

# Fort Valley State University

## Communication Standards Checklist

As Fort Valley State University strives to meet its strategic priorities, one crucial goal is to increase awareness of and enhance the university's image. The foundation of this effort is a unified and consistent graphic identity.

Any graphic identity program is only as effective as its application. To provide the guidance necessary to ensure the immediate recognition and appreciation of the university image, the Marketing and Communications staff has created a Graphic Standards and Communication Style Guide ([www.fvsu.edu/marketing](http://www.fvsu.edu/marketing)) for use by all members of the university community.

This guide answers questions about the usage of Fort Valley State University's graphic identity, explains the university's news and Web standards and provides helpful information for anyone preparing university communications.

The following items are requirements for all university publications, brochures, handbooks, newsletters and other print materials. Accuracy of content and compliance with graphics standards are the responsibility of the department heads, administrators and cooperative organizations that prepare and authorize the materials for publications.

### **Required Information**

### **Description**

FVSU's name prominently displayed	Fort Valley State University
Regents' designation prominently displayed On two lines, or phrases separated by bullet Or comma when appearing on one line	A State and Land-Grant Institution University System of Georgia
FVSU's street address, plus nine-digit zip code	1005 State University Drive Fort Valley, Georgia 31030-4313
Publication title	For example: Employee Handbook
List the FVSU Mission Statement on official materials catalogues, brochures and handbooks	See the statement online ( <a href="http://www.fvsu.edu/about_fvsu/mission">www.fvsu.edu/about_fvsu/mission</a> )
Include a department name and telephone number where additional information may be obtained Refer to toll free recruitment phone when appropriate	Use area code: (478) (877) GO-2-FVSU or (877) 462-3878
Reference to the FVSU website	<a href="http://www.fvsu.edu">www.fvsu.edu</a>
List funding source if materials are published with special resources or grants which require the designation of the source and its emblem	For example: Sponsored in part by a grant from the GA Council for the Arts
Commission on Colleges' Southern Association of Colleges and Schools (SACS) statement	Fort Valley State University is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools to award baccalaureate and master's degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097 or call 404-679-4500 for questions about the accreditation of Fort Valley State University.
AA/EOE statement in FVSU catalogues and brochures, University Calendar, and in applicable documents	An Equal Opportunity and Affirmative Action Employer
FVSU Logo, Seal or Emblem	When used, all of the FVSU logos, seals emblems and sports insignia must be utilized in compliance with the specifications of the Graphics Standards Manual ( <a href="http://www.fvsu.edu/marketing">www.fvsu.edu/marketing</a> )

For additional information, contact the Office of Marketing and Communications at (478) 825-6319.