MOUNT ⬥ VERNON
N A Z A R E N E   U N I V E R S I T Y

Life Changing

Brand Strategy and
Graphic Standards Manual

Message From the President

Mount Vernon Nazarene University is an academic community of faith, shaping Christ-like leaders for lifelong service. Our institutional vision is reflected in all the programs and activities we support, how we perform our responsibilities, and why we serve at this institution. We believe God works through this institution to transform lives for His kingdom. We believe Mount Vernon Nazarene University is "Life Changing."

To reflect this unified image of Mount Vernon Nazarene University to our constituent groups, we have created a university-wide brand strategy as part of our integrated marketing plan to maintain a consistent and compelling message. This book will help ensure that the University's brand strategy is clearly understood and will assist us in managing this brand strategy through a set of policies and procedures establishing a consistent and comprehensive format through which MVNU will present itself to the public.

As you develop communication materials in the course of your work here at Mount Vernon Nazarene University, refer to this manual as a reference guide. The manual begins with a description of our brand strategy and branding campaign. This section serves as a foundation to the remainder of the manual. The next major section is a thorough description of our family of logos. Usage guidelines for unrestricted logos are provided to maintain consistent use of the institution's wordmarks. Usage of all restricted logos must be approved by the Marketing Department. Resources are also provided in terms of electronic files, camera-ready art work, and templates. The manual concludes with an updated style guide.

Please direct your questions or request for assistance to the Director of Communications. This office works with the Marketing Department to maintain the integrity of the institution's branding strategy. Please join me in supporting these standards.

Dr. E. LeBron Fairbanks
President

Table of Contents

The Mount Vernon Nazarene University Brand

The Mount Vernon Nazarene University Brand is the singular idea or concept that we own inside the minds of our target audiences:

- It reflects our unique strengths and personality
- It defines a singular, memorable concept that we stand for
- It communicates a compelling benefit to our target audiences, and
- It improves the reach, frequency, and impact of our key messages through consistent use by all campus units.

Creating an institutional brand involves much more than the consistent use of logos and wordmarks. It builds stakeholder consensus around a unique "Positioning Platform" that articulates what our institution is and what we stand for. Strong positioning creates a unique MVNU personality, attitude, and identity that gives our target audiences "permission to believe."

Positioning Statement

Mount Vernon Nazarene University is an intentionally Christian teaching university for traditional students, graduate students, and working adults who seek opportunity to learn and grow in an academic community of faith. We provide a transformational experience through excellent academics, opportunities for service, caring relationships, and a nurturing spiritual and social environment. We challenge students to achieve their highest potential, to become increasingly Christ-like, and to make a difference in their world through lifelong service.

Brand Promise

Shaping Christ-like leaders for lifelong service

Strategic Tagline

Life Changing

The strategic tagline, "Life Changing" and the accompanying curved line (the Journey Line) should be incorporated as integral parts of the MVNU signature for use on all publications and communications of the core brand except official University documents and certain legal communications where a tagline would appear inappropriate.

Branding Campaign Executions

The executions of the MVNU brand through a coordinated "family of communications" should convey the brand promise and key messages to establish a clear and consistent market position. The publications of the University should also convey a distinct and vibrant MVNU personality.

The MVNU family of publications will coordinate marketing materials for admissions, university advancement, alumni relations, all academic units, and major student services. The following elements should link the "shaping Christ-like leaders for lifelong service" brand promise with Mount Vernon Nazarene University. These MVNU brand designs will build in strength and brand equity over time.

Voice and Copy

• Messages should convey high-quality academics with spiritual growth, a strong sense of the MVNU community, and high levels of individual support.

• Copy should reinforce the quality of the MVNU experience for individual readers. It should convey the power and positive nature of personal transformation possible at MVNU.

• Copy should be delivered in short sentences and paragraphs, using frequent descriptive headers, bullets, callouts, lists, and tables whenever appropriate to help convey information quickly and effectively.

• Content should engage and involve readers using concise, conversational copy that speaks directly to the reader in the second person whenever appropriate. Language should be informal, forceful, and accessible; however, it should avoid being hackneyed or trendy.

• A short, boilerplate description of MVNU, including standard language regarding the brand promise, should be used in all collateral materials including the website, athletics and alumni publications, and media releases. The boilerplate description should also be distributed to local, state, and regional news outlets and agencies, economic development agencies, educational and professional organizations, and education guidebook editors.

BRANDING CAMPAIGN

Campaign Designs

- Designs should grab and hold attention with a vibrant color palette and generous use of color. Where possible, three panels should carry representative imagery to stay consistent with the strategic tagline.

- Designs should extend across page spreads to encourage a sense of continuous movement through the content. Use of a mix of gender-balanced photos in three panels offset by occasional overlapping and independent circles with frames enhance the sense movement and flow.

- Calling out either "Choose It," "Feel It," or "Live It," can enhance the theme of marketing materials.

- Portraits of individuals should closely cropped to create intimacy and warmth as well as to illustrate MVNU's focus on developing Christ-like leaders through their experience at the University.

- Text and content can be set on top of background images that are screened back in palette colors or in bold color boxes to add visual energy. Gradient-screened images should subtly reinforce the sense of community and personal growth.
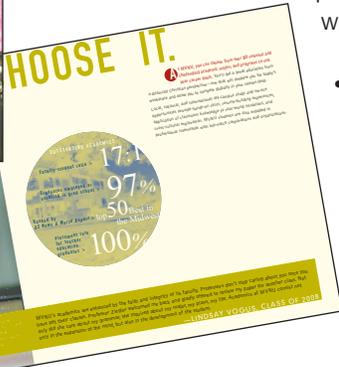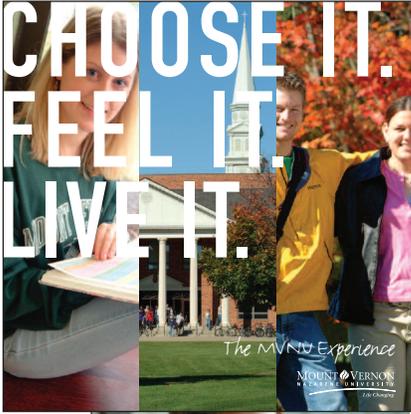
viewbook
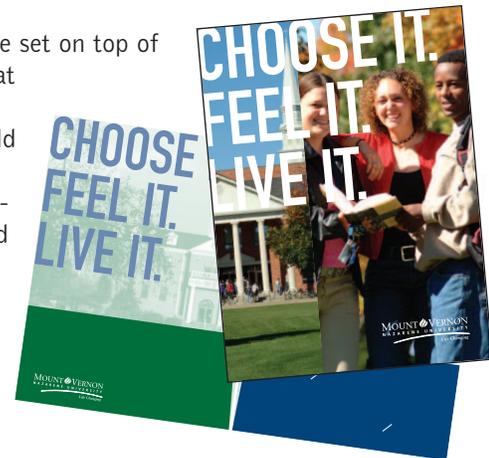
folder example

brochure example

BRANDING CAMPAIGN

Photography

MVNU brand photography should consist of visually compelling images of students and campus life with a distinctive energetic style and friendly personality. Photography should strive to embody the life-changing nature of MVNU through the use of unusual and thought-provoking camera angles, emotional connection between subject and viewer, and striking visual perspectives.

Primary Images

Images should capture all aspects of campus life, including academic, social, residential, introspective, and athletic. Images that focus on academics should feature one-to-one or one-to-small-group interaction between students and professors both inside and outside the classroom. Shots should be tight and focus on professors with one to four students. Alternately, academic shots can feature interaction among students who are studying and working together or in introspective moments.

Images should also reinforce the supportive, friendly campus by depicting close-knit and rewarding interactions among small groups of students and/or between a faculty member and one or several students. Shots of campus life should capture the community and friendliness of MVNU and illustrate the broad range of activities available to students. Shots should be visually compelling and most often capture two or more students engaged in an activity. It is essential that each primary image evoke an emotional response in the viewer.

Architecture and landscape images that do not show emotion or evoke emotion in the viewer should be used sparingly.

Portraits

Intimate portraits should be intermingled in marketing materials. These images can be used in conjunction with testimonials or where a personality could evoke a connection between subject and viewer. The photos should be extremely personal and engaging and should represent the breadth of individuals who attend MVNU. The close ups should capture the individual's personality. They should illustrate that, while MVNU is a close-knit community, the process of "life changing" happens on an individual basis.

Background images

Background images should capture the essence of the piece in which they appear — for example, a background image in Biology Department brochure could capture students and a professor in the midst of a biology experiment or environmental images—a lab, a microscope, etc. The photography should not contain a lot of contrast or shadows. Background images should be treated as monotone screens of grayscale photos.
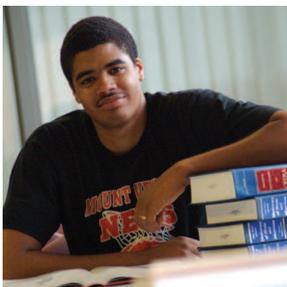
Color Palette

The MVNU brand should be represented by consistent use of the color palette below. These palette colors should be used as the dominant and recurring colors that help to visually define the brand. Whenever the brand is represented, it should include one or more brand palette colors.

Colors may also be used in various combinations to help differentiate university units.

Blue	Green	Teal	Rust	Gold
Four Color Process 100C 56M 0Y 34K	Four Color Process 100C 0M 83Y 47K	Four Color Process 50C 0M 20Y 5K	Four Color Process 0C 70M 100Y 10K	Four Color Process 0C 25M 95Y 10K

MVNU BRANDING COLOR PALETTE

Below is the MVNU colors, broken into separate palettes to be used based on the audience we are communicating with.

The Palettes are as follows:

Palette A

Admissions
School Divisions
Athletics

Palette B

Adult & Graduate Studies
Alumni
Advancement
Development
Church Relations
Planned Giving (University Fund)
Office of the President

Complimentary/Neutral Palette

The Neutral Palette is available to be used in conjunction with the corresponding palette.

There has been a spot (PMS) color selected for each color based on the paper being used. When printing on a coated paper, please use the PMS color indicated with a "C" after it. When printing on uncoated paper, use the PMS color with a "U" after it. There will be differences between how the inks look on the coated versus uncoated paper stocks. Please refer to a Pantone book to see a accurate representation of the specified colors.

With the exception of the Blue or the Green, please use process colors whenever possible. The process colors are more accurate to how the colors should appear.

Palette A

Blue	Green	Light Teal	Light Rust	Light Gold
PMS 295C	PMS 349C	PMS 325C	PMS 159C	PMS 110C
PMS 295U	PMS 356U	PMS563U	PMS 152U	PMS 110U
Process	Process	Process 251-5	Process 50-1	Process 19-3
100C 56M 0Y 34K	100C 0M 83Y 47K	50C 0M 20Y 5K	0C 70M 100Y 10K	0C 25M 95Y 10K

Palette B

Dark Blue	Dark Green	Dark Teal	Dark Rust	Dark Gold
PMS 296C	PMS 350C	PMS 569C	PMS 1535C	PMS 1255C
PMS 296U	PMS 357U	PMS 328U	PMS 1535U	PMS 117U
Process	Process	Process 253-1	Process 55-1	Process 21-1
100C 47M 0Y 69K	79C 0M 87Y 76K	83C 0M 30Y 56K	15C 75M 100Y 30K	0C 35M 100Y 40K

Complimentary/Neutral Palette A

Ruby	Light Tan	Medium Tan	Cool Grey 3	Sky Blue
PMS 1565C	PMS 4535C	PMS 451C	PMS Cool Gray 3C	PMS 652C
PMS 159U	PMS 4535U	PMS 452U	PMS Cool Gray 3U	PMS 652U
Process	Process	Process	Process	Process
0C 64M 72Y 7K	3C 0M 30Y 10K	34C 27M 51Y 0K	0C 0M 0Y 18K	50C 25M 0Y 10K

Complimentary/Neutral Palette B

Cool Grey 10	Cool Grey 3	Light Tan	Medium Tan
PMS Cool Gray 10C	PMS Cool Gray 3C	PMS 4535C	PMS 451C
PMS Cool Gray 10U	PMS Cool Gray 3U	PMS 4535U	PMS 452U
Process	Process	Process	Process
0C 0M 0Y 72K	0C 0M 0Y 18K	3C 0M 30Y 10K	34C 27M 51Y 0K

SCHOOL-SPECIFIC COLOR PALETTES

Major divisions and academic schools of Mount Vernon Nazarene University are assigned a specific color palette for use with printed materials. They include two primary colors and an accent color. Palettes are as follows:

