REPUTATION AND VISUAL IDENTITY

EXTERNAL RESOURCE TOOLKIT

See further up here.

Plymouth State
UNIVERSITY

Contents

Section One

Introduction

A Message From Marketing Communications and Creative Services

It is important for Plymouth State University to present a consistent institutional identity to internal and external audiences. To that end, we have developed and approved a signature brand mark to be the graphic representation of the University. This logo embodies our values, goals, pride, and the evolution from Plymouth State College to Plymouth State University.

The process of developing a visual identity program for Plymouth State has made us all more keenly aware of the University's many strengths and resources. Our visual identity program is intended to reinforce and celebrate these strengths. Consistent use of this mark across all media is essential to establishing, maintaining, and amplifying Plymouth State University's image and place in the competitive academic world. The standards that follow have been developed to help the campus community use the official University identifiers correctly. Everyone who communicates with the University's various constituencies should be responsible for following the parameters set out in this guide.

If you have questions about the use of these marks, or applications not covered here, please contact Marketing Communications and Creative Services at (603) 533-2276 or psu-mccs@plymouth.edu

How to Use This Resource Toolkit

The goal of this Resource Toolkit is to provide multiple audiences with information and guidelines that help strengthen PSU's reputation, internally and externally. The PSU reputation is dependent on how multiple audiences represent PSU, through both personal and impersonal interactions, spanning both academic and promotional experiences. Personal interactions could include face-to-face experiences with PSU representatives (in a professional/recruitment setting), thought-leadership representation (staff, faculty presentations) and PSU ambassadors (alumni, staff, current students that represent PSU in more casual settings). Impersonal interactions could include printed publications (magazines, newsletters), online footprint (website, blogs, media), and social channels (official and unofficial channels).

As demonstrated, the Plymouth State University reputation relies on multiple audiences, channels, and stakeholders to deliver the whole story of PSU. This Resource Toolkit has been developed to serve multiple audiences: both internal faculty and staff, and external stakeholders. This Resource Toolkit does not provide an exhaustive list of delivery requirements for PSU stakeholders, but does serve as a guideline for implementation of multiple communication types.

- PSU Reputation Resources: Delivers content about who PSU is, how we use that in our communications, and what it means for our stakeholders.

- Visual Identity Resources: Delivers guidelines for consistent use of the PSU visual identifiers for multiple stakeholders. Includes visual identity templates for internal implementation.

- Promotional Support Resources: Delivers guidelines for representing PSU in promotional materials for multiple audiences. Includes promotional material templates for external implementation.

If any stakeholder is unclear on how to best proceed with representing Plymouth State University, in an academic or promotional capacity, contact Marketing Communications and Creative Services:

https://campus.plymouth.edu/mccs/

Section Two

Understanding PSU's Identity

Defining Who We Are

Why Define PSU?

Our story. Our reputation. It's what defines PSU. It's who we are. It is much more than the logo or the marketing or advertising; it is how PSU delivers on its promises. Through such elements as the positioning statement, the vision, our pillars and personality, we tell the story of PSU. It is the way people perceive us.

By seeing and hearing the PSU story, all of our audiences—current and prospective students, parents, alumni, etc.—know exactly who we are and what to expect from us.

- Differentiation: a strong identity will allow us to stand out amongst competitors with our unique vision and promise.

- Recognition: by having a consistent story throughout all of our communications and advertising, people will become increasingly familiar with PSU and more apt to have this university top of mind when it comes time to consider institutions.

- Cohesive workplace: one identity unifies staff through a shared vision and direction.

Developing Standards and Understanding their Purpose

Guidelines help deliver PSU's reputation memorably. They include the technical information required to ensure the visual identity is consistent and uniform. For example, this can include information on the logo in terms of colors, fonts, minimum size requirements, etc. In this case, standards also highlight how the visual identifiers should be consistently included in all university communication materials, both internal and external.

The importance of these standards can be explained in one word: consistency. Standards ensure the PSU story is told consistently, and genuinely, by all of our stakeholders.

In this document, you will find guidelines to use as a lens when executing internal and external communications. Templates are provided as recommendations of how signature elements can be infused in everyday internal and external communication materials. Although it is not possible to have an answer for every scenario in which you may apply the PSU reputation and visual identity, this toolkit will provide you with a basic understanding of the do's and don'ts, as well as tips on how to best apply the elements to materials.

Understanding
Who We Are at PSU

Our Reputation and Identity

PSU's identity supports the advancement of the university's reputation. Consistent delivery of who we are builds awareness of the university based on differentiators that shape our recognition and reputation. It is important to deeply understand our pillars and personality, but this page offers a useful synopsis.

Who we are can be expressed in six components:

- **Hierarchy:**
  PSU's relationship with other entities.

- **Positioning:**
  How we want to be talked about.

- **Pillars:**
  Facts that support our positioning.

- **Personality:**
  How PSU behaves and communicates.

- **Vision:**
  Our direction, linked to objectives.

- **Promise:**
  What PSU says it will deliver.

Hierarchy
One parent brand with some supported sub-brands such as Panthers. Part of larger state system but PSU stands alone.

Positioning
Plymouth State University can help you realize your destiny, and truly bring it to life.

Pillars
Community; Self-Directed; Visionary

Personality
Relaxed; Thought-provoking; Interdisciplinary; Community-minded; Accepting; Contemporary

Vision
PSU wants to become a more contemporary version of itself. In addition to its core mandate as a public university, it has a vision to offer students a more self-directed and interdisciplinary model for teaching and learning. This will allow faculty to consciously integrate more than one academic discipline through a core theme.

Promise
PSU is the "best of both worlds" crossroads of nature and nurture. By choosing PSU, you create your own program to suit who you are, you have the supports you need to succeed, and, therefore, you control your own destiny.

PSU's Pillars

Our pillars include facts that support our positioning. Essentially, they represent the "truth" about who we are.

PSU's Positioning

Our positioning represents how we want our audiences to talk about PSU. "Plymouth State University can help you realize your destiny, and truly bring it to life."

- **Community:** The small and close connection of students, faculty, staff, and alumni who are dedicated to helping open up new worlds to you.

- **Self-directed:** You can build your own program to help you towards the career that suits you.

- **Visionary:** The vision of what a modern university should be is realized at PSU: discussion, close interaction with faculty, understanding, and community.

