



Graphic Standards Manual

for the
Mayville State University Mark

Guidelines for use of the university mark
and other graphical representations of the university

(abbreviated version, 05-2016)

Table of Contents

CAMPUS CONTACT

The Mark.....	Page 3	Director of Marketing & PR
Sizing the Mark.....	Page 4	Director of Marketing & PR
Color	Page 5	Director of Marketing & PR
Standard Letterhead	Page 6	Bookstore
Standard Letterhead Margins & Text Format	Page 7	Director of Marketing & PR
Business Card.....	Page 8	Bookstore
Envelopes.....	Page 8	Bookstore
Fax Transmittal Form.....	Page 9	Director of Marketing & PR
Sample Classified & Display Ads	Page 10	Director of Marketing & PR
Brochure.....	Page 11	Director of Marketing & PR
Advertising Specialties	Page 12	Director of Marketing & PR
Multimedia Applications.....	Page 13	Director of Marketing & PR
Other Guidelines	Page 14	Director of Marketing & PR

The Mark

The focus of this manual is on the Mayville State University mark. This mark is the one unchanging element upon which the following graphic standards are founded. The mark is the only symbol that should be used to identify Mayville State University and its departments, divisions or affiliates. It should appear uniformly in all communication.

The Mayville State University mark should be used exactly as shown and never be redrawn. Questions or concerns regarding correct usage of this mark may be directed to the Director of Marketing and Public Relations or Bookstore. Reproduction proofs and digital files of the Mayville State University mark are available through either of these offices.



The letterforms in the words “Mayville State University” have been uniquely created and are considered art. Re-creation of these letterforms should never be attempted.

The stylized “M” and the words “Mayville State University” are considered one piece of art. Individuals should refrain from separating the stylized “M” from the words “Mayville State University.” The only instance where it is acceptable to separate the “M” from the words is when there is no question that the “M” represents Mayville State University.

Standards for the use of the mark on articles of clothing and advertising specialties are situational. All questions regarding the use of the Mayville State University mark in this manner should be directed to the Director of Marketing and Public Relations or the MSU Bookstore. See page 12.

Sizing the Mark

The Mayville State University mark should never be less than 1/2 inch in height. The mark itself should be measured from the top of the highest point to the bottom of the lowest point, in this case from the peak of the stylized “M” to the bottom of the “Y” in “University.”



Color

Color is an important means of creating instant awareness. Repeated exposure to a specific color with an organization's mark will help viewers associate the mark with the organization. When a person hears the name of an organization, the "company color" will come to mind. Also, when a person sees that color, it helps him or her to remember the name of the organization.

When the Mayville State University mark is displayed in color, it is important that consistency be used to build recognition. The Mayville State University mark should always be displayed in Reflex Blue on a white background. It is also acceptable to display the mark in white on a Reflex Blue background. If Reflex Blue ink is unavailable, the color of the mark should revert to black and white.

When the Mayville State University mark is to be displayed in black and white, it will be done in one of two applications. The first application allows the mark to be printed as a solid, flat black image on a white background. The second application allows the mark to be displayed in white on a black background. Both are valid applications. However, users are encouraged to use Application #1 (below) whenever possible. It is slightly more powerful than Application #2.

One exception may be made in the area of Mayville State University specialty products that offer "metallic foil" finish options. In this case, the Mayville State University mark may be displayed in matching "metallic" finish. This is the only time when the Mayville State University mark may be displayed in a color other than Reflex Blue or black.