School of Business

Blue	Lt. Gold	Lt. Teal
PMS 295 Four Color Process 100C 56M 0Y 34K	Process 19-3 0C 25M 95Y 10K	Process 251-5 50C 0M 20Y 5K

School of Natural and Social Sciences

Green	Lt. Teal	Lt. Gold
PMS 349 Four Color Process 100C 0M 83Y 47K	Process 251-5 50C 0M 20Y 5K	Process 19-3 0C 25M 95Y 10K

School of Arts and Humanities

Lt. Gold	Green	Lt. Rust
Process 19-3 0C 25M 95Y 10K	PMS 349 Four Color Process 100C 0M 83Y 47K	Process 50-1 0C 70M 100Y 10K
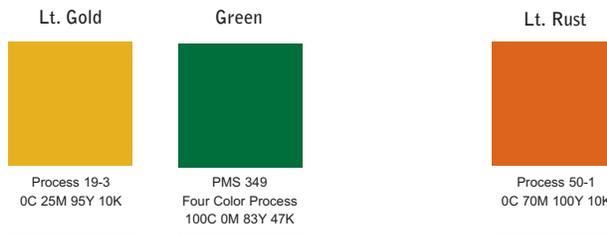
School of Theology and Philosophy

Lt. Rust	Lt. Gold	Lt. Teal
Process 50-1 0C 70M 100Y 10K	Process 19-3 0C 25M 95Y 10K	Process 251-5 50C 0M 20Y 5K
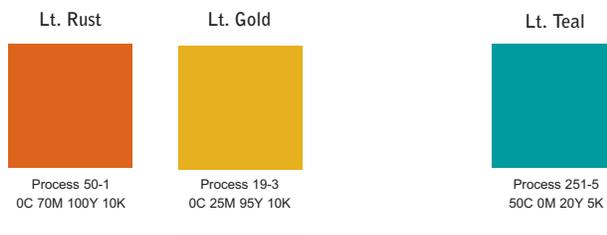
School of Education and Professional Studies

Blue	Lt. Rust	Lt. Gold
PMS 295 Four Color Process 100C 56M 0Y 34K	Process 50-1 0C 70M 100Y 10K	Process 19-3 0C 25M 95Y 10K
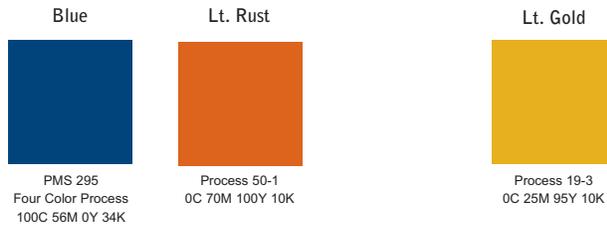
DIVISION-SPECIFIC COLOR PALETTES

Major divisions and academic schools of Mount Vernon Nazarene University are assigned a specific color palette for use with printed materials. They include two primary colors and an accent color. Palettes are as follows:

Office of the President

Green

PMS 350
Four Color Process
79C 0M 100Y 75K

Dark Gold

Process 21-1
0C 35M 100Y 40K

Blue

PMS 296
Four Color Process
100C 46M 0Y 70K

University Advancement

Dark Rust

PMS 349
Four Color Process
100C 0M 83Y 47K

Lt. Tan

PMS 4535
0C 0M 27Y 11K

Blue

PMS 296
Four Color Process
100C 46M 0Y 70K

Athletics

Blue

PMS 295
Four Color Process
100C 56M 0Y 34K

Green

PMS 349
Four Color Process
100C 0M 83Y 47K

Lt. Gold

Process 19-3
0C 25M 95Y 10K
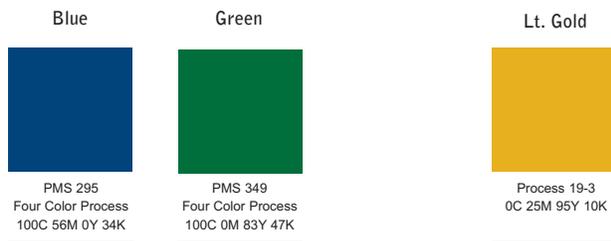
MVNU BRANDING TYPOGRAPHY

Bell Gothic Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTU
VWXYZ1234567890(.,;:"'_-
!)?&

DINEngschrift
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTU
VWXYZ1234567890(.,;:"'_-!)?&

AGaramond Semibold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTU
VWXYZ1234567890(.,;:"'_-!)?&

FFJustlefthand
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTU
VWXYZ1234567890(.,;:"'_-!)?&

DINNeuzeitGrotesk Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTU
VWXYZ1234567890(.,;:"'_-!)?&

Consistent use of typography also helps in establishing a brand.

The typefaces chosen for MVNU's marketing materials were selected for their readability, their display properties, and for their versatility. There are four major areas where type selection should be focused on.

The typeface for most materials is Bell Gothic Light. It is intended to be used primarily for body copy (text). The chosen headline standard is DINEngschrift, to be set primarily in all caps. Subheads, where applicable, are set in AGaramond Semibold. Finally, to create a sense of intimacy, a script font, FFJustlefthand, has been selected for use primarily in testimonials. Captions should be set in another face of the DINSchrinften family, DINNeuzeitGrotesk Light.

The recommended typefaces shown here are to be used in most MVNU publications in which the exact typeface is not specified. Their consistent use will establish a continuity of appearance that will help support the recognition of the MVNU brand, while promoting a professional, cohesive look in all communications.

Protecting Our Brand

Consistent use of logos, names and positioning statements (sometimes also called theme lines or tag lines) helps in establishing a brand. In this guide you will find the MVNU logo and several other logos created for the University, along with a "roadmap" of how and how not to use these logos.

These guidelines **MUST** be adhered to.

Mount Vernon Nazarene University has gone to great lengths to create a new brand as it transitions from college status to university status. We need to establish a unified "voice" for our campus, and this guide will help you and your suppliers understand the correct and appropriate ways to do so.

This is much more involved than just how we can and cannot use the logos. We must establish and maintain a consistent look and feel in everything we create for the University. This adherence to flawless standards of "visual identity" includes correct logo usage, color usage, font usage, scale, proportion and much more. Maintaining a consistent image with all communication elements will help solidify and strengthen the MVNU brand and academic reputation.

If you have any questions about proper identity usage, please contact our Marketing Department at (740) 392-6868.

Electronic artwork for the approved logos is available on the K: drive for faculty and staff use (K:/Common/Readonly/Communications/Logos) and camera-ready artwork is included in the back of this guide.

Logo Overviews

The University Logo with Tag Line ("Life Changing") is the *primary descriptive identifier* for Mount Vernon Nazarene University. This logo not only represents the University, but also makes a statement about why students attend the University and what they get from their experience. The University Logo with Tag Line should never be altered in any way. It must ***always*** be reproduced from official artwork provided on the K: drive or from camera-ready art slicks provided in the back of this manual.

The University Logo is the *primary identifier* for Mount Vernon Nazarene University. The University Logo should not be altered in any way. It must ***always*** be reproduced from official artwork provided on the K: drive or from camera-ready art slicks provided in the back of this manual.

The Excell Logo is the *primary identifier* for the Excell program, an extension of Mount Vernon Nazarene University that specializes in continuing adult education. The Excell program has a different audience and a different brand identity than the University. It has its own font usage and color scheme. The Excell Logo is used solely by the Excell program. The Excell Logo should never be altered in any way. It must ***always*** be reproduced from official artwork provided on the K: drive or from camera-ready art slicks provided in the back of this manual.

The University has several logos that have been developed for use in special departments. These logos should not be used without the permission of the Marketing Department. Please call (740) 392-6868 to inquire about the use of these logos.

The University Seal has been created as a *formal identifier* for Mount Vernon Nazarene University. It is used primarily by the Office of the President. Its use is strictly limited to official University business and should not be used without the permission of the President of the University. The seal should never be altered in any way. Artwork for this logo is obtained by contacting the Marketing Department.

The WNZR Logo has been created as a formal identifier of the WNZR Radio Station, a ministry of Mount Vernon Nazarene University that provides Christian radio to the Knox County listening area. The WNZR Radio Station offers a slightly different personality of the University to its listening public and has a need for a distinct identifier. The WNZR Logo is used solely by the WNZR Radio Station. The WNZR Logo should never be altered in any way. Artwork for this logo is obtained by contacting the Marketing Department.

The Athletic Department Logo is the primary identifier for the Mount Vernon Nazarene University Athletic Department. The Athletic Department has a different audience and a different brand identity than the University. The Athletic Department Logo is used solely by the Athletic Department and should not be used without the permission of the Marketing Department. The Athletic Department Logo should never be altered in any way. Artwork for this logo is obtained by contacting the Marketing Department.

The Cougars Logo is the primary identifier for the Mount Vernon Nazarene University Athletic Department Sports Teams. Whereas the Athletic Department Logo represents the Athletic Department as a whole, the Cougars Logo represents the sports teams of Mount Vernon Nazarene University. As such, it complements the Athletic Department Logo. The Cougars Logo is used solely by the Athletic Department and should not be used without the permission of the Marketing Department. The Cougars Logo should never be altered in any way. Artwork for this logo is obtained by contacting the Marketing Department.

The Cougar Head Logo is has been created as a formal identifier for the Mount Vernon Nazarene University Athletic Department Sports Teams. The Cougar Head Logo represents the sports teams of Mount Vernon Nazarene University and complements the Athletic Department Logo. The Cougar Head Logo is used solely by the Athletic Department and should not be used without the permission of the Marketing Department. The Cougar Head Logo should never be altered in any way. Artwork for this logo is obtained by contacting the Marketing Department.

The Cougars Team Sports Logos have been created as formal identifiers for each of the individual Mount Vernon Nazarene University Athletic Department Sports Teams. Each Sports Team has a need to identify its unique team sport within the overall context of the Cougars Logo. The Cougars Team Sports Logos are used solely by individual Cougar Sports Teams and should not be used without the permission of the Marketing Department. The Cougars Team Sports Logos should never be altered in any way. Artwork for these logos are obtained by contacting the Marketing Department.

The Cougar Sports Associates Logo has been created as a formal identifier of the Cougar Sports Associates. Created as a separate group to assist the Mount Vernon Nazarene University Athletic Department in raising funds for special projects and scholarships, the Cougar Sports Associates acts as a sub-brand of the Athletic Department. They have a modified logo that gives individuality and yet compliments the Athletic Department Logo. The Cougar Sports Associates Logo is used solely by the Cougar Sports Associates and should not be used without the permission of the Marketing Department. The Cougar Sports Associates Logo should never be altered in any way. Artwork for this logo is obtained by contacting the Marketing Department.

MOUNT ⚜ VERNON
NAZARENE UNIVERSITY

Life Changing

University Logo with Tagline

This dotted line equals one time (1x) the height of the logo on all four sides as clear space.
(Further explanation is contained within the second paragraph on this page.)

x

MOUNT ❦ VERNON
N A Z A R E N E   U N I V E R S I T Y

Life Changing

1x

1x

The University Logo with Tagline is the primary descriptive identifier for Mount Vernon Nazarene University and should never be altered in any way. The elements of the logo are a complete grouping and should not be "pulled" apart or used individually. The textual elements of the logo were created by customizing two different fonts. You should not attempt to typeset the logo yourself. The University Logo with Tagline must **_always_** be reproduced from official artwork provided on the K: drive or from camera-ready art slicks provided in the back of this manual.

When placing the logo, be sure to leave proper clear space around it for proper visibility and contrast. Do not "crowd" the logo with other graphic or textual elements. As shown in the example above, "x" equals the height of the logo. Leave at least one time (1x) the height of the logo as clear space on all four sides of the logo. There may be times when maintaining proper clear space is not possible. Please try to follow these guidelines whenever you can. These guidelines are only minimum clear space requirements. More space around the logo is always encouraged.

Whenever the institution's name appears in print and electronic communications (other than in text), it should appear only as one of the approved signatures of the institution. The University's name should never be used as a design element.

Preferred Size

2"

MOUNT ❦ VERNON
N A Z A R E N E   U N I V E R S I T Y

Life Changing

Minimum Size

1.5"

MOUNT ❦ VERNON
NAZARENE UNIVERSITY

Life Changing

Sizing

The scale of the logo will vary from application to application, but the proportions should never change. **_Never stretch, skew or distort the logo in any way._**

There is a preferred reproduction size for the logo and a minimum reproduction size for the logo. Do not reproduce the logo below the minimum size. If there is a need to reproduce the logo below the   minimum size (e.g., on a golf ball), please contact the Marketing Department for assistance: 392-6868.

