

Student Affairs & University Minimum Branding Checklist

Please use this checklist prior to submitting marketing and promotional items to gcannon@gsu.edu for branding approval. All items, including re-orders, videos, PowerPoint presentations, t-shirts, giveaways, banners, flyers, posters, brochures, table tents, and signage must have approval prior to use.

To better inform you of the university and the division branding initiative, please visit studentaffairs.gsu.edu/communications-overview often!

Date In: _____

Date of Event: _____

Printer Submission Date: _____

Please note: Print timelines may vary depending on the printing company, type of file, and/or the complexity of the project. Please contact your printer prior to submission to verify time needed for production.

It is important to account for adjustments that you may encounter during the printing process.

- Logo:**
- Use of correct departmental logo (1 logo per item, per side)
 - Logo file type eps (not jpeg)
 - Visibility (nothing impeding visibility in surrounding area and/or background)
- Please download & review Logo-gistics Tips & Tricks file found:
studentaffairs.gsu.edu/resources

- Time:**
- Lowercase a.m./p.m. with periods
 - No zeroes following whole hours
 - Replace noon and midnight with 12 a.m./p.m.

- Additional information:**
- Review for errors, typos, inconsistencies
 - Phone number formatting (all hyphens)
 - Web address listed
 - If necessary, is Supported by Student Activity Fees listed?
 - Check alignment and grids
 - If images or external logos are used, has written permission been provided?
 - Spell check
- Please note: Each department and unit is responsible for their own copy editing
- Consistency (eg. and or &, serial commas, capitalization, list punctuation, etc.)
 - Remove widows and/or orphans
 - ADA line(s) included if inviting students to a program or event
 - Reviewed by: _____
 - After completing the checklist, email PDF file for approval to gcannon@gsu.edu prior to use

Date Out: _____