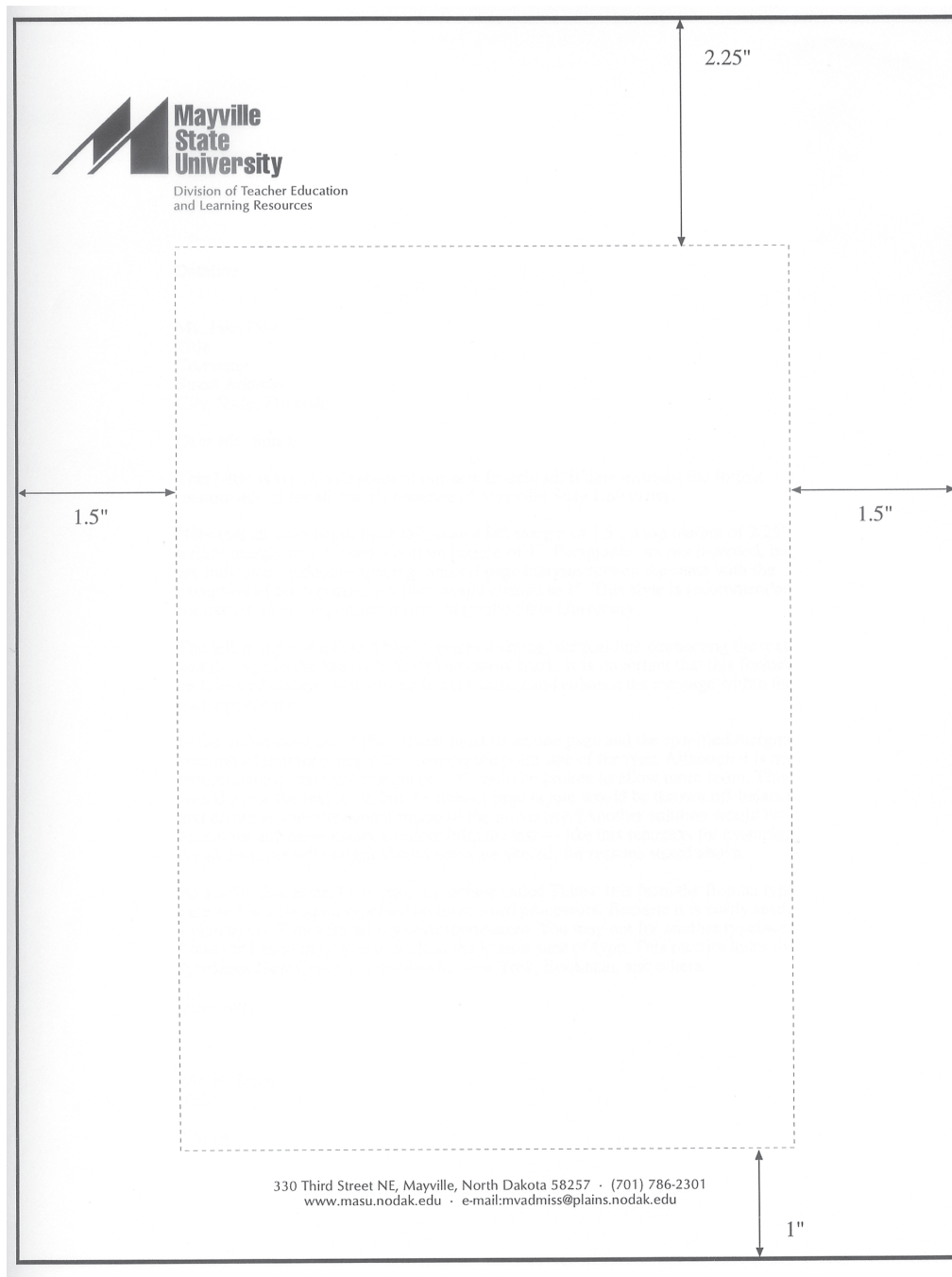
Application 1: Black on White



Application 2: White on Black

Standard Letterhead

The letterhead is perhaps the most visible and personal application of the Mayville State University identification system. Consequently, it is absolutely necessary that the prescribed format be employed without deviation. All letterhead used for University business should be ordered through the MSU Bookstore. Arrangements have been made with printers who are familiar with the required specifications for standard letterhead, in accordance with Mayville State University's graphic standards.



Standard Letterhead Margins & Text Format

Margins:

The following style is recommended for use on all correspondence from Mayville State University. All lines begin flush left, with a left margin of 1.5", a top margin of 2.25", a right margin of 1.5", and a bottom margin of 1". Paragraphs are not indented, but are indicated by double spacing. Second page margins remain the same, with the exception of the top margin which would change to 1".

