

Governors State University

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Newsroom

Marketing and Communications

1-22-2021

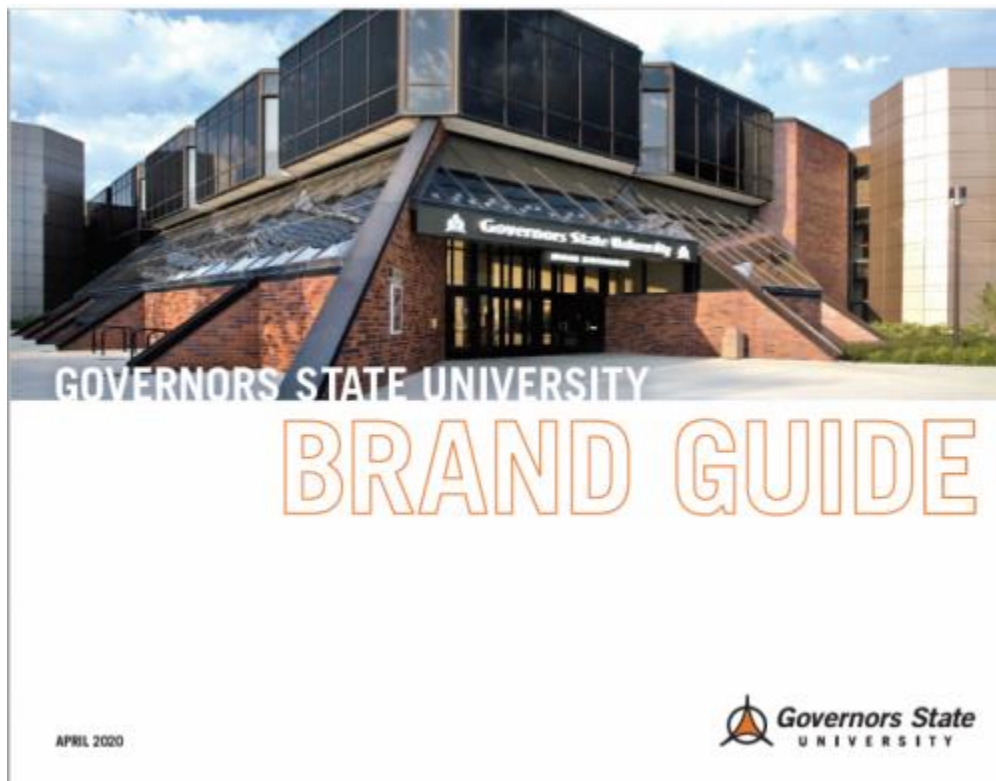
Brand Guidelines

Office of Marketing and Communications

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University Park, IL,
January
22,
2021

Brand Guidelines



As [Governors State University](#) begins another remote semester, the [Office of Marketing and Communications](#) is pausing to share important updates with the entire community.

First, thank you for partnering with the department's writers, designers, and project coordinators to promote the important work going forth across campus. Doing so has created a consistent look and feel for the brand that is easily recognizable from billboards to train platforms.

Consistency is important in advancing the Governors State mission to offer an exceptional and accessible education that prepares students with the knowledge, skills and confidence to succeed in a global society. Every policy, initiative, and direction the university undertakes is guided by the mission and influenced by a vision to serve as a model of academic excellence, innovation, diversity and responsible citizenship.

In every successful organization, leadership comes from the top and cascades down the ranks. For the past 2 years, Will Davis, Vice President of Institutional Advancement, Marketing and Communications has led the Marketing and Communications team and worked closely with faculty, staff and students to update systems and practices. These

and other updates will ensure all internal and external communication align with the mission, and continue the efforts to be more efficient and impactful with their resources to project one institutional voice and brand throughout the Southland.

The Agora

In August 2019, the campus newsletter moved from a weekly to a monthly format. The new monthly magazine “The Agora” replaced the “GSU View” and looks and feels more like a magazine, with longer stories and greater community impact. Each month, The Agora celebrates achievements and innovations across the colleges and throughout the arts and athletic sectors of GSU. Students, alumni, faculty, and campus leaders are spotlighted with an emphasis on community partners to help Governors State build **relationships**, to enhance its **reputation**, and generate **revenue**.

Please submit story ideas for consideration to theagora@govst.edu. Items submitted by the 25th of each month will be considered for the next issue of the Agora.

GSU Brand

In the coming year, Marketing and Communications aspires to continue strengthening the brand in all communications and platforms. Please keep in mind Governors State colors, brand logo, and social media hashtags when submitting or posting photos on the university’s social media platforms. When posting on social media, please remember to tag #GovState.

GSU Voice

The university’s voice is as important as its look. The Office of Marketing and Communications can help set and maintain consistent messaging through all campaigns, workshops and events. Feel free to invite MarComm representatives to your planning meetings and don’t forget to sign up for Workzone training [here](#) to ensure your projects look great!

Thank you in advance for your consideration and cooperation and keep an eye out for ongoing updates to our [brand room](#) and campus communications guidelines, as well as trainings on how to create high-quality marketing materials.