

Graphics Identity Manual



We have great things in mind.

Gardner♦Webb
University

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Dear Colleagues:

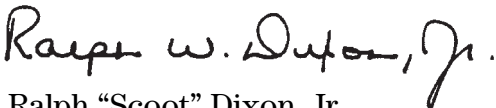
I am pleased to endorse this Graphics Identity Manual by the Gardner-Webb University Office of Publications and Design. The intent of this manual is to better inform you as how to use the Office of Publications and Design to your benefit.

You will help Gardner-Webb University speak with a clear voice by following the guidelines in this manual. We want to ensure that our University is viewed as a disciplined and focused institution with a strong sense of consistent identity.

All publications bearing Gardner-Webb's name, seal, or mascot intended for distribution off campus must meet visual consistency requirements established by the President and Senior Staff of Gardner-Webb University.

If you have not had the opportunity to use the Office of Publications and Design as a tool for external communications I hope you will read this manual and take advantage of our communications resources. Your cooperation is appreciated in making our University identity program a success.

Yours truly,

A handwritten signature in black ink that reads "Ralph W. Dixon, Jr." The signature is written in a cursive, slightly slanted style.

Ralph "Scoot" Dixon, Jr.

Senior Vice President for University Relations and Marketing

Hello

The Gardner-Webb University Office of Publications and Design is pleased to present this publications style guide. This is to better inform you, our clients, how to use our office as your design and printing resource. When you need to produce a promotional or informational publication, we encourage you to use the services of Gardner-Webb's Office of Publications and Design. We can help you reach your audiences, achieve your goals and stay within your budgets and deadlines. From small projects, such as brochures, flyers, posters, postcards, and mailers, to larger publications, like viewbooks and catalogs, we can provide the design and production support you need, in the most cost-effective way.

This style guide answers the most common questions about the Office of Publications and Design. You'll find out who we are (and what we do), what advantages we offer, how we'll help you get your project off the ground, and how you might prepare for your first meeting with us.

Who we are

The GWU Office of Publications and Design is a small, customer-service oriented, creative publications department that works exclusively with University clients.

Our office is under the umbrella of the University Relations and Marketing Division, and is responsible for internal and external communications; through print and design. Our office includes designers, illustrators, and production professionals. We are experienced at taking a concept and transforming it into a finished, polished product.

Each project is assigned a production manager who will keep you informed at every step.

All of our creative services are offered free of charge. You pay only for the hard costs incurred: printing and paper, for instance. We cultivate long-term relations with printing suppliers and develop strategic plans to secure the best possible price and level of quality.

Uniformity

All publications bearing Gardner-Webb's name, seal, or mascot intended for distribution off campus must meet visual consistency requirements established by the President and Senior Staff of Gardner-Webb University. Gardner-Webb publications intended for off-campus distribution must first be approved by the Office of Publications and Design. This is to ensure that Gardner-Webb University is viewed as a disciplined and focused institution with a strong sense of identity.

Responsibility for maintaining the graphic identity and technical standards consistent with institutional goals rests with the University Relations and Marketing Division (Publications and University and Media Relations).

This office should be consulted during the planning and production of any GWU publication or design - such as student recruitment, public relations, fund raising, and licensed GWU apparel - directed to an external audience or materials which will be seen off campus.

Materials intended only for internal audiences need not be produced by the Office of Publications and Design, but should follow the guidelines established in this manual. Although the Office of Publications and Design does not have to design these internal materials, they should be contacted for consultation/approval.

We provide creative services

The Office of Publications and Design is made up of skilled professionals who understand the University and its mission. We help you develop the most appropriate look for your project.

We can do the designing and production management all under one roof. If you were to use outside services, you'd generally have to hire several vendors to produce a single piece. For example, one vendor might be responsible for designing the pages, and still others might handle the production. Work may be brokered to many vendors by one off-campus source, therefore driving costs higher. Our project managers can help you with concept development, design and production.

The GWU Office of Publications and Design works with the printing vendors to make sure your project is printed to your specifications and meeting publications guidelines.

It is a fact that photography enhances publications. The Office of University and Media Relations offers a photographer to assist with the shots you need for your project. Requests for photography needs should be submitted using the photography request form available online or in print form. This form must be submitted no later than two weeks prior to the scheduled photo shoot date. Call 704-406-4631 or 704-406-4637 for more details.