Color is an important element in the University Logo with Tagline. It is a strong communication tool for creating brand recognition. The University Logo with Tagline can appear in the following forms: Two spot colors; four-color process (CMYK); RGB; and one-color black and white. The preferred combination is the two-color option where the specified Pantone colors are used.

Official Colors

The official colors to be used in the University Logo with Tagline are PMS 295 Blue and PMS 349 Green. Four-color process (CMYK) or RGB colors should be substituted when the production process dictates so. The example below is the only way the University Logo with Tagline should be reproduced in color. No other colors or color combinations are acceptable.

for Blue use
PANTONE 295

for Green use
PANTONE 349

Four Color Process
100C 56M 0Y 34K

Four Color Process
100C 0M 83Y 47K

RGB
0R 51G 94B

RGB
21R 85G 43B

GREEN   BLUE   GREEN

BLUE

BLUE

MOUNT VERNON
NAZARENE UNIVERSITY

BLUE   GREEN   *Life Changing*

MOUNT VERNON
NAZARENE UNIVERSITY
Life Changing

MOUNT VERNON
NAZARENE UNIVERSITY
Life Changing

Black and White

When one-color usage is necessary, the logo should be printed with 100% black. Do not change elements of the logo to screens of black.

MOUNT VERNON
NAZARENE UNIVERSITY
Life Changing
EVERYTHING IS BLACK

MOUNT VERNON
NAZARENE UNIVERSITY
Life Changing

MOUNT VERNON
NAZARENE UNIVERSITY
Life Changing
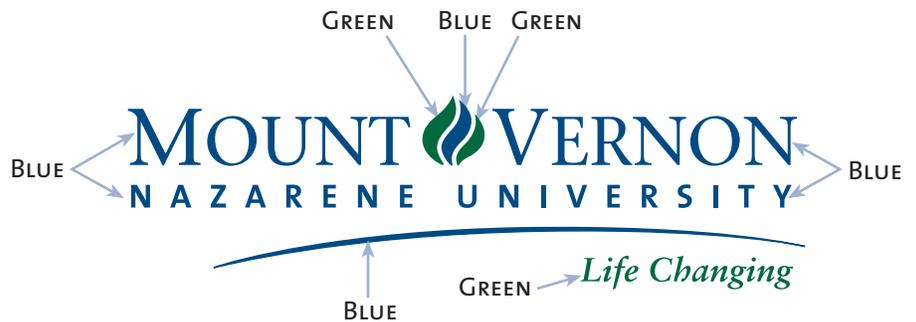
*The colors shown on this page and throughout this manual have not been evaluated by Pantone, Inc for accuracy and may not match the PANTONE Color Standards. For accurate standards refer to the current edition of the PANTONE Color Formula Guide. PANTONE® is a registered trademark of Pantone, Inc.

Backgrounds

The University Logo with Tagline must be reproduced on a background that allows for clear legibility. When printing the logo over a photo, be sure that the image does not interfere with the legibility of the logo. When printing on a dark background, the logo reverses to all white. The logo should not be reversed on a background that has a tonal value less than 50%. When printing the logo on a solid-color background, be sure there is enough contrast to make the logo clearly legible.

Acceptable Backgrounds

Acceptable Photo

Acceptable Background

Acceptable Background

Acceptable Background

Unacceptable Backgrounds

Unacceptable Photo - too distracting

Unacceptable Background - too light, less than 50%

Unacceptable Background - not enough contrast

Unacceptable Background - too dark, more than 50%

A consistent use of our University Logo with Tagline is very important. Improper use of this logo will promote a lack of brand identity. Shown below are some common examples of how NOT TO USE our University Logo with Tagline.

DO NOT alter the scale or placement of the flame.

DO NOT stack type

DO NOT alter the colors of the logo.

DO NOT tilt the logo.

DO NOT screen anything behind the logo.

DO NOT change the fonts.

DO NOT skew or stretch the logo.

DO NOT add elements to the logo.

DO NOT add drop shadows that make the logo difficult to read.

DO NOT put the logo in a box.

DO NOT violate the clear space around the logo.

DO NOT outline elements.

MOUNT ⬧ VERNON
NAZARENE UNIVERSITY

University Logo

This dotted line equals one time (1x) the height of the logo on all four sides as clear space.
(Further explanation is contained within the second paragraph on this page.)

x

MOUNT ❦ VERNON
N A Z A R E N E   U N I V E R S I T Y

1x

1x

The University Logo is the primary identifier for Mount Vernon Nazarene University and should never be altered in any way. The elements of the logo are a complete grouping and should not be "pulled" apart or used individually. The textual elements of the logo were created by customizing two different fonts. You should not attempt to typeset the logo yourself. The University Logo must ***always*** be reproduced from official artwork provided on the K: drive or from camera-ready art slicks provided in the back of this manual.

When placing the logo, be sure to leave proper clear space around it for proper visibility and contrast. Do not "crowd" the logo with other graphic or textual elements. As shown in the example above, "x" equals the height of the logo. Leave at least one time (1x) the height of the logo as clear space on all four sides of the logo. There may be times when maintaining proper clear space is not possible. Please try to follow these guidelines whenever you can. These guidelines are only minimum clear space requirements. More space around the logo is always encouraged.

Whenever the institution's name appears in print and electronic communications (other than in text), it should appear only as one of the approved signatures of the institution. The University's name should never be used as a design element.

Preferred Size

2"

MOUNT ❦ VERNON
N A Z A R E N E   U N I V E R S I T Y

Sizing

The scale of the logo will vary from application to application, but the proportions should never change. ***Never stretch, skew or distort the logo in any way.***

Minimum Size

1.5"

MOUNT ❦ VERNON
N A Z A R E N E   U N I V E R S I T Y

There is a preferred reproduction size for the logo and a minimum reproduction size for the logo. Do not reproduce the logo below the minimum size. If there is a need to reproduce the logo below the   minimum size (e.g., on a golf ball), please contact the Marketing Department for assistance: 392-6868.

Color is an important element in the University Logo. It is a strong communication tool for creating brand recognition. The University Logo can appear in the following forms: Two spot colors; four-color process (CMYK); RGB; and one-color black and white. The preferred combination is the two-color option where the specified Pantone colors are used.

Official Colors

The official colors to be used in the University Logo are PMS 295 Blue and PMS 349 Green. Four-color process (CMYK) or RGB colors should be substituted when the production process dictates so. The example below is the only way the University Logo should be reproduced in color. No other colors or color combinations are acceptable.

for Blue use
PANTONE 295

for Green use
PANTONE 349

Four Color Process
100C 56M 0Y 34K

Four Color Process
100C 0M 83Y 47K

RGB
0R 51G 94B

RGB
21R 85G 43B

Green   Blue   Green

MOUNT ❧ VERNON
NAZARENE UNIVERSITY

All Text is Blue

Black and White

When one-color usage is necessary, the logo should be printed with 100% black. Do not change elements of the logo to screens of black.

MOUNT ❧ VERNON
NAZARENE UNIVERSITY

Everything is Black

Backgrounds

The University Logo must be reproduced on a background that allows for clear legibility. When printing the logo over a photo, be sure that the image does not interfere with the legibility of the logo. When printing on a dark background, the logo reverses to all white. The logo should not be reversed on a background that has a tonal value less than 50%. When printing the logo on a solid-color background, be sure there is enough contrast to make the logo clearly legible.

Acceptable Backgrounds

Acceptable Photo

Acceptable Background

Acceptable Background

Acceptable Background

Unacceptable Backgrounds

Unacceptable Photo - too distracting

Unacceptable Background - too light, less than 50%

Unacceptable Background - not enough contrast

Unacceptable Background - too dark, more than 50%

Improper Logo Usage

A consistent use of our University Logo is very important. Improper use of this logo will promote a lack of brand identity. Shown below are some common examples of how NOT TO USE our University Logo.

DO NOT alter the scale or placement of the flame.

DO NOT stack type

DO NOT alter the colors of the logo.

DO NOT tilt the logo.

DO NOT screen anything behind the logo.

DO NOT change the fonts.

DO NOT skew or stretch the logo.

DO NOT add elements to the logo.

DO NOT add drop shadows that make the logo difficult to read.

DO NOT put the logo in a box.

DO NOT violate the clear space around the logo.

DO NOT outline elements.

Excell

MOUNT VERNON
NAZARENE UNIVERSITY

Excell Logo

This dotted line indicates clear space around the logo. The clear space is measured based on the x height. (Further explanation is contained within the second paragraph on this page.)

1X FROM RULE LINE

x

1x

1x

Excell
M O U N T   V E R N O N
N A Z A R E N E   U N I V E R S I T Y

The Excell Logo is the *primary identifier* for the Excell program, an extension of Mount Vernon Nazarene University that specializes in continuing adult education. The Excell program has a different audience and a different brand identity than the University. It has its own font usage and color scheme. The Excell Logo is used solely by the Excell program. The Excell Logo should never be altered in any way. It must *always* be reproduced from official artwork provided on the K: drive or from camera-ready art slicks provided in the back of this manual.

When placing the logo, be sure to leave proper clear space around it for proper visibility and contrast. Do not "crowd" the logo with other graphic or textual elements. As shown in the example above, "x" equals the height of the letter x. Leave at least one time (1x) the x height as clear space on the left, right and bottom of the logo. At the top, measure 1x up from the top rule line. There may be times when maintaining proper clear space is not possible. Please try to follow these guidelines whenever you can. These guidelines are only minimum clear space requirements. More space around the logo is always encouraged.

Whenever the institution's name appears in print and electronic communications (other than in text), it should appear only as one of the approved signatures of the institution. The University's name should never be used as a design element.

Sizing

The scale of the logo will vary from application to application, but the proportions should never change. **_Never stretch, skew or distort the logo in any way._**

There is a preferred reproduction size for the logo and a minimum reproduction size for the logo. Do not reproduce the logo below the minimum size. If there is a need to reproduce the logo below the   minimum size (e.g., on a golf ball), please contact the Marketing Department for assistance: 392-6868.

Preferred Size

1.25"

Excell
M O U N T   V E R N O N
N A Z A R E N E   U N I V E R S I T Y

Minimum Size

.875"

Excell
M O U N T   V E R N O N
N A Z A R E N E   U N I V E R S I T Y

Color is an important element in the Excell Logo. It is a strong communication tool for creating brand recognition. The Excell Logo can appear in the following forms: one spot color; four-color process (CMYK); RGB; and one-color black and white. The preferred combination is the one spot color option where the specified Pantone color is used.

Official Color

The official color to be used in the Excell Logo is PMS 349 Green. Four-color process (CMYK) or RGB colors should be substituted when the production process dictates so. The example below is the only way the Excell Logo should be reproduced in color. No other colors or color combinations are acceptable.
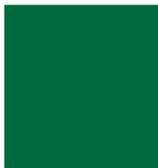
for Green use
PANTONE 349

Four Color Process
100C 0M 83Y 47K

RGB
21R 85G 43B

GREEN THROUGHOUT

Black and White

When one-color usage is necessary, the logo may be printed in either 100% green or 100% black. Do not change elements of the logo to screens of black.

EVERYTHING IS BLACK

Backgrounds

The Excell Logo must be reproduced on a background that allows for clear legibility. When printing the logo over a photo, be sure that the image does not interfere with the legibility of the logo. When printing on a dark background, the logo reverses to all white. The logo should not be reversed on a background that has a tonal value less than 50%. When printing the logo on a solid-color background, be sure there is enough contrast to make the logo clearly legible.

Acceptable Backgrounds

Acceptable Photo

Acceptable Background

Acceptable Background

Acceptable Background

Unacceptable Backgrounds

Unacceptable Photo - too distracting

Unacceptable Background - too light, less than 50%

Unacceptable Background - not enough contrast

Unacceptable Background - too dark, more than 50%

Improper Excell Logo Usage

A consistent use of the Excell Logo is very important. Improper use of the Excell logo will promote a lack of brand identity. Shown below are some common examples of how NOT TO USE the Excell Logo.

DO NOT alter the scale or placement of the flame.

DO NOT use all capital letters

DO NOT alter the colors of the logo.

DO NOT tilt the logo.

DO NOT screen anything behind the logo.

DO NOT change the fonts.

DO NOT skew or stretch the logo.

DO NOT add elements to the logo.

DO NOT add drop shadows that make the logo difficult to read.