The left margin of the text block creates a strong, vertical line connecting the text and the type in the Mayville State University mark. It is important that this format be followed closely. It will build consistency and enhance the message within the correspondence.

In the unfortunate event that all text must fit on one page and the specified margins become a hindrance, begin by reducing the point size of the type. Although it is not recommended, the right margin of 1.5" could be broken to allow more room. This would allow the text to fit, but the overall page layout would be thrown off balance and create an unprofessional image of the university. Another solution would be to remove any unnecessary wording from the text, or to change the top margin to 2". At all cost, the left margin should never be altered, for reasons stated above.

Typeface:

The typeface displayed in this text is called Times New Roman. It is from the Roman type race and is a standard typeface on most word processors. Because it is easily read, Times New Roman is the font preferred for all Mayville State University correspondence. An individual may opt to use another typeface, but it should be from the Roman race of type. This race includes the typefaces New Century Schoolbook, New York, Bookman, and others.

Type Size:

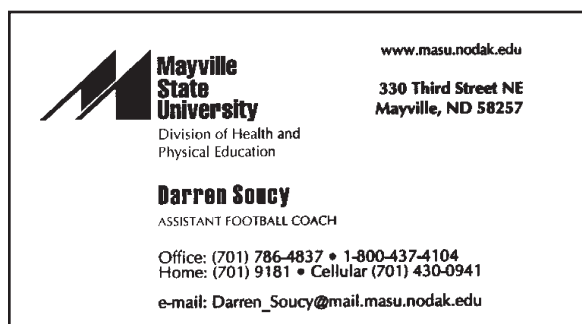
The recommended type size for University correspondence is 11 point. An individual should never use less than a 10 point or greater than a 12 point type size on University correspondence.

Template:

A letterhead template which conforms to the desired margins, typeface, and type size has been created in Microsoft Word for use by Mayville State employees. Employees may download the file on the Mayville State Share-Point site at: <https://my.mayvillestate.edu/ws/departments/marketing/identityguidelines/Pages/Letterhead.aspx>.

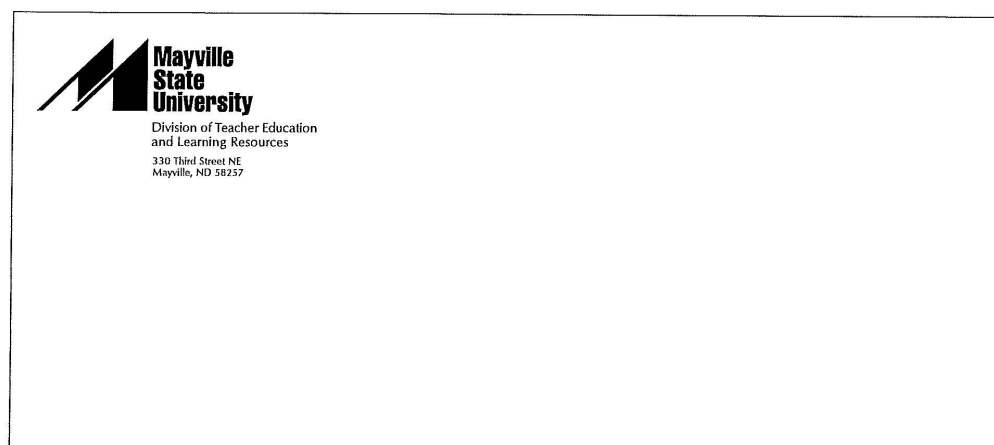
Business Card

Business cards for University personnel shall be ordered through the MSU Bookstore. Arrangements have been made with printers who are familiar with the required specifications for business cards, in accordance with Mayville State University's graphic standards.



