to student organization accounts.

In addition, during an emergency on campus, be sure to:
- Check to make sure that no content is scheduled to be posted on your YSU social media accounts until the end of the emergency. If content is scheduled, delete it.

- Refrain from posting on your YSU social media sites after sharing official messaging/posts.

- Refrain from engaging with followers during this time so that timelines do not get cluttered. This gives important updates more of a chance of being seen.

- If you receive private messages on your YSU accounts, reply by referring the individual to the main university sites or the YSU Police sites for information.

Make Your Content Accessible

Youngstown State University is committed to making its electronic and information technologies accessible to students, prospective students, employees, guests and visitors with disabilities. There are steps you can take to ensure your social media page is also more accessible for these individuals.

All official university social media administrators should review the university's commitment to accessibility.

Tips for making social media content more accessible include:
- Providing on your page additional ways to contact your department, such as a phone number or email.
- Putting your main content first while keeping hashtags and "@" mentions near the end of your post to help screen reader users.
- Indicating if a tweet contains an image, video or audio link by using the prefix [PIC], [VIDEO] or [AUDIO] at the beginning of the content.
- Avoiding acronyms, abbreviations and text-messaging shortcuts.

SOCIAL MEDIA *Guidelines*

- Ensuring proper HTML markup for blog headings, paragraphs and lists.

There are also online tools available to help with accessibility issues in social media:
- EasyChirp
- Twitter keyboard shortcuts
- Facebook keyboard shortcuts
- Easy YouTube caption creator
- Google+ accessibility app for Hangouts
- AppleVis

Best Practices for Student Organizations

Registered student organizations are recognized members of the YSU community, and their actions are a reflection of the mission and values of the university. Social media serves as a powerful tool for student organizations to communicate their purpose, grow membership and promote the events and activities of the organization. To best achieve these ends, organizations are encouraged to adopt the Social Media Best Practices outlined by the university (above).

In addition, and to best support positive and engaging use of social media by student organizations, the university will:
- Provide social media training to student organization leaders at the annual Student Leadership Summit (August) and Student Leadership Retreat (January);
- Collect web addresses for student organization social media sites as part of the annual student organization registration processes;
- Maintain a connection to active student organization social media to support the promotion of organization membership and involvement.

Student behavior is expected to be consistent with that outlined in The Code of Student Rights, Responsibilities and Conduct. Any student violating these policies, through personal or student organization social media sites, shall be held accountable accordingly.

Best Practices for YSU Athletics

If you are part of a YSU Athletics program and either have or wish to set up a social media site, please follow the best practices outlined above and in the Student Athlete Handbook. In addition, contact the YSU sports information department for further compliance guidelines.

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 of Marketing & Communications
330-941-2159
rarose01@ysu.edu

Sample Emma Header & Footer:

YOUNGSTOWN STATE UNIVERSITY