DO NOT remove the type "Mount Vernon Nazarene University"

DO NOT violate the clear space around the logo.

DO NOT outline elements.

Heritage Bookstore

The Mount Vernon Nazarene University Heritage Bookstore exists to provide the products needed by students and faculty in the classroom and by staff in their offices. All types of insignia items (novelties, school supplies, and sportswear) are available for students, faculty, staff, alumni, and visitors. The Bookstore also sells textbooks, trade books, snack items, office supplies, and health care products. Departments may order their office supplies by phone, email, or in person and can have them delivered. The Heritage Bookstore strives to give high-quality, Christian service to all of those attending, working at, and visiting Mount Vernon Nazarene University.

The Cougar Paw

Because the Heritage Bookstore sells so many items, it requires some variety in the artwork that appears on materials. They are the *ONLY* campus entity allowed to use the Cougar "Paw" on apparel and related items. They must maintain no more than 20 percent usage factor (i.e. the paw can be incorporated on no more than 20 percent of their overall inventory of items).

The paw should remain consistent on bookstore items where possible. The official paw for Bookstore usage is as follows:

BOOKSTORE PAW - RESTRICTED

Bookstore Artwork Exceptions

MVNU Heritage Bookstore is able to use the logo and images of the University in a more diverse, creative way than any other departments on campus. Policy stipulates for variety in Bookstore apparel and items:

When using official artwork of the University (logos, etc.) all colors, fonts, icons, or graphics must be represented as the graphic standards document outlines. However, *ONLY* the Bookstore is allowed on some merchandise to use logos in one color or silver or gold due to embroidery, engraving, etc.

When stating "Mount Vernon Nazarene University," "Cougars," "MVNU," any other language associated with the University , or other graphic formation, it must differ significantly from official MVNU logos. (For example: if the graphic approximates the logo, it should BE the logo.)

All apparel produced by any office or department of Mount Vernon Nazarene University must have the approval of the Marketing Department prior to production. Because there is such a wide variety of how logos can be used on apparel, it is not reasonable that this manual could capture all possible combinations.

If you are ordering your apparel through the MVNU Bookstore, they will be able to manage the approval process for you. The MVNU Bookstore works with the Marketing Department to maintain consistent standards. The MVNU Bookstore can work with you to match your budget with the highest quality apparel available at your price range. This is the preferred method for you to order any apparel.

If you are using another vendor for your apparel needs, you will need to bring your apparel ideas and projects to the Marketing Department for approval prior to having designs created. We will work with you to maximize your creativity and yet maintain the integrity of the MVNU institutional logos.

Ad Specialty Items

All ad specialty items produced by any office or department of Mount Vernon Nazarene University must have the approval of the Marketing Department prior to production. Because there is such a wide variety of how logos can be used on ad specialty items, it is not reasonable that this manual could capture all possible combinations.

If you are ordering your ad specialty items through the MVNU Bookstore, they will be able to manage the approval process for you. The MVNU Bookstore works with the Marketing Department to maintain consistent standards. The MVNU Bookstore can work with you to match your budget with the highest quality ad specialty items available at your price range. This is the preferred method for you to order any ad specialty items.

If you are using another vendor for your ad specialty items needs, you will need to bring your ad specialty items ideas and projects to the Marketing Department for approval prior to having designs created. We will work with you to maximize your creativity and yet maintain the integrity of the MVNU institutional logos.

Formatting Stationery

Shown below is a diagram of how letters are to be formatted on University letterhead.

8.5"

MOUNT VERNON
N A Z A R E N E U N I V E R S I T Y
Life Changing

1.75"

Date

Addressee Name
Company Name
Department or PO Box Number
Street Address
City, State 00000-0000

Dear Addressee.

This letter demonstrates how to format a letter on University letterhead. Maintaining these formatting guidelines will help to establish and maintain a consistent identity system for the University.

When setting the type, begin the date line 1.75 inches from the top of the page. Maintain a 1.25 inch margin on both the left and right side of the page for the text. Continue the text down to but not exceeding 1.25 inches from the bottom of the page. If the text needs to flow to a second page, maintain the left and right margins, but you may start the text 1 inch from the top of the page.

They size of the type is set at 9.5 points with 12 points of leading (9.5 over 12). This example has been reduced for demonstration purposes.

Closing

1.2"   1.2"   11"

Sender s Name
Title

1.2"

800 MARTINSBURG ROAD, MOUNT VERNON, OHIO 43050-9500 • TEL: (740) 392-6868 • FAX: (740) 397-2769 • www.mvnu.edu

Under Development

Templates

The Marketing Department has created several templates to be used by faculty and staff. These templates include a **Letter Template**, a **Fax Template**, and a **Memo Template**. The templates are to be used with Microsoft Word and have been created with "live areas" where text can be added. These templates are available for download by going to the K: drive (K:/Common/Readonly/Communications/Templates). Consistent use of these templates will help to solidify the University's brand.

Letter Template

Fax Template

Memo Template

ELECTRONIC
ARTWORK

Understanding Colors
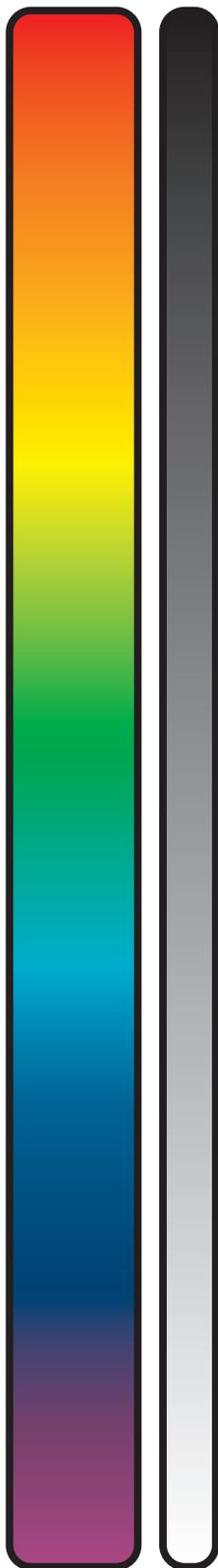
Different uses of the logo may require different printing processes. Whenever sending artwork out to get printed, know exactly which printing process will be used (if you are unsure, contact the printer or the end user and ask what they require). Send the logo format compatible with that particular printing process. Sending the wrong logo could affect the quality of the print job, the cost of the print job, or both. Whenever possible, please try to send electronic art files.

Spot Color Printing

Spot color printing is the use of a single ink to print each different solid color. (A green ink to print green, a brown ink to print brown, etc.) The use of PANTONE® Matching System (PMS) inks to match the logo's colors is preferred where possible. Please use a PANTONE Color Specifier (available at a graphic artist supply store) for precise color matching.

Four Color Process Printing

Four color process printing (CMYK Printing) is the method of printing where four colors (Cyan-C, Magenta-M, Yellow-Y, Black-K) are used to print most of the color spectrum. Full-color magazines, brochures and newspapers are printed using CMYK Printing. Although CMYK printing can print most colors, it is limited in its ability to print every color. Some colors can only be achieved by using special-mix inks or PANTONE inks. Please use the appropriate CMYK values when printing with CMYK colors.

RGB

RGB (Red, Green, Blue) is the color format used for on-screen or internet usage.

Black and White

When printing using only black and white, please send the black and white logo versions. You may send the digital files or one of the camera-ready art slicks in the back of this manual. If you are sending out a camera-ready art slick, _NEVER_ copy or fax the logo. Copying or faxing severely deteriorates the quality of the artwork. Instead, cut out one of the logos, sandwich it between two thin sheets of cardboard (for protection) and mail it. If you run out of camera-ready art slicks, please contact the Marketing Department at 392-6868 for additional camera-ready art slicks.

Understanding File Names

Electronic art files of the University Logo with Tagline, University Logo, and Excell Logo are available on the K: drive for faculty and staff use (K:/Common/ReadOnly/Communications/Logos). All of these logos come in a variety of color formats and file formats.

Below is a key for understanding the naming system used for the electronic art files. The file names have been separated into three sections. The first section identifies the logo. The second section identifies the color format. The third section identifies the file format.

Section 1   **Section 2**   **Section 3**

MVNU-BLACK.EPS

LOGO VERSION	COLOR FORMAT	FILE FORMAT
MVNU TAG = University Logo w/Tag	**BLACK** = Black	**EPS** = Encapsulated Postscript
MVNU = University Logo	**CMYK** = Four Color Process	**TIF** = Tagged Image Format
EXCELL = Excell Logo	**PMS** = Spot Color (Pantone)	**JPG** = Joint Photographic Experts Group
UNIV SEAL = University Seal	**RGB** = RGB	
HEAD = Cougar Head	**WHITE** = White	
COUGARS = Cougar Sports Logo		
ATHL DEPT = Athletic Department Logo		
CSA = Cougars Sports Associates Logo		

University Logos with Tagline

MVNU TAG-BLACK.EPS

MVNU TAG-CMYK.EPS

MVNU TAG-PMS.EPS

MVNU TAG-WHITE.EPS

This logo is actually white with a transparent background. We have added a black background here for display purposes.

MVNU TAG-BLACK.JPG

MVNU TAG-CMYK.JPG

MVNU TAG-RGB.JPG

MVNU TAG-BLACK.TIF

MVNU TAG-CMYK.TIF

University Logos

MVNU-BLACK.EPS

MVNU-CMYK.EPS

MVNU-PMS.EPS

MVNU-WHITE.EPS

This logo is actually white with a transparent background. We have added a black background here for display purposes.

MVNU-BLACK.JPG

MVNU-CMYK.JPG

MVNU-RGB.JPG

MVNU-BLACK.TIF

MVNU-CMYK.TIF

Excell Logos

EXCELL-BLACK.EPS

EXCELL-CMYK.EPS

EXCELL-PMS.EPS

EXCELL-WHITE.EPS

This logo is actually white with a transparent background. We have added a black background here for display purposes.

EXCELL-BLACK.JPG

EXCELL-CMYK.JPG

EXCELL-RGB.JPG

EXCELL-BLACK.TIF

EXCELL-CMYK.TIF

Available Electronic Art Files

University Seals - USE ONLY WITH PERMISSION

UNIV SEAL-BLACK.EPS

UNIV SEAL-CMYK.EPS

UNIV SEAL-PMS.EPS

Using the Seal on a dark Background

A white version of the University Seal does not exist. The logo has been created so that there is a white ring outside the oval that allows it to be placed on a dark background. See example below.

UNIV SEAL-BLACK.JPG

UNIV SEAL-CMYK.JPG

UNIV SEAL-RGB.JPG

UNIV SEAL-BLACK.TIF

UNIV SEAL-CMYK.TIF

Cougar Head Logos - USE ONLY WITH PERMISSION

HEAD-BLACK.EPS

HEAD-CMYK BLUE.EPS

HEAD-CMYK GREEN.EPS

HEAD-PMS BLUE.EPS

HEAD-PMS GREEN.EPS

HEAD-WHITE.EPS

This logo is actually white with a transparent background. We have added a black background here for display purposes.

HEAD-BLACK.JPG

HEAD-CMYK BLUE.JPG

HEAD-CMYK GREEN.JPG

HEAD-RGB BLUE.JPG

HEAD-RGB GREEN.JPG

HEAD-BLACK.TIF

HEAD-CMYK BLUE.TIF

HEAD-CMYK GREEN.TIF

Available Electronic Art Files

Cougars Logos - USE ONLY WITH PERMISSION

COUGARS-BLACK.EPS

COUGARS-CMYK.EPS

COUGARS-PMS.EPS

COUGARS-BLACK.JPG

COUGARS-CMYK.JPG

COUGARS-RGB.JPG

COUGARS-BLACK.TIF

COUGARS-CMYK.TIF

Using the Cougars Logo on a dark Background

A white version of the Cougars Logo does not exist. The logo has been created so that there is a white ring outside the logo that allows it to be placed on a dark background.
See example below.

Athletic Department Logos - USE ONLY WITH PERMISSION

ATHL DEPT-BLACK.EPS

ATHL DEPT-CMYK.EPS

ATHL DEPT-PMS.EPS

ATHL DEPT-BLACK.JPG

ATHL DEPT-CMYK.JPG

ATHL DEPT-RGB.JPG

ATHL DEPT-BLACK.TIF

ATHL DEPT-CMYK.TIF

Using the Athletic Department Logo on a dark Background

A white version of the Athletic Department Logo does not exist. The logo has been created so that there is a white ring outside the logo that allows it to be placed on a dark background.
See example below.