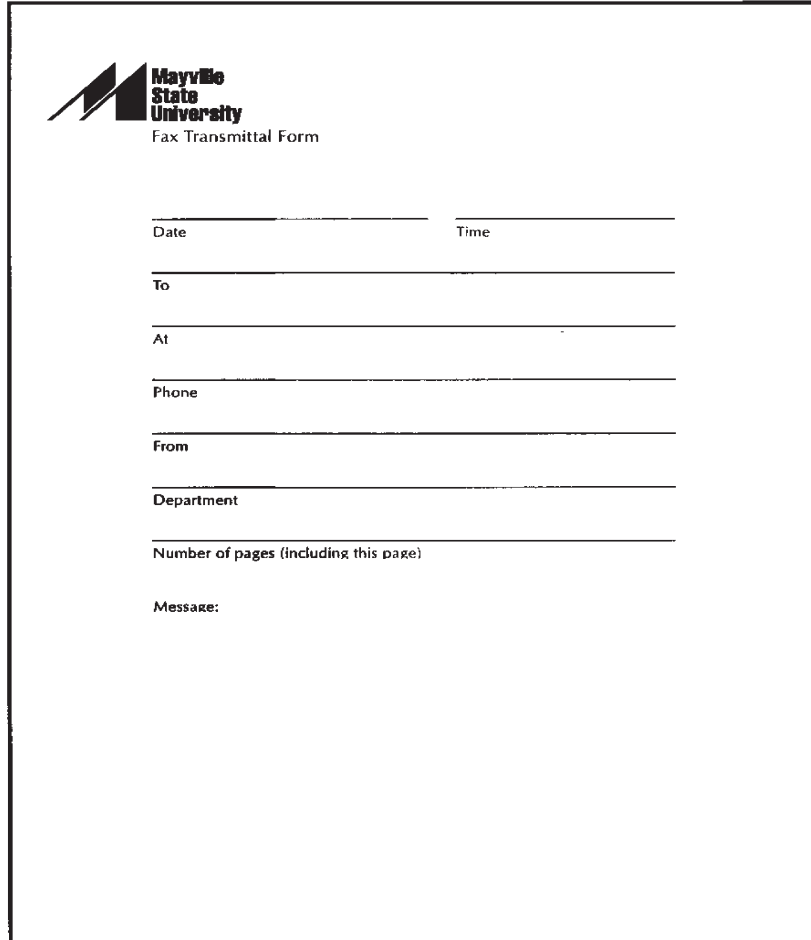
Envelopes

All envelopes used for Mayville State University correspondence should be ordered through the MSU Bookstore. Arrangements have been made with printers who are familiar with the required specifications for envelopes, in accordance with Mayville State University's graphic standards.



Fax Transmittal Form

A template for the recommended fax transmittal form has been created in Microsoft Word for use by Mayville State employees. Employees may download the file on the Mayville State SharePoint site at: <https://my.mayvilles-tate.edu/ws/departments/marketing/identityguidelines/Pages/Fax-Transmittal-Form.aspx/>



The image shows a template for a Fax Transmittal Form from Mayville State University. The form is enclosed in a black rectangular border. In the top left corner, there is a logo consisting of three slanted parallel bars of increasing height, followed by the text "Mayville State University" in a bold, sans-serif font, and "Fax Transmittal Form" in a smaller font below it. The form contains several horizontal lines for text entry, each preceded by a label. The labels are: "Date", "Time", "To", "At", "Phone", "From", "Department", and "Number of pages (including this page)". Below these lines is a section labeled "Message:" followed by a large, empty rectangular area for writing the message.

Mayville State University
Fax Transmittal Form

Date _____ Time _____

To _____

At _____

Phone _____

From _____

Department _____

Number of pages (including this page) _____

Message:

Sample Classified & Display Ads



Administrative Assistant

Mayville State University is looking for an ambitious, outgoing individual with computer experience. PT position bookkeeping, phone answering, support for directors, administrative detailed work. Experience in DOS base computer systems necessary. Applications being taken Aug. 19-20 between 1-5 p.m.