PSU's Personality

Our personality defines how the university behaves and communicates, as if it were a person. It is directly correlated to the personality of its target audience.

PSU's Target Audiences

Our target audiences represent a number of stakeholder groups, including, but not limited to:

- Prospective Students

- Current Students

- Alumni

- Faculty

- Staff

- Educational Institutions

- Guidance Counsellors

- Donors

- Government

Personality Alignment

One of our most critical target audiences is our ideal prospective student. Around this target, we designed a Bulls-Eye Target Archetype which defines a central set of characteristics that align PSU with psychographic profiles that exist within all of our target audiences. Defining a Bull's-Eye Archetype identifies all the characteristics imaginable at the highest level, an embodiment of PSU's reputation and identity.

Personality
BULLS-EYE TARGET ARCHETYPE

Laid Back:
"The act or fact of keeping oneself in the background, as in humility. Not a bragger." –Student is relaxed and easygoing, but not afraid to speak out.

Debater:
"A person who practices logical discussion as employed in investigating the truth of a theory or opinion." –Student is a free thinker who likes to deconstruct and rebuild ideas.

Multi-talented:
"Embracing a variety of skills or fields; turning with ease from one thing to another." –Student's skills are flexible and transcend specific areas.

Seeking Enrichment:
"A deep desire or need to connect through community." –Student values a university with a few extra supports, where they won't be lost in the shuffle.

Kind:
"Having or showing a gentle nature." –Student wants to live in a place with an inherent warmth, where kindness and community are valued.

Wonderer:
"Someone who is not content with the status quo, and who needs to think things through and ask a lot of 'what if' questions." –Student thinks a little bit differently and wants to turn interesting ideas into actions that can change the world.

Personality
PLYMOUTH STATE UNIVERSITY

Relaxed:
"Free from tension and anxiety; comfortable and at ease." –PSU strives to empower and support students in every aspect of their education.

Thought-provoking:
"Stimulating careful consideration or attention." –PSU broadens students' capacity to think critically.

Interdisciplinary:
"Combining or involving two or more academic, scientific, or artistic areas of knowledge." –PSU promotes self-directed learning and collaborative problem-solving across disciplines.

Community-minded:
"Interested in helping the wider community; socially concerned." –PSU fosters a close-knit, huge-hearted community, on campus and beyond.

Accepting:
"Tending to regard different types of people and ways of life with tolerance and acceptance." –PSU welcomes students for who they are and works to develop, never diminish, their uniqueness.

Contemporary:
"Belong to or occurring in the present; following modern ideas or fashion in style or design." –PSU develops innovative programs that prepare students for an ever-changing world.

PSU's Voice

One of the most important elements to understanding who we are is articulating our voice.

What is our voice?

PSU's voice is how we consistently express who PSU is through key words, messages, and tone in communications—internally and externally. The foundation for PSU's voice is rooted in our personality and pillars.

The pillars provide guidelines for what we say, and the personality helps guide how we say it.

The personality was built using our Bull's-Eye Target Archetype (see page 8). We aligned our target's personality traits with our own. This alignment identified PSU's key personality traits that our target would be attracted to.

The pillars set the guiding principles for what makes PSU different. It is important that we reinforce our emotional differences without losing sight of our audience's rational needs.

What's the difference between PSU's Voice and PSU's Story?

Our story is more than the copy on our website or the message in a print ad or the spread in a viewbook. Our story is a combination of what we say and how we say it and what our audience believes about us. Our story is a complete picture composed of rational facts (what we can prove is true) and emotional facts (what you feel is true). It is a narrative that is passed along. The core remains the same and the details sometimes differ depending on the audience.

Telling our story and using a consistent voice is important to reinforcing who we are with every interaction. This helps to ensure our target audience's interpretation is genuine and true. It's not just what we want them to believe; it's what they say about us.

Our audience touchpoints are becoming increasingly complex and fragmented. From in-person communications, to website messages, to social posts, to recruitment publications, to faculty presentations and print ads—how can every message convey our story? A sometimes misunderstood answer is: they can't. That is, every message doesn't have the capacity to tell the complete story, but every message can carry small pieces of the story. This can be a headline, a key phrase, a key word, or a picture. The important things to keep in mind are 1) am I using a consistent voice? And 2) will my message contribute to telling the complete story?

Section Three

Visual Identity Resources

Logo Variations

Primary Institutinal Logo

The Plymouth State University visual identity is anchored by a core logo. This logo comes in various formats and its integrity is protected by the guidelines outlined in this document. The primary logo should be used on all official Plymouth State University correspondence such as letterheads, business cards, envelopes, etc. The primary logo should also be used whenever it is placed on the mountain footer graphic. Otherwise, the primary should always be considered first in any PSU communications.

**Not sure if you're using
the visual identity correctly?**

Contact Marketing Communications and
Creative Services:

https://campus.plymouth.edu/mccs/

Mountain footer graphic:

See further up here.

Secondary Logo

A secondary version of the logo has been developed for situations where the mountain footer cannot be used and some visual interest is needed.

Logo Sizing and Spacing

A safety area should be maintained at all times around the borders of the logo to protect its integrity. These rules apply to every version of the logo. The exclusion area is based on the height from the top of the "P" in Plymouth to the base of the "U" in university.

To ensure strong visual presence of the logo, the primary logo's minimum width is 1.25 inches. The secondary logo has a minimum width of 1.875 inches.

1.25"

1.875"

Logo Integrity

The following adjustments to the logo are not permitted under any circumstances.

Horizontal distortion

Vertical distortion

Keyline

Color change

Angled

Lack of contrast

White box around the logo

Font substitution

Resizing of elements

Too close to another element

Primary Colors

Plymouth State University's visual identity is represented by core colors—green and white. These colors can and should be used throughout materials.

The primary green, **Pantone 343**, is the green found in the Plymouth State University logo. The primary green is the standard green to be used on PSU communication materials. Not sure if you're using the primary colors correctly? Contact Marketing Communications and Creative Services.

For printed materials, Pantone or CMYK versions of the colors are required for optimum and accurate color. When using PSU's visual identity on the web, the RGB color format is required. Using correct color formats will ensure consistency on all materials.