Cougars Sports Associates Logos
USE ONLY WITH PERMISSION

CSA-BLACK.EPS

CSA-CMYK.EPS

CSA-PMS.EPS

CSA-WHITE.EPS

This logo is actually white with a transparent background. We have added a black background here for display purposes.

CSA-BLACK.JPG

CSA-CMYK.JPG

CSA-RGB.JPG

CSA-BLACK.TIF

CSA-CMYK.TIF
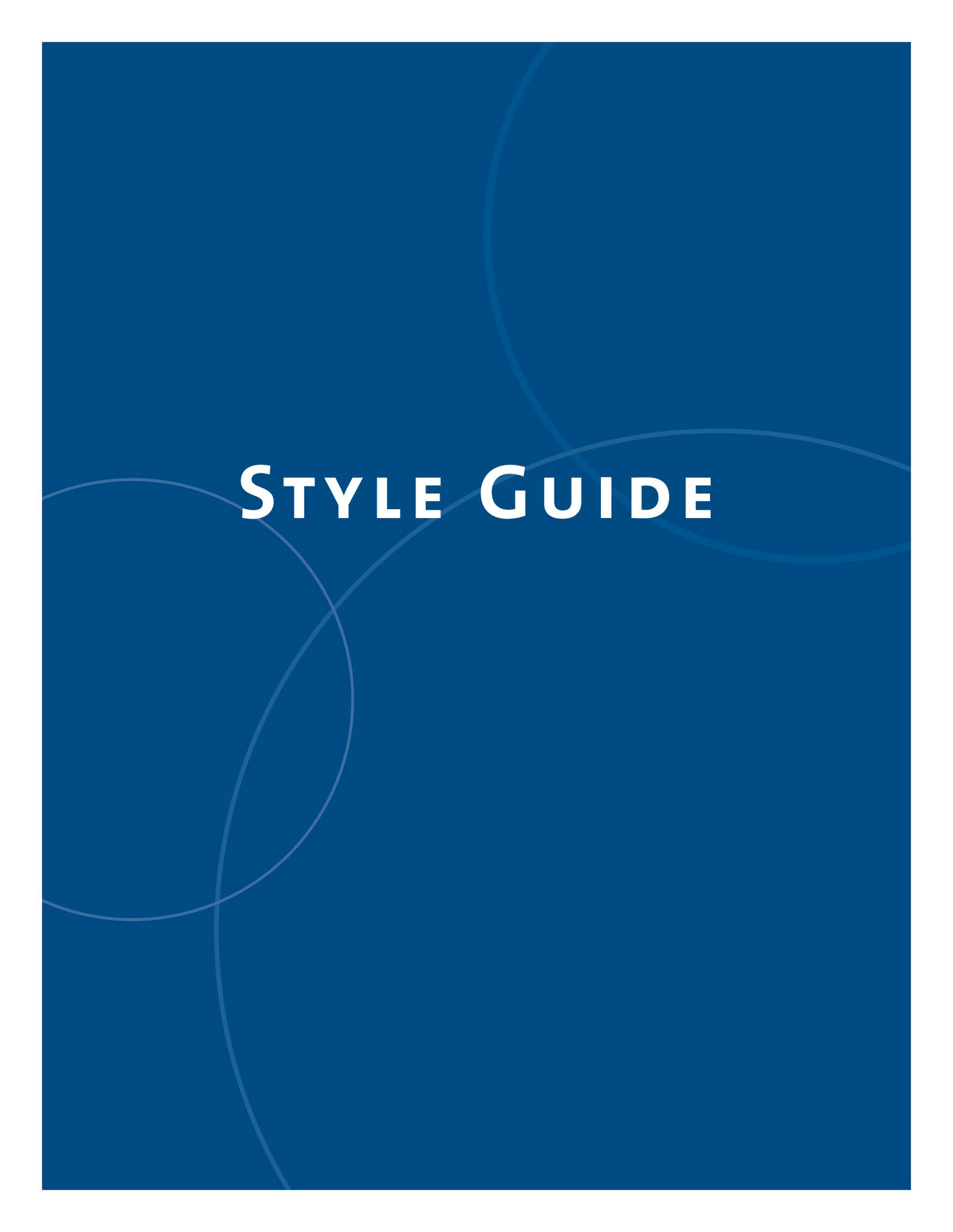
STYLE GUIDE

Communications

To portray a consistent image of Mount Vernon Nazarene University, all printed media promoting, providing information about, or advertising the University and its various activities to our constituency, as well as to the public in general, need to include several things. These are essential to communicating who we are, where we are, and how to contact us.

The following items should appear on all communications to the public. This includes press releases, posters, flyers, newsletters, brochures, pamphlets, banners, etc. You may find it useful to put a paperclip on this page, as you will refer to it many times when creating printed materials.

Checklist of "Must Have" Items for all Communication to the Public

- The Mount Vernon Nazarene University logo with tagline (see guidelines on size, color and file names)

- **Address:**

  800 Martinsburg Road
  Mount Vernon, OH 43050

- **Telephone number for contact:**

  (740) 392-6868 or a toll-free number when applicable or other departmental extension contact

- **Web site address:**

  www.mvnu.edu or specific web site address when applicable such as www.mvnu.edu/alumni

- Contact name when applicable

- Any dates, times, registration deadlines, price, or location places necessary for events

Optional but Recommended

- Contact by specific e-mail address (e.g., alumni@mvnu.edu)

COMMUNICATIONS OFFICE

The Office of Communications handles publicity for news items relating to the campus, including special speakers, Lecture/ Artist events, music performances, commencement, homecoming, building dedications, open houses, crisis response, etc.

Publicity can be many things:

- Press releases for newspapers
- Photography
- Radio announcements
- Web site postings
- *Bits & Pieces* - Monthly internal newsletter for faculty and staff
- *Mount Vernon NOW* - Quarterly alumni magazine
- Specially created newsletters, brochures, cards, invitations, etc.
- Advertisements in newspapers and magazines
- Please see the Communications Checklist of items necessary on ALL communication pieces intended for the public.

PLAN AHEAD

When you begin any new project or need information distributed to the public for your event, we urge you to work ahead of time and contact us at the beginning of the planning process so that we can provide the best possible service. We want to promote the wonderful things happening at MVNU, but it takes time to do it correctly in the means most appropriate for your particular cause.

"DISCIPLINE OF THE DEADLINE"

Deadlines rule the world of media. People who work in media can only produce quality communication when they meet their deadlines. News and information can only be distributed when information comes in on time. The following list of deadlines will help you plan your project in advance and help the Office of Communications plan to better promote your event.

INFORMATION DEADLINES

- **Press releases:** four weeks in advance for local, six weeks in advance for outlying areas
- **Photography:** (group, event or publicity) schedule four weeks in advance
- *Bits & Pieces:* 15th of each month for that month's issue
- *Mount Vernon NOW:* published in March, June, September, and December. Deadlines are the first of February, May, August, and November.
- **Brochures, newsletters, special projects:** at least six weeks

News Releases

News releases are an easy and inexpensive way to promote your program or event. Completed releases are mailed four weeks in advance of potential publication date, so you need to allow about six weeks lead time. The following information will help you compose the material you would like distributed in a news release format.

Answer the following questions and you're well on your way to writing a news release:

- **Who?** (your intended audience)

- **What?** (name and description of event or speaker)

- **When?** (dates and times of event)

- **Where?** (meeting place, room number, etc. Be sure to specify campus or other location)

- **Why?** (purpose or intent of the event. Why should someone attend? What does the audience have to gain?)

- **How?** (event offered or sponsored by whom? Be sure to state if the event is co-sponsored by another group. Also, is there a cost for the event? How do people register, purchase tickets, etc.?)

Other Helpful Hints

- Make paragraphs short.

- Include names and establish the person's credentials for teaching the class or leading the event, etc.

- Include price for registration, tickets, meals, etc. and deadlines for events.

- ALWAYS include a telephone number to contact for further information. Always include area code and extension (or 800 number when applicable).

- Attach background information on a speaker or event.

- Include web site of event or artist if available.

- If you have a photo, be sure to get it to the Office of Communications to be included with your release.

Did You Know?

- To submit information for Press Releases online, go to www.mvnu.edu/news/thisjustin.html and click on Press Release Form.

WEBSITE

www.mvnu.edu

http://nzr.mvnc.edu

www.mvnu.edu/wnzr
www.mvnu.edu/excell
www.gotomvnu.com

- MVNU's external and internal web sites are maintained by the web-master and by departmental staff trained by the webmaster in web authoring and development. MVNU's web development is done through collaboration among the Academic Computing, Network Computing and Administrative Computing departments.

- MVNU's web address(es) should be on all external printed communication and are always written in all lowercase letters: www.mvnu.edu

- The following are general guidelines for developing web sites at MVNU. Designers should check with the webmaster (webmaster@mvnu.edu) regarding specific requirements.

General Guidelines

- Currently, Adobe and Microsoft web authoring products are used to create and maintain our sites. Anyone wishing to use other tools for creating or implementing the external web site should consult with the webmaster.

- An official MVNU logo should be included on all of the University's indexes or home page sites.

- An official logo for a specific site's content, such as in the case of ath-letics or Excell, should follow the rules specified for that logo outlined elsewhere in this guide.

- All sites' indexes or home pages, should contain a link to MVNU's home page (www.mvnu.edu). This requirement can be fulfilled by having an MVNU logo that links to the University's home page. In cases where an additional alternative school seal or logo is used, such as in the sports sections, it should link to the respective site's index or home page. Index or home pages are defined here as the top-level page for each department, program or group.

- Every one of the University's webpages must contain an appropriate means for feedback, such as an e-mail address, allowing visitors to communicate with the group or department responsible for the site. Such means of feedback should be regularly monitored, and a site representative should either issue a response or route messages to appropriate personnel in a timely manner.

- Pages must contain navigational aids such as "next page," "previous page," "back to menu," "top of page," or "back to table of contents" links to facilitate browsing. The "back" and "forward" browser buttons should not be the exclusive navigational aids on a page.

- The official MVNU colors should be used when logos, seals, or alterna-tive official logos are used. Web Design Guidelines

- The design of any pages that do not follow the official template should be done in consultation with the webmaster.

Web Design Guidelines

- Effective web sites share some of the characteristics of good print publications: attractive design, logical organization, and understanding of the intended audiences. Web design, however, offers additional challenges. The following must be considered when designing pages/sites for MVNU:

  - Simplicity of design is preferred.

  - A page's maximum width should not exceed 800 pixels.

  - A site's design and text should reflect the purpose, mission, and Christian values of MVNU.

  - Site navigation must provide a sense of context as well as assist users in locating information.

  - Graphic design must work with a variety of browsers, screen sizes, color capabilities and connection speeds.

  - Flashy technology cannot interfere with the site's usability.

  - Information must often be restructured into smaller units more suitable for online browsing.

  - Graphics Interchange Format (GIFs) are preferred for online clipart.

  - Joint Photographic Experts Group (JPEGs) are preferred for photography. Photographs should be compressed in size and resolution for optimal downloading time. Please consult the webmaster on this issue.

  - Audio, animation, and video (including streaming audio and video) should only be used after consultation with the webmaster and proper testing.

  - For longer documents Adobe Portable Document Format (PDF) files are preferred. Forms to be submitted by users of a site should be carried out in consultation with the webmaster.

  - These guidelines apply to both the Internet and Intranet sites at MVNU.

Please consult with the webmaster on these issues at ext. 4342, or by e-mailing: webmaster@mvnu.edu

RADIO

MVNU has one of the most advanced radio stations in Knox County! WNZR 90.9FM has two digital production rooms with full professional capabilities. WNZR's website is located at www.mvnu.edu/wnzr.

Contact station manager before using WNZR logo. Logo is available on K:/Common/Shared/Communications/ Logos.

HOW CAN WNZR HELP PROMOTE YOU OR YOUR EVENT?

- **Community Billboard:** Announce calendar events with a brief description of the event along with date, place, and time. Please send announcements two weeks prior to the event date. If there is a registration deadline, please send the announcement two weeks prior to the deadline.

- **Radio Spots/Promos:** A radio spot/promo is a recorded announcement featuring music and sound effects. This is a great way to grab attention for your event. WNZR creates and records the promos. They can also make copies of these to be used at any radio station. There is no cost for MVNU departments, employees or Nazarene churches in Knox County.

- **Interviews:** Interviews are a great way to broaden the audience's understanding of a topic or event by using an "expert" on a particular topic. They may also raise the interest level of the audience. Interviews must be scheduled two weeks in advance with the station manager. Interviews may be done live or over the telephone.