Ms. Jane Doe
Mayville State University
Admissions Office
330 3rd St. NE
Mayville, ND 58257
<http://www.masu.nodak.edu>

Administrative Assistant

Mayville State University is looking for an ambitious, outgoing individual with computer experience. PT position bookkeeping, phone answering, support for directors, administrative detailed work. Experience in DOS base computer systems necessary. Applications being taken Aug. 19-20 between 1-5 p.m.

Ms. Jane Doe
Mayville State University
Admissions Office
330 3rd St. NE
Mayville, ND 58257
<http://www.masu.nodak.edu>



(Interesting photograph goes here.)

Cleverly-written headline goes here

This is just one way of using the Mayville State University mark in a display advertisement. Notice how the mark is placed clearly at the bottom of the ad and is smaller than the other elements. This allows the main

headline and photograph to focus the viewer's attention. The mark serves as a subtle reminder of the organization responsible for the message. It acts as a seal or endorsement of those standing behind this ad.



Division of Teacher Education and Learning Resources • 330 Third Street NE, Mayville, ND 58257

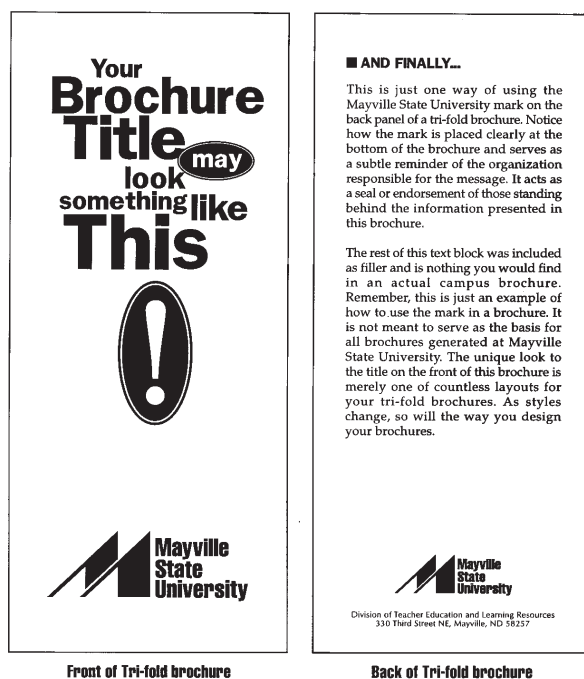
Brochure

Since the role of a brochure is to function as part of a larger campaign, there is no single way to correctly use the Mayville State University mark in this format. Use of the mark may be different for each campaign. An example of how the Mayville State University mark may be used in a typical tri-fold brochure is shown below.

No more than three typefaces should be used in creating a single brochure. Although use of fancy fonts is fun, it is necessary to use good judgement regarding use of fonts in creating documents. Also important is the type size. Do not use larger than 12 point text in text blocks. Eleven point is preferred. White space is good! Do not increase your type size to fill up space. It is better to use a type size that is readable, but not too large, and incorporate white space and design elements to fill excess space.