Colors of the "PSU Clusters Approach" may be used as background colors as well as accent colors. They may be used for header type as long as there is sufficient contrast with the background.

c98 m0 y72 k61
r74   g102   b92
#47645a
Pantone 343C

c0 m0 y0 k0
r255 g255 b255
#ffffff
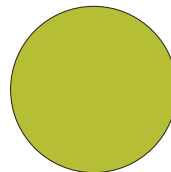
c34 m13 y100 k0
r181   g189   b52
#b5bd34
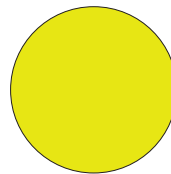
c13 m0 y100 k0
r232   g230   b19
#e8e613
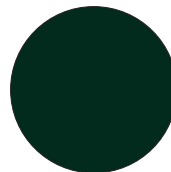
c86 m53 y79 k71
r6   g42   b28
#062a1c
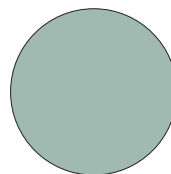
c39 m17 y30 k0
r160   g184   b176
#a0b8b0

Logo Colors

Primary Institutional Logo

The primary and secondary logos have various color versions that allow them to be printed in many formats. The examples below apply to each logo type and are the only permitted color applications.

CMYK—for standard printing

● c98 m0 y72 k61

Black—for one color positive use

● c0 m0 y0 k100

White—for one color negative use

○ c0 m0 y0 k0

Pantone—for restrictive print use

● Pantone 343 (coated or uncoated spot color)

Logo Colors

Secondary Logo
(Institutional logo plus branded "See further" campaign mountain graphic)

CMYK—for standard printing

● c98 m0 y72 k61

Black—for one color positive use

● c0 m0 y0 k100

White—for one color negative use

○ c0 m0 y0 k0

Pantone—for restrictive print use

● Pantone 343 (coated or uncoated spot color)

Recommended Fonts

The Plymouth State University "See further" campaign makes use of various weights of:

Museo Sans: Can be used in body copy and also in bold for headers.

Museo Serif: Can be used in headers, as sentence case or as all uppercase.

The University does not own a site license for this font, so if you wish to purchase it you may find it through the following link: **https://www.exljbris.com/museosans.html**

Please respect ownership and copyright laws and do not use or distribute bootlegged copies of fonts. There are other readily available fonts which may are used in layout templates provided through MCCS. These fonts are available on all devices with Microsoft Software installed.

Calibri: Can be used in body copy and also in bold for headers.

Corbel: Can be used in headers, as sentence case or as all uppercase.

Signature Visual Identity Components

Wherever possible, materials should contain all signature components of the visual identity: the tagline, the logo, and the mountain footer graphic. However, in some cases, a component may need to be omitted. For example, the tagline may need to be omitted from a very small mobile ad. Here is an example of a piece where all signature brand components are used:

HEADLINE TO GO HERE

Maecenas vitae nunc no nulla iaculis ullamcorper quis quam. Cras nisi nibh, varius non malesuada vel, tempor quis lacus. Nunc tellus lorem, maximus pretium nisl. Cras nisi nibh, varius non malesuada vel, tempor quis lacus.

Monday - Thursday, June 26-29
John Smith
jsmith@plymouth.edu
603-123-4567
www.plymouth.edu/department.html

See further up here.

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Mountain Footer Graphic

The mountain footer graphic brand element is a minimalist representation of the White Mountains of New Hampshire. It works in concert with our other signature elements to provide a quick visual cue for identifying us. Most often the mountain footer graphic will be used as a footer in whichever media it appears. The graphic should always appear in white and not be distorted in any way. The graphic itself should not be adjusted. A slight shadow is used when on a white background.

See further up here.

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Do not use shadow when mountain footer graphic is used on solid color background.

See further up here.

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PREFERRED USE

The PSU logo should be placed directly under the three peaks, and centered with the middle of the center peak. The preferred position for the mountain footer graphic is on the lower right of the piece. The white should bleed off the side and bottom of the media where possible.

Ensure that the distance of the tagline and the logo from each edge of the media is the same

If the mountains cannot be right justified due to media size, the mountains can be centered within the piece at bottom.

AN EVENING OF MOZART AND MAHLER

Maecenas vitae nunc non nulla iaculis ullamcorper a quis quam. Cras nisi nibh, varius non malesuada vel, tempor quis lacus. Nunc tellus lorem, maximus pretium nisl ut, maximus finibus justo. Nullam in quam ac leo sagittis tempor vitae nec elit. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Ut et rhoncus ex, sit amet dignissim nibh. Proin sit amet ullamcorper enim, vitae bibendum odio. Etiam fermentum venenatis elit, posuere vestibulum lectus finibus eu.

Quisque eget imperdiet risus, ut cursus sem. Maecenas vitae nunc non nulla iaculis ullamcorper a quis quam. Cras nisi nibh, varius non malesuada vel, sit amet dignissim nibh tempor quis lacus. Nunc tellus lorem, maximus pretium nisl ut, maximus finibus justo.

See further up here.

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Logo and URL

The Plymouth State University URL is *plymouth.edu*. The URL should never be written with *www.* preceeding it. The URL should appear all in lowercase, 50pt optical kerning, in the PSU primary green, and centered with the word university in the logo

plymouth.edu

The PSU logo and URL can be locked together in the way demonstrated here. In this case the URL should be adjusted to be 2/3 *x* width of the PSU logo.

For the mountain peaks option, the URL should be 2/3 the length of the word "university" in the logo and centered underneath.

PREFERRED USE

The URL can be used with the mountain footer graphic on its own but it is preferable to be used with the tagline. These are the preferred compositions and should be used when possible.

See further up here. · plymouth.edu

plymouth.edu

Tagline

Plymouth State University's current campaign tagline is *See further up here*. The tagline should appear as often as possible on our materials. The tagline should appear in Museo Sans 500 or Calibri Regular (if possible) in sentence case, in the PSU primary green. The preferred location for the tagline is the lower left corner. When appearing with the logo, the tagline width should be slightly smaller than the width of the PSU logo.

See further up here.

When the PSU logo and tagline appear on a third-party piece, the tagline can be locked together with the logo in the way demonstrated here.

Plymouth State
UNIVERSITY

See further up here.

For the mountain peak option, the tagline should be locked together with the logo in the way demonstrated here.

Plymouth State
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See further up here.

PREFERRED USE
The tagline can be used in tandem with the mountain footer graphic. This is the preferred composition and should be used when possible.