Project Management

We keep your project on track, from start to finish.

We create and maintain detailed schedules, which always include time for client review at various stages of production. The Office of Publications and Design has an understanding of the academic calendar and the budgeting process, which off-site vendors don't have.

We also coordinate the work of printers and other vendors to keep the project on schedule and ensure a quality publication.

Any Gardner-Webb publication or design that is circulated off campus or intended for outside viewing, must meet the high standard of quality established by Gardner-Webb University.

On campus printing is available through the Audio/Visual Department, located in the Dover Memorial Library (for quantities of 1,000 or less). For such needs, contact them, **at the start of the project** (due to tight deadlines), to determine the printing costs, paper needs, and time/copy deadlines. They can be contacted at (704)406-4291.

If you have a project...

We'd love to help. Call, send an email or stop by our office. We'll set up a meeting. The Office of Publications and Design is located on the second floor of Elliott House (106 Emily Lane), off Memorial Drive. The University's radio station, WGWG, is also located at Elliott House. You can reach the Office of Publications and Design by phone at 704-406-4636 and 704-406-4640. Please call ahead to make an appointment.

Your first meeting might address the following issues:

- What is the purpose of the piece? Recruitment? Information? Public relations?
- Who is your target audience?
- What kind of format (newsletter, brochure, flyer, t-shirt and so on) are you thinking about?
- What quantity do you need printed?
- How much money can you spend?
- What kind of design and production support do you need?
- Who in your department will act as the contact person for the project?
- Who in your department will be involved in decisions about design and production issues?

(Please keep in mind that all licensed materials have a consistent design)

During the first meeting, you will need to provide a budget number for billing and a signature from your division's Vice President, Associate Vice President or Associate Provost on a Printing Requisition Form. Use the Printing Requisition Form as a guide to the type of information you need to provide. This form is available online or by calling our office. After your first meeting with us, you'll have an estimate of how long your project will take to be completed. Later you will receive a written cost estimate* after the competitive bidding is complete, for your review and signature.

**for rush jobs, a written cost estimate may not be provided*

Planning your project

Before your first meeting with us, give some thought to two important issues: **scheduling** and **budgeting**.

Scheduling

Effective and attractive publications require schedules that include adequate time for designing, reviewing, and printing.

Depending on various factors, such as the extent of the design and production support, the quantity, or the page count, project schedules differ. Starting a publication from scratch, for example, takes much longer than revising an existing one. Timing may also affect scheduling. Our office is busiest from mid-spring to mid-fall, so keep this in mind as you are planning your project.

Give more time to the planning process than you think it should require. For example, if you know you will be needing a new brochure in the fall, call us in the spring to set up a meeting before summer. The sooner you get your project started, the better.

The key is advanced planning. If you know that you need items reprinted please don't wait until supplies are depleted to reorder.

General minimum lead times are as follows, but may be longer depending on the job, time of year and staff work load. This is the average schedule, based on design and printing time. 8

Booklets (over 8 pages)	consult publications staff
Booklet (8 pages and under)	.8 weeks
Brochures (4 color)	.8 weeks
Brochures (1 and 2 color)	.6 weeks
Display Ads (4 color)	.3 weeks
Display Ads (1 and 2 color)	.2 weeks
Forms	.3 weeks
Flyers	.3 weeks
Labels	.2 weeks
Business Cards	consult publications staff
<i>(In the case of a rushed business card order, pricing increases greatly)</i>	
Letterhead*	.4 to 6 weeks
Envelopes	.4 to 6 weeks
Pocket Folders (4 color)	.6 weeks
Pocket Folders (1 and 2 color)	.4 weeks
Displays	.8 weeks
DVD Jackets	.8 weeks
Catalogs	consult publications staff

If a publication needs to be mailed, allow two weeks mailing time. This will give the mailhouse time to apply labels, insert letters, sort the mailing and transport the mailing to the post office. Around holidays this time may need to be extended.

Publication requests not submitted with the minimum lead time may need to be scheduled with outside firms, resulting in additional expenses to your department's budget. Jobs submitted using proper guidelines will receive top priority.

These procedures, if followed, will guarantee quality work in a timely fashion.