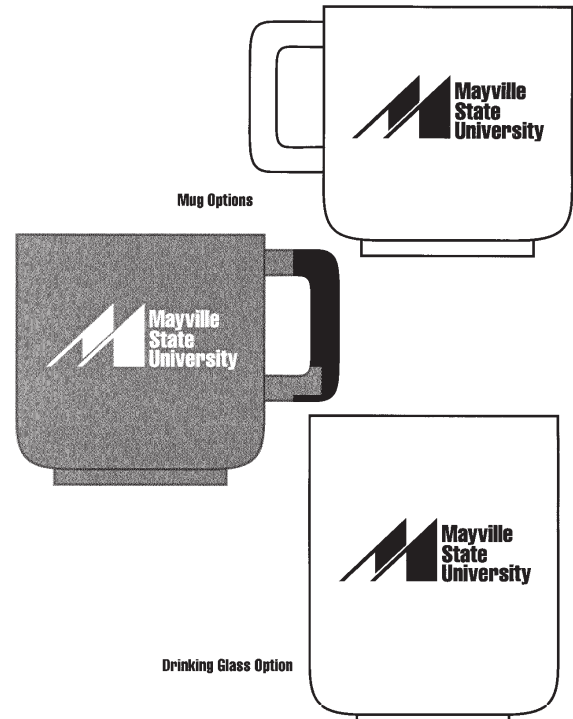
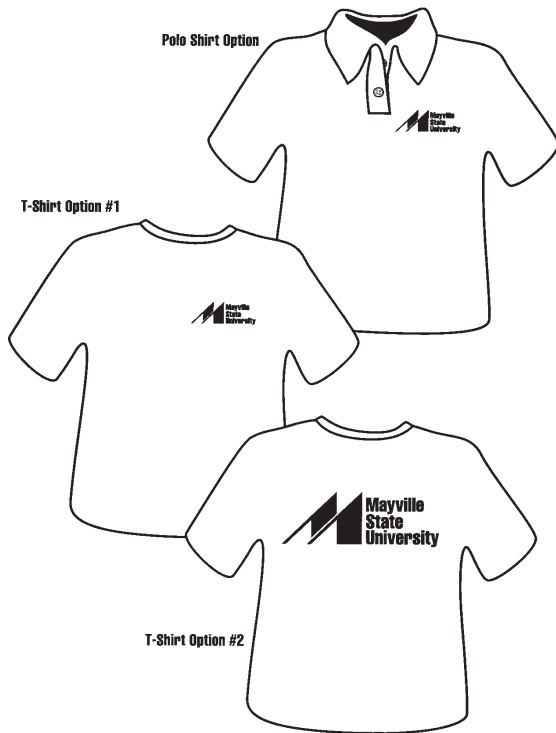
A template for a simple brochure that follows the MSU graphic standards has been created in Microsoft Word for use by Mayville State employees. Employees may download the file on the Mayville State SharePoint site at: <https://my.mayvillestate.edu/ws/departments/marketing/identityguidelines/Pages/default.aspx>.

Note: A sample of all brochures and other publications that will be used to inform the public of Mayville State University activities and programs should be forwarded to the Director of Marketing and Public Relations for approval prior to production or distribution.

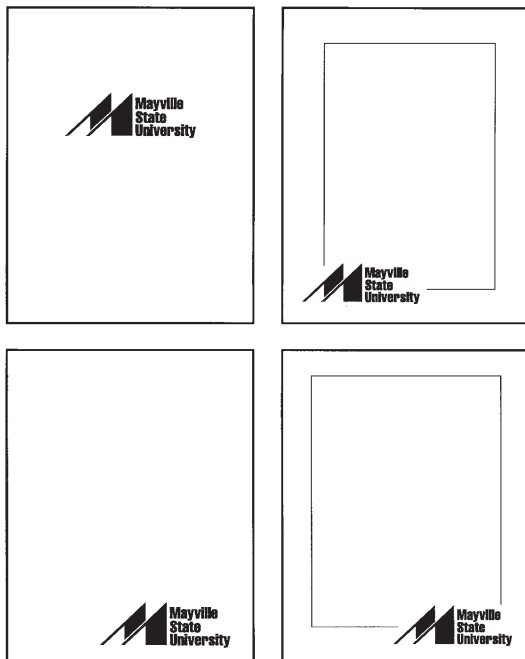


Advertising Specialties

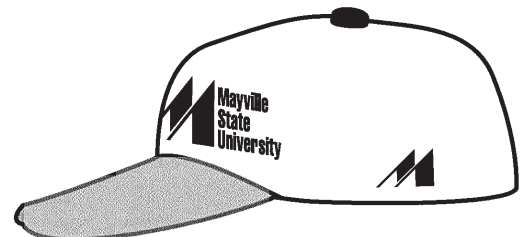
Use of the Mayville State University mark on clothing and advertising specialties needs to be dealt with on a case by case basis. For purposes of conformity to MSU graphic standards, use of the MSU mark on any clothing or advertising specialties should be approved by the Director of Marketing and Public Relations prior to ordering.