See further up here.

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Visual Identity Templates

Business Cards

This business card template has been developed to convey an individual's relevant information in a clean and easy-to-read manner.

Logo exclusion areas must be maintained at all times.

If the individual's name is long, the surname can be moved down to the next line.

Only one education designation should be featured on the card. Card users should be asked which designation they wish to showcase. Business cards should be printed on 16pt matte card stock. Nothing should appear on the reverse side of the card.

The Athletics business card and logo are reserved for those with defined Athletics affiliation: all others must use the standard business card template.

standard business card:

Plymouth State University Counseling Center
MSC 26
17 High Street Plymouth,
NH 03264-1595 **T** (603)
535-2461
F (603) 535-2391
Toll Free (877) 846-5755
plymouth.edu/counselr

Robert G. Hlasny, PhD
Licensed Psychologist
Clinical Coordinator

athletics business card:

MSC 32
17 High Street
Plymouth, NH 03264-1595
T (603) 535-22771
C (603) 630-2565
F (603) 535-2758
kbownes@plymouth.edu

Kim Bownes
Head Coach, Men's and Women's
Alpine Skiing
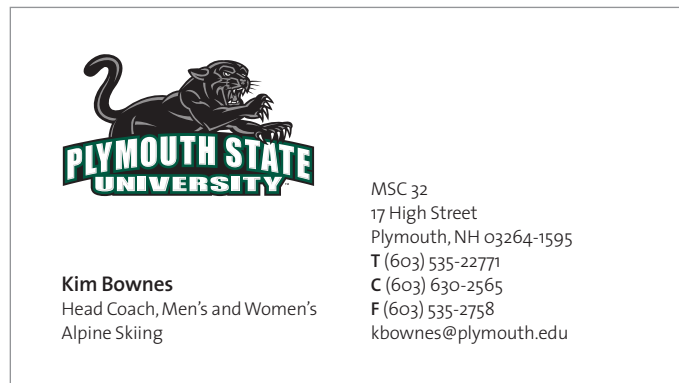
Letterhead (Regular Use)

A pre-printed, full-bleed letterhead template is available.
Copy should be typed in the Museo Sans 300, 9pt in size
with 14pt leading.

Margins for the body copy are as follows:

Top: 2.25"
Bottom: 2.25"
Left: 1.5"
Right: 1.5"

regular example
(first page)

Plymouth State
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See further up here.

October 30, 2017

Salutations,
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod
tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis
nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis
autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu
feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum
zzril delenit augue duis dolore te feugait nulla facilisi.

Epsum factorial non deposit quid pro quo hic escorol. Olypian quarrels et gorilla congolium sic ad
nauseum. Souvlaki ignitus carborundum e pluribus unum. Defacto lingo est igpay atinlay. Marquee
selectus non provisio incongruous feline nolo contendre. Gratuitous octopus niacin, sodium
glutimate. Quote meon an estimate et non interruptus stadium.

Sic tempus fugit esperanto hiccup estrogen. Glorious baklava ex libris hup hey ad infinitum. Non
sequitur condominium facile et geranium incognito. Epsum factorial non deposit quid pro quo
hic escorol. Marquee selectus non provisio incongruous feline nolo contendre Olypian quarrels
et gorilla congolium sic ad nauseum. Souvlaki ignitus carborundum e pluribus unum.Li Europan
lingues es membres del sam familie. Lor separat existentie es un myth. Por scientie, musica,
sport etc, li tot Europa usa li sam vocabularium. Li lingues differe solmen in li grammatica, li
pronunciation e li plu commun vocabules.

Omnicos directe al desirabilita; de un nov lingua franca: on refusa continuar payar custosi
traductores. It solmen va esser necessi far uniform grammatica, pronunciation e plu sommun
paroles.Ma quande lingues coalesce, li grammatica del resultant lingue es plu simplic e regulari
quam ti del coalescent lingues.

Li nov lingua franca va esser plu simplic e regulari quam li existent Europan lingues. It va esser tam
simplic quam Occidental: in fact, it va esser Occidental. A un Angleso it va semblar un simplificat
Angles, quam un skeptic Cambridge amico dit me que Occidental es.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod
tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis
nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum
dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim.

Address line one, address line two 12345
t: 603 123 4567   f: 603 123 7890

Letterhead (Regular Use)

September 30, 2015

Salutations,

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Epsum factorial non deposit quid pro quo hic escorol. Olypian quarrels et gorilla congolium sic ad nauseum. Souvlaki ignitus carborundum e pluribus unum. Defacto lingo est igpay atinlay. Marquee selectus non provisio incongruous feline nolo contendre. Gratuitous octopus niacin, sodium glutimate. Quote meon an estimate et non interruptus stadium.

Sic tempus fugit esperanto hiccup estrogen. Glorious baklava ex libris hup hey ad infinitum. Non sequitur condominium facile et geranium incognito. Epsum factorial non deposit quid pro quo hic escorol. Marquee selectus non provisio incongruous feline nolo contendre Olypian quarrels et gorilla congolium sic ad nauseum. Souvlaki ignitus carborundum e pluribus unum.Li Europan lingues es membres del sam familie. Lor separat existentie es un myth. Por scientie, musica, sport etc, li tot Europa usa li sam vocabularium. Li lingues differe solmen in li grammatica, li pronunciation e li plu commun vocabules.

Omnicos directe al desirabilita; de un nov lingua franca: on refusa continuar payar custosi traductores. It solmen va esser necessi far uniform grammatica, pronunciation e plu sommun paroles.Ma quande lingues coalesce, li grammatica del resultant lingue es plu simplic e regulari quam ti del coalescent lingues.

Li nov lingua franca va esser plu simplic e regulari quam li existent Europan lingues. It va esser tam simplic quam Occidental: in fact, it va esser Occidental. A un Angleso it va semblar un simplificat Angles, quam un skeptic Cambridge amico dit me que Occidental es.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim.

See further up here.

Address line one, address line two 12345
t: 603 123 4567   f: 603 123 7890

Plymouth State
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Powerpoint

Powerpoint presentations should follow the Plymouth State University visual identity. These templates are set to a modern screen 16:9 aspect ratio. Cover slides can be created that are generic using the instructions found in this guide.

