

GVSU Logo Dos and Don'ts

Here is a handy reference for logo use within University publications.
For the complete identity guide and to download logo artwork, log on to:
gvsu.edu/identity

Do

1. You may request a logo for your college, school, center, or department.



2. Use the logo on all printed materials that represent Grand Valley to the public.



3. The logo must always be black, PMS 301 (GVSU blue), or white reversed out of a dark color. You may also use the two-color logo.



4. The logo (which consists of the logomark plus logotype) MUST measure at least 1.25 inches wide for the mark-left logo or 1 inch wide for the mark-top logo (minimum actual sizes shown).



5. Always provide space around the logo, free of typography, graphics, or other distracting elements.
6. When using the Grand Valley logo in conjunction with other logos, please call Institutional Marketing for consultation at (616) 331-2525.
7. When using the logo with return addresses on envelopes or postcards, etc., be sure to always use the mark-left logo and line up address under the word



Don't

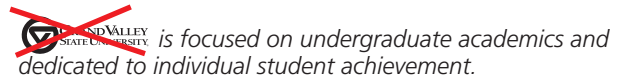
1. Never create your own logo.
2. Never use the old logo or the University Seal. (The use of the seal is by permission of the President's office only.)



3. Never use logotype without logomark. The logotype is only a part of the complete logo artwork and should never be recreated using a font. The logomark should not be used alone unless the complete logo (which consists of the logomark plus logotype) is used prominently on the piece.



4. Never use the Grand Valley State University logo in any form in a line of text.



5. Don't change the proportions of the logo or otherwise distort the logo.



6. Don't place the logo where a hole punch or binding may interfere with it.
7. Don't place the logo on its side or on an angle.

8. Never reverse the logo out to a color other than white. When using colored paper, make the logo PMS 301 blue, black, or white.



example of pink paper

Louie Laker logo



Use of Louie Laker logo must be approved by Athletics Marketing at x18800.

Who should review my piece before it is printed or published?

All new publications and advertisements should be sent to the Office of Institutional Marketing for review before they are printed. Please e-mail a PDF of your piece to identity@gvsu.edu, or fax a hard copy to x12285. Please allow at least 24 hours to receive feedback.