Notebook/Folder Options

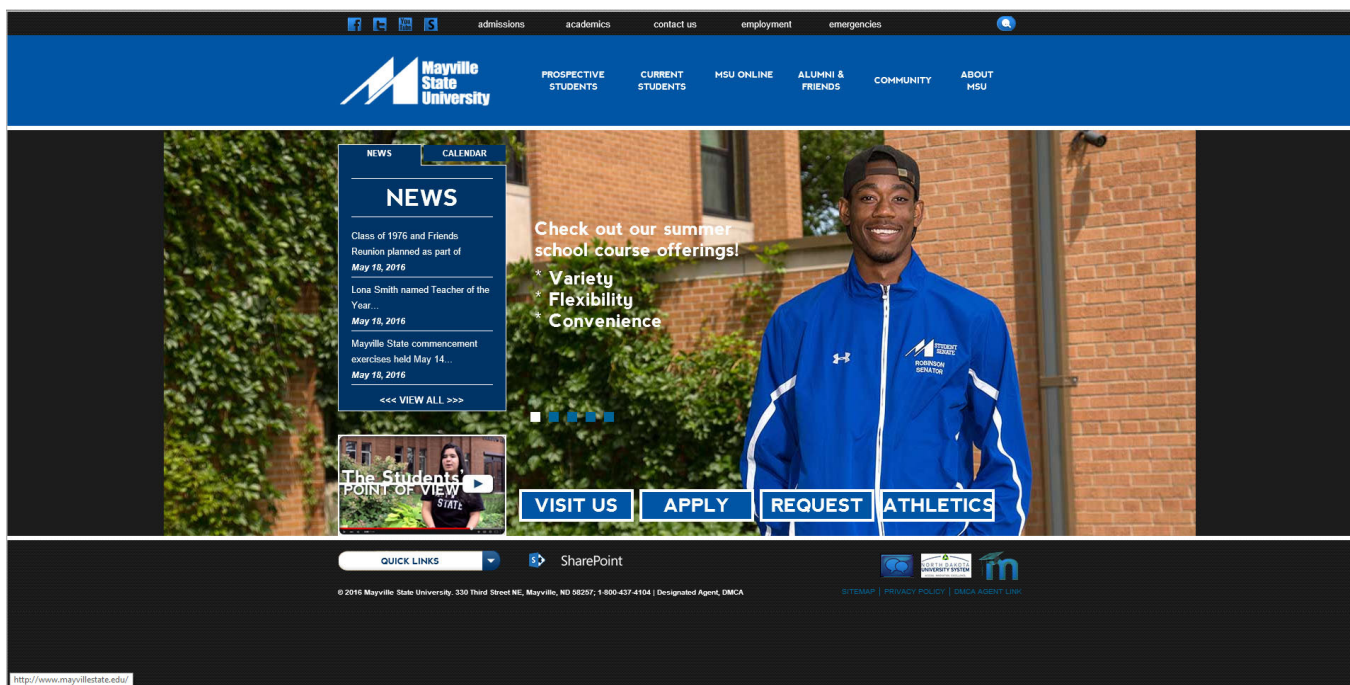


Cap Options



Multimedia Applications

Use of the Mayville State University mark in multimedia applications brings about a special situation with regard to conformity to the University graphic standards. Individuals using the MSU mark in multimedia applications should follow the standards set by this manual as closely as possible. There are times when it will be necessary to deviate from the standards. At such times, multimedia users should consult with the Director of Marketing and Public Relations as needed.



Other Guidelines

The following guidelines are not related to use of the Mayville State University mark, but are guidelines to keep in mind when preparing materials that will be used to present Mayville State to the public.

All publications that will be distributed to the public must be processed through the University's Public Relations Office prior to production or distribution. Individuals preparing publications for public distribution may contact the Public Relations Office for advice and consultation.

The preferred abbreviated representation for Mayville State University is "MSU." The only time "MaSU" should be used in reference to Mayville State is when the "a" is needed to distinguish Mayville State from other university names beginning with the letter "M"; for example, Minot State University, Moorhead State University. If it is obvious that "MSU" means Mayville State University, use it.