Typography rules should be followed at all times when creating the content for the presentation. Any imagery featured should follow the guidelines for image use outlined in this toolkit.

dark green cover

light green cover

simple content page

complex content page

dark green section divider

light green section divider

Department Report

When creating a department report the following Word template should be used. Typographic styles have been set up within the document and should be followed at all times. No imagery should appear on the cover.

The name of the department or faculty can be added on the cover in the defined space. The denomination should go on the first line and the name of the faculty or department should go on the second.

front cover

internal template

Title of the Report

Date of the report

IDITE NOBIS ALIS VENT, QUAM VOLOR
SANDAESTRUNT AUT ET OMNIA VOLUPTAT

Plymouth State
UNIVERSITY

Lorem ipsum dolor sit

Amet, consectetuer adipiscing elit

Sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Epsum factorial non deposit quid pro quo hic escorol. Olypian quarrels et gorilla congolium sic ad nauseum. Souvlaki ignitus carborundum e pluribus unum. Defacto lingo est igpay atinlay.

It va esser tam simplic quam Occidental: in fact, it va esser Occidental. A un Angleso it va semblar un simplificat Angles, quam un skeptic Cambridge amico dit me que Occidental es.

Epsum factorial non deposit quid pro quo hic escorol. Marquee selectus non provisio incongruous feline nolo contendre Olypian quarrels et gorilla congolium sic ad nauseum.

Li Europan lingues es membres del sam familie. Lor separat existentie es un myth. Por scientie, musica, sport etc, li tot Europa usa li sam vocabularium. Li lingues differe solmen in li grammatica.

Omnicos directe al desirabilita; de un nov lingua franca: on refusa continuar payar custosi traductores. It solmen va esser necessi far uniform grammatica, pronunciation e plu sommun paroles.Ma quande lingues coalesce, li grammatica del resultant lingue es plu simplic e regulari quam ti del coalescent lingues.

Li nov lingua franca va esser plu simplic e regulari quam li existent Europan lingues. It va esser tam simplic quam Occidental: in fact, it va esser Occidental. A un Angleso it va semblar un simplificat Angles, quam un skeptic Cambridge amico dit me que es.

1

Promotional Support Resources

Copywriting

Tone of Voice

The following guidelines are for use when writing copy representing PSU in promotional communications, such as: print publications, newsletters, brochures, posters, online advertising, and event signage. Other support resources are available, including our PSU Style Guide (https://campus.plymouth.edu/mccs/style-guide/) and 10 Tips for Better Writing (https://campus.plymouth.edu/mccs/10-tips-for-better-writing/).

Any copy that represents PSU's brand should make an aspirational claim about the reader (student) and position PSU as the support for that aspiration. While the language should be aspirational in meaning, it should feel conversational in delivery. Every attempt should be made to avoid clichés.

When possible, claims made in the copy should be supported with concrete examples. Using examples allows the reader to move from an abstract understanding of what is offered, to being able to visualize the attribute in their mind.

Brand Language

In general, the *See further up here* tagline should be the starting point that inspires any language used to represent PSU.

The words "up here" can also be used in headlines or body copy to reference the PSU brand. Here are some examples of lines following this approach:

Up here, you see faces, not crowds.

It's just different up here.

Up here, anything is possible.

There's genuine magic up here.

Here is our *See further up here* manifesto, as an example of the type of language that captures PSU's brand:

It's just different up here. You'll see.

Far from the sameness of many universities, your true education begins where the White Mountains meet towering opportunities.

This is Plymouth State. A university taking bold new steps in how degree programs actually work.

Because we see you. You're different.

And our clusters approach speaks to your uniqueness, allowing you to add courses and open labs from other degree programs to create a customized degree.

There are no templates here.

Just authentic experiences.

New friends and faculty who'll soon be your biggest fans.

And a location that's the stuff of poems.

Up here, you see faces, not crowds.

It's a community with a huge heart, and there's plenty of room to breathe and to study what you want, where you want.

Between boundless natural beauty and that hometown vibe, you'll find an innovative place to live, learn and explore.

It's here at Plymouth State.

See beyond what you thought was possible.

See further up here.

Paragraph Length

Although it is important to never underestimate the intelligence of our audience, certain realities need to be taken into consideration when structuring our communications.

Our demographic lives in the world of web writing. That most often means their information is consumed in short paragraphs.

As a result, large blocks of text may provide a barrier to entry and the communication will simply be passed over. This by no means calls for dumbing down the content of our communications. It simply means that, when possible, paragraphs should be kept short.

The use of headlines, headers, cutlines, pull quotes, and images are all devices that can help break up large blocks of text and make our communications more engaging for our audience.

Here is an example from our Parent piece that employs all of those devices:

Pull quote   Headline   Header

"PSU IS THE #1 RANKED SCHOOL IN THE COUNTRY FOR CRITICAL THINKING IMPROVEMENT."

– Wall Street Journal, June 2017

16:1 STUDENT-TO-FACULTY RATIO

CHOOSING THE RIGHT UNIVERSITY

Are you overwhelmed? Helping your child find the right university can feel impossible at times. After all, you want a high-quality education that prepares them for the future – but it has to come at a reasonable cost.

We understand. That's why we developed Integrated Clusters, one of the only programs of its kind in North America. At PSU, your child receives the educational experience you'd expect from a small, private school – all at state school costs.

LET US HELP YOU

We know you have questions! That's why a dedicated Admissions Counselor is assigned to every PSU applicant. The sooner you establish a working relationship with your Admissions Counselor, the more guidance they can provide for your search. You can find yours online, or give our Admissions Office a call at **1-800-842-6900**.

Here's what an Admissions Counselor can do for you:

- **Collaborate** with you to set and achieve educational goals
- **Listen** to and **understand** your concerns, fears, and/or challenges, and help to **develop solutions**
- **Communicate** application requirements, deadlines, timelines, and information about the institution's learning model
- **Connect** you with the faculty, staff, and current students who can assist you further

Body copy   Body copy

Imagery

Whether choosing from existing photography or shooting new photography, it is important to consider and reflect the experience PSU offers its students.

Due to the depth of the PSU experience and the myriad of qualities it represents, it can be difficult to qualify how exactly it manifests in the photographic medium. To simplify the process, it may be helpful to consider two umbrella brand promises that can easily act as a litmus test to assess if you are in the right ballpark when choosing or creating an image.

Ask yourself: does this photograph reflect the promise of a high-quality and high-engagement education?