** Specialized letterhead is limited to the President's Office, Admissions, and Athletics, all others must get letterhead through the campus shop, unless approved by the President's Office.*

Budgeting

A project's design and format are greatly determined by how much money you can spend. Paper quality, quantity, color, binding, dimensions, and page count, for instance, all affect price. Paper quality is important. There are literally thousands of paper options and the Office of Publications and Design has paper samples from which to choose. Your project manager may suggest what paper works best for your project, considering your audience and budgets.

Before you meet with us, give some thought to your budget and design and format issues you believe are most important for your project. Adding multiple colors can enhance your project, but please understand that the more colors you use the more expensive the project may be.

Your design project manager can give you an estimate of how much a project will cost and, more important, how you can save money. Once the Office of Publications and Design knows the specifications and quantity, we competitively bid your project to printers who specialize in the format you are looking for, to give you the best possible value and quality.

After the competitive bidding process is complete and a vendor is chosen, we send you a cost estimate for approval. You sign and return the cost estimate form to us. At this time you will need to inform the publications office where you want your project delivered when printing is complete.

Reprints

Publications that are printed on a regular basis and intended for off-campus distribution are subject to quality improvements by the Office of Publications and Design. Simply put, we want to update and improve upon existing and outdated materials. For all reprints, please provide a sample of the previous job, to insure the correct reprint is being ordered.

It is our policy to improve reprints aesthetically, when needed.

Trade customs

Printing vendors have standard trade customs that you as the client need to know.

ESTIMATES

A quotation from the vendor that if not accepted within 30 days may be changed.

OVERRUNS/UNDERRUNS

Overruns or underruns will not exceed **10 percent** of the quantity ordered. The printer will bill for the actual quantity delivered within this tolerance. Most printers make an attempt to provide the actual quantity ordered.

COPYRIGHTS

The customer warrants that the subject matter to be printed is not copyrighted by a third party. For example, if you are using maps in your project, you must first get written permission from the map maker. The same could be said for third party photos or logos.

Elements of design

THE OFFICIAL REGISTERED UNIVERSITY LOGOS

To ensure that Gardner-Webb University is viewed as a disciplined and focused institution with a strong sense of identity, it is necessary to present a consistent and clearly defined image of the University. To achieve this, it is essential that the elements that serve to define the University's image are used consistently.

The words "Gardner-Webb University" identify our institution. As used in the University's registered logos, they present a sense of Gardner-Webb's mission and culture and, therefore, should be used in the layout of most off-campus literature. These logos also provide an excellent signature for many informational publications.

For your convenience, we have supplied the official logos of Gardner-Webb. The samples provided are the official branded logos. Any variation of the logos is not permitted unless approved by the Publications and Design Office.

If you need a copy of these official logos for use, please contact our office at 704-406-4636 or 704-406-4640.

The following items are registered and licensed: "The Gardner-Webb University Seal", "The Gardner-Webb University Runnin' Bulldog logo", the name - "GWU" and the Name "Gardner-Webb."

For a preview of all GWU trademarks, please see page 18 of this Manual of Style.



GWU

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University

MASCOT

The Gardner-Webb University mascot is the Runnin' Bulldog. To maintain consistency of the University identity use the graphic depictions supplied by the Office of Publications and Design. Use of any other variation or type of bulldog mascot is not permitted for publications without written permission of the Office of Publications and Design. If you need a copy of the mascot for use, contact our office.

This is the INCORRECT use of the GWU Bulldog. It should ALWAYS face left!



COLORS

The official Gardner-Webb University colors are black and PMS 187 red (*PMS 186 for athletics use only*). (PMS stands for Pantone Matching System - a printing industry standard for color reproduction.)

In single-color productions the logotype and mascot image can appear as a solid black or black outline image. (Other single colors may be used upon approval from the Office of Publications and Design)

TYPEFACES

The official Gardner-Webb University typeface font is ITC Century and Swiss 721.

ITC Century (known as a serif typeface) and Swiss 721 (known as a sans serif typeface) are particularly suitable for use in substantial or wordy documents.



NAME OF THE UNIVERSITY

The first text reference in any manuscript or publication should always be “Gardner-Webb University.” After that, “Gardner-Webb” or “the University” is permitted. It is appropriate, but limit your use of “GWU.”

Display and classified advertising

The Office of Publications and Design will be glad to help you design display advertising for newspapers or magazines. We can provide you with laser-print proofs, disks, or pdf's.