- **Remote Broadcasts:** Remote broadcasts increase event attendance. WNZR can broadcast on site from anywhere in Knox County. Remote broadcasts must be scheduled three weeks in advance with the station manager. Remote broadcasts are assigned to students and are restricted to staff availability.

- **Features:** Features can be done on a particular department or major at the university. Contact the station manager for details.

WHAT'S THE BEST PART?

- You'll be reaching a large audience immediately, and it's absolutely FREE to anyone affiliated with the university!

HOW CAN YOU MAKE USE OF WNZR?

- Call the radio station at (740) 392-9090 or the station manager at extension 3550.

- For more information about WNZR's ministry, go to www.mvnu.edu/wnzr.

GLOSSARY

TERMS AND DEFINITIONS

Bleed

When any image on a page or surface extends off the edge or into the centerfold.

Flush left, rag right

A typographic specification where copy will appear vertically aligned on the left margin and will break naturally between words or hyphenate on the right side. This is the most naturally readable copy.

Kerning

The spacing between individual letters and words that is measured in point increments.

Leading

The spacing between lines of copy that is measured in point increments.

Line screen

A photomechanical device for reproducing or printing continuous tone artwork through the conversion into dots of varying size and density. Line screens are calibrated (measured) by lines per inch.

Pantone (PMS)

Pantone, Inc. is the leading developer and marketer of products for accurate communication of color in a variety of industries. With specific number codes for each color, Pantone processing allows for detailed mixing, matching, printing, and control of system colors.

Pica

A typographic measurement. One pica is equal to 1/6" or 6 picas to the inch.

Point (pt.)

A unit of measure used in specifying type size. There are 12 points to a pica and 72 points to an inch.

Positive

When the printed image appears as a darker value than the background.

Reverse

When the printed image appears white or as a lighter value than the background.

Sans serif

A typestyle with no serifs and little contrast between thick and thin strokes. Arial is a sans serif font.

Serif

A crossline width or variation appearing at the end of the main strokes of a type character. Times New Roman is a serif font.

MVNU Specific Terms

Mount Vernon Nazarene University has numerous buildings, facilities, and structures. Most have proper names which should be referred to in the same way at all times. We've tried to produce an all-inclusive list of these terms, specific to MVNU's campus. We will attempt to update this list when new buildings or structures are erected.

Facilities and buildings

Birch Apartments
Business Affairs Building
Cedar Apartments
Central Complex
Cougar Den
Cypress Apartments
Donoho Recreation Center
Elmwood Apartments
The Eternal Flame
Faculty/Regents Hall
Founders Hall
Free Enterprise Business Center
Galloway Hall
Glen House Apartments
Heritage Bookstore
Hyson Campus Center
Jennie K. Moore Family and
    Consumer Sciences Center
Lakeholm Administration
    Building
Maplewood Apartments
McCougar Field (softball)
Morrison Physical Plant
Building
Oakwood Hall

Physical Education Center
Pioneer Hall
President's Guest House
President's Home
R.R. Hodges Chapel/Auditorium
and Fine Arts Center
Redwood Hall
Rosewood Apartments
Spruce Apartments
Thorne Library/Learning
Resource Center
Visual Arts Center and Annex
Welcome Center
Women's Auxiliary Office

Others:
Grove
Prayer Garden
The Shaw Bell
Gazebo
Reflection Pond

Use Lower Case for the Following

baseball field
indoor hitting facility
intramural softball field
soccer field

Campus Publications

The Lakeholm Viewer
Enerazan
Mount Vernon NOW
Bits & Pieces
Pastor's Link
Cougar Prints
The Rose

Grammar and Punctuation Guide

This section is an abbreviated style guide for business writing. It will serve as a quick reference to resolve general questions and improve consistency in writing. Our goal is to maintain a reasonable amount of consistency of style throughout all printed pieces. We want to communicate clearly using a style appropriate to the type of material and interests of the intended audience. For additional information regarding correspondence and business writing, you may also refer to the Franklin Covey Style Guide.

For journalistic writing there are different standards and guidelines. Please refer to The Associated Press Stylebook and Libel Manual, published by The Associated Press, New York, N.Y. (1998).

Questions or comments should be directed to the Director of Communications.

NOTE: The following is adapted from the The Associated Press Stylebook and Libel Manual.

Capitalization

In most cases, capital letters are used for proper nouns and words derived from them. Do not capitalize common nouns.

Example: The event will take place at 7 p.m. in the R. R. Hodges Chapel/Auditorium.

Exception: Always capitalize U when referring to our University.

Awards

Specific names of awards are capitalized.

Example: Jeffrey John Cubbon Memorial Scholarship

Composition Titles

Capitalize the principal words, including prepositions and conjunctions of four or more letters. Capitalize an article (a, and, the) or words of fewer than four letters if it is the first or last word in a title. Capitalize the first word following a colon.

Example: Education with a Christian Purpose
            The Last Words of Custer
            Mission Possible: The Anchor Holds

Course Titles

Capitalize course titles when the complete name is used; always use the complete name on first reference. Names of languages are always capitalized.

Example: Psychology, French, Communication Ethics

GRAMMAR AND PUNCTUATION GUIDE

Degrees

Do not capitalize degree names. Capitalize only when abbreviated.

Example: master's degree in business, bachelor's degree, Ph.D., B.A.

Note: Do not precede a name with a courtesy title for an academic degree and follow it with the abbreviation for the degree in the same reference.

Examples: (right) Dr. Lincoln Stevens or Lincoln Stevens, Ph.D.
(wrong) Dr. Lincoln Stevens, Ph.D.

Departments / Divisions / Offices / Organizations

Capitalize the name of a department, division, office or organization only when using the entire official name.

Examples: Division of Religion, religion division
Office of the President, president's office
Student Government Association, student government

Months

Capitalize the name of months in all uses. When a month is used with a specific date, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov., and Dec. Spell out when using alone, or with a year alone.

Examples: The reception will be held Thursday, Oct. 25, in the chapel.
January is a very cold month, but November 1978 was the coldest.
July 25 is the deadline.

Nationalities and Races

Capitalize the proper names of nationalities, peoples, races, etc. Use lower case for black (noun or adjective), white (noun or adjective), etc.

Example: African, African American, American, American Indian

Religious Names and Terms

Capitalize all proper nouns referring to the deity. Do not capitalize heaven, hell, angel, an apostle, etc. Do not capitalize pronouns (he, him, his, thee, thou) referring to the deity.

Examples: God, Jehovah, Yahweh, Father, Holy Ghost, Holy Spirit
God in his mercy, Jesus and his disciples

Capitalize names of religions, churches and denominations. Note that "church" is capitalized only as a part of the official name.

Example: a church, First Church of the Nazarene, a Roman Catholic church

Seasons

Do not capitalize seasons: summer 1995, autumn, spring semester, etc.

Student Classifications

Do not capitalize a student's classification: freshman, sophomore, junior, senior.

Grammar and Punctuation Guide

Time

Do not capitalize a.m. and p.m. Use figures except for noon and midnight. Use a colon to separate hours from minutes. Avoid redundancies such as 10 a.m. this morning or 11:30 p.m. tonight. When an hour has no minutes use 2 p.m., rather than 2:00 p.m.

Examples: 11 a.m., 3:30 p.m.

Titles

Capitalize formal titles when used directly before an individual's name, without using a comma. Use lower case when used after or not with an individual's name.

Example: • President E. LeBron Fairbanks, Vice President for Academic Affairs

• Dr. Henry Smith

• Dr. E. LeBron Fairbanks, president; Dr. Henry Smith, vice president for academic affairs

• President Fairbanks spoke in chapel this week. OR The president spoke in chapel this week.

Hyphenation

When in doubt, consult the dictionary to determine how to treat a compound word. The dictionary will tell you whether to treat a compound word as a hyphenated compound (water-repellent), one word (waterproof), or two words (water table).

Use a hyphen to connect two or more words functioning together as an adjective before a noun.

Example: a well-known candidate, a first-quarter touchdown

Do not use a hyphen when such compounds follow the noun.

Example: The candidate will be well known. She works full time.

Do not use a hyphen with very and -ly words.

Example: a very good time, an easily remembered person

Hyphenate the written form of fractions and/ or compound numbers from twenty-one to ninety-nine.

Example: one-fourth, three-fifths, fifty-five

Numbers

General Guidelines

Spell out one to nine; use figures for 10 and above unless the number begins a sentence.

When spelling out compound numbers, only the word ending in y receives the hyphen. Avoid sentence construction which places the number at the beginning.

Example: One hundred fifty-five people arrived at 1 p.m.
             At 1 p.m., 155 people arrived.

Grammar and Punctuation Guide

Use figures and "cents" for amounts less than $1. When spelling out large amounts of money, use "$" or "dollars," but not both of them.

Example: 47 cents, $1 million, one million dollars

Fractions should be spelled out with a hyphen when less than one.

Example: one-fifth

Use a comma in numbers with more than three digits.

Example: 1,500

Dates

Always use Arabic figures. Avoid using -st, -nd, -rd, or -th.

Example: 1996; April 12, 1967

Do not separate the month and year with a comma when there is no specific day given.

Example: June 1994

Measurements

Use figures and spell out the type of measurement such as weight, dimensions, degrees, percent, etc. Use hyphens for adjectival forms.

Example: He is 5 feet, 6 inches tall, but he is a 5-foot, 6-inch boy.
            He said 60 percent was a failing grade.

Ages

Always use figures. When the context does not require years or years old, the figure is presumed to be years. Ages expressed as adjectives before a noun, or as substitutes for a noun, use hyphens.

Examples: He is a 5-year-old boy. That boy is 5 years old.
            The boy, 7, has a sister, 10.
            The woman is in her 30s. (no apostrophe)

Telephone numbers

Be sure to include the area code when your audience includes off-campus people. The parentheses around the area code are based on a format that telephone companies have initiated. Be sure to use a space to separate the area code from the seven-digit number.

Example: (740) 392-6868

Punctuation

Apostrophe

An apostrophe is most commonly used to create possessive nouns. Follow these guidelines:

Plural nouns ending in s, add just an apostrophe.

Example: girls' toys, churches' needs

Singular nouns that end in s, add 's unless the following word begins with s.

Example: hostess's invitation, hostess' seat, witness's answer, witness' story

Plural proper nouns ending in s, add just an apostrophe.

Example: Dr. and Mrs. Jones are here. (singular)
              The Joneses are here. (plural)
              This is the Joneses' house. (plural possessive)

Compound words, add 's to the word closest to the word it possesses.

Example: attorney general's request, president-elect's car

Use an apostrophe to indicate omitted figures.

Example: class of '62, Spirit of '76, the '20s

Use an apostrophe to indicate plurals of single letters.

Example: He brought home a report card with two A's and two B's.

Do not use an apostrophe for plurals of numbers or multiple-letter combinations.

Example: the '60s, VCRs, ABCs, VIPs

Colon

The colon is used to introduce a list or text ONLY when the words before the colon make up a complete sentence. Capitalize the first word after a colon only if it is a proper noun or the start of a complete sentence. There is only one space after the colon.

Example: The couple agreed to bring the following garden items: a shovel, a pick and a trowel.

              He promised this: If it rained the day of the picnic, it would be rescheduled.

Do not use a colon after an incomplete sentence or after words like including or such as. Do not use a colon after a verb.

Comma

Commas should be used sparingly, only when needed to clarify a sentence, or after an introductory clause or phrase.

Example: When he decided to register for classes, he went to see his advisor.

After each word or short group of words in a series. In journalistic writing (such as press releases), the final comma in a series is used.

Example: The American flag is red, white, and blue.

Before the conjunction in a compound sentence.

Example: He liked this particular class, and it showed.

To set off a nonrestrictive clause or phrase.

Example: The president, our guest speaker, will open the seminar.

Quotation Marks

Quotation marks are used to surround the exact words of a person, whether spoken or written.

Do not use quotation marks around indirect quotations.

Example: "What is fool's gold?" asked the traveler who has never before been prospecting.

"Well," the geologist told him, "it's pyrite."

The geologist told the curious traveler that fool's gold is pyrite.

Use quotation marks around the titles of newspaper and magazine articles, poems, short stories, songs, and chapters or subdivisions of books. Use italics for titles of books, magazines, newspapers, plays, radio and television programs, musical compositions and software.

Always place periods and commas inside quotation marks. Place colons and semicolons outside quotation marks.