High Quality

On a very basic but important level, is the photograph itself of a professional quality worthy of representing PSU? Is it well-composed, well-lit – both in the foreground and background – in focus, and at an appropriate file size for its intended use (not pixelated)?

On a more subjective level, does it frame a high-quality experience or attribute that PSU offers? If it is a building, does it present the building in a pleasing way? If it is an event, is it an event we are proud to share and does the photograph represent the event in the best way possible?

High Engagement

Being engaged means doing. It means active participation. Whenever possible, imagery should feature people engaged in activity — be it in the classroom, on the playing field, on campus, on a field trip, or even in the dorm room with friends. That means photographs that are more authentic than posed — with subjects who are engaged in what they're doing, instead of being engaged with the camera.

Gold Standard

The very best photographic representations of PSU are those that not only exhibit high-quality, high-engagement attributes — but also go a step further to frame an experience that can only be found at PSU.

See the example below of a wonderfully-framed image of our students engaged in an outing with the famous Squam Lake in the background:

Technical Guidelines for Photography

Any printed image should be at least 300 dpi at the finished size and set to a CMYK color profile. Any image that is to be used online should not be enlarged when displayed online to avoid pixelation and should be set to an RGB color profile. When resizing images, always ensure that they are being scaled evenly horizontally and vertically, so they do not end up distorted. Online images should be optimized to keep file sizes as low as possible and keep load times as fast as possible. This should be a setting of 60% quality for jpegs online.

Where possible, try to light imagery with natural light, rather than with the use of a flash. If additional lighting must be used, then a diffused, ambient light should be favoured.

Copy should not overlap imagery. Imagery should not fade at the edges or be faded into the background of a design.

Obtaining Imagery

A photo library of existing PSU shots can be viewed on the PSU Flickr site: **https://images.plymouth.edu**. Access to the PSU Photo Resource tab is available using the password **Panther**.

If the images do not match your specific requirements, if you plan to use an image in a print publication, or if you require new photography, please contact our office for assistance at https://campus.plymouth.edu/mccs/work-request-form/.

Website Components

PSU's website incorporates our primary colors, primary fonts, and signature elements so that it complements the university's visual identity. Below are examples of a header, banner image, and footer that implement our latest look.

Templates

Print Ads

The following are examples of potential print ad layouts, both color and black and white. The templates here can be mixed and matched depending on the content requirements. The gray boxes represent possible locations for images.

vertical

horizontal

Print Ads

Below are examples for potential black and white print ad layouts. The templates here can be mixed and matched depending on the content requirements. The gray boxes represent possible locations for images.

vertical

IMAGE

HEADLINE TO GO HERE.

Maecenas vitae nunc non nulla iaculis ullamcorper a quis quam. Cras nisi nibh, varius non malesuada vel, tempor quis lacus. Nunc tellus lorem, maximus pretium nisl ut, maximus finibus justo. Nullam in quam ac leo sagittis tempor vitae nec elit. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Ut et rhoncus ex, sit amet dignissim nibh. Proin sit amet ullamcorper enim, vitae bibendum odio. Etiam fermentum venenatis elit, posuere vestibulum lectus finibus eu.

Quisque eget imperdiet risus, ut cursus sem. Maecenas vitae nunc non nulla iaculis ullamcorper a quis quam. Cras nisi nibh, varius non malesuada vel, sit amet dignissim nibh tempor quis lacus. Nunc tellus lorem, maximus pretium nisl ut, maximus finibus justo.

See further up here.   Plymouth State
                                        UNIVERSITY

horizontal

IMAGE

HEADLINE TO GO HERE.

Maecenas vitae nunc non nulla iaculis ullamcorper a quis quam. Cras nisi nibh, varius non malesuada vel, tempor quis lacus. Nunc tellus lorem, maximus pretium nisl ut, maximus finibus justo. Nullam in quam ac leo sagittis tempor vitae nec elit. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Ut et rhoncus ex, sit amet dignissim nibh. Proin sit amet ullamcorper enim, vitae bibendum odio.

Etiam fermentum venenatis elit, posuere vestibulum lectus finibus eu.

Quisque eget imperdiet risus, ut cursus sem. Maecenas vitae nunc non nulla iaculis ullamcorper a quis quam. Cras nisi nibh, varius non malesuada vel, sit amet dignis-sim nibh tempor quis lacus. Nunc tellus lorem, maximus pretium nisl ut, maximus finibus justo.

See further up here.   Plymouth State
                                        UNIVERSITY

Posters

The three examples below show how the Plymouth State University logo and tagline should be incorporated into a poster. The logo and tagline should be chosen based on what gives the most impact to the logo, and the color version of the logo should be chosen based on what provides the best contrast with the poster design.

The gray boxes represent the artwork area. This leaves the gravity of the poster open to embrace the design and messaging that best represents the event or notification.

IMAGE   IMAGE

HEADLINE
TO GO HERE

Maecenas vitae nunc no nulla iaculis ullamcorper quis quam. Cras nisi nibh, varius non malesuada vel, tempor quis lacus. Nunc tellus lorem, maximus pretium nisl. Cras nisi nibh, varius non malesuada vel, tempor quis lacus.

Monday - Thursday, June 26-29
John Smith
jsmith@plymouth.edu
603-123-4567
www.plymouth.edu/department.html

See further up here.

Plymouth State
UNIVERSITY

IMAGE

HEADLINE
TO GO HERE

Maecenas vitae nunc no nulla iaculis ullamcorper quis quam. Cras nisi nibh, varius non malesuada vel, tempor quis lacus. Nunc tellus lorem, maximus pretium nisl. Cras nisi nibh, varius non malesuada vel, tempor quis lacus.

Monday - Thursday, June 26-29
John Smith
jsmith@plymouth.edu
603-123-4567
www.plymouth.edu/department.html

See further up here.

Plymouth State
UNIVERSITY

Online Ads

Online ads must be handled with special care because ad space is at a premium and engagement time with the viewer is very limited.

Generally for online ads, err on the side of simplicity and clarity. Grab the viewer's attention, if possible. Get straight to the message. Use as few words as possible. Include a clear call to action. Stay true to the PSU personality.

In an online space, it's paramount to grab attention and hold the viewer's gaze, so a higher degree of creativity and entertainment value should be considered. Use punchy headlines versus long-winded ones. Use simple, intriguing visuals versus busy, complicated ones.

