

Tips & Tricks

University Logo:

Always use an official university, departmental logo as discussed in volume 1.0 of Tips & Tricks.

Time Formatting:

The university follows the AP style guide. Therefore, do not use zeros following whole hours; there is a space between the number and the a.m./p.m. (always lowercase with periods); and only one a.m./p.m. is required unless the time span goes from a.m. to p.m. or from p.m. to a.m..

~~9:00 a.m.~~ → 9 a.m.
~~3 p.m.-5 p.m.~~ → 3-5 p.m.
~~12 noon~~ → 12 p.m.

There is no such thing as 12 Noon or 12 Midnight!

Phone Number Formatting:

We recently have changed the formatting of our phone numbers. We no longer use a forward slash after the area code. We now use hyphens throughout.

For example: 404-471-3151

This is cool because this allows smartphone users to call the number with just a quick tap.

Tip:

We are a downcase university. This means you should always keep nouns lowercase unless they are a specific name or title.

- ✓ The center for students
- ✓ Student Center East
- ✓ The president will be speaking
- ✓ President Becker will be speaking

Web Address Formatting:

The university has reformatted its web address naming convention. Therefore, it is very important to list your web address prominently on every item. The Student Affairs address must also be displayed below the Supported By Student Fees line.

~~http://www.gsu.edu/studentaffairs~~
studentaffairs.gsu.edu

Remember, we do not use www in the new naming schema.

Meet the Guidelines

Image Use Requirements:

Any images you use should be either from the Digital Asset Library (DAL), your own, or purchased from an image bank.

Just because you can download an image, does not mean the university can use it in its printed media. Always make sure that you have written permission to use outside imagery, especially if this imagery is copyrighted by another company. You will need permission to use logos and imagery from any of your collaborators as well.

Tip:

You can access the DAL by logging in with your user ID and password at commkit.gsu.edu. This is the official, university image bank.



ADA Requirements:

The Americans with Disabilities Act requires by law that all event programs have the following statements on printed media:

To request disability accommodations at this event, please contact Disability Services, 404-413-1560 or via email: dismail@gsu.edu.

If you're running out of space, you can try to squeeze this line near the bottom of your item. Just make sure it's legible!

Supported by Student Fees:

Always place the phrase Supported by Student Fees in a visually appealing way on your promotional items when the program has been supported in any way by student fees. studentaffairs.gsu.edu must be displayed below the Supported By Student Fees line.

If you don't know, Ask your supervisor!

Naming Convention:

We no longer use the abbreviation GSU. Always type out Georgia State University in full on your items.

So we don't get confused with any other, less reputable institutions.

Tip:

Print each volume of Tips & Tricks so that you may create your own reference notebook!