

Print Media Checklist

Logo Specs:

- Departmental logo of the requesting office
- File type (eps, not jpeg)
- Visibility (nothing impeding visibility in background or surrounding area)

Time Formatting:

- Lowercase a.m. and p.m. with periods.
- No a.m. to a.m. or p.m. to p.m. Only second a.m. or p.m. is used.
- No zeroes following whole hours.
- Replace noon and midnight with 12 a.m. and p.m.
- No suffixes with dates. (Correct: May 12, 2016; Incorrect: May 12th, 2016)

Additional Checks:

- Phone number formatted with hyphens.
- Web address. (Do not include www. or https://)
- Supported by Student Activity Fees and studentaffairs.gsu.edu (Used if any monies have been used by any of the student fees. This includes health and recreation.)
- ADA line(s) included.
- If images or external logos are used, has written permission been provided?
- Spell check.
- Only proper nouns and names are capitalized. Do not capitalize university or office.
- Consistency (ex. and or &, no oxford commas, etc.)
- Remove widows and orphans.
- A word in place of / unless it is and/or.
- Spell out Georgia State University; do not use GSU.
- Alignment and grids.

Designer: _____

Signature: _____