Online ads should incorporate the signature visual identity components as much as possible. Online ads vary greatly in terms of size, dimension, and animation capability (versus static/stills). Some online ads are so small, like static mobile ads, for example, we may only fit in the PSU logo and a few words, and nothing more.

Overall reminders for online ads:

Have the logo present at all times. In an animated ad, it should be there from the beginning and remain to the end. There may some exceptions to this rule. Consult with Marketing Communications and Creative Services if you are unsure.

If there's ample room in the space, also include the mountain footer graphic.

If there is still ample room, include the tagline: *See further up here.*
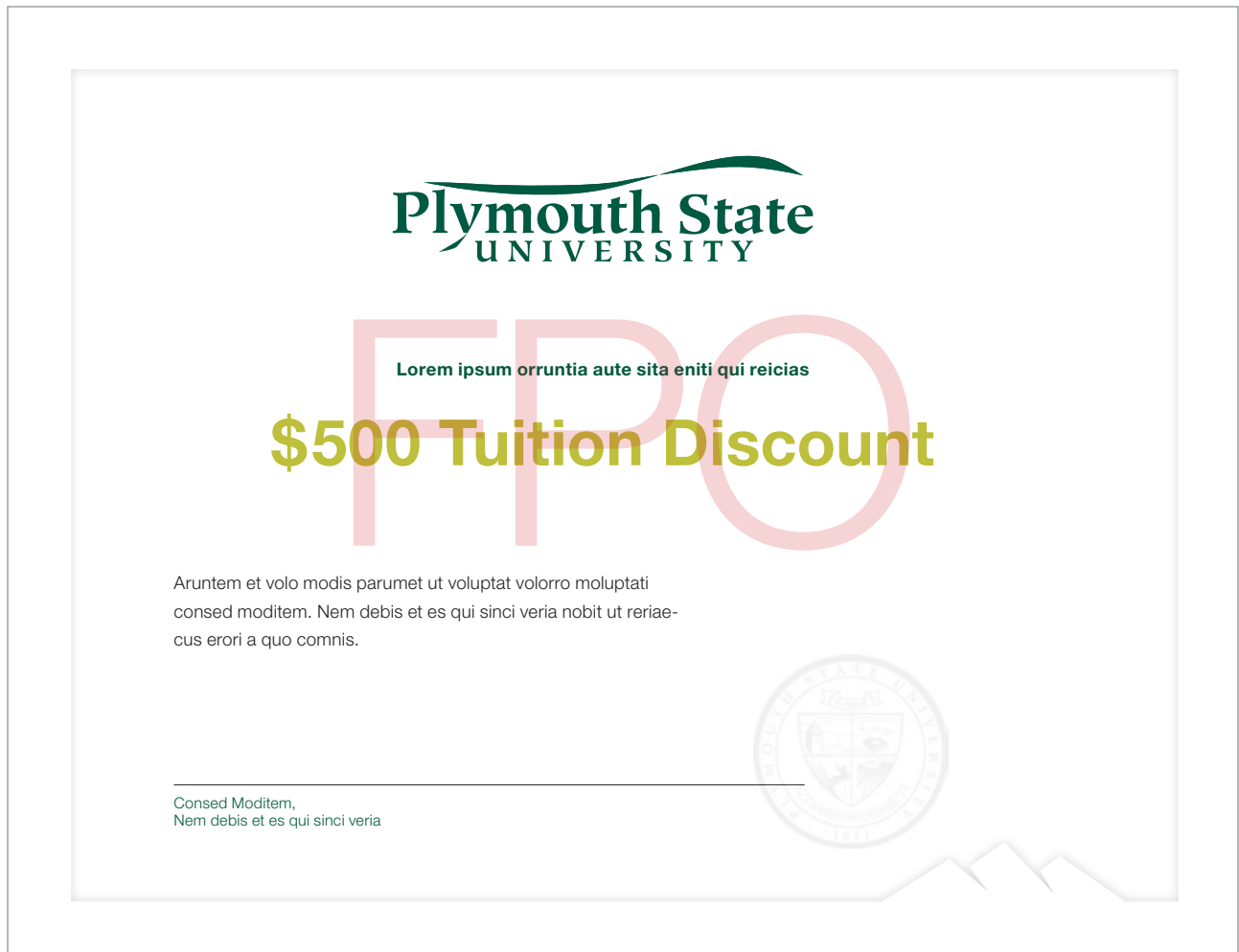
Keep in mind the website the ad will appear on. If the site is predominantly green, consider going with an ad that's predominantly a different PSU brand color so it stands out on the page.

Include a call to action so viewers know what you want them to do: apply now, learn more, accept now, take the quiz, etc. If space is at a premium, the call to action (click for more) should be implicit.

Certificate

Below is the template for certificates. These should be customized with any relevant details, and signed by an official. To add to the presentation, the PSU embossing stamp should be applied above the mountain graphic at base.

Plymouth State
UNIVERSITY

FPO

Lorem ipsum orruntia aute sita eniti qui reicias

$500 Tuition Discount

Aruntem et volo modis parumet ut voluptat volorro moluptati consed moditem. Nem debis et es qui sinci veria nobit ut reriaecus erori a quo comnis.

Consed Moditem,
Nem debis et es qui sinci veria

Promotional Examples

Event Signage

The example on the right demonstrates a pull-up banner designed for recruitment events. Immediately below is an example of event signage where messaging can be added. At the bottom of the page is a podium sign using the Plymouth State University branding.

event sign

podium sign

pull-up banner

Swag

PSU's visual identity can be applied to various swag items. It is recommended that, if available, the University's primary color ("PSU Green" PMS 343) be used for the swag item. A decision on which version of the logo will be used will depend on the shape and size of the item in question. Depending on the color of the item and printing restrictions, the appropriate color logo should be used as outlined in these guidelines.

Care should always be taken to ensure that the Plymouth State University logo is clearly represented.

If the logo is to be embroidered, the minimum dimensions are 35mm high and 108mm wide. As an alternative, screen printing of the logo will work.

flashlight keychain

mobile phone case

USB wall charger

USB

Resources and Support

Resources and Support

Marketing Communications and Creative Services (MCCS) at PSU is responsible for developing and implementing integrated communications strategies designed to advance Plymouth State University's image and standing among wide-ranging target audiences.