Place question marks and exclamation points inside quotations marks unless they apply to the sentence as a whole.

Example: Bedtime at my house is marked by "Mommy, can you tell me a story now?"

Have you heard the old proverb "Do not climb the hill until you reach it"?

For quotes within quotes, use single quotation marks within the double quotation marks. Use three marks together if two quoted elements end at the same time.

Example: She said, "He told me, 'I love you.'"

Semicolon

The semicolon is used to separate compound or long items in a series, or to link two independent clauses that are related.

Example: Several of his responsibilities were suspended; they were added to the duties of his assistant.

He leaves a son, John Smith of Chicago; two daughters, Jane Smith of New York City and Susan Smith of Wichita, Kan.; and a sister, Martha, wife of Robert Ward of Omaha, Neb.

Note: The semicolon is used before the final and in such a series.

When a conjunctive adverb (therefore, however) or transitional expression (in fact, as a result, even so) appears between independent clauses, it is preceded by a semicolon and followed by a comma.

Example: I learned all the rules and regulations; however, I never fully learned why they were necessary.

Miscellaneous

When using MVNU in place of the words Mount Vernon Nazarene University, use all capital letters with no periods.

COMMONLY MISUSED WORDS

Accept, Except

Accept means to receive. Except means to exclude.

Affect, Effect

Affect, as a verb, means to influence. Effect as a verb means to cause or produce. Effect as a noun means a result or consequence.

Example: New data will affect the result.

New technology will effect many changes.

The effect of the change was astounding.

Afterward, Toward

Not afterwards, or towards.

Agree to, Agree with

Agree to indicates approve. Agree with suggests shared views.

Example: They did not agree with every item in the contract, but they agreed to its provisions and decided to ratify it.

Aid, Aide

Aid is assistance. An aide is a person who serves as an assistant.

Alumnus, Alumni, Alumna, Alumnae

Alumnus is one male student who has attended a school. Alumni is more than one male who has attended a school or a group of men and women who have attended a school. Alumna is one female who has attended a school. Alumnae is more than one female who has attended a school.

Among, Between

Between introduces two items. Among introduces more than two.

Example: The pie was divided among several children.

The matter was kept as a secret between the two sisters.

Annual

An event cannot be described as annual until it has been held in at least two successive years. Do not use the term first annual. Instead, note that sponsors plan to hold the event annually.

Beside, Besides

Beside means at the side of. Besides means in addition to.

Complement, Compliment

Complement means to complete something, Compliment is to make a comment.

Example: The new drapes complement the wallpaper.

I complimented her on her diamond ring.

Commonly Misused Words

Ensure, Insure

Ensure means to guarantee. Insure is used when referring to insurance.

Example: Steps are taken to ensure accuracy.

                   This policy insures his life.

Entitled, Titled

Do not use entitled to mean titled.

Example: She is entitled to a promotion.

                   The book was titled *The Book of Virtues.*

Farther, Further

Use farther to refer to physical distances and further for extensions of time or degree.

Example: I was farther away from home.

                   He was further from the truth.

Fund raising, Fund-raising, Fund-raiser

Example: Fund raising is difficult.

                   The school planned to have a fund-raising campaign.

                   A fund-raiser was hired.

Good, Well

Good is an adjective. Well can be used as an adverb meaning skillfully or satisfactory .It can also be used as an adjective, meaning suitable, proper, or healthy.

Example: The pie was good.

Example: The student sang well.

Example: The patient is well.

Impact

Avoid using impact as a verb meaning to affect or to have an effect [on].

Example: The sudden death of a faculty member impacted the
                   student body. (wrong)

                   The sudden death of a faculty member greatly saddened the
                   student body. (right)

Irregardless

Do not use. Regardless is correct.

It's, Its

It's is a contraction for it is or it has. Its is the possessive form of it.

Example: It's up to you.

Example: The program lost its funding.

Lay, Lie

Lay means to put or place. Lie means to recline.

Example: Please lay the dirty plates in the sink.

                   I wanted to lie down and sleep.

Commonly Misused Words

Leave, Let

Leave means to depart from or to let remain. Let means to allow or to permit.

Example: Since the instructor had to leave early, she let the class go early too.

Percent, Percentage

Percent suggests a specific figure. Percentage is a more general term.

Example: The student scored 98 percent on the test.

A high percentage of college students responded to the survey.

Principal, Principle

Principal is a noun or adjective meaning someone or something is ranked first or referring to money. Principle is a noun meaning the fundamental truth, law or motivating force.

Example: Education is our principal concern, but the high school principal fought for the principle of education for all.

Our principal is now earning interest in the bank.

Statewide, Nationwide, Campuswide, Worldwide

There is no need for hyphens.

Note: World Wide Web (not World-Wide Web or Worldwide Web)

Than, Then

Than is used in comparisons. Then indicates time.

Example: Your car is newer than mine.

Then, in the next week, things changed.

Use, Utilize

Utilize means to put to use. Avoid the term utilize when use will convey your meaning equally well.

Example: The students were urged to use (not utilize) the sidewalks as they walk to classes.

Whose, Who's

Whose is the possessive form of who. Who's is a contraction for who is.

Example: Whose books are these?

Who's going with us?

Who, Whom

Who is used when someone is the subject. Whom is the subject of a preposition.

Example: The freshman who studied here is gone. Who is there?

The student with whom I studied, is gone. Whom do you choose?

Commonly Misspelled Words

absence
academic
accidentally
accommodate
accomplish
accumulate
achievement
acknowledgement
acquaintance
acquire
across
address
admissible
adviser
advisory
aggravate
all right
almost
although
always
amateur
among
analyze
annual
answer
apology
apparently
appearance
appropriate
argument
arising
arithmetic
arrangement
ascend
association
athlete
athletics
attendance
audience
baccalaureate
bachelor
barbecue
basically
beginning
believe
benefited
boundary
brilliant
bureau
business
cafeteria
calendar
candidate
catalog

cemetery
changeable
changing
characteristic
chosen
collectible
column
coming
commitment
committed
committee
comparative
compatible
competitive
conceivable
conference
conferred
conqueror
conscience
conscientious
conscious
consistent
convenient
courteous
criticism
criticize
curiosity
dealt
decision
definitely
descendant
describe
description
despair
desperate
develop
dictionary
dilemma
disappear
disappoint
disastrous
dissatisfied
eighth
eligible
eliminate
embarrass
eminent
emphasize
entirely
entrance
environment
equivalent
especially
exaggerated

exercise
exhaust
existence
experience
explanation
extraordinary
extremely
familiar
fascinate
February
foreign
forth
fourth
government
grammar
guard
guidance
hallelujah
harass
height
humorous
illiterate
imaginary
imagination
immediately
incidentally
incredible
indefinitely
indispensable
inevitable
infinite
intelligence
interesting
irrelevant
irresistible
knowledge
laboratory
legitimate
license
lifestyle
lightning
likable
literature
loneliness
maintenance
manageable
maneuver
marriage
mathematics
mischievous
necessary
nevertheless
noticeable
obstacle

Commonly Misspelled Words

occasion
occasionally
occur
occurred
occurrence
optimistic
original
outrageous
pamphlet
parallel
particularly
pastime
percent
perform
performance
permissible
perseverance
perspiration
phenomenon
physically
picnicking
playwright
politics
practically
precede
precedence
preference
preferred
prejudice
preparation

prevalent
primitive
probably
proceed
professor
prominent
pronunciation
quantity
quiet
quite
quizzes
receive
recognize
recommend
reference
referred
regard
religion
repetition
resistible
restaurant
rhythm
ridiculous
roommate
sandwich
schedule
secretary
seize
separate
sergeant

several
siege
similar
sincerely
sophomore
specimen
strictly
subtly
succeed
surprise
syllabus
syllabuses or
syllabi
temperature
thorough
tragedy
transformed
truly
unanimous
unnecessarily
until
usually
vacuum
vengeance
villain
weird
weather
whether

Sexist Language

Sexist language assigns roles and characteristics to people on the basis of gender, discriminating against both sexes. One of the most frequent occurrences of sexist language is the use of the pronoun he to refer to someone of unidentified sex.

How to Avoid Sexist Language

Avoid using only the masculine pronoun to refer to males and females together. Use a pair of pronouns.

Example: NO   A doctor has little time to read outside his specialty.

                YES   A doctor has little time to read outside his or her specialty.

Try to avoid the "he or she" construction, especially more than once in a sentence or in consecutive sentences. Revising into the plural may be a better solution:

Example: NO   A successful doctor knows he has to work long hours.

                YES   Successful doctors know that they have to work long hours.

Avoid stereotyping jobs and roles by gender when men and women are included

Example   NO   chairman, businessman, foreman

              YES   chairperson, businessperson, supervisor

Avoid expressions that exclude either sex.

Example: NO   mankind, the common man, old wives' tale, manpower

                YES   humanity, the average person, superstition, employees

Note: Do not use the pronoun her in reference to nations, ships, universities, etc., except in quoted matter. Use it rather than she.

Abbreviations

The following are guidelines for abbreviation of state names in textual material. Postal abbreviations are included on the next page.

States

Spell out the name of the 50 U.S. states when they stand alone in textual material. Any state name may be condensed, however, to fit typographical requirements for tabular material.

Example: Julie lives in Arizona during the winter months.

Ohio is hot and humid in August.

The names of eight states are NEVER abbreviated in datelines or text. Remember: spell out the names of the two states that are not part of the contiguous United States and of the continental states that are five letters or fewer (Alaska, Hawaii, Ohio, Texas, Iowa, Maine, Idaho, Utah). The following are proper state abbreviations for text (not postal material):

Alabama	Ala.	Nebraska	Neb.
Arizona	Ariz.	Nevada	Nev.
Arkansas.	Ark.	New Hampshire	N.H.
California	Calif.	New Jersey	N.J.
Colorado	Colo.	New Mexico	N.M.
Connecticut	Conn.	New York	N.Y.
Delaware	Del.	North Carolina	N.C.
Florida	Fla.	North Dakota	N.D.
Georgia	Ga.	Oklahoma	Okla.
Illinois	Ill.	Oregon	Ore.
Indiana	Ind.	Pennsylvania	Pa.
Kansas	Kan.	Rhode Island	R.I.
Kentucky	Ky.	South Carolina	.S.C.
Louisiana	La.	South Dakota	S.D.
Maryland	Md.	Tennessee	Tenn.
Massachusetts	Mass.	Vermont	Vt.
Michigan	Mich.	Virginia	Va.
Minnesota	Minn.	Washington	Wash.
Mississippi	Miss.	West Virginia	W.Va.
Missouri	Mo.	Wisconsin.	Wis.
Montana	Mont.	Wyoming	Wyo.

Punctuation

Place one comma between the city and the state name, and another comma after the state name, unless ending a sentence.

Example: He was traveling from Nashville, Tenn., to Austin, Texas, en route to his home in Albuquerque, N.M.

She said Cook County, Ill., was Mayor Daley's stronghold.

Miscellaneous

Use New York state when necessary to distinguish the state from New York City. Use state of Washington or Washington state when necessary to distinguish the state from the District of Columbia. Never abbreviate the nation's capital. Use Washington, D.C., (with comma after Washington and comma after D.C.) or District of Columbia.