It is your responsibility to arrange for ad placement and negotiate rates with publication organizations.

The Office of Publications and Design does not contact newspapers for rate information or deadlines.

Written copy for advertising is the responsibility of the on-campus client, you. The Office of University and Media Relations (at extension 4631) will help you obtain contact information for the media outlets with which you wish to advertise.

The Office of Publications and Design does not assist with the actual classified advertising placement. Please contact the Office of the Associate Provost for faculty needs at extension 3522, and for staff needs, please contact Human Resources at extension 4259.

ADVERTISEMENT SUBMISSION GUIDELINES

- 1) Contact the Display Advertising office of the publication/newspaper where you wish to place the ad. (If phone numbers are needed in order to contact the publication of your choice, call the Office of University and Media Relations at extension 4631 for help.) Request a rate card, if needed. This card is a specification sheet and pricing guide that will include important information on submission deadlines, column inch sizes, and costs.
- 2) When you are ready to design your ad, the Office of Publications and Design is here to assist you. Publications require exact specifications in standard inches (not column inches) as specified by the newspaper or magazine where you are placing your ad.
- 3) Indicate whether the publication you are dealing with needs a Laser Hard Copy of the ad (white paper from a laser printer), or if the publication requires an electronic file on disk or pdf from the Office of Publications and Design.
- 4) The University Office of Publications and Design has created several “ad templates” that are representative of the most commonly sized and shape ads. Select a template, and supply your advertising text to the Publications Office, making sure to include specific directions about where text should appear in your ad.

** Note: For ads that are to appear in publications that have a national or regional (southeast) scope, be sure to work with the Office of University and Media Relations for assistance in placing the ad.*

VERY IMPORTANT ADVERTISING NOTES:

- * You **MUST** inform the newspaper or magazine that you are dealing with of **WHERE** to send your billing information - all invoices for ads **YOU** place must arrive at **YOUR** department and paid for by **YOU** (neither the Publications nor University and Media Relations officer will take responsibility for payment of your bills).
- * Be aware that the GWU Publications Office requires at least 2 weeks to prepare your template style ad for submission.
- * Be aware also that most newspapers and magazines require that you submit your ad several days prior to the day your ad is supposed to appear. Factor in distribution time, design time, approval time, and the newspaper or magazine's deadlines to plan ahead for your ad's placement.
- * The key is to **plan far in advance** for ads that you need to place.

If there are any questions about this process, or if you need this information explained in greater detail, please do not hesitate to call the University and Media Relations Office (extension 4631) or the Office of Publications and Design (extension 4636 and extension 4640).

Text

The Office of Publications and Design is here to assist you in design and production. Text for your publications is your responsibility. Text should be supplied to us before we start your job. The Office of University and Media Relations is available to assist you with copy writing upon advanced notice.

In this age of technology, we ask that you submit text either by e-mail or on disk. (Call our office for format specifications.)

** Note: When putting text on disk or in an e-mail, please eliminate all hard returns and double spaces following punctuation.*

Proofing

All Gardner-Webb publications, external or internal, should be proofed. The Office of Publications and Design makes every effort to ensure all publications are accurate and words are spelled correctly. The burden of proofing and correcting copy is on **you**, the client.

Once we complete the design process, we provide the client with a copy for proofing and a sign-off slip. You may make changes or corrections at this time. You may seek proofing assistance from the University and Media Relations office, upon advanced request.

The marked changes or corrections need to be returned to the Office of Publications and Design in a timely manner or your job will lose priority status to those who do turn in proofs quickly.

We strive to get it right the first time. However, we will work with your job until it is done to your satisfaction. Keep in mind that the more changes (not corrections) you make in the proofing process, the longer your job will take to get printed.

Just let us know

The Office of Publications and Design will be happy to work with you on your printing and design needs. Again, we are located on the second floor of Elliott House (106 Emily Lane), just off Memorial Drive.

We look forward to hearing from you.

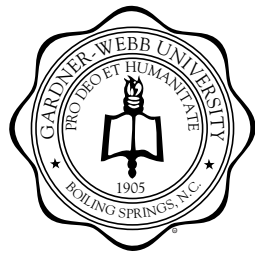
Thanks,

University and Media Relations and the
Office of Publications and Design

The Official Gardner-Webb University Logos



(All GWU Campus and Department logos)



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