IDENTITY STANDARDS POLICY

SLT 7.2

Date of Last Update:
December 18, 2012

Approved By:

- Senior Leadership Team

Responsible Office:
University Marketing

POLICY STATEMENT

To convey clear messages about Grand Valley, it's important that University messaging is consistent in look and tone. In addition, Grand Valley's logos are trademarked so it's very important that they are used correctly. University Marketing has created a standards guide to assist with consistency.

PROCEDURES

The address for the website containing the standards guide and other helpful information is www.gvsu.edu/identity/. From this site, you can find logo dos and don'ts, download logos, determine word usage, read about GVSU's marketing messages, and get help with publication, website, and advertising guidelines. Please contact 331-2525 for more information