Abbreviations

Postal Abbreviations for State and Territory Names

Alabama	AL	Montana	MT
Alaska	AK	Nebraska	NE
Arizona	AZ	Nevada	NV
Arkansas	AR	New Hampshire	NH
American Samoa	.AS	New Jersey	NJ
California	CA	New Mexico	NM
Colorado	CO	New York	NY
Connecticut	CT	North Carolina	NC
Delaware	DE	North Dakota	ND
District of Columbia	DC	Northern Mariana Islands	MP
Federated States of Micronesia	FM	Ohio	OH
Florida	FL	Oklahoma	OK
Georgia	GA	Oregon	OR
Guam	GU	Palau	PW
Hawaii	HI	Pennsylvania	PN
Idaho	ID	Puerto Rico	PR
Illinois	IL	Rhode Island	RI
Indiana	IN	South Carolina	SC
Iowa	IA	South Dakota	.SD
Kansas	KS	Tennessee	TN
Kentucky	KY	Texas	TX
Louisiana	LA	Utah	UT
Maine	ME	Vermont	VT
Marshall Islands	MH	Virginia	VA
Maryland	MD	Virgin Islands	VI
Massachusetts	MA	Washington	WA
Michigan	MI	West Virginia	WV
Minnesota	MN	Wisconsin	WI
Mississippi	MS	Wyoming	WY
Missouri	MO		

Postal Abbreviations for Directions

North	N	Northeast	NE
East	E	Northwest	NW
South	S	Southeast	SE
West	W	Southwest	SW

Postal Abbreviations for Street Designators

Alley	ALY	Canyon	CYN
Annex	ANX	Cape	CPE
Arcade	ARC	Causeway	CSWY
Avenue	AVE	Center	CTR
Bayou	BYU	Circle	CIR
Beach	BCH	Cliffs	CLFS
Bend	BND	Club	CLB
Bluff	BLF	Corner	COR
Bottom	BTM	Corners	CORS
Boulevard	BLVD	Course	CRSE
Branch	BR	Court	CT
Bridge	BRG	Courts	CTS
Brook	BRK	Cove	CV
Burg	BG	Creek	CRK
Bypass	BYP	Crescent	CRES
Camp	CP	Crossing	XING

Abbreviations

Dale	DL	Mount	MT		
Dam	DM	Mountain	MTN		
Divide	DV	Neck	NCK		
Drive	DR	Orchard	ORCH		
Estates	EST	Oval	OVAL		
Expressway	EXPY	Park	PARK		
Extension	EXT	Parkway	PKY		
Fall	FALL	Pass	PASS		
Falls	FLS	Path	PATH		
Ferry	FRY	Pike	PIKE		
Field	FLD	Pines	PNES		
Fields	FLDS	Place	PL		
Flats	FLT	Plain	PLN		
Ford	FRD	Plaza	PLZ		
Forest	FRST	Point	PT		
Forge	FRG	Port	PRT		
Fork	FRK	Prairie	PR		
Forks	FRKS	Radial	RADL		
Fort	FT	Ranch	RNCH		
Freeway	FWY	Rapids	RPDS		
Gardens	GDNS	Rest	RST		
Gateway	GTWY	Ridge	RDG		
Glen	GLN	River	RIV		
Green	GRN	Road	RD		
Grove	GRV	Row	ROW		
Harbor	HBR	Run	RUN		
Haven	HVN	Shoal	SHL		
Heights	.HTS	Shoals	SHLS		
Highway	HWY	Shore	SHR		
Hill	HL	Shores	SHRS		
Hills	HLS	Spring	SPG		
Hollow	HOLW	Springs	SPGS		
Inlet	INLT	Spur	SPUR		
Island	IS	Square	SQ		
Islands	ISS	Station	STA		
Isle	ISLE	Stravenue	STRA		
Junction	JCT	Stream	STRM		
Key	KY	Street	ST		
Knolls	KNLS	Summit	SMT		
Lake	LK	Terrace	TER		
Lakes	LKS	Trace	TRCE		
Landing	LNDG	Track	TRAK		
Lane	LN	Trail	TRL		
Light	LGT	Trailer	TRLR		
Loaf	LF	Tunnel	TUNL		
Locks	LCKS	Turnpike	TPKE		
Lodge	LDG	Union	UN		
Loop	LOOP	Valley	VLY		
Mall	MALL	Viaduct	VIA		
Manor	MNR	View	VW		
Meadows	MDWS	Village	VLG		
Mill	ML	Ville	VL		
Mills	MLS	Vista	VIS		
Mission	MSN	Walk	WALK		

Printing & Mailing

MVNU's Printing & Mailing department is here to help you! The Printing and Mailing staff coordinates all Xerox DocuTech work, DocuColor 12 color printing, bulk mailings, first and standard class mailings, the yearly mailing calendar, and many other special projects.

Printing and Mailing will be happy to assist you as you prepare your mailings. It always helps if you discuss your mailing with them before a piece is printed. Consider them a part of your team from the very beginning of a project!

Presorted First Class

- Must have 500 pieces or more
- Must be presorted
- Must be identical in content
- Each piece must weigh 13 oz. or less
- Must be barcoded
- May include:

  Bills or invoices, statements of accounts, personally signed mail, contracts, grades, and personal correspondence

Presorted Standard "A" Mail (Third Class)

- Must have 200 pieces or more
- Must be arranged in zip code order
- Each piece must weigh less than 16 oz.
- May include:

  Sales flyers, form letters, and other printed pieces that are generally identical in content

- Because it is geared toward business mail, Standard Mail (A) Rates do not apply to correspondence such as:

  Personal letters, bills or invoices, handwritten or typed matter, statements of accounts, valuables, contracts, or currency

- See pages 62-64 for proper postal abbreviations of state names, street names, and compass directions.

Student Project Policy

- When students are required by instructors to prepare projects to be handed out to the entire class OR are required to do projects for education classes involving multiple copies, they may purchase their copies in the Printing and Mailing office (P & M) for a reduced rate of $.05 per copy. The faculty member is asked to notify P&M of the number of students in the class that will be using this policy. (This does not include copies of reports or notes that do not meet the criteria above.)

Printing & Mailing

Educational/Graduate work policy

- Those faculty/staff members involved in graduate work or seminars may do their copying in P&M at the reduced rate of $.05 per copy. Please notify the clerk that your copies are educational before the printing is done. Our staff will then be able to enter the correct copier number and give you the discount.

- The small satellite copiers are convenience copiers and should not be used for major runs. Copies made on these machines are charged at $.065, which includes the price of the lease, paper, supplies, and maintenance.

- The DocuTech 135 in P&M can produce 135 copies a minute and departments receive a $.02 discount for all copies made in P&M. The DocuColor 12 full color copier is also in P&M. Both of these machines are networked and jobs can be sent directly from your office to the P&M queue for completion. Full instructions are necessary, so please complete the job ticket on the computer thoroughly. Please note the number of pages, covers, or any special instructions in the comment box when printing.

Personal Use of Services

- There are six copiers on campus where you may do personal copies. They are located on the lower level of the bookstore, the library (3), the second floor of the administration building, and P&M. These copies are charged at $.10 each or you may purchase a copier card in the library for multiple copies. Please be prepared to pay for the copies at the time they are made.

- Personal faxes may be sent or received in P&M. The charges are $1 for each page sent and $.50 for each page received. Please make sure that those sending faxes clearly identify the recipient so P&M will know where to send it. Personal faxes will be held in the office until the charge has been paid. Our fax number is (740) 397-2769.

- Personal mail may be sent through the campus post office or P&M. Postage must accompany each piece. If you are unsure of the postage, please bring your mail to P&M in person and they will tell you.

Mailings

- The office is equipped with zip+4 software and barcoding capabilities. Please consider P&M a part of your mailing team from the beginning of your project. They may have ideas that can help save your postal dollars. REMINDER: Bar codes are not to be put on mailings by individual offices!

- Maintaining the database for the University is also a part of P&M's job. They try very hard to make corrections as soon as they are received. If you are needing an address or list of addresses for a mailing, please use the mainframe database, as it will have the most current addresses.

SPECIFICATIONS

PRINT SHOP CHARGES

- Padding $.50/ ream
- Green diamond env. (500 box) $50/ .10 each
- Business reply env. (500 box) $15/ .03 each

BINDING SUPPLIES

- 1/4" $.25
- 3/8" $.25
- 1/2 " $.25
- 5/8" $.35
- 3/4" $.35
- 1" $.60
- 1 1/4" $.70
- 2" $1.00

COVER SETS

- Clear or opaque $.35

LASER CHARGES

- Letters $.105
- Labels/ envelopes $.02
- Our envelopes $.07

Paper for office and lasers may be purchased through Heritage Bookstore. Paper for the satellite copiers may be ordered through Receiving, ext. 4459.

DEPARTMENTAL COPIES

- Satellite copiers $.065
- P & M $.045 single sided, $.07 duplex

NON-UNIVERSITY WORK

- Personal copies $.10, .15 duplex
- Educational/ grad work $.05

SPECIFICATIONS

Color Copies

Size	1-100	100+
• 8.5 x 11	$.75	$.60
• 8.5 x 14	$1.00	$.80
• 11 x 17	$1.25	$1.00

Personalization and Set Labeling

- Personalized letters $.105 each
- Labeled memos $.07 each

Departmental Fax Charges

- To send (long distance) $1.00/ page
- To send (local) $.50/ page
- To receive $.25/ page

Personal Fax Charges

- To send (long distance) $1.00/ page
- To receive $.50/ page

## Other Copier Supplies

- Letterhead   + $.03 per copy
- Special order paper   + $.03/.05 per copy
- Cardstock   + $.02 per copy
- Transparencies   + $.40 per copy
- Laser labels   + $.20 per copy
- Thermal binding   + $.25 per book
- 2, 3, or 4 part forms   +$.05 per set
- 5-piece tab set   + $.80 per set

Specifications

Mailpiece "Clear Zones" for Optical Character Reader Processing:

- These standards apply only to mailpieces which require OCR processing in order to apply the barcode. Standards for pre-barcoded mailpieces are illustrated in the next example on this page.
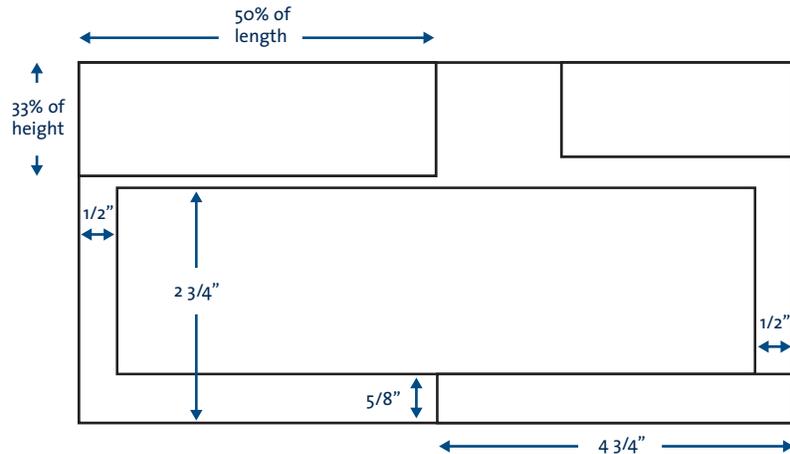
Address Block Barcode Guidelines:

- When the name and address block includes the Delivery Point Barcode (DPBC), the barcode should be immediately above the topline of the name and address, and can be no higher than 4" from the bottom of the mailpiece. The bottom line of the name and address block must be at least 5/8" from the bottom edge. No part of the name and address block can be closer than 1/2" from either the left or right edge.
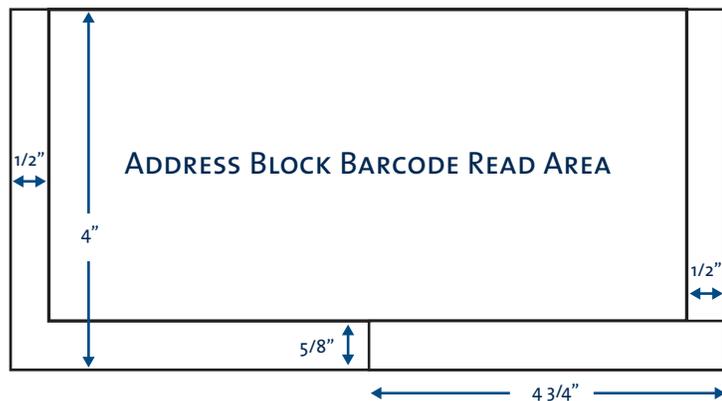
Business Reply Mail Guidelines:

- MVNU is able to get a reduced rate on their BRM because it is printed to the USPS regulations. In order to qualify, this implies that ALL BRM will be printed according to these regulations; therefore, every new card or envelope MUST be passed through Printing & Mailing BEFORE it is printed. The regulations are very specific. P&M has software that will generate camera ready copy for BRM pieces. PLEASE contact P&M before you have anything printed.

We're Here to Help

- If you need help with anything in this style guide or if you have further questions, please contact someone in the area in which you need assistance. We want to help you help us in putting forth the best image of MVNU.

Printing and Mailing:

- Karen Bush   x. 4452
- Victoria Reed   x. 4453
- Marilyn Elliott   x. 4454

Communications:

- Carrie Crouch   x. 4341

Sports Information:

- Dave Parsons   x. 3112

Web Publicist:

- Carlos Serrao   x. 4342

Excell:

- Jim Parks   x. 4704

WNZR 90.9 FM Radio Station:

- Marcy Rinehart   x. 3550

Admissions:

- Barb Sander   x. 4542

Heritage Bookstore:

- Susan Estes   x. 4455

Church Relations:

- Rev. Mike Williams   x. 4110

Office of the President:

- Joy Leverett   x. 4100