

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. or p.m. (always lowercase with periods); and only one a.m. or 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

The university no longer uses a forward slash after the area code. Instead, there should be hyphens throughout.

↓ ↓
404-413-1510

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
- ✗ The President of the University will be speaking

Web Address Formatting

When referring to a web address in plain text, neither the *http://* prefix nor *www.* should be used.

~~www.~~studentaffairs.gsu.edu → studentaffairs.gsu.edu

~~http://~~wras.org → wras.org

Always check that the web address actually works!

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:

The DAL can be accessed at gsu.widencollective.com. Use your CampusID username and password to log in. For more detailed information, refer to commkit.gsu.edu/tools/dal.

ADA Requirements

In compliance with the Americans with Disabilities Act, all events and programs must 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, or beside it after a vertical 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 all items.

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

Tip:

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