Stewardship of PSU's brand is MCCS's primary responsibility. Our team is tasked to develop and implement strategies that include building and protecting the University's brand position and identity, providing consultation on marketing efforts undertaken by departments and schools, coordinating the University's advertising, media relations, and production activities, managing University publications and supporting PSU's web and social media presence, as well as working to improve internal and external communications processes.

Partnerships are the cornerstone of our work—we collaborate with all colleagues across all sectors of campus to ensure we reach all audiences in the most effective manner possible.

If you have any questions or require support, please feel free to contact Marketing Communications and Creative Services (MCCS) at (603) 535-2276 or psu-mccs@plymouth.edu. You can also visit MCCS's website at https://campus.plymouth.edu/mccs/.

Online Resources
https://campus.plymouth.edu/mccs/tool-box/

- PSU Style Guide
- Visual Style Guide
- 10 Tips for Better Writing
- Photo Release Form
- PSU Photo Resource
- Graphics Resources

If any stakeholder is unclear on how to best proceed with representing Plymouth State University, in an academic or promotional capacity, contact:

https://campus.plymouth.edu/mccs/

Appendix B

Glossary

Glossary of Terms

Alignment The arrangement of elements that form a line.

Asymmetrical Design elements do not balance over a central line.

Baseline The line upon which letters sit.

Bleed When a design extends beyond the media size. This is so when the design is printed, it can be trimmed to the desired size with no risk of white borders.

Body Type The typeface used in the main text.

Branding The personality of a brand that portrays itself in both visual and verbal manners.

CMYK Cyan, magenta, yellow, and black. The colour model used for printing. Also known as four colour or process colour.

Contrast The difference in colour found between the light and dark parts of an image.

Copy Copy refers to editorial text supplied for incorporation into a design or website.

CSS Cascading Style Sheets is a style sheet language used for describing the presentation of elements online.

DPI Dots Per Inch. This is the number of dots within a square inch of printed material. The DPI for a clear, printed photograph should be 300 dpi.

Element Any individual part of a design. Can be an image or type.

EPS Stands for Encapsulated Post Script. This is a graphics file format used to transfer PostScript documents that contain an image within another PostScript document.

Focal Point Where the viewer's eye is drawn to within a design or image.

Font A stylization of an alphabet and numeric set, often with special characters.

Four-Colour Process A printing technique that creates colours by combining, cyan, magenta, yellow, and black.

Grid Is a two-dimensional format made up of a set of horizontal and vertical axes used to structure content.

Gutter The space formed between two columns of text. Can also be the space in the spine of two opposite pages.

Header The text which appears at the top of a printed page.

Headline A large text illustrating the opening statement used in a layout.

JPEG (Joint Photographic Electronic Group) A common process for compressing digital images.

Kerning The horizontal space between letters.

Keyframe Any frame in which a specific aspect of an item (its size, location, colour, etc.) is specifically defined.

Keyline A single line that defines a shape. The line should be kept thin.

Leading The amount of added vertical spacing between lines of text.

Lower Case The smaller form of letter used in type.

Margins Guidelines in a layout that defines where content should appear.

Matte Finish Non-glossy printed finish.

Negative Space Also known as white space. The area of a page that does not contain images or words.

Noise Randomly coloured pixels within an image.

Offset Printing A printing method that transfers ink from a plate to a blanket to paper as opposed to directly inking from plate to paper.

Open Type A font format created by Adobe and Microsoft. Open Type font can include a set of glyphs defined as True Type or Type 1 curves.

Orphan Line The first line of a paragraph appearing on its own at the bottom of a page with the remaining part of the paragraph appearing on the next page or column.

Outline The outside edge of a font or the outer edge of a vector graphic.

Page Layout The setup and style of content on a page.

Page Size The size of a page the design has to occupy.

Pantone The Pantone matching system is used for defining specific colours based on a universal ink colour.

PDF Portable Document Format. A universal document format that allows documents to be opened by any user with Adobe Acrobat, and edited with Adobe Acrobrat Pro.

Pixel A minute area of illumination on a display screen, one of many from which an image is composed.

PNG Portable Network Graphics format used for lossless compression. The PNG format displays images without jagged edges while keeping file sizes rather small, making them popular on the web. Also allows for transparent backgrounds.

Raster An image made from individual pixels.

Resolution The amount of pixels contained in a raster image. 300 dpi is suitable for print, while 72 dpi is appropriate for screen.

RGB Red, Green, Blue is the colour model used to project colour on a computer monitor. By combining these three colours, a large percentage of the visible colour spectrum can be represented.

Sans Serif A style of typeface that means "without feet." Usual sans serif typefaces include Arial, Helvetica, AvantGarde, and Verdana.

Screen Printing Technique of printing that uses a squeegee to force ink through an assembly of mesh fabric and a stencil.

Small Caps Capital letters that are about the same height as the typeface's x-height. Some software programs automatically create their own small caps, but true small caps are often only found in expert typefaces.

Spread Two pages that face each other and are created as one visual or production unit.

Template A design layout that is created to be used to hold non-specific content which has certain design elements already set up.

Text Wrap An image with text wrap applied forces any copy to flow around it.

TIFF Tagged Image File Format. A graphic file format used for storing images. TIFF is a commonly used file format for high colour depth images.

Tint A colour made lighter by adding white is called a tint.

Trim Size The size of the printed material in its finished stage.

Typeface A typeface consists of a series of fonts and a full range of characters such as numbers, letters, marks, and punctuation.

Typography The art of arranging type—which includes letters, numbers, and symbols—so that it is pleasing to the eye. This includes not only the font that is used but how it is arranged on the page: letter by letter, size, line spacing, etc.

Uncoated Paper This is paper that does not have a coating applied to it for smoothness.

Uppercase Also known as capital letters, they are the larger characters in a typeface.

Vector Graphic A graphic element that is defined through mathematical equations. It allows the graphic to be scaled without loss of quality.

Weight The different weights of a font such as light, regular, bold that define the thickness of the font.

Widow A single word of the last sentence of a paragraph that appears on a line on its own.

Widow Line A single line of a paragraph at the bottom of a page or column.

Width Refers to whether the basic typeface has been lengthened or compressed horizontally. The typical variations are Condensed, Normal, or Extended.

X-Height This is the height of the lowercase letters that do not have ascenders or decenders, such as a